



Washington City
Where Dixie Begins

STRATEGIC PLAN

2017 – 2022



Dear Citizens:

We are pleased to present the Washington City “Five-Year Strategic Plan” for 2017-2022. The strategic plan represents a “living plan” for the City , which will be used to guide policy decisions by our Council and administrative decisions by our staff. The strategic plan will be reviewed annually and adjusted as necessary; it will continue to provide direction as we move forward.

The vision for the future of Washington City cannot be accomplished without the continued involvement and interest of citizens. We invite you to review the strategic plan and provide any comments you may have regarding these goals. Contact information for Washington City departments can be found on the City website: **WashingtonCity.org**

MISSION



Washington City is dedicated to being the city of choice. We will build upon the foundation of our traditional pioneering spirit and strive to enhance the quality of life while providing the most reliable, innovative, efficient and courteous service.

VISION

To be a model city; recognized as an innovative, empowering, high-quality city.

VALUES

The Values that will guide us are:

INTEGRITY in all our actions, decisions and the work we perform.

DEDICATION to our community and our ethical code.

EFFICIENCY in our operations to provide the best value.

QUALITY and excellence in all aspects of our work.

INNOVATION in meeting the present and future needs of the City.

PRIDE in our work and in our dedication to public service.

MAJOR EMPHASIS



Washington City's main emphasis in this Five-Year Strategic Plan is targeted towards maintaining the **Small Town Feel and Quality of Life** we currently enjoy. This plan will also have a positive impact on the **Economic Development and Growth** of Washington City by creating a balance and strengthening our community. Washington City is known for its' positive interaction between the city and its' citizens; this interaction develops relationship driven community connections. Washington City wants to maintain and enhance community involvement in all areas.

QUALITY OF LIFE AND THE SMALL TOWN FEEL



Preserving the excellent quality of life the residents of our city enjoy is among our highest priorities. We will focus on keeping our “small town feel” by maintaining a high level of service in all city departments. We will enhance the communication to and from the citizens and increase the opportunities for the citizens to interact via social media, improve the ease of contact with city offices and ensure the city website is accessible and easy to maneuver for all citizens. By engaging the citizens and using the technology resources available, important information will be readily available to the community. Developing well-trained, customer service oriented employees to ensure our city services are accessible and our citizens are treated with respect is of utmost importance.



We will continue to develop and enhance our parks and trails system in order to provide open space for our citizens to enjoy the community in which we live. We will create opportunities to engage the community by encouraging the use of our Community Center as a great resource for all ages and encourage growth in the use of our Green Springs Golf Course.



Our city festivals, parades, holidays and events are important in maintaining the community environment and quality of life we enjoy. We will increase community participation and community “ownership” of these events by involving our residents in the planning of community festivities. We will keep in mind the lifestyle of future generations as we plan for the growth of the community.



We will maintain high levels of service in all public safety divisions in order to provide a community in which our residents and visitors are safe and the protection of life and property is paramount. We will enhance public safety services by continuing to update and implement our Emergency Management efforts, engaging our citizens and non-government agencies in an effort to be better prepared for all emergencies.



ECONOMIC DEVELOPMENT AND GROWTH

In looking forward to the next five years, high on the list of priorities for Washington City is to build retail business while continuing to keep the small town feel. Although these two priorities may not appear to be conducive, they can be accomplished by maintaining a balance between the two.





We will strive to design the retail aesthetics in such a way to compliment the neighborhoods. New retail expansion will be built in pocketed areas based on their use and design. Developing a community atmosphere within our retail areas that will attract the kind of businesses that draw other communities into our city for their retail needs is also important.



We will improve the city infrastructure by planning ahead for our needs in regards to growth and future infrastructure. Providing the necessary services for water, sewer, power, road construction/repair, and public safety requirements are ongoing priorities.



Financial integrity and continued funding is critical in order to grow and to provide for our current quality of life and to maintain the “small town feel” that Washington City citizens value. We will encourage our citizenry to stay engaged and educated concerning city finances by continuing to provide transparency of city budgets, expenses and the use of taxes.

By implementing this Five-Year Strategic Plan, we will focus on strengthening the Quality of Life and the Small Town Feel that we all enjoy here in Washington City while continuing to grow; elevating our citizens’ experiences and enriching our cultural awareness are milestones that we will achieve in this process. We look forward to embracing economic growth while ensuring the financial integrity of the city. We will enhance our public services and public safety throughout this time period and continue to build collaboration within the city departments in order that we may be diligent in meeting the needs of the residents that we serve.

*TO BE A MODEL CITY; RECOGNIZED AS AN
INNOVATIVE, EMPOWERING, HIGH-QUALITY CITY.*



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