

Celebrate Life



An Oasis of  
Opportunity

Feels Like  
Home



# Strategic Plan 2008



# Strategic Plan 2008

Washington City: Where Dixie Begins

## Introduction

Dear Citizens:

We are proud to present the Washington City Strategic Plan for 2008, which will serve as the blueprint for the City's direction for years to come. The plan represents a "living plan" for the City; which will be reviewed annually, adjusted and become the foundation for all of our other planning and budgetary processes.



The Strategic Plan places its emphasis in four vital concern areas for Washington City: Quality of Life, Quality of Service, Managing Growth and Economic Development. Each of these areas involves a myriad of goals and strategies which depict the methods and measures that we intend to accomplish.

The vision for the future of Washington City cannot be accomplished without the continued involvement and interest of our citizens. We invite you to watch our progress on these critical issues and we welcome your suggestions for the betterment of our community.



## *Mission, Vision, and Values*

### **Mission Statement**

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 Statement**

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



### **Values**

The Values that will guide us are:

**Integrity** in all of our actions, decisions and the work we perform.

**Dedication** to our community and our ethical code.

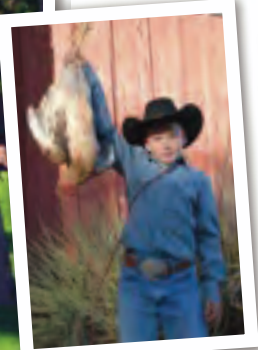
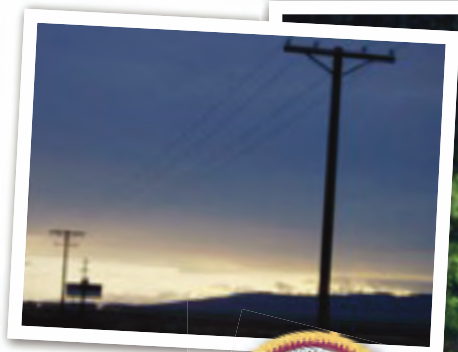
**Efficiency** in our operations to provide the best value.

**Quality** and excellence in all aspects of our work.

**Innovation** in meeting the present and future needs of the City.

**Pride** in our work, in our dedication to public service and in being the best we can be.





# Major Areas of Emphasis



**Quality of Life**  
**Quality of Service**  
**Managed Growth**  
**Economic Development**



# Quality of Life

## Goal:

Increase the park and recreational opportunities

## Strategy:

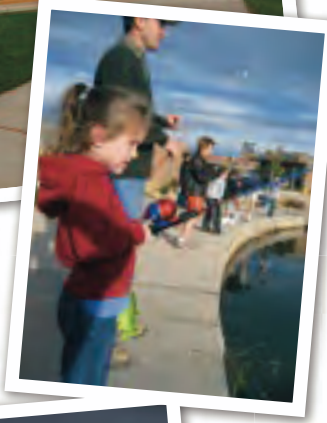
- Follow and keep Parks and Trails Master Plan and Capital Facilities Plan up-to-date
- Complete Community Center
- Construct Phase I ,II, and III of the Virgin River Trail
- Construct and finish cemetery addition
- Construct Virgin River Park Soccer Complex
- Construct Black Hawk Park
- Introduce additional Adult League Recreation Programs
- Improve existing ball field complex

## Goal:

Enhance public safety services to the community and implement Advanced Life Support within EMS services

## Strategy:

- Exercise the City's Emergency Response Plan annually





- Educate the community on Community Oriented Policing
- Enhance code compliance efforts by educating the community on taking a personal interest in their neighborhoods
- Implement Advanced Life Support within EMS services
- Begin construction of public safety complex by 2009
- Conduct Citizens Public Safety Academy
- Continue efforts to empower citizens through volunteer efforts

### Goal:

Celebrate our heritage

### Strategy:

- Establish citizen committees to oversee city celebrations: Cotton Days, Independence Day, Veterans Day, Christmas
- Incorporate training of city heritage and history in new employee orientation
- Create heritage and cultural arts master plan

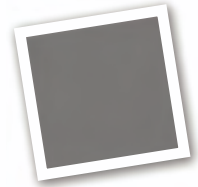


# Quality of Service



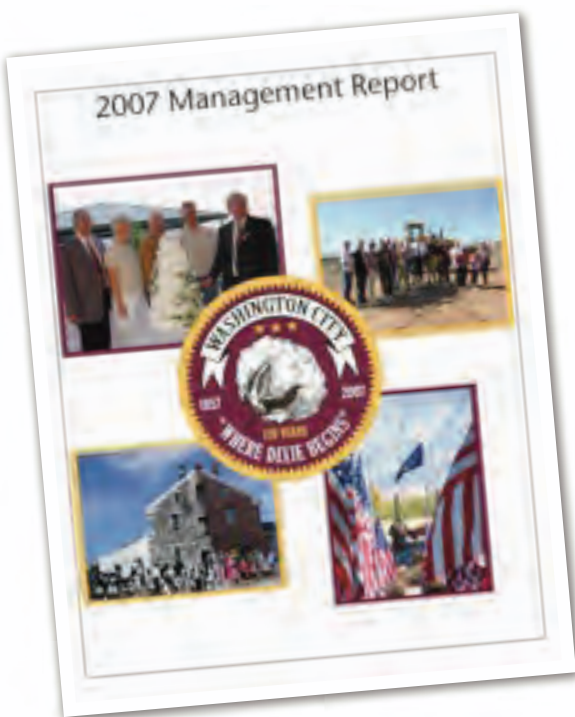
## Goal:

Improve communication with our citizens



## Strategy:

- Publish City Processes
- Improve electronic notifications
- Schedule regular open houses, HOA and educational meetings for the public
- Pursue customer survey options



## Goal:

Add to the professional level of our staff



## Strategy:

- Improve on learning opportunities for staff, i.e. self paced, HR instructed, etc.
- Improve employee recognition program
- Place an emphasis on training supervisors





### Goal:

Improve internal communication and partnerships

### Strategy:

- Improve upon shared data and virtual desktop capabilities of staff
- Continue to educate staff on use of intranet
- Develop process tracking application

### Goal:

Improve response and delivery time to Stakeholders

### Strategy:

- Establish customer response management (CRM) program
- Reduce processing time on all staff controlled processes by 20%
- Improve processes related to commercial building projects



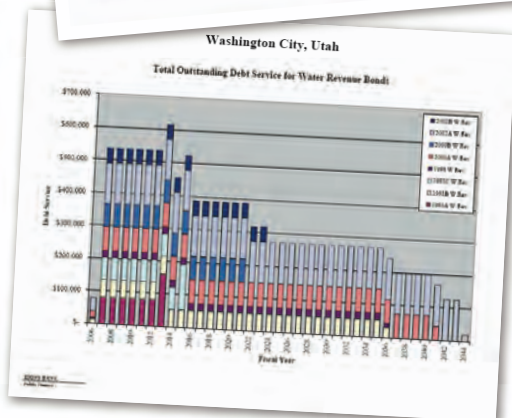
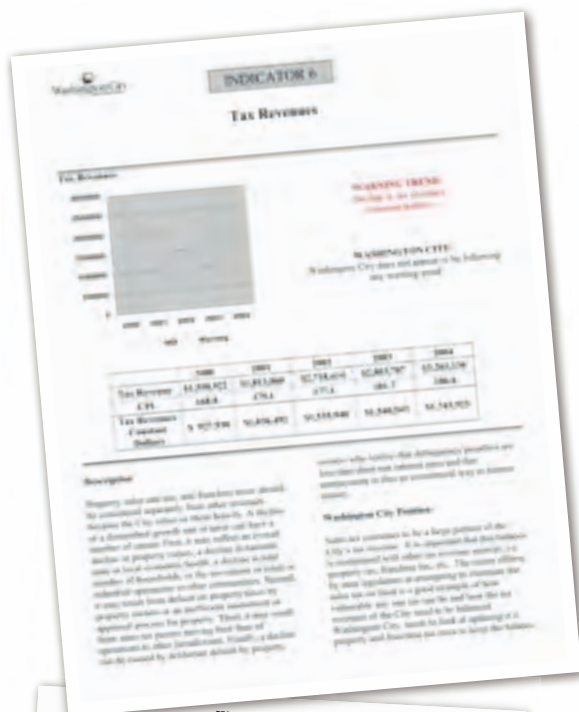
### Goal:

Strengthen relationships with boards and commissions

### Strategy:

- Have regular Council/Commission joint work sessions
- Implement “land use authority” responsibilities with Staff, Council and Commission
- Look for opportunities to develop citizen based task forces





## Goal:

Provide for greater use of technology in service delivery

## Strategy:

- Make codified ordinances available online
- Implement electronic Council
- Expand web-based services
- Create digital information lobby
- Make sure software systems integrate

## Goal:

Continue to enhance financial tools available to the City

## Strategy:

- Publish the Financial Trends Monitoring System
- Perform annual rate analysis
- Keep all fees and taxes contemporary
- Further improve the Capital Budget
- Formalize the in-house audit procedures
- Have debt reviewed bi-annually



### Goal:

More effectively use the media and public relations

### Strategy:

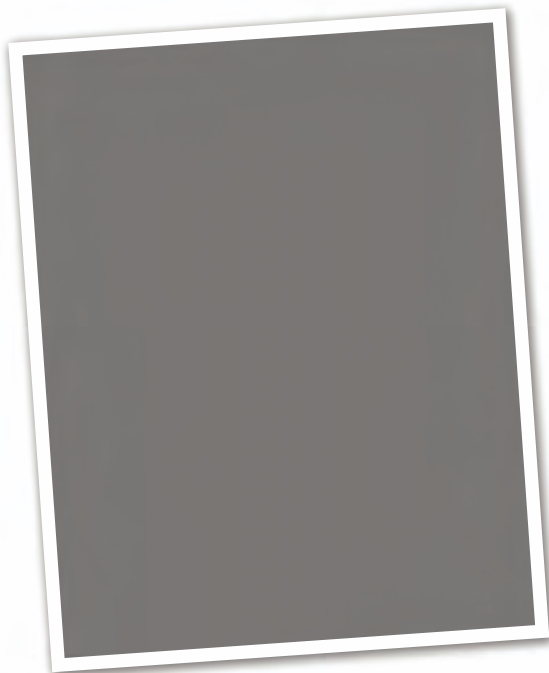
- Use website to “sell” city story
- Invite media to all City events
- Publish City accomplishments
- Get Mayor and Council Involved in public relations, i.e. radio, newspaper, etc.

### Goal:

Establish performance measures and levels of service

### Strategy:

- Implement Performance Measurement System in all critical departments
- Perform Citizen Survey bi-annually





# Managed Growth



## Goal:

Improve the connectivity and quality of roads

## Strategy:

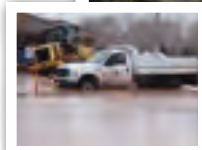
- Keep roads master plan up-to-date
- Fund master planned projects
- Complete Industrial Road, 840 South and the north and south frontage roads
- Utilize the pavement management program to determine maintenance needs and increase service life of roads
- Evaluate the feasibility of and SID for downtown curb, gutter, sidewalk and paving full width of road

## Goal:

Improve utility infrastructure delivery system

## Strategy:

- Keep water, sewer, power and storm water master plans up-to-date
- Implement and fund storm water capital projects
- Secure long-term water availability (RWSA)





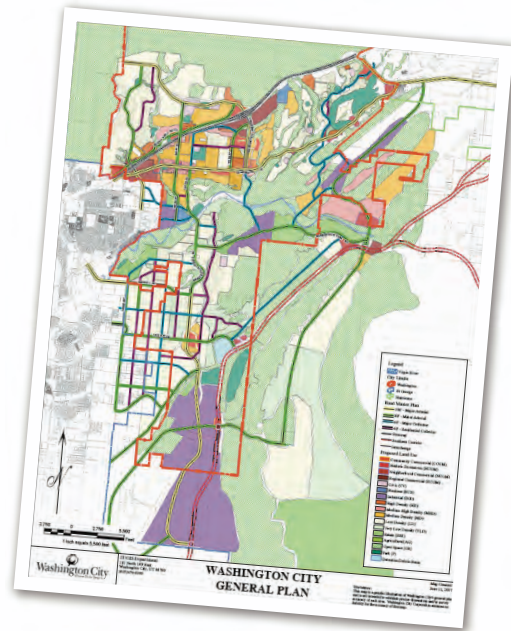
- Update irrigation rates in order to sustain operation costs of the system
- Secure new, affordable power contract
- Continue to invest in power generation for our community

### Goal:

Effectively use City development plans and codes

### Strategy:

- Keep General Plan up-to-date
- Re-write Subdivision and Zoning Ordinances
- Re-write Hillside, Ridgeline and Corridor ordinances
- Expand opportunities within the Density Bonus Program
- Prepare city facility master plan



# Economic Development

## Goal:

Market the community as a great place to do business

## Strategy:

- Improve Economic Development marketing plan
- Create strategic economic development partnerships
- Transfer major economic development responsibility from consultant to staff
- Update and post available commercial property list to the website
- Identify and recruit target businesses

## Goal:

Assist interested parties in locating to Washington City

## Strategy:

- Create information packet





### Goal:

Provide a reliable city data com system for businesses

### Strategy:

- Enhance wireless options
- Further pursue fiber options

