



Administrative Report

H.17., File # 25-0393

Meeting Date: 3/18/2025

To: MAYOR AND CITY COUNCIL
From: MIKE WITZANSKY, CITY MANAGER

TITLE

RECEIVE AND FILE THE MONTHLY UPDATE TO THE STRATEGIC PLAN OBJECTIVES ADOPTED BY CITY COUNCIL ON OCTOBER 8, 2024

EXECUTIVE SUMMARY

On September 10, 2024, the City Council held a strategic planning session to discuss and update the City's Strategic Plan. At the session, the Mayor and City Council considered recent accomplishments, completed a strengths, weaknesses, opportunities, and threats (SWOT) analysis, evaluated, and adjusted the previously established three-year goals, and listed specific objectives for the upcoming planning period which was set for the next six-months. The Plan's three-year goals and six-month objectives were finalized on October 8, 2024. This report provides the fifth update to the approved Strategic Plan.

BACKGROUND

The City has been committed to a strategic planning process since 1998, a process that focuses staff resources on achievable policy goals and objectives set by the City Council. On September 3, 2024, the Council approved a contract with Leading Resources Inc. for consulting services to facilitate the City's most recent strategic planning session, which was held at an open public meeting on September 10, 2024.

During the session, the Mayor and City Council discussed the City's prior accomplishments (there were 80 objectives, projects, and initiatives that were recognized as having been completed during the planning period), evaluated, and adjusted the previously established three-year goals, and identified the objectives for the new plan.

The three-year goals (2024-2027), which serve as the overarching framework for the Strategic Plan, were updated to include the following (not in priority order):

- Modernize the City's Technology and Systems*
- Vitalize Commercial Areas of the City*
- Increase Environmental Sustainability
- Invest in the City's Infrastructure
- Maintain a High Level of Public Safety
- Enhance the Delivery of City Services

*Adjusted on September 10, 2024

The attached Strategic Plan reflects the City Council directives discussed at the September planning session and approved on October 8, 2024. The objectives have been drafted to ensure that they are specific and quantifiable, identify the various Department(s) that will be responsible for their completion, and establish target execution dates.

The City Manager provides monthly updates to the adopted six-month objectives to enable the Mayor and Council to monitor the City's progress on the Strategic Plan. The attached matrix includes updates and notations provided by the Department(s) responsible for each objective. This is the fifth update provided for this version of the Strategic Plan.

COORDINATION

The six-month objectives will be completed by the assigned Department(s).

FISCAL IMPACT

Funds for activities related to the Strategic Plan are included in the City's annual budget.

APPROVED BY:

Mike Witzansky, City Manager

ATTACHMENTS

- March 18, 2025 Strategic Plan Update