

“Washougal – Mapping the Community’s Future Together”

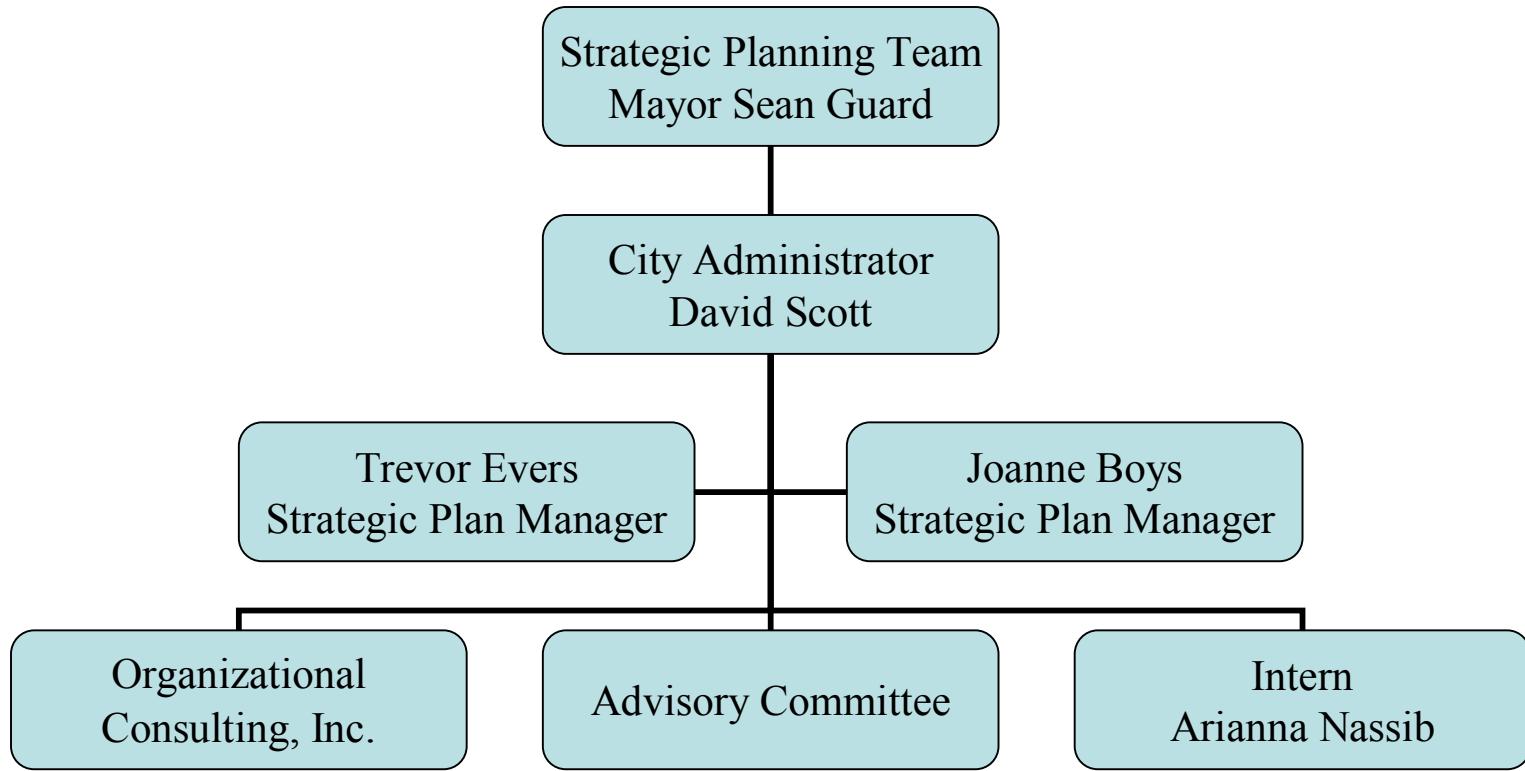


Presentation to City Council by Strategic Planning Team
June 27, 2011

cityofwashougal.us

Presentation

1. Strategic Plan Team
2. Draft Goals of Plan
3. Steps Completed
4. Public Engagement Campaign
5. Project Kickoff
6. Evaluating Strengths, Weaknesses, Opportunities and Challenges (SWOC)
7. Solutions
8. Develop Mission Statement, Community Values and Vision Statement
9. Action Plan
10. Final Reassessment
11. Adoption
12. Celebration
13. Implementation, Monitoring and Measuring
14. Timeline
15. Next Steps
16. Council Discussion



Anticipated Results



- Outline of the city's overall direction and purpose - **mission and preferred future**
- **Learn the community's** desired future and what it values
- The **strengths, weaknesses, opportunities and challenges** facing the city
- Long-term **objectives**
- Long and short term **strategies** to reach objectives
- Outcomes that are **achievable** and **measurable** - benchmarks
- **Action Plan** (road map) that is used as a **guide** to make decisions on capital projects and economic development, a budget filter, development of department business plans and incorporated into director and administrator performance reviews
- A plan that is **incorporated** into Comprehensive Plan and CFP updates
- Living Document

Phase I

Preliminary Planning

Steps Completed

- Establish Process & Steps
- Establish Timeline
- Determine Expectations of Department Heads
- Identify Roles, Responsibilities and Tasks
- Research & Create Historic Planning Document Record
- Develop Survey
- Develop Website
- Develop Communications Plan
- Share with Mayor, Administrator & Dept Heads
- Share with City Council (6/27)



Phase I

Step #1 Agree to Plan



This is complete, as City Council and staff agreed to plan for the long term at its January 22, 2011 “Planning Session”

and

Council endorsed the project by appropriating funds in the budget

Step #2 – Gather Information

Historical planning documents

- A. Who are we and where are we
- B. Lessons learned – avoid doing the same thing over and over and expecting a different result
- C. A record of unmet goals – do they remain applicable today?
- D. Identify accomplishments and successes

History of Washougal

Does the history of Washougal play into what remains important to us today?

(Chinook Indians, Lewis and Clark, Natural Area, Scenic Vistas, Location Between Two Rivers)

Other entities Strategic Plans School, Port, Utilities

Phase I



Phase I

Step #3

Develop Public Engagement Plan

Includes:

- Internal and External Stakeholder Interviews
- Public Stakeholders

Internal Stakeholder Interviews

Internal

- Department Heads
- Mid Managers
- Line staff interviews based on DH recommendations
- Planning Commission, Cemetery, Park and Civil Service Board Members



External Stakeholder Interviews

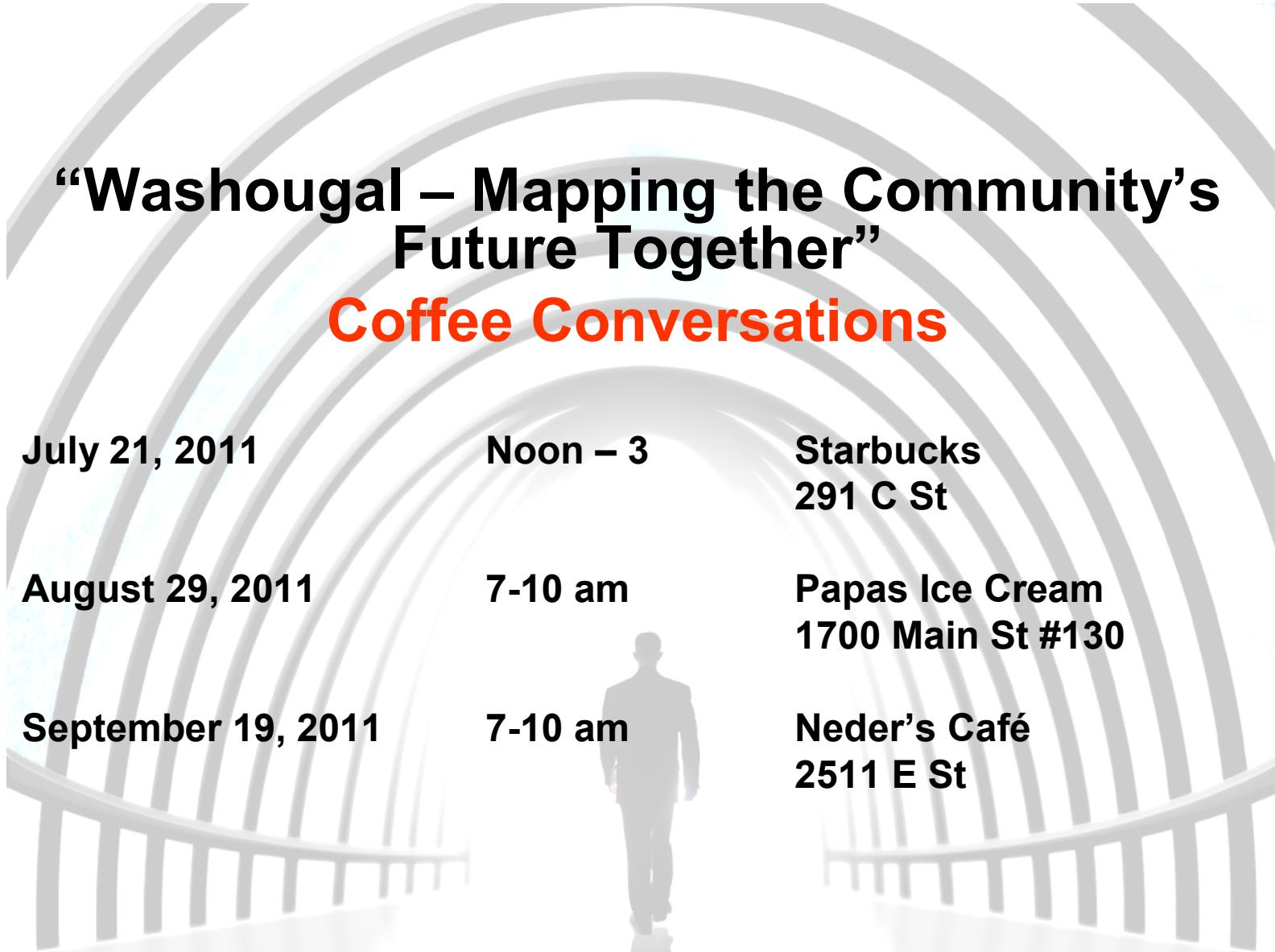
- Port of Camas-Washougal
- School Districts (Washougal & Camas)
- Seniors – Meals on Wheels/Loaves & Fishes
- Churches
- East County Little League
- Assisted Living Facility
- Motocross Representative
- Best Western
- Pendleton
- Wes Hickey
- Student President High School
- Leadership Class at High School
- Developers, Builders, Realtors, BIA, SW Washington Contractor's Association
- Previous City Elected and Appointed
- Service Organizations – for example: Eagles, VFW, Garden Club, American Legion and Lions, Rotary
- Chamber of Commerce
- Social Service Organizations
- Tribes, Friends of the Gorge, Forest Service – Gorge, Steigerwald National Refuge, Gorge Town to Trails Project Manager Audubon Society and Fish Organizations



Public Engagement Campaign

- Walk and Talk with every business/industry in Washougal
- Surveys
 - Citizen Survey – website, public meetings, various locations around the city and left during walk and talk with businesses/industries
 - Telephone Survey (increasingly used & responses as good as face to face)
 - Sidewalk Survey (intercept survey)
- Town Hall meetings
- Senior breakfast
- Homeowner's Association meetings
- Coffee Conversations
- Port Marina during high fishing season
- Concert at Port
- Farmer's Market walk and talk (monthly)
- Attend athletic and Museum events
- Website
- Presentations at local organization meetings
- Other opportunities to poll the community
- Regular updates on website (including results of surveys)





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Coffee Conversations

July 21, 2011

Noon – 3

**Starbucks
291 C St**

August 29, 2011

7-10 am

**Papas Ice Cream
1700 Main St #130**

September 19, 2011

7-10 am

**Neder’s Café
2511 E St**

“Washougal – Mapping the Community’s Future Together”

Are you interested in participating in your community’s future?

The City of Washougal is embarking on a “Strategic Plan”. Your input is essential to the plans success. Please join us and share your ideas at the upcoming public workshops.

July 28th 6-8pm

**Washougal High School Commons
1201 39th St, Washougal, WA 98671**

August 25th 6-8pm

**Best Western Parkersville Inn & Suites
121 S. 2nd St., Washougal, WA 98671**

Sept 22nd 6-8pm

**Washougal Council Chambers
1701 C Street, Washougal, WA 98671**

**Input may also be provided by taking the survey on the city website
<http://www.cityofwashougal.us>**

Phase II

Step #4

Project Kick Off and Public Engagement
Campaign

Phase II

Step #5

Conduct a SWOC

	HELPFUL	CONSIDERATIONS
Internal	STRENGTHS	WEAKNESSES
External	OPPORTUNITIES	CHALLENGES

Phase II

Step #6

Develop Solutions



Understanding of what the City can do about the results of the SWOC analysis and consequences of doing nothing.

Phase II

Step #7

Review previous steps and information obtained

Phase II



Step #8

Develop Mission Statement, Community Values and Vision Statement

Mission Statement

A formal, short written statement of the city's purpose or why we exist

Community Values

Example: in healthy communities we feel safe, have a vibrant and sustainable economy, access to quality of life amenities, etc.

Vision Statement

A Vision Statement asks, "what do we want to become" – it is futuristic

Phase III

Step #9

Develop Action Plan (Road Map) – Trevor and Joanne



Phase III

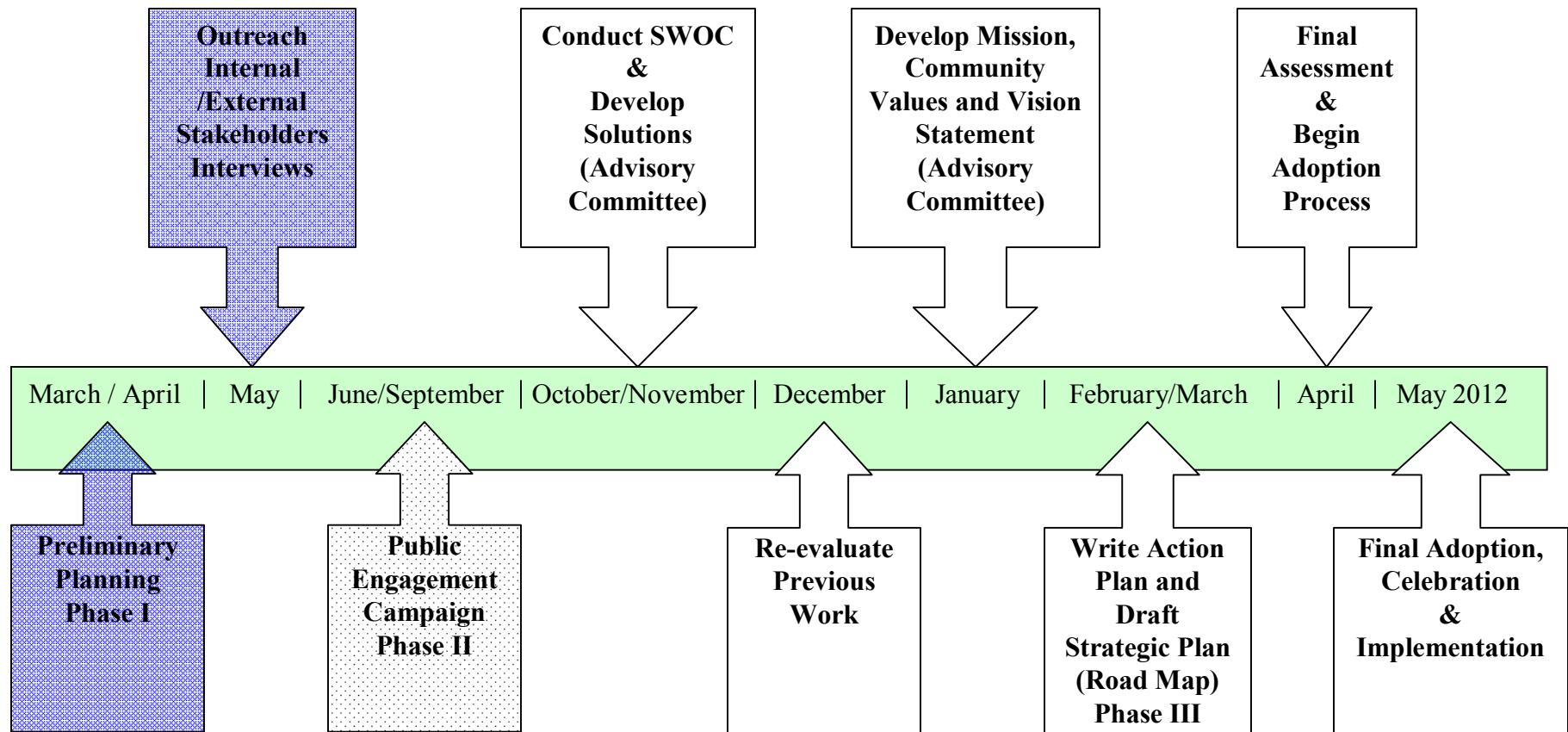
Step #10
Final Reassessment

Step #11
Adopt Strategic Plan

Step #12
Celebrate

Step #13
Implement and Monitor
(What Gets Measured - Gets Done)

Strategic Plan Timeline



Next Steps

- Quarterly updates (3-4 months) and at 2012 retreat

Council Discussion

Helpful for the team:

- A. Are there any other stakeholders we should involve?
- B. Do you have other thoughts or ideas about the public engagement process?