



Strategic Planning Advisory Committee

Together mapping the community's future

April 19, 2012

Agenda

- Introductions
- April 5 minutes review
- Public engagement revisited
- Mission Statement
- Values Statement discussion
- SWOC
- Social Media
- June 7th SPAC meeting

Public engagement comments

Top comments received

- Commercial and Economic Development
- Jobs
- Transportation
- Parks and Trails
- Downtown Revitalization
- Police, Fire and EMS - Community Safety

Public engagement comments

Commercial development

- The need for more commercial development received the highest number of comments
- 83% of respondents feel that it is *very important/somewhat important* to address commercial development during strategic planning

Public engagement comments

Transportation received the second highest number of comments

- Expressed support for
 - Highway 14 improvements,
 - Second railroad overpass,
 - Interchange at 27th Street and 32nd Street intersection
- 96% of the respondents feel that street repair is *very important/somewhat important*
- 70% of the respondents feel transportation is *very important/somewhat important* to address during strategic planning
- Only 31% of the respondents felt that our current quality of street repair is *excellent or good*

Public engagement comments

Parks and trails received the third highest number of comments

- 90% feel park services are *important/somewhat important*
 - 86% indicated that park services are *very important/somewhat important* to address in the strategic planning process
 - 35% value Washougal's recreational opportunities
 - 62% felt that the current quality of park services is *excellent/good*
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- 62% are willing to help pay for park services through taxes or alternative financing partnerships with the city

Public engagement comments

Downtown revitalization received the fourth highest number of comments

75% of respondents feel that downtown revitalization is *very important/somewhat important* to address during strategic planning

Public engagement comments

Citizens are concerned with city-wide public safety (police, fire, EMS)

- 98% (Fire/EMS) and 96% (Police) of respondents indicate that police/fire/EMS services are *very important/somewhat important*
- 86% (Fire/EMS) and 81% (Police) of respondents indicate that they are willing to pay for these services through taxes or alternative financing partnerships with the city
- 78% (Fire/EMS) and 72% (Police) of the respondents indicate the current quality of these services as *excellent/good*
- 92% of the respondents feel that it is *very important/somewhat important* to address public safety during strategic planning
- 54% of the respondents identified public safety as one of the things they value most about Washougal

Additional subject areas

- Community Activities/Events
- Community Aesthetics
- Impact Fees
- Library
- Senior Citizens
- Sidewalks
- Tourism
- Utility Rates
- Youth
- Growth
- Citizen Communications

Expressed interest

- Desire for community activities and special events
- Aesthetics – dilapidated buildings and challenge making Washougal attractive to business
- A better and larger library is needed
- Impact fees for new growth should be higher
- Developer fees have not adequately addressed city costs for services and roads
- Senior citizens – senior housing, hospital
- Sidewalks needed to all schools and connected throughout town

More comments

- Tourism – seek out tourism opportunities
- Utility Rates
 - Should be raised for those using water
 - Rates increased annually rather than increase by a large jump
 - Cost too high
 - Bill people on fixed incomes for usage rather than a flat fee
- Youth activities – nothing for kids to do in community
- Jobs

Business and industry comments

- Business Association needed (location specific – downtown, E Street, Industrial Park)
- Economy has hit the majority of businesses hard
- Signage needed directly to downtown businesses
- Website usability/functionality – ability to use city website to advertise or link
- Grand opening, ribbon cutting after infrastructure improvements on E Street
- Monthly newsletter (business and public/electronic version)

Mission Statement (staff draft)



is to provide leadership and effective, fiscally responsible services that preserve and enhance our environment and ensures a safe, healthy and economically vibrant community for all our citizens.

Values definition

- Important and enduring ***beliefs*** or ***ideals*** shared by the members of a culture about ***what is good or desirable and what is not***
- Values exert major influence on the behavior of an individual and serve as broad guidelines in all situations

Value Statement Discussion

- Community values
- Organizational values
- Values prioritization (offline)
 - Due Monday April 30 via email

What the future holds

“A pessimist sees the difficulty in every opportunity; an optimist sees the opportunity in every difficulty.”

~ Sir Winston Churchill

SWOC analysis staff examples

Factor	Strengths	Weaknesses	Opportunities	Challenges
Political	Commitment to address failing infrastructure		Economic development CWEDA	Public engagement/ involvement
Institutional	Dedicated management & labor			Reputation
Technical		Rapidly changing technology Training/experience	City-wide integration	Needs assessment
Human Resources	Lean staff city-wide	Succession planning		
Financial	High bond rating and capacity	Current economy	Federal and state low interest loan and grant programs	Highly competitive Globalization

SWOT Analysis



<http://www.youtube.com/watch?v=GNXYI10Po6A>

Community engagement

A rowing team of nine people is silhouetted against a bright sunset on a calm lake. The sun is low on the horizon, creating a strong reflection on the water. The background shows a line of trees under the orange and yellow sky.

Even the best strategic planning addresses only a moment in time. Long-term success is more about keeping an eye on the horizon than in counting your steps along the way.

~ Darlene Stickel

One of the best kept secrets in America is that people are aching to make a commitment, if they only had the freedom and environment in which to do so.

~ John Naisbitt

Changing times

- The internet was initiated in the 1950s
- The WWW was conceived in 1989
- Wi-Fi was invented in 1991
- In 2010 mobile phone subscriptions worldwide reached 4.6 billion
- iPhone has over 500,000 available Apps

Community engagement

Leverage social media to

- Focus on shared interests and inclusiveness
- Communicate with members
- Rally community support
- Engage and inspire



Social media's added benefits

- Establish brand and raise awareness
- Focus attention where you want it
- Increase loyalty and trust
- Strengthen community engagement
- Enhance reputation and relationships
- Share meaningful information

Social media tools

- Directed blogging can
 - Tell a story
 - Encourage comments and provide testimonials
 - Incorporate media connections
- Facebook can
 - Foster relationships
 - Invite support and engage residents
- LinkedIn can be professionally-directed

Social media requirements

- Define and lay out careful strategy
- Determine system parameters
 - Facebook
 - LinkedIn
 - Google Groups ... etc.
 - Then interconnect social media sites
- Focus on transparency
- Support values and expectations

Offline deliverables timeline

- April 30 -- Prioritize Values
 - Top 5 community and top 5 organizational
- May 14 -- Submit SWOC “challenges”
- May 29 -- Submit SWOC “opportunities”

Upcoming

- SWOC analysis electronic feedback
- June 7 SPAC meeting
 - Finalize Values Statement
 - Discuss and revise SWOC
 - Introduce Vision Statement