

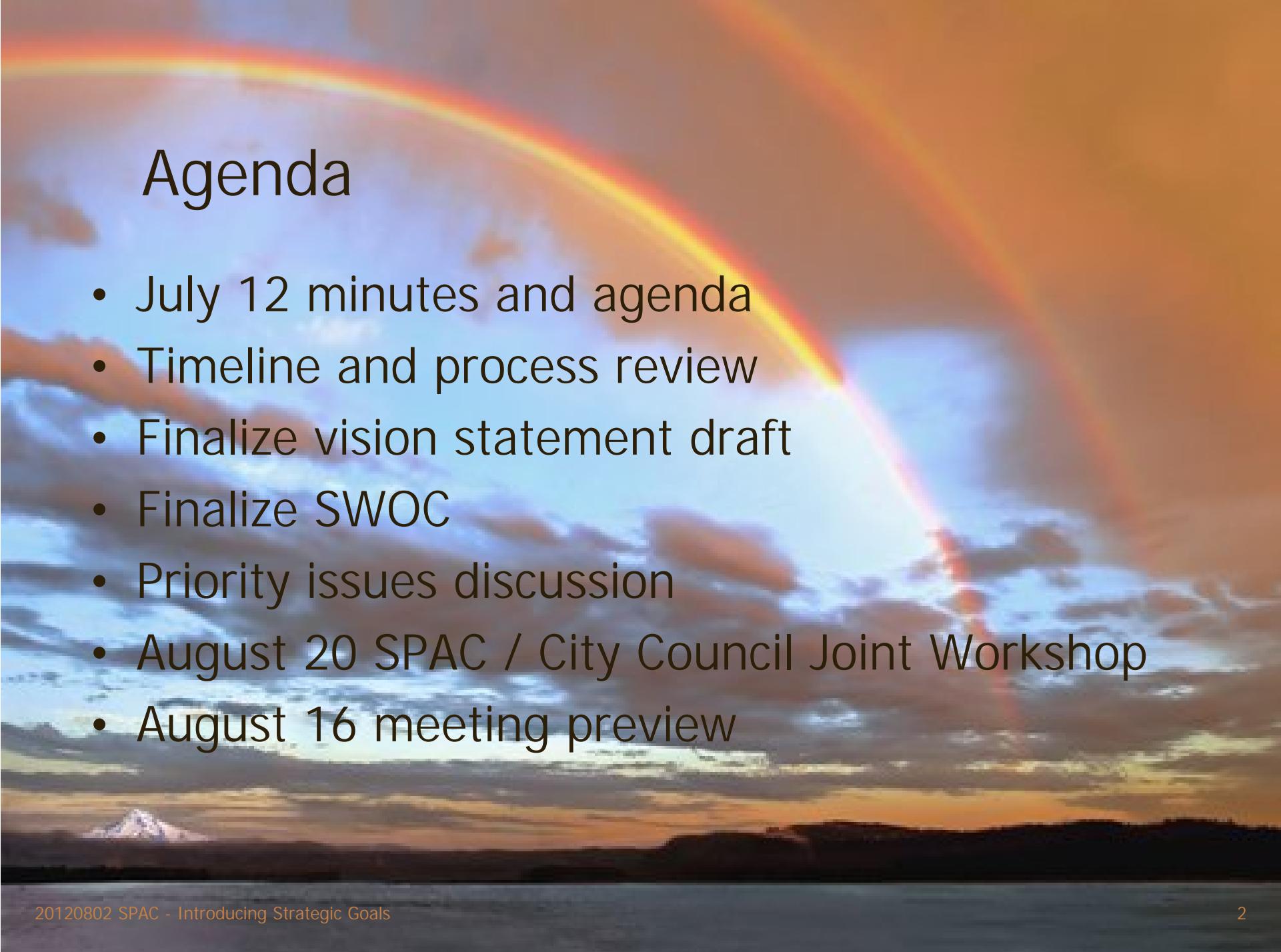


Strategic Planning Advisory Committee



Introducing Strategic Goals

Together mapping the community's future



Agenda

- July 12 minutes and agenda
- Timeline and process review
- Finalize vision statement draft
- Finalize SWOC
- Priority issues discussion
- August 20 SPAC / City Council Joint Workshop
- August 16 meeting preview

Strategic Plan Timeline

Draft Mission Statement Feedback and data review	Revise SWOC Finalize Values Introduce Vision	Introduce priorities	City Council & SPAC Joint Workshop	Review draft Strategic Plan (roadmap)
March	April/May	June	July	August
SPAC Kickoff Operating Principles	Introduce SWOC Analysis Finalize Mission Statement Draft Values	Review and finalize Vision	Discuss and finalize Strategic Goals	City Council Strategic Plan Adoption



Plan building blocks

- Public Input
- Mission Statement
- Community and Organizational Values
- Strategic Analysis (SWOC)
- Vision Statement
- Key issues identification
- Recommended strategic goals, objectives and success measures
- Draft Strategic Plan (roadmap)

Vision, Values & Mission

Our Vision -- Washougal will be a safe, healthy and economically vibrant community that balances growth and expanding opportunity while preserving the best qualities of small-town living.

Community values

- Community involvement
- Quality education
- Safe community
- Small-town feel
- Strong economy

Organizational values

- Accountability
- Customer orientation
- Excellent services
- Integrity
- Strong leadership

Our mission is to provide leadership and effective, fiscally responsible services that achieves our community's vision.

	Helpful Achieving the objective	Harmful Achieving the objective
Internal origin Organization attributes	<h2>Strengths</h2> <ul style="list-style-type: none"> • Staff resiliency and expertise • Cooperative, task and solution driven • Funding prudence and accountability • Excellent customer service • Building beyond-border work partnerships for increased efficiencies 	<h2>Weaknesses</h2> <ul style="list-style-type: none"> • Staff levels – coverage and scope issues • Loss of institutional knowledge • Communication across departments • Succession planning • Revenue uncertainty • Records retention and documentation • Aging infrastructure (buildings, equipment) • Hardware/software upgrades, IT support
External origin Environment Attributes	<h2>Opportunities</h2> <ul style="list-style-type: none"> • Engage citizens • Leverage social media • Promote tourism, parks and recreation • Community-based partnerships • Economic development (CWEDA) 	<h2>Challenges</h2> <ul style="list-style-type: none"> • Reputation improvement / enhancement • Engage seniors through education, support resources and volunteering opportunities • Connect with youth, support K-12 education • Qualify and receive state/federal funding • Internal/external resistance to change • Creating favorable business climate • Physical barriers (RXR tracks/SR-14) • Aging infrastructure (roads, utilities, etc.)

A landscape photograph of a beach at sunset. The sky is filled with warm, orange, and yellow hues, with a faint rainbow visible in the upper right. The ocean waves are crashing onto the shore, and the horizon shows distant land or hills. The overall atmosphere is peaceful and scenic.

Priorities discussion

- Review offline assignment results
- Discuss issues and priorities
- Additional issues or priorities?
- Comments and/or feedback

A landscape photograph of a lake and mountains at sunset. The sky is filled with warm, orange and yellow hues, with a faint rainbow visible in the upper right. The water of the lake reflects these colors. In the background, there are dark, silhouetted mountains. The overall atmosphere is peaceful and scenic.

Joint council workshop – August 20

- Finalize presenters
- Discuss presentation topics
- Review talking points



Upcoming

August 16 - Discuss and finalize strategic goals

August 20 - City Council joint workshop

September 20 - Review Strategic Plan draft

October - City Council Strategic Plan adoption