



Strategic Planning Advisory Committee

SPAC
City of Washougal

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	September	October
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	Strengths <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 	Weaknesses <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	Opportunities <ul style="list-style-type: none"> • Engage citizens • Leverage social media • Promote tourism, parks and recreation • Community-based partnerships • Economic development (CWEDA) 	Challenges <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.)

Priorities discussion

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

A vibrant rainbow arches across a dramatic sky filled with clouds. Below the sky is a body of water, and in the distance, a mountain range is visible. The overall scene is serene and colorful.

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