

# Strategic Plan

## Section 8: Vision, Values and Mission

After careful deliberation, the Strategic Planning Advisory Committee recommends the following vision, values and mission statements for inclusion in the strategic plan.

### Vision:

Washougal will be a safe and economically vibrant community that successfully balances growth and expanding opportunity with fiscally responsible services while preserving the best qualities of small-town living.

Values — Community and Organizational: (Expanded definitions located in Appendix G.)

#### **Community**

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

#### **Organizational**

Accountability  
Customer orientation  
Excellent Services  
Integrity  
Strong leadership

### Mission:

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

## Strategic Plan Appendix G: Values definitions

Referenced from Strategic Plan Section 8 – Vision, Values and Mission

Washougal's **community values** list is further expanded to include:

*Community involvement* fosters civic pride, community spirit, helps to build a strong and vibrant volunteer network and supports youth, seniors and the disadvantaged;

Even though the city of Washougal is a separate entity from the Washougal School District which has the primary responsibility for providing *quality education*, SPAC members felt strongly that community values should focus on supporting top/high ranked K-12 education with a focus on improving the education for our children;

A *safe community* means feeling safe traveling in the city alone, by foot or bike and overall community safety;

A *small town feel* was identified and intent placed on preserving the city's heritage, small town environment and appealing atmosphere by providing a charming, welcoming and friendly impression to visitors and citizens alike;

A *strong economy* is best illustrated by business opportunities, close proximity to shops and businesses, sustainable economy, downtown and commercial development, economically robust, and quality family-wage jobs.

Washougal's **organizational values** were further described:

Ensure that service providers demonstrate *accountability* by identifying, tracking and being held responsible for relevant outcomes, taking responsibility for decisions and accurately reporting plans, actions and results;

Be responsive by listening, caring, acting promptly and appropriately supports *customer orientation*. This value requires attentiveness, helpfulness, while being service-oriented to meet customer needs. It also includes a clear organizational chart, so customers know where to go for service needs;

Provide *excellent services* for police, fire, water and sewer. Promote easy access to municipal services through online methods, quality customer service, and meeting citizen needs in an efficient and positive manner to ensure a safe and pleasant city;

Demonstrate *integrity* by being dependable, ethical, honest, open and trustworthy;

Reveal *strong leadership* by being consistent and decisive with a well-communicated vision, clear set of standards and goal-based guidance to achieve identified goals and objectives.