

Strategic Plan Refresh Part - 2

July 27, 2026



Quality Community for a Lifetime



Today's Purpose: Update and Consensus

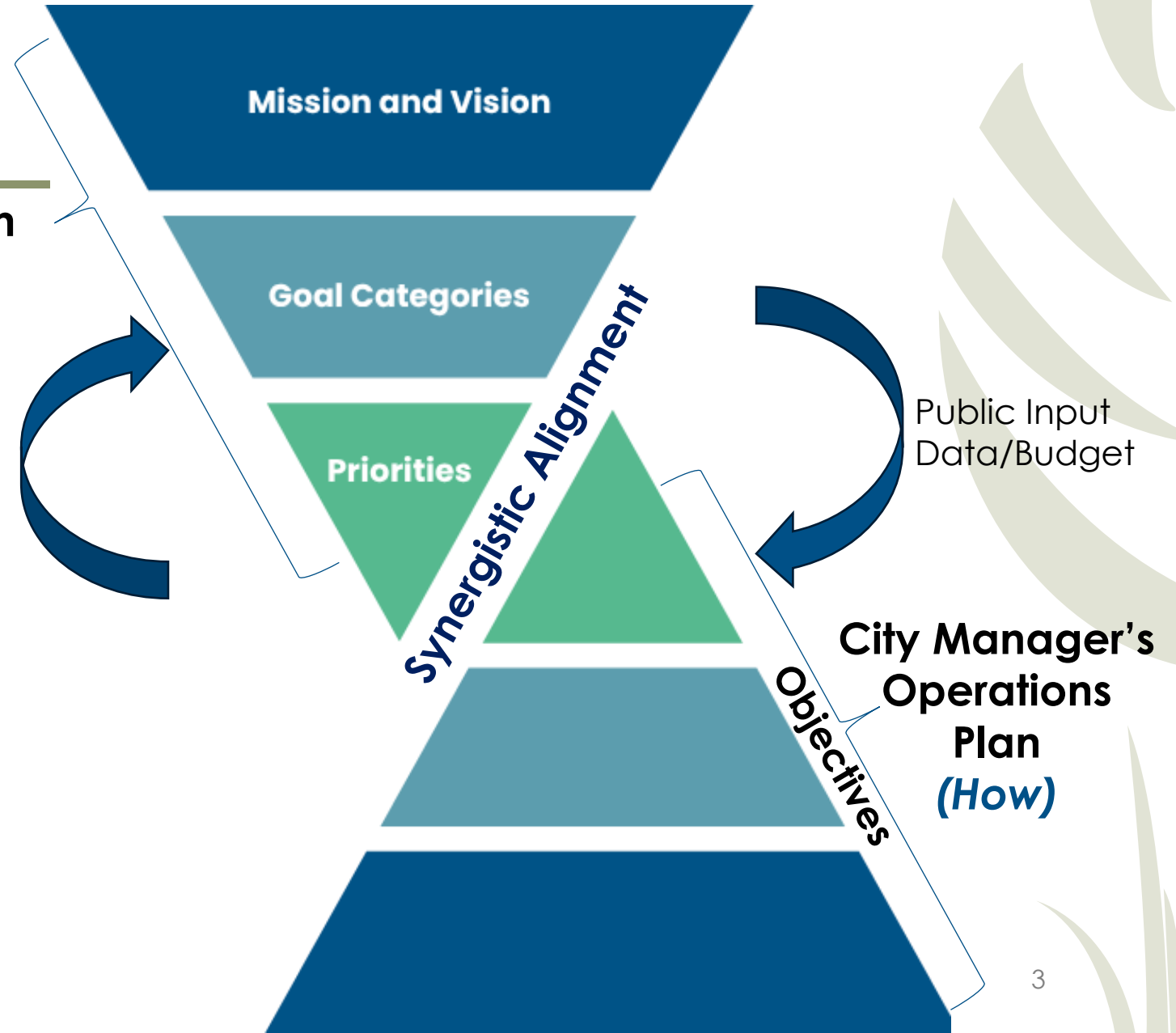
- **Purpose:** Update Council and the public on the strategic plan refresh work and to gain consensus from Council on the draft priorities.
- Forthcoming checkpoints:
September 21st – Adoption of the Refreshed Framework
- Today's Decision Points:
 1. **Recall & Affirm**
 2. **Review, discuss, seek consensus to the draft priorities.**
 3. **Note immediate next steps toward fall adoption.**



The Refresh

**Council Strategic Plan
Policy Direction**
(Why and What)

Staff Input
Data/Budget





Refreshed Terminology

Current Strategic Plan:

Goal →

Goal Statement →

Strategy →

Details

Target

Objectives



Refreshed Strategic Plan:

Goal Category

Refreshed Goal Statements

Priority: (actionable within 12-24 months)

City Manager's Operations Plan:

Objectives

Parallel Work

2027



Strategic Plan Refresh

Development of 2027 City Manager Metrics

Development of City Manager's Operation Plan



Road to Adoption (Online Survey Closed)





Resident Engagement

- Events and Engagement Touchpoints
- SpeakUp Online Survey:
 - Survey Closed on July 15th
 - Total Completed Surveys: 40
 - Completion Rate: 26%
- Key Themes:
 - Roads, Traffic & Neighborhood Connectivity
 - Retail, Amenities & Family-Friendly Destinations
 - Taxes, Costs & Governance
- How We Are Using the Data
 - Qualitative insights
 - Draft Priority & Objective Alignment



Draft Goal Category Priorities

Goal Categories:	Draft Goal Category Priorities:	Cross-Cutting Themes:
Economic Investment & Opportunity	• Strengthen Commercial Corridors • Grow and Diversify the Local Business Base • Develop Workforce-Aligned Employer Partnership • Elevate Economic Transparency • Align Growth with Long-Range Fiscal Sustainability	• Economic security and stability • Vibrant retail and commercial hubs • Long-term financial planning and revenue diversification
Safe & Thriving Community	• Improve Traffic Safety Citywide • Expand Neighborhood-based Policing • Strengthen Behavioral Health Partnerships • Enhance Environmental Conditions that Promote Lived Safety • Build Community-First Safety Culture	• Safe streets and neighborhoods • Concern for traffic safety • Community wellbeing programs and behavioral health
Healthy, Connected, & Sustainable Environment	• Invest in Parks, Trails, and Recreation Amenities • Advance Community Beautification & Visual Pride • Improve Environmental Resilience • Enhance Community Identity & Cohesion	• Desire for strong parks, multi generational amenities, senior offerings • “Belonging” and community identity tied to shared spaces • Support for healthy community infrastructure

Draft Goal Category Priorities

Goal Categories:	Draft Goal Category Priorities:	Cross-Cutting Themes:
Housing for All Stages of Life	• Increase Diversity of Housing Types • Stabilize Existing Neighborhoods • Align Growth with Infrastructure Capacity • Expand Partnerships for Affordable/Supportive Housing • Improve Housing Stability and Resident Protections	• Multi-generational living and opportunities • Affordability without unchecked sprawl • Seniors needing stable, accessible housing options
Mobility, Infrastructure, & Regional Connectivity	• Build Connected Multimodal Network • Improve Corridor Safety • Strengthen Regional Partnerships • Ensure Infrastructure Maintenance Keeps Pace	• Traffic safety and pedestrian concerns • Emphasis on regional coordination, especially tied to DSGP, transit, and economic connections • Clean, well-maintained infrastructure as a point of community pride • Innovate pathways to reduce deferred roadway maintenance
Trusted, Transparent, & Accountable Government	• Improve Customer Experience & Service Delivery • Advance Transparency & Accountability • Strengthen Internal Coordination & Alignment • Modernize Technology & Secure Infrastructure • Build a Sustainable, Well-Supported Workforce	• Transparency in decision making and communication • Budget CIP alignment expectations



What's Next

- Staff will continue working on the Strategic Plan Refresh and City Manager's Operation Plan
- City Manager Metrics Committee will meet and finalize 2027 metrics in August
- Adoption of refreshed Strategic Plan framework in September
 - **Important:** Any changes to the Refreshed Strategic Plan will need to be made through a Noticed Council Business item by the August 3rd regular meeting.



Questions? or Discussion



Quality Community for a Lifetime

