



CITY OF WASHOUGAL

STRATEGIC PLAN 2023-2028

PLAN AT A GLANCE

MISSION STATEMENT

Our mission is to provide fiscally responsible services that promote our vision of a safe and beautiful community that can be enjoyed for generations to come.

VISION STATEMENT

Washougal will be a safe, vibrant, and friendly community that successfully balances growth and expanding economic opportunity while preserving the community's natural beauty and the unique amenities of small-town living.

GUIDING PRINCIPLES

People-focused and Responsive

We are highly responsive, serving the community with respect and kindness.

Bold and Practical

We are innovative and creative, utilizing pragmatic ideas to proactively address issues and solve challenges.

Trustworthy and Accessible

Our door is open and we provide clear and concise communication, serving with the highest ethical standards and professionalism.

Accountable and Fiscally Responsible

We are responsible for our actions and decisions, carefully managing the city's resources.

Engaged and Collaborative

We listen to and work with our community to achieve shared goals.





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ECONOMIC DEVELOPMENT

Foster and promote a resilient economy that encourages growth to attract and retain a diversity of businesses and talent, creating opportunities for prosperity and enhanced quality of life in Washougal.

FINANCIAL HEALTH AND CORE SERVICES

Increase the City's financial strength to provide a stable foundation that adapts to changes and challenges, providing resources necessary to sustain and expand services in support of the community's needs.

VIBRANT TOWN CENTER

Elevate the quality of life in Washougal through a vibrant downtown that is attractive for people to live, work, learn, gather and play.

"SMART GROWTH"

Develop and grow in a sustainable manner while providing a broad array of amenities, job opportunities, housing, and transportation options to meet the diverse needs of the community.

REDEFINED COMMUNITY IDENTITY

Establish a distinct and recognizable identity for Washougal that fosters community pride and increases commercial marketability.

