

City of Washougal

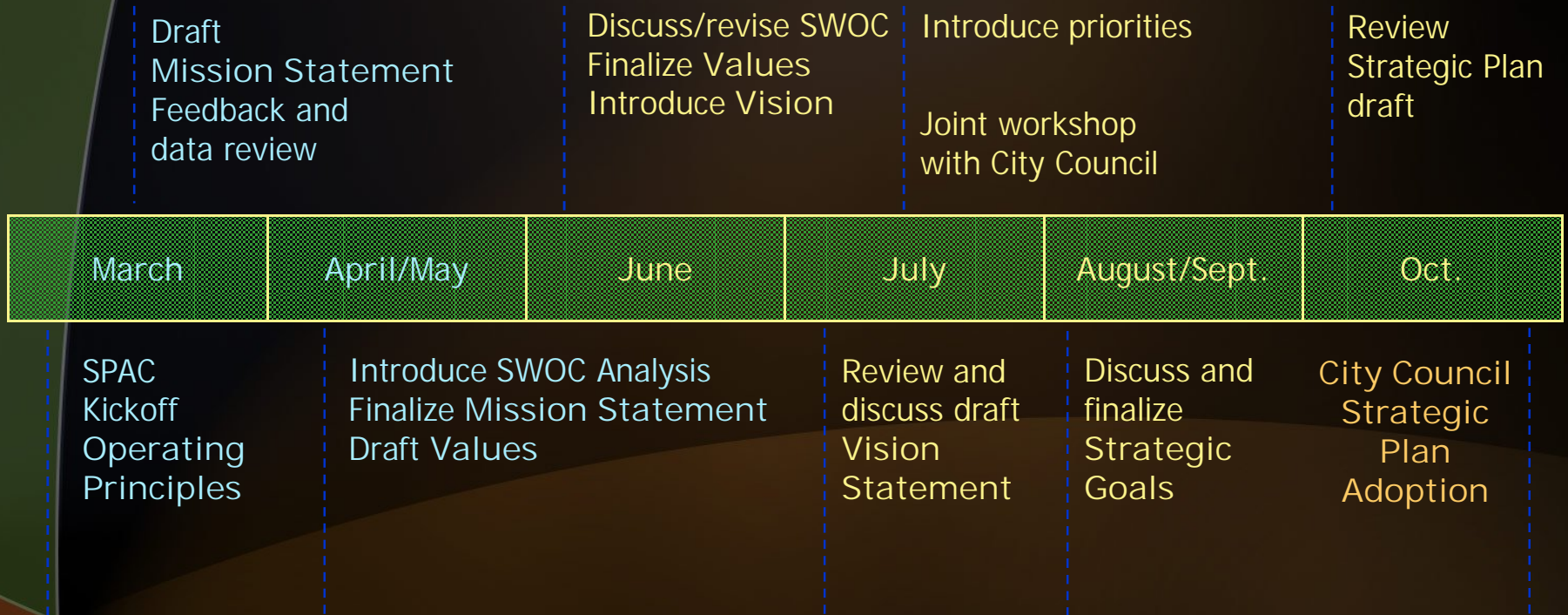
**SPAC**

Strategic  
Planning  
Advisory  
Committee

# Strategic Planning Update

May 2012

# Strategic Plan Timeline



# Roles and responsibilities

	STAFF	SPAC
Public engagement	Primary	Support
Mission Statement	Support	Primary
Values Statement	Support	Primary
Vision Statement	Support	Primary
SWOC (Strengths, Weaknesses, Opportunities, Challenges)	Primary	Support
Identification of issues	Support	Primary
Recommended Strategic Goals, etc.	Support	Primary
Strategic Plan (draft)	Primary	Review and comment
Final Strategic Plan presented to City Council	Joint	Joint

# Strategic Planning Advisory Committee

Together mapping the community's future



Terry Babin



Tina Bair



Tom Crozier



Molly Coston



Maddie Down

Shena Frentsos



Susan Hullinger



Claude Rorabaugh



Bobby Holley



Bill Macrae-Smith



Joshua Banks  
alternate member

# Public Engagement Outreach Goal Achieved

## Total Contacts - 1,287

- Walk-and-talk to commercial or industrial businesses (136)
- External and internal stakeholder interviews
- On-line polls (157); telephone surveys (531)
- Presentations
- Coffee conversations and Contractor Coffee Meeting
- Public workshops
- Farmer's Market and Port Concerts
- Previously elected and appointed board members
- Service organizations
- Survey boxes

Public Outreach Goal – contact 5% - 10% of the population (700-1,400)


# Engaging strategically using Social Media

- ... is simply a conversation that is supported by online tools
- ... is about creating and then supporting relationships
- ... offers an unprecedented opportunity to connect with and listen to constituents where they are already gathering
- ... can change the obligation from working for people to working with people

# Web re-launch enhancements

## Utilize the web site for ongoing community engagement via proposed online surveys

**City of Washougal Strategic Planning Advisors**



Welcome to the new Strategic Planning Advisors Panel. This is an open discussion forum moderated by a member of the city's Strategic Planning team and will focus on a variety of community-driven topics. Responses will be tabulated and made available at the close of each question segment.

[Click here to start the current survey.](#)

If the link above does not work, please copy and paste the following into your browser: <http://www.cityofWashougal.us/Advisors>

Sincerely,  
The city of Washougal  
Strategic Planning Team

City of Washougal (360) 835-8501 1701 C Street Washougal, WA 97147

### Complete one or all surveys

- How do you stay connected?
- Who are you (age and gender demographics)
- Best ways to communicate with you
- Importance of where you live
- What brings you to Washougal?
- Rating Washougal city services
- Rating Washougal services

### Best ways to communicate

**Communication** – the city of Washougal is exploring ways to help keep citizens informed. How would you best like to receive information? Please rank the following communication options.

	Highly Preferred		Neutral		Least Preferred
	5	4	3	2	1
U.S. Mail (printed materials).....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Email.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Newsletter sent U.S. Mail.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Newsletter emailed.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Newsletter available on website.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Facebook.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LinkedIn.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Twitter.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
RSS Feed.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community Forum (town meeting).....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Newspaper public notice/story.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Other (please list).....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Other (please list).....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

# Mission, Values and Vision

## Mission Statement

Statement of the City's purpose or "Why we exist"

## Community / Organizational Values

Guiding principles to serve as touchstones in priority setting and decision making

## Vision Statement

Desired future state - "What do we want to become?"



# SPAC (draft) Mission Statement

“ Our mission is to provide leadership and effective, fiscally responsible services that ensure a safe, healthy and economically vibrant community.”

# Value Statement Discussion

Totals	Community Value Ranking
8	Accessible recreational opportunities
5	Affordability
10	Community involvement
1	Honor diversity
6	Mobility / transportation options
20	Quality education
22	Safe community
11	Small town feel
1	Stability / longevity
22	Strong economy
4	Sustainable environment

Totals	Organizational Value Ranking
19	Accountability
0	Agility
13	Customer orientation
21	Excellent services
0	Fairness
1	Innovation
24	Integrity
2	Open communication
1	Preparedness
0	Pursuit of excellence
4	Respect
17	Strong leadership
4	Team work
4	Value our employees

Values prioritization out of a possible 110 points each for Community and Organization

# Community Values

- Safe community 22
- Strong economy 22
- Quality education 20
- Small town feel 11
- Community involvement 10

# Organization Values

- Integrity 24
- Excellent services 21
- Accountability 19
- Strong leadership 17
- Customer orientation 13

# Strengths, Weaknesses, Opportunities and Challenges



# SWOC Analysis deliverables

Department heads - due May 9

- Strengths
- Weaknesses

SPAC members

- Challenges - due May 14
- Opportunities - due May 29

# Deliverables update ...

- Water rights
- Website re-launch
- Pendleton Woolen Mills
- Water-sewer rate analysis