

# Working today for a better tomorrow

2016 Strategic Plan Supporting Objectives and Ongoing Priorities

## **GOAL 3: OBTAIN THE HIGHEST LEVELS OF ORGANIZATIONAL EXCELLENCE**

- A. Develop a results-based organization which utilizes community involvement, innovation, transparency, and leadership
- B. Maintain responsible fiscal management and accountability
- C. Maximize performance and value in all City Council, staff, volunteer, and committee positions
- D. Seek methods to create efficiencies and add additional value without compromising safety or performance
- E. Recruit and retain highly qualified employees by:
  - Maintaining a balanced budget while executing strong fiscal management, optimized staffing levels, and through maximizing services with available resources
  - Adopting and revising annually the five year capital improvement plans and implement projects as adopted for the City's Waste Water Treatment Plant and Sewer System, the City's Water System, the Drainage System, City Streets, City Facilities, and IT Administration
  - Defining strategies to reconstruct or improve all outdated City facilities including City Hall, Fire Station, Housing Authority, and Police Department for enhanced safety, accessibility, and efficiency
  - Investigating and reviewing, updating as necessary, policy and procedures to reflect legal issues and regulatory changes
  - Providing quality training to employees, managers, electeds, and volunteers
  - Working with managerial and non-managerial staff to enhance organizational communication, teamwork, participation, and recognition including utilizing safety, wellness, and other committees



# 2016 City of Crescent City Strategic Plan

## **VISION**

The City of Crescent City will promote health, safety, quality of life and community pride for our residents, businesses, and visitors through leadership, teamwork and values.

## **MISSION**

The purpose of the City of Crescent City is to promote a high quality of leadership, services, and life to our residents, businesses, and visitors by providing the most efficient, innovative and economically sound municipal services, based on our diverse history, culture, and unique natural resources.

## **VALUES**

Accountability • Honesty & Integrity  
Transparency  
Excellent Customer Service  
Effective & Active Communication  
Community Partnerships  
Fiscal Responsibility

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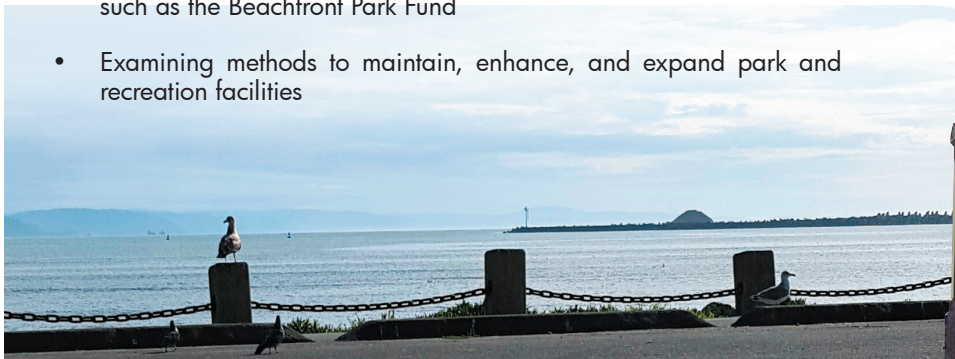
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## 2016 Strategic Plan Supporting Objectives and Ongoing Priorities



### **GOAL 1: SUPPORT QUALITY SERVICES, COMMUNITY SAFETY, AND HEALTH TO ENHANCE THE QUALITY OF LIFE AND EXPERIENCE OF OUR RESIDENTS AND VISITORS**

- A. Enhance collaboration with other agencies and the community to better aid the public
- B. Ensure that information shared between departments, with other agencies, and with the public is both accurate and timely
- C. Empower and utilize Police, Fire, and Public Works departments to make Crescent City one of the safest cities in the United States
- D. Provide and maintain an efficient, adequate infrastructure to provide for both current and future community needs
- E. Target economic development improvements that provide additional benefit by enhancing the quality of life for residents
- F. Incorporate health considerations into decision-making across departments and policy areas by:
  - Continuing to refine, adjust and use Community Policing Strategies and Programs to reduce crime, the fear of crime, and to engage public safety and community members in a partnership to improve the quality of life within our City
  - Continuing to recruit, retain and deploy public safety volunteers, i.e. police reserve officers, volunteer firefighters, police service representatives and Police and Fire Explorers, to support and respond to events, incidents and services impacting our city
  - Encouraging and supporting community participation in the implementation of the Beachfront Park Master Plan through avenues such as the Beachfront Park Fund
  - Examining methods to maintain, enhance, and expand park and recreation facilities



### **GOAL 2: PROMOTE A THRIVING LOCAL ECONOMY**

- A. Evaluate and optimize additional revenue sources
- B. Support community organizations that provide measurable services to the community
- C. Research and implement methods to increase local tourism and funding for tourism promotion
- D. Collaborate with other jurisdictions and non-profits to maximize regional effectiveness and amplify funding opportunities
- E. Create an environment that is conducive to attracting and retaining strong, sustainable businesses that reflect community needs and culture
- F. Plan and prepare for the growth and future needs of the Crescent City community by:
  - Streamlining services that support new, existing, and prospective businesses
  - Maximizing the use of the Cultural Center in a way that provides measureable value to the community
  - Aiding or leading in the promotion and coordination of community-wide events
  - Reviewing and updating the City fee schedule annually
  - Evaluating and updating the City's Municipal Code to assure maximized efficiencies, clarity, and effectiveness
  - Supporting community partners whenever and wherever possible in their vitalization efforts
  - Engaging with residents, visitors, and businesses through ongoing marketing of City products, services, and facilities
  - Continuing to implement Code Enforcement programs including residential and commercial inspections, cost recovery, and rehabilitation, of vacant and neglected structures
  - Expanding on the success of grant funding by maximizing utilization of opportunities with corresponding community needs