

Strategic Priority				
		Objectives		
		Initiatives	Description	Assigned To
Safe and Vibrant Community				
Continue to Build Awareness of, and Trust in, Our High Quality Public Safety Programs with Focus on Community Building				
	1	<i>Initiative: Work with Dakota County, DCC and others to implement supportive mental health crisis intervention protocols</i>	Establish Council policy on mental health response, continue efforts to follow policy and put plans and procedures in place to follow the policy.	Police Chief
	2	<i>Initiative: Evaluate, plan and implement actions to identify and remove/mitigate real and perceived barriers to trust in public safety programs/services</i>	Conduct a study to evaluate trust in public safety in the WSP community, develop options for consideration to improve.	Police Chief
	3	<i>Initiative: Evaluate existing community events/programs plan to ensure offerings are impactful and reach all community members</i>	Ensure that community events are aligned, appropriately resourced, well attended and impactful with the community.	Asst City Manager
	4	<i>Initiative: Develop WSP public safety philosophy</i>	Establish Council approved philosophy on public safety, noting that public safety is not just police and fire response but includes environmental design and other pro-active opportunities.	City Manager
Maintain Our Quality Housing Stock				
	5	<i>Initiative: Evaluate housing improvement area opportunities</i>	Evaluate options under MN Statute 428A.11-.21 to establish housing improvement areas in WSP.	Planning and Development Dir
	6	<i>Initiative: Evaluate policies/programs that support housing maintenance (SFH, rental) and promote affordability</i>	Establish clear housing vision, evaluate housing data, review programs, policies and procedures.	Planning and Development Dir
Economic and Community Vitality				
	7	<i>Initiative: Conduct a data analysis to identify current and future markets and market gaps</i>	Conduct study to find out what the current market gaps for restaurant, retail and other business are in the WSP community.	Planning and Development Dir
	8	<i>Initiative: Develop marketing plan and marketing toolbox targeting desired restaurants, retail and industry</i>	Build prepared marketing toolkits to send to desired restaurant, retail and other business to encourage interest in the WSP community.	Asst City Manager/Planning and Development Dir
	9	<i>Initiative: Targeted zoning updates to facilitate walkability, aesthetics, and business retention/recruitment</i>	Continue with study and evaluation to align comp/renaissance/development plans with zoning and ordinances.	Planning and Development Dir
Continue to Build Retail/Restaurant Diversification and Business Relationships				
	10	<i>Initiative: Develop and implement business appreciation/recognition program(s)</i>		Asst City Manager
	11	<i>Initiative: Identify redevelopment and bare land areas, prioritize, identify the desired use for each (i.e. residential, mixed use, etc...)</i>	Make sure we are matching desired businesses with potential areas for redevelopment and actively marketing.	Planning and Development Dir
	12	<i>Initiative: Evaluate business subsidy policies and programs</i>	Make sure business subsidy policy and programs are aligned. Establish clear parameters for all economic development subsidy programs.	Planning and Development Dir

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		<i>Initiatives</i>		
Connected and Thriving Community				
		Ensure Engagement of and Accessibility for Entire Community is Woven Into All Aspects of the Operation		
	13	<i>Initiative: Review, revise and redeploy mission of advisory committees to reinvigorate them</i>	Establish clear parameters and goals for all advisory committees to ensure committee members see progress and results of their work.	City Manager
	14	<i>Initiative: Establish City Manager's Equity Advisory Team</i>		City Manager
	15	<i>Initiative: Establish vision, policies, ordinances and process for public art</i>		City Manager
		Expand Communication Methods Reinforcing Our Brand to All Constituencies		
	16	<i>Initiative: Develop and deploy a strategic communications plan</i>	Establish brand, messaging, tactics and measures for overarching city-wide communications strategy. Establish clear policy on project based work for streets, utilities, parks or other projects that will impact resident's daily lives and community livability	Asst City Manager
	17	<i>Initiative: Develop and deploy project based communications plan</i>		Asst City Manager
		Leverage Strong External and Internal Partnerships to Provide Recreational Opportunities for All Ages and Abilities		
	18	<i>Initiative: Re-vision neighborhood parks, pool, ice arena, horseshoe pit</i>	Work with PR Committee to evaluate future trends, needs, and community wants to go above and beyond replacement of equipment at neighborhood parks and community amenities. Update trails and sidewalks plan to include walkability/bikeability/accessibility including evaluation of traffic calming in neighborhoods.	Asst PR Dir
	19	<i>Initiative: Update trails/sidewalks plan</i>		Asst PR Dir
Organization of Excellence				
	20	<i>Initiative: Evaluate and modify council memo/council action form for agendas</i>	Create form based council memo format that will improve readability, usability.	City Manager
	21	<i>Initiative: Modernize IT Infrastructure, applications and equipment</i>		Finance Director
	22	<i>Initiative: Review and re-deploy recruitment strategies to encourage underrepresented communities to apply for positions</i>	Evaluate the market for positions and adjust salaries, establish a step and grade system to improve the compensation system. Establish a training plan that all employees will participate in depending upon their level of authority in the organization. Evaluate our current performance evaluation, establish policies and procedures that are consistent across the organization. Build out balanced scorecard with measures of success at community, objective and service level in the context of the strategic plan.	Human Resources Director
	23	<i>Initiative: Classification and Compensation study</i>		Human Resources Director
	24	<i>Initiative: Organization-wide training plan</i>		Human Resources Director
	25	<i>Initiative: Review and re-deploy employee performance management strategies</i>		Human Resources Director
	26	<i>Initiative: Inventory services in context of strategic plan and develop performance measures</i>		City Manager
		Maintain Focus on, and Compliance with, Adopted Fiscal Policy		
	27	<i>Initiative: Comprehensive Financial Policy Review</i>	Evaluate all financial policies, consolidate in to a single document. Improve budget process to include some elements of results based budgeting and budgeting for performance.	Finance Director
	28	<i>Initiative: Establish replicable budget process connecting desired outcomes with resource allocation</i>		Finance Director
		Expand Debt Retirement Strategy Allocating Future Savings Toward Infrastructure and Facilities Long Term Funding Targets		
	29	<i>Initiative: Review and update long term financial plan</i>	Evaluate existing reports and create a single at a glance long term financial plan that is easily updated and easily understood, including all funds. Ensure all policies, guidelines, etc... are in place for preparation of the local roads CIP, and for updates of all other CIPs.	Finance Director
	30	<i>Initiative: Establish guidelines, policies necessary to prepare CIP for local roads</i>		Finance Director/PW Director