



Staff Report

May 19, 2025 Council Workshop Meeting

2025-2030 Strategic Plan Review & Scheduled Adoption

Presenter: Doug Quinn, City Administrator

Time Estimate: 20 minutes

Phone	Email
360.834.6864	dquinn@cityofcamas.us

BACKGROUND:

This 2025-2030 Strategic Plan has been in motion since our 2023 Planning Conference, where the initial discussion began. In early 2024, we entered a more formal development phase in collaboration with PointNorth and their team.

One of the first steps was forming the Citizen Advisory Committee (also known as CAC), a group of 17 individuals who were critical to bringing in other voices, including those from our schools, the Port, non-profits, residents, and businesses. By mid-summer, the work was fully underway, having conducted several scheduled planning meetings with the CAC and department heads.

To shape a forward-looking five-year plan, we gathered input through multiple channels. We conducted a community survey that combined insights from the ongoing Growth Management Act (GMA) planning process and the biannual ETC Institute survey. ETC Institute is a leading Market Research and Survey company. In addition, we hosted listening sessions, met with community leaders, and synthesized the findings from these engagements. Together, these efforts provided a comprehensive understanding of community priorities and aspirations.

A summary of this information is shared on pages 1 through 7 of the Plan.

SUMMARY:

The Strategic Plan is grounded in our existing **Mission** statement, as posted on the chamber hallway. Our **Vision** was refined to read:

Camas is a welcoming and thriving city that values its environment, sense of community, and quality of life while promoting innovation, sustainability, and prosperity.

The core **Values** guiding our process are *Livability, Community, and Service*

The five **Strategic Priorities** are described in the document as:

- *Economic Prosperity*
- *Safe and Accessible Community*
- *Stewardship of City Assets*

- *Vibrant Community Amenities*
- *Engaged Workforce.*

The plan aligns with the adopted budget and finance policies, as well as the plans for parks, transportation, utilities, public safety, land use, and comprehensive plans.

We are now in the last step of the Explore – Engage – Emerge – Elevate process structure. The next steps will involve implementing the plan in a manner that informs our work and ensures alignment with the plan's goals and measured outcomes.

In anticipation of adoption, staff have been reviewing the plan framework and actions and will break down the goals into programs and projects, assigning departmental ownership. Subsequent actions will include developing the implementation structure and format, establishing protocols for oversight, reporting, evaluation, and adjustment.

RECOMMENDATION:

Staff recommends that the City of Camas 2025–2030 Strategic Plan be placed on the June 2nd consent agenda for adoption.