



City Council 2037 Vision

**Council and Staff retreat
with Tyler St. Clair**

**FEB
2022**

- **More Cross Functional/Departmental Check-ins**
- **City Manager's Office Check-in**
- **Budget Planning**

**MARCH
- APRIL
2022**

- **Executive Team Meetings**
 - **Table Team Meeting**
 - **Departmental Meetings**
- **City Manager's Office Review**

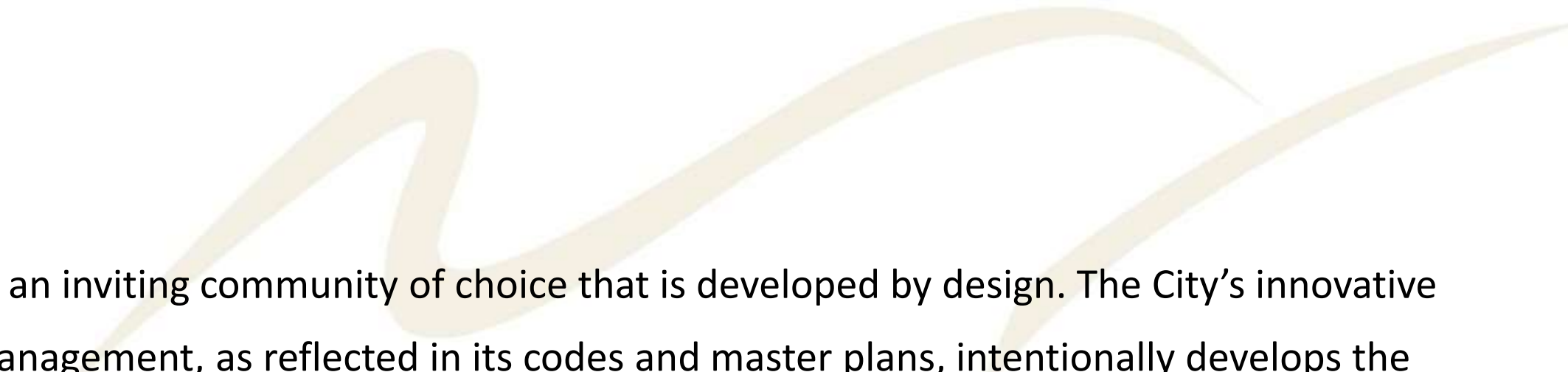
**APRIL
- JUNE
2022**

- **Draft Plan Presented**

**JUNE
2022**



COMMUNITY VITALITY



Greeley is an inviting community of choice that is developed by design. The City's innovative growth management, as reflected in its codes and master plans, intentionally develops the vitality which all residents and visitors enjoy. The City has balanced new development, redevelopment, and the preservation of open space and natural areas. Quality gateways, connectivity, and a vast network of entertainment, eateries, and abundant recreational opportunities make us the best place to live, work, and play.

PRIORITY 1:

Establish design standards and strategies that promote high-quality development

PRIORITY 2:

Develop a sub-area planning strategy to provide master plan guidance in key locations

PRIORITY 3:

Initiate a sub-area plan for the Greeley Mall Area





PRIORITY 4:

Upgrade Metro District Standards with clear intent of community expectations

PRIORITY 5:

Update the City Entryway Plan

PRIORITY 6:

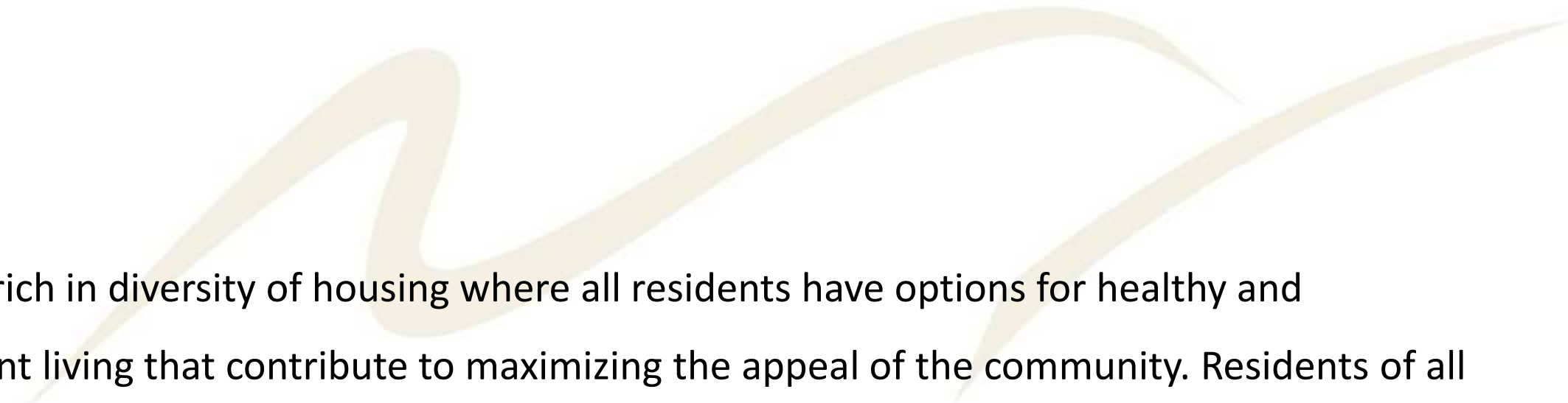
Review Development Code to include new overlay districts

PRIORITY 7:

Enhance the City's Code Compliance program to foster neighborhood success in meeting property use and maintenance standards

HOUSING FOR ALL





Greeley is rich in diversity of housing where all residents have options for healthy and independent living that contribute to maximizing the appeal of the community. Residents of all socio-economic levels can secure quality housing choices. The City's partnerships with nonprofits and local and national developers are a model for creating and sustaining diverse housing stock.

PRIORITY 1:

Complete a Community Housing Needs Assessment and development proto-type plan

PRIORITY 2:

Identify, evaluate, and provide incentive programs to stimulate desired housing in community opportunity areas

PRIORITY 3:

Work with developers to include walkable neighborhoods, including retrofitting developments and new developments for site-based improvements



City Council 2037 Vision: Housing for All





PRIORITY 4:

Establish the expectations and opportunities for a full range of housing types

PRIORITY 5:

Pursue a collaborative to provide a housing continuum for homeless individuals

PRIORITY 6:

Develop strong partnerships with for-profit and non-profit housing developers

City Council 2037 Vision: Housing for All



PRIORITY 7:

Explore merits of reestablishing the Neighborhood Services Division

PRIORITY 8:

Review, update and restructure the G-HOPE program to meet current market gaps and support the goal to get people to live and work in Greeley

PRIORITY 9:

Aggressively pursue state and federal housing grant opportunities to implement the City's housing strategy



QUALITY OF LIFE AMENITIES

Greeley is not only a destination city but also a community where residents enjoy the arts, social engagement, outdoor pursuits, beautiful vistas, and natural areas. Parks, trails, and recreational facilities are close to home. Annual festivals, museums, and celebrations reflect our rich cultural heritage and also welcome new traditions. Educational opportunities for lifelong learning are abundant. Innovative entertainment districts, appealing regional shopping, and foods from around the world ensure that everyone can enjoy a high quality of life. Greeley has something for everyone.

PRIORITY 1:

Maintain and strengthen community partnerships that foster distinctive community events and celebrations unique to Greeley's present and emerging populations and groups

PRIORITY 2:

Develop standards for the landscape maintenance of City owned and/or managed property





PRIORITY 3:

Identify, expand, develop and promote signature community destinations

PRIORITY 4:


Execute the developed and approved strategy to preserve acquire and maintain City open space and natural areas

PRIORITY 5:

Expand programming, services and facilities to support and enrich youth development community-wide



SAFE AND SECURE COMMUNITIES



Greeley is a community where residents and visitors work in partnership with public safety personnel to ensure their neighborhoods are attractive, well-maintained, safe, and secure. Everyone feels respected and treated fairly. People are supported and provided with resources and options to help resolve problems. Greeley is a community that is both committed and confident we are well-prepared to respond with resources needed to address emergencies and to continue essential operations and services.

PRIORITY 1:

Foster trust in public safety services through community policing

PRIORITY 2:

Develop and maintain continuity of operations strategies for in the areas of mitigation, preparedness, response, and recovery (4 phases of emergency management) to enhance community resiliency

PRIORITY 3:

Strategically develop the Office of Emergency Management so that the City is capable of ensuring a safe and resilient community through public awareness, valuable partnerships, and effective emergency management





PRIORITY 4:

Build and maintain an effective Public Safety workforce based on the organization recruitment and retention strategy

PRIORITY 5:

Build alternative service-delivery options to enhance public safety response within the community

PRIORITY 6:

Ready the Fire Department to pursue international accreditation to better serve our community and to embrace excellence

INFRASTRUCTURE AND MOBILITY



We strategically plan, design, and build our urban infrastructure systems and facilities so they are attractive, safe, and high-performing. We thoughtfully manage our assets and investments to perpetually sustain their appeal, life cycle value, and function.

PRIORITY 1:

Ensure the delivery of a comprehensive asset management program to keep infrastructure resilient and in good repair

PRIORITY 2:

Direct efforts and funding on priority corridors, improved neighborhood connectivity, and enhanced mobility options (transit, bicycling, walking, powered micro-mobility vehicles) system-wide

PRIORITY 3:

Implement a multi-year planning process for an improved CIP

PRIORITY 4:

Continue to invest and build strategies relative to water resources specifically focusing on the delivery of well-planned safe and reliable water services, including water supply, wastewater treatment, stormwater management and customer experience

PRIORITY #5: Plan, finance and implement well-planned wastewater and stormwater infrastructure to protect human health and safety and to ensure environmental regulatory compliance

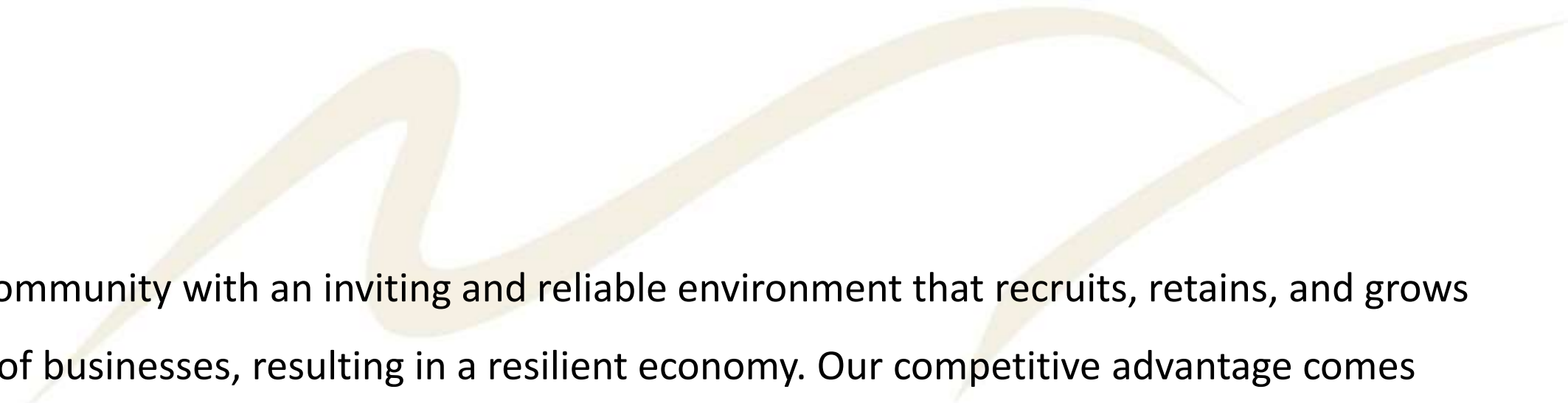
PRIORITY #6: Develop an annual strategic communication plan that identifies key messages relevant to the priorities of water, sewer, and stormwater services

PRIORITY #7: Continue to engage in regional water groups to advance Greeley's interests





BUSINESS GROWTH



We are a community with an inviting and reliable environment that recruits, retains, and grows a diversity of businesses, resulting in a resilient economy. Our competitive advantage comes from our skilled workforce, higher wage jobs, ability to collaborate, and expansive business landscape.

PRIORITY 1:

Create an Economic Development Strategy (2022-2032)

PRIORITY 2:

Create a new brand for Greeley that transforms the image, reputation, and perceptions of who we are as a livable and business-oriented community

PRIORITY 3:

Develop a Tourism Master Plan

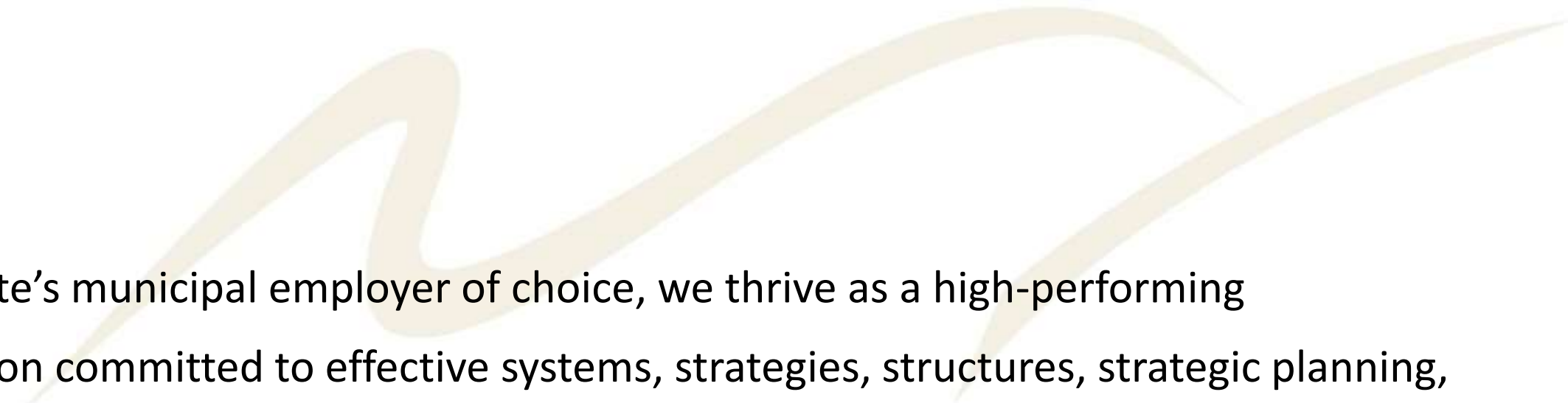
PRIORITY 4:

Assess and evaluate the structure and staffing of EHH Department and make recommendations for change, as deemed necessary



HIGH PERFORMANCE GOVERNMENT





As the state's municipal employer of choice, we thrive as a high-performing organization committed to effective systems, strategies, structures, strategic planning, and customer service. We live up to our values of transparency, accountability, and responsible stewardship of our resources. We are a strong and healthy organization that has a positive culture and a high level of employee and resident engagement and satisfaction.

PRIORITY 1:

Develop, implement, and maintain a market-based compensation system

PRIORITY 2:

Maintain viable and reliable enterprise systems/structures rooted in best practice

PRIORITY 3:

Conduct regular assessments for organizational services and operations to maximize efficiency and effectiveness

PRIORITY 4:

Implement an organizational development strategy to drive organizational change





PRIORITY 5:

Develop a consistent strategy for customer service with performance measures, including a phased approach dependent on resources (i.e. key performance indicators and/or service levels)

PRIORITY 6:

Develop organizational staffing and succession plans

PRIORITY 7:

Develop and implement an employee recognition program



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