

Strategic Plan Goals and Priority of Strategies
Town of Haymarket
Strategic Plan

Goal 1: Improve Transportation and Infrastructure to Enrich Quality of Life and Maintain Small Town		
Priority	Strategy	Response Average
1	Council has decided this is priority 2. Complete the implementation of the Town Park Plan; to include the Park Pavilion and Public Restrooms	1.43
2	Council has decided this is priority 1. Fund and implement the Town Hall site plan to include improved security and safety measures for the Town Hall Complex	1.57
3	Collaborate with County Supervisor, Council Members, Town Manager, Chief of Police, Partners at State level, VDOT to improve traffic flow and safety including bike, rail and pedestrian	3.86
4	Investigate, evaluate and assess the feasibility of a municipal parking lot	4.14
5	Complete, expand, and maintain the town streetscape	4.86
6	Investigate the feasibility and implementation of the Traffic Safety Plan initiative - Prince William County Safe Streets for All Grant, VDOT	5.00
7	Investigate the feasibility of a secure parking lot for Police Department and Utility Workshop for the Town	5.29

Goal 2. Promote Fiscal Responsibility and Organizational Excellence		
Priority	Strategy	Response Average
1	Procure a consultant to conduct the Update to the Town's Comprehensive Plan	2.00
2	Volunteer Assistance/Internship to create asset inventory	2.71
3	Enhance cybersecurity measures within Town Hall and Police Department, to include routine audits and training and implementation of cybersecurity strategy and policy	2.71
4	Investigate 2, 5, 10, 20-year capital improvement plan	3.29
5	Create and distribute a Town Services 'one-pager'	4.29

Strategic Plan Goals and Priority of Strategies
Town of Haymarket
Strategic Plan

Goal 3. Enhance Public Safety and Community Policies

Priority	Strategy	Response Average
1	Town Manager, Haymarket Police Chief and Security Contractor discussion options for phased implementation of immediate security upgrades that would benefit current security for staff and future Town Hall renovations	2.17
2	Investigate technological advancements to enhance public safety and make recommendations and collaborate with Council	2.50
3	Continue community engagement for community policing initiative including daily interactions, community events, bicycle patrol, school bus stops, etc.	2.67
4	Achieve initial VLEPSC certification and maintain certification every four years	3.67
5	Investigate the feasibility and implementation of maximum speed limits throughout the Town of Haymarket.	4.00

Goal 4: Foster Economic Development, Tourism and Support Town Businesses

Priority	Strategy	Response Average
1	Continue to engage face to face with existing businesses	1.71
2	Expand the advertising campaign for the business community - funding and personnel; investigate ways to continue the use of economic development funds and increase participation at the Business Round Table; Develop a plan to highlight the business community: add Business spotlight through weekly videos, spotlight types of businesses, social media pages, Restaurant Week	1.86
3	Benchmark other towns and how they provide funding for start-up small businesses and promote businesses	2.43

Strategic Plan Goals and Priority of Strategies
Town of Haymarket
Strategic Plan

Goal 5. Preserve Haymarket History

Priority	Strategy	Response Average
1	Investigate and define a Historic Preservation program	2.29
2	Develop a Museum Plan	2.29
3	Develop a plan of recognition of historical sites through a walking program and signage program	2.43
4	Update the contributing resources list to encompass all historic structures, and previous structures; document and archive historical assets	3.00

Goal 6. Enhance Community Engagement and Placemaking

Priority	Strategy	Response Average
1	Establish the annual town government day	2.71
2	Define programming for youth government education in our community	2.71
3	Track community engagement enhancements: for example, provide list of events, purpose, costs/revenue on an annual basis for Council feedback and input	2.86
4	Modify ordinance to allow community artwork	4.29
5	Encourage murals and community art in partnership with the Town	4.86
6	Partner with businesses to encourage art in the community	5.00
7	Town design and install a LOVE Sign	5.57