

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 | | |
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| Priority | Strategy | Response Average |
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| 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 | | |
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| 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 |

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| 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 | | |
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| 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 |

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| Goal 5. Preserve Haymarket History | | |
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| 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 |