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TOWN COUNCIL CONSENT AGENDA COMMUNICATIONS

AGENDA DATE: February 19, 2025

SUBJECT: Resolution 2025-05, Updating the Town of Johnstown Strategic Plan

ATTACHMENTS: 1. Resolution No. 2025-05
2. Strategic Plan

PRESENTED BY: Mitzi McCoy, Deputy Town Manager

AGENDA ITEM DESCRIPTION:

Attached for your review and consideration is Resolution 2025-05, Updating the Town of Johnstown Strategic Plan. The purpose of this resolution is to create an official record of the adoption of the Town of Johnstown Strategic Plan and maintain consistency with our policies. The plan was previously adopted by the Town Council at the Town Council Meeting on January 3, 2024.

Updates to the plan include the following:

- Message from Mayor – page 3
- Photos
- Timing and Impact – pages 14 – 17

Previous Plan	Updated Plan
Identify and develop a consistent brand for the Town.	Explore the development of new brand for the Town
Strengthen election process through development and implementation of processes and software.	Conduct a comprehensive review of the election process, forms, and technology and ensure compliance with standards and best practices.
Develop and implement recruiting and retention strategies, increasing diversity, and succession planning.	Explore the creation of policy to encourage integration of recreational, historical, and permanent open space.
Promote community wide art initiatives.	Establish an Arts & Culture Committee to develop a comprehensive art plan and maintenance plan for public art.

The Community that Cares

Deleted Items	Notes
Dedicate resources to build and deploy a comprehensive fiber network that will serve the entire community.	This was eliminated from plan – study was completed about the same time that a new provider came into the area.
Implement the Town-wide wayfinding sign plan	This was eliminated as funding from the budget was reallocated.

New Items Added
Administer a Community Survey to gather feedback from residents.
Hire a grant writer to proactively seek grant funding opportunities.
Design a multifunctional senior/community center that meets the needs of the community.
Complete the Parish Alley project to deliver new utility services and drainage enhancements.
Replace Hwy 60 waterline east of Parish Avenue.
Construction of raw water line from Lonetree.
Expand treatment capacity at the Water Treatment Plant to accommodate the needs of current and future residents.
Construct a new Central Wastewater Treatment Plant to manage increased flows and ensure compliance with regulations.
Design and construct a roundabout at Colorado Blvd. and Roosevelt Parkway.
Construct a drainage pond in Country Acres.
Renovation and expansion of the existing police department facility.
Develop a long-range plan to building new Police Department facility.
Establish a traffic unit within the Police Department.
Update the Comprehensive Plan.
Improve walkability and easy access to neighborhood services.

STRATEGIC PLAN ALIGNMENT:

Organizational Excellence & Public Trust

- *Strengthen public trust and confidence*
- *Engage, inform and involve the community*
- *Be an employer of choice that attracts dedicated team members, passionate about Johnstown*
- Safe & Welcoming community
 - *Provide and maintain public safety services and awareness in our community*
 - *Partner in creating more community based, community service and action opportunities*
 - *Create arts and culture opportunities that connect the community*
 - *Grow an open, inclusive environment where all residents have the opportunity to flourish*
- Healthy & Resilient Economy
 - *Invest in the development of a vibrant and interconnected downtown*
 - *Drive projects and initiatives that promote Johnstown as a premier destination for business*

The Community that Cares

- *Cultivate local and regional partnerships that ensure the long term success and growth of Northern Colorado*
 - *Support the local labor market and work with partners to grow diverse employment opportunities*
- **Natural & Built Environment**
 - *Invest in, enhance, and conserve our parks, open spaces, agricultural areas and natural environment*
 - *Expect and encourage community centered design*
 - *Support a broad range of housing options*
- **Quality Infrastructure & Facilities**
 - *Establish and maintain levels of service*
 - *Ensure future viability of infrastructure and facilities*
 - *Repair and maintain existing infrastructure, facilities and equipment*

LEGAL ADVICE:

The Town Attorney provided the resolution presented for consideration.

FINANCIAL ADVICE:

NA

RECOMMENDED ACTION: Approve Resolution No. 2025-05 as part of the Consent Agenda.

Reviewed and Approved for Presentation,



Town Manager