



Town of Johnstown

TOWN COUNCIL AGENDA COMMUNICATIONS

AGENDA DATE:	December 18, 2023
SUBJECT:	Town of Johnstown Strategic Plan
ACTION PROPOSED:	Consider Adopting the Town of Johnstown Strategic Plan
ATTACHMENTS:	1. Town of Johnstown Strategic Plan
PRESENTED BY:	Mitzi McCoy, Deputy Town Manager

AGENDA ITEM DESCRIPTION:

The purpose of a strategic plan is to build consensus around a singular vision for the future of a community or organization. For local governments, this process is designed to achieve efficiency and effectiveness in the administration and delivery of municipal services to fulfill this shared vision. A successful strategic planning process is inclusive and brings together multiple internal and external stakeholders to examine opportunities for improving all areas for which a municipality has responsibility.

This strategic plan encapsulates the collective insights of over 1,000 participants, including citizens, business leaders, municipal staff members, management, community groups, and Council. The goal was to construct a community-based plan, incorporating crucial information gleaned from a community survey, dialogues with department leaders, workshops with elected officials, one-on-one interviews with citizens, and engagements with community groups and staff. Through these varied activities, a wealth of ideas, concerns, themes goals, and strategies emerged, all aimed at enhancing the Town of Johnstown and the municipal organization.

Themes that emerged as a result of these activities include:

- Safety and related services
- Community design and housing availability
- Parks and recreation opportunities
- Utility infrastructure concerns
- Concerns for the economy
- Education, arts, and culture

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- Transportation/mobility
- Health and wellness
- Natural environment
- Inclusivity and engagement

After pinpointing these themes, the Town pursued the development of the plan through four primary steps. The initial phase involved conducting a comprehensive assessment of the current state, which included the completion of a SWOT analysis. The subsequent step was dedicated to initiating the design phase, during which overarching functions were identified, ultimately forming the foundation for our Strategic Pillars. Moving on to the third step, the focus shifted to construction of the plan, involving a thorough examination of all collected input and feedback. This step aimed to identify specific goals, action items supporting those goals, and realistic timeframes for implementation. The fourth and final stage revolves around plan management, emphasizing the regular monitoring of strategic plan goals and action items. The plan undergoes periodic reviews and updates to adapt to changing circumstances. If the presented Strategic Plan receives approval from the Council, the implementation of the fourth step will commence.

LEGAL ADVICE:

NA

FINANCIAL ADVICE:

NA

RECOMMENDED ACTION: Staff supports approval of the Town of Johnstown Strategic Plan.

SUGGESTED MOTIONS:

For Approval: I move to adopt the Town of Johnstown Strategic Plan as presented.

For Denial: I move to deny the Town of Johnstown Strategic Plan as presented.

Reviewed and Approved for Presentation,



Town Manager

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