



# Town of Johnstown

## Strategic Planning

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## What is a Strategic Plan?

A strategic plan is a document used to communicate the organization's direction, identify the goals and detail the actions necessary to accomplish those goals. Our strategic plan will focus on creating positive outcomes for the community.



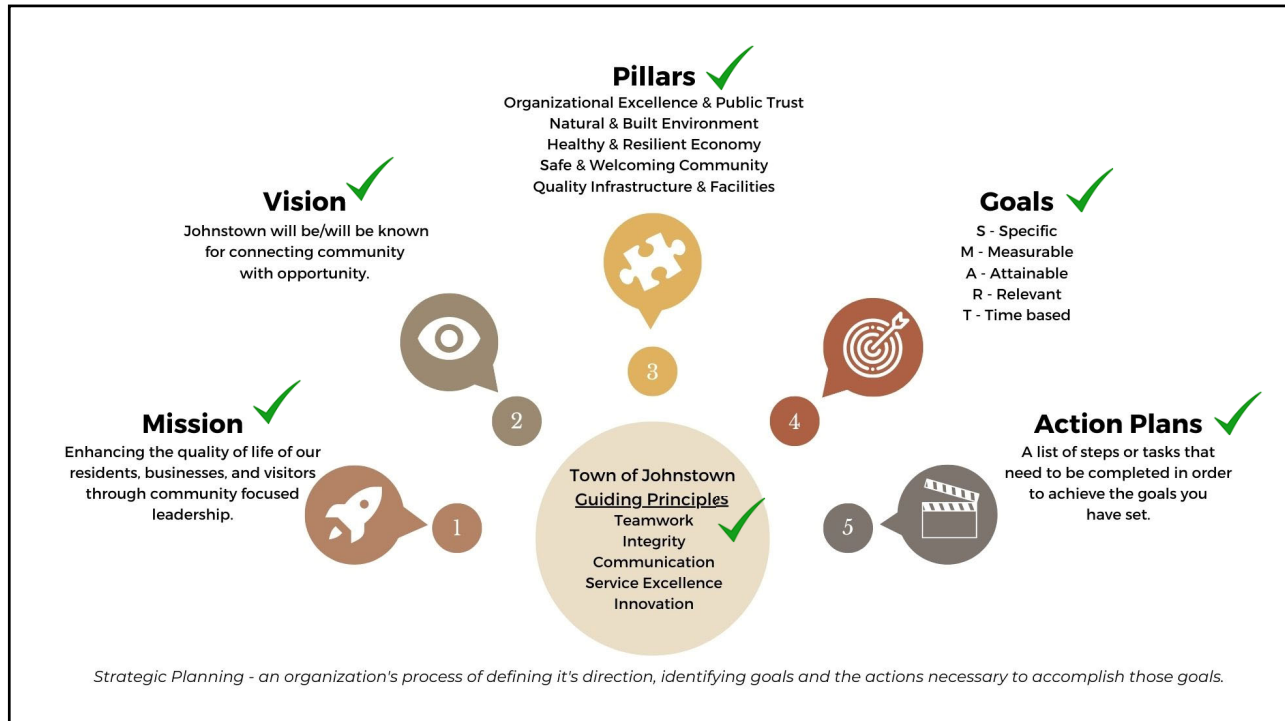
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**Organizational Excellence & Public Trust**

We support and empower a team that builds public confidence through transparency, integrity, service innovation, and fiscal responsibility. Our team ensures our values are aligned with continuing to move the organization in a positive direction as we work together with the community.

**Goal: Strengthen public trust and confidence.**  
*Strategies:*

- Provide value to our customers by balancing efficiency and cost management with innovation and customer convenience.
- Seek out customer enhancement opportunities.
- Maintain Records Management program that is compliant and sustainable.
- Maintain financial sustainability.
- Pursue and maintain accreditations and certifications.
- Strengthen election process through development and implementation of processes and software.


**Goal: Engage, inform, and involve the community.**  
*Strategies:*

- Increase positive engagement and interaction with members of the public.
- Identify and develop a consistent brand for the Town.
- Continue to develop and expand communication programming.
- Work to improve ease of use and accessibility of material.

**Goal: Be an employer of choice that attracts dedicated team members, passionate about Johnstown.**  
*Strategies:*

- Invest in an organizational culture that values development, creative problem solving and service.
- Improve organizational capabilities and effectiveness through leadership, professional development, organizational literacy and employee engagement.
- Develop and implement recruiting strategies, increasing diversity, and succession planning.

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## Safe & Welcoming Community

The Town is committed to creating a safe, friendly, and connected experience for residents and visitors. We value the role that Johnstown's unique charm and character play in our community.

**Goal:** Provide and maintain public safety services and awareness in our community.

*Strategies:*

- Deliver the highest level of police services to ensure that residents feel safe and secure.
- Provide comprehensive municipal safety services.
- Collaborate with regional partners in response and education.
- Engage the community in safety preparedness.

**Goal:** Partner in creating more community based, community service, and action opportunities.

*Strategies:*

- Provide volunteer resources to the community.
- Work with regional partners to develop or implement programming.
- Develop a needs study for community services such as arts, culture, recreation, and educational opportunities.

**Goal:** Create arts and culture opportunities that connect the community.

*Strategies:*


- Create community events.
- Promote community-wide art initiatives.

**Goal:** Grow an open, inclusive environment where all residents have the opportunity to flourish.

*Strategies:*


- Conduct an independent DEI study to identify growth areas.
- Implement DEI growth suggestions.
- Provide reasonable accommodations to non-english speaking residents.

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## Healthy & Resilient Economy

We are committed to a sustainable and growing business community, skilled workforce, and regional cooperation. Our healthy economy provides residents and visitors access to goods, services, and jobs.

**Goal:** Invest in the development of a vibrant and interconnected downtown.

*Strategies:*

- Create a visitor experience.
- Develop a Downtown Master Plan.
- Complete a financial improvement study for the the downtown to determine financing mechanisms that can support the vision of the downtown.
- Assist with the creation of an improvement district
- Drive development to expand the downtown corridor.

**Goal:** Drive projects and initiatives that promote Johnstown as a premier destination for business.

*Strategies:*


- Maintain a strong business retention and expansion program.
- Develop a business attraction strategy that focuses on attracting quality employers to the area.
- Identify and drive future development areas that can provide opportunities for employment, flex, and industrial space.
- Develop and implement marketing strategies that encourage the best uses and users of activity areas including commercial and employment centers.

**Goal:** Cultivate local and regional partnerships that ensure the long term success and growth of Northern Colorado.

*Strategies:*


- Partner with regional entities that support local development.
- Focus on economic development by maintaining partnerships with local, regional, and state partners.

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**Goal:** Support the local labor market and work with partners to grow diverse employment opportunities.

*Strategies:*

- Cultivate partnerships with school districts and county agencies to develop a local talent force.
- Connect Johnstown employers with local talent force.
- Create strong partnerships with post-secondary institutions to create local learning opportunities.

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## Natural & Built Environment

We create amazing community spaces by balancing and blending Johnstown's heritage, natural environment, and innovative development.

**Goal:** Invest in, enhance, and conserve our parks, open spaces, and natural environment.

*Strategies:*

- Acquire and dedicate land for open space and trails.
- Prioritize, expand, and maintain park and recreational amenities.
- Development of new parks and gathering spaces that serve the entire Johnstown community.
- Develop programs and partnerships that prioritize sustainability.

**Goal:** Expect and encourage community centered design.

*Strategies:*

- Create and maintain neighborhoods and activity centers with high standards of site and architectural design.
- Create a cohesive community through connectivity.
- Implement the Town-wide wayfinding sign plan.
- Guide growth in the community through appropriate annexation, zoning, planning, and land use development.

**Goal:** Support a broad range of housing options.

*Strategies:*

- Perform a Housing Needs Study and create policy as necessary.
- Preserve, stabilize, and enhance all neighborhoods.
- Determine different funding methods for affordable and attainable housing.

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## Quality Infrastructure & Facilities

We provide essential services to the community by investing in, operating, and maintaining, quality facilities and infrastructure.

**Goal:** Establish and maintain levels of service.

*Strategies:*

- Perform a condition assessment of assets and infrastructure.
- Collaborate with Council to identify programs and desired level of service.
- Meet or exceed all State and Federal standards for water, sewer, and storm water.

**Goal:** Ensure future viability of infrastructure and facilities.

*Strategies:*


- Create, update, and administer infrastructure plans and studies that prioritize resiliency and stability.
- Dedicate resources to build and deploy a comprehensive fiber network that will serve the entire community.
- Expect high-quality infrastructure construction.

**Goal:** Repair and maintain existing infrastructure, facilities, and equipment.

*Strategies:*

- Develop and implement Maintenance Programs to improve and extend the life of existing public assets.
- Implement replacement programs.
- Improve accuracy of Mapping System to assist with maintaining and replacing infrastructure.

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- Create, update, and administer infrastructure plans and studies that prioritize resiliency and stability.
- Dedicate resources to build and deploy a comprehensive fiber network that will serve the entire community.
- Expect high-quality infrastructure construction.


**Goal:** Repair and maintain existing infrastructure, facilities, and equipment.

*Strategies:*

- Develop and implement Maintenance Programs to improve and extend the life of existing public assets.
- Implement replacement programs.
- Improve accuracy of Mapping System to assist with maintaining and replacing infrastructure.

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## Quality Infrastructure & Facilities

We provide essential services to the community by investing in, operating, and maintaining, quality facilities and infrastructure.

**Goal:** Establish and maintain levels of service.

*Strategies:*

- Perform a condition assessment of assets and infrastructure.
- Collaborate with Council to identify programs and desired level of service.
- Meet or exceed all State and Federal standards for water, sewer, and storm water.

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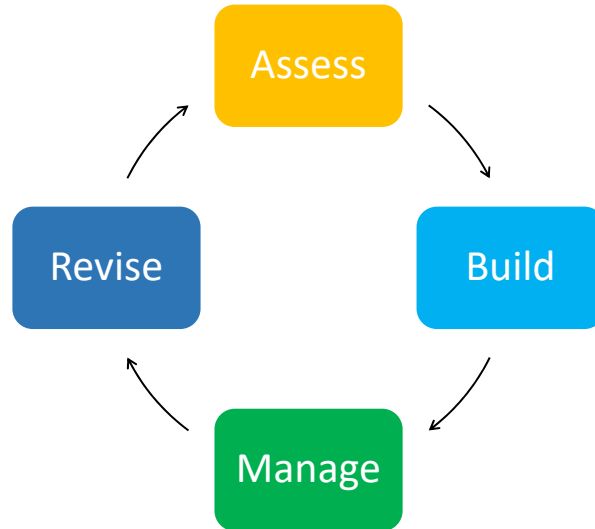
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## Strategic Planning – Is a Continuous Process



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## Looking forward – Next steps

- Gather community feedback
- Present to Council for final review and adoption
- Present to community and employees



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Thank you

Questions? Comments?



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