



# Strategic planning Council working session

City of Lander

Tuesday, March 18, 2025

MPK&D™



# Agenda

- **6 pm:** Welcome and overview of approach and goals
- **6:10 pm:** Review strategic planning process and inputs, discuss value of Council engagement and leadership in planning
- **6:25 pm:** Reviewing survey findings and priorities
- **7:00 pm:** Organizing and rating strategic priorities
- **7:45 pm:** Setting a timeline: next steps, wayfinding

# City of Lander Mission & Vision

## ***Mission***

*To provide a safe, stable and responsive environment that promotes and supports a traditional yet progressive community resulting in a high quality of life.*

## ***Vision***

*Preserving the past while providing for the future*

# Council and Mayoral Leadership - Definitions

Definitions (selected components) from WY Association of Municipalities & ICMA

## *Mayor*

Chief executive officer; charged with the supervision of all officers and affairs of the city or town, develops and proposes policy recommendations and budget; possesses some legislative powers, presides over governing body; represents the people of their city or town. “The peoples’ representative,” advances a vision for the city.

## *Council*

Powers are primarily legislative in nature—establishing policy, adopting the budget, appropriating money, enacting ordinances, etc.; also possesses some executive and judicial powers.

# Strategic planning – overview of process

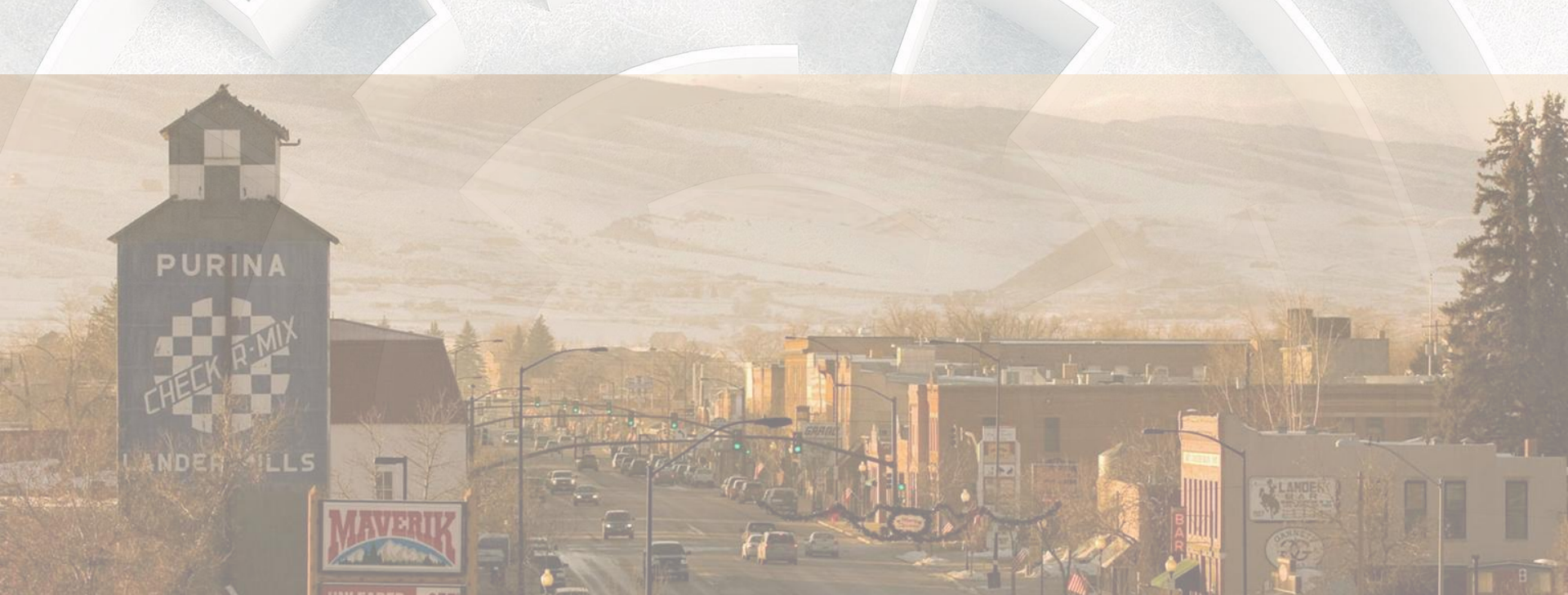
- Discussion – the value of a strategic plan
- Identifying key inputs – including public meetings, surveys, planning processes (ongoing or complete)
- **Our task for today:** What new ideas should be reflected in an updated plan? What carries over to the new/updated plan?
  - Implementation: What are the headlines and key takeaways that will drive Mayor, Council, City staff activity and conversations?
  - Folding relevant budgetary considerations into today's conversation



# Desired outcomes

## Mayor and Council insight: desired output from process

- “Clear goals” – short, medium, long term; a “clear path forward”
  - “A good road map of goals...and the tasks and timelines to achieve them”
- “A united path forward” for community, City staff
- A deliberate, rather than procedural, approach to planning
- Regarding budget cuts: “Identify some areas where we could look to reduce expenses”



## Results from Mayor and Council survey

# Top organizational strengths

- Frequently cited as #1: Committed staff, talented department heads; day-to-day management
- Fiscal responsibility
- Community-centered approaches, representative of range of opinions within the community
- Communications and strategic planning are priorities



# Top identified weaknesses

- Uncertain financial future, budget cuts and impact on essential services
- Maintaining community communications, clarity and flow of accurate information
- Lack of shared understanding of economic development
- Current structure of government
- Infrastructure challenges, including deferred maintenance

# Mapping successes

# ...and failures

- **Infrastructure funding (grants and loan) that has advanced key projects –** including recognition of staff impact

- **Incomplete information flows** that create delays or roadblocks
- Lack of shared understanding and ability to advance on **economic development**
- Planning and zoning

# Ranking strategic priorities - survey baseline

## Highest ( $\geq 4$ average)

- **Infrastructure\***
- Funding air service, ambulance, transp.\*
- Staffing succession, City org. structure\*
- Safe routes to schools
- Community economic development planning
- Attainable housing\*
- Law enforcement\*

## Medium ( $\geq 3$ average)

- Disaster preparedness\*
- Code enforcement
- Memory care assisted living
- Building maintenance, ADA, energy efficiency
- Fiber and/or resilience
- New parks development + recreation

## Lowest (average $< 3$ )

- Greenhouse gas

# Identifying next steps and wayfinding

- Inputs for report - discovery, surveys, and working sessions, as well as any follow-up needed
- Any additional activities or conversations recommended





Thank you!

# Future state visioning

In five years, I hope that the City of Lander .....

In ten years, I hope that the City of Lander .....

To make that happen, I can .....