

PROJECT ACTION PLAN

This Project Action Plan is intended as a tool for planning and monitoring how management staff will achieve the goals and objectives set by the City Council in the 2020-2022 Strategic Workplan. Management staff will complete this form for each Council project, it will be updated periodically and shared during scheduled Council department reports. This information is public, posted on the city's website and used to ensure accountability and share with our community .

Lead Department:	Administration
City Council Goal / Tactic:	Goal 2- Community and Civic engagement
Project Summary:	2020 Community Survey
Estimated Completion:	Rollout September 2020

ACTION PLAN

1. Background of Project:

Our residents have not been surveyed by the City in recent memory.

What we don't know:

- What residents think of the current services we provide
- What our community expects of City leadership and services
- If voters think we are heading in the right direction
- How citizens want to engage with city government

Benefits

- Meaningful citizen involvement
- Entry point for more voices including residents, business and non-profits (not just the loud folks or those with more access)
- Evidence of what's working and what needs attention
- Smarter program investment - clearly defined priorities to inform investment of limited resources
- Objective performance evaluation and benchmarks
- Support for fundraising priorities and strategies around service fee changes, capital investments and bonding asks
- Direction and material for citizen engagement and communications
- Stronger support from community leaders and residents

2. Current Status of Project:

The survey was conducted over 7 weeks January 11, 2020 – Leap Day 2/29/20

Outreach channels

Physical poster with QR code at:

- All City facilities with public interaction - City Hall, Rec Center, Library, Public Works Shop, Police Station, others
- Utility bills due 2/10/20
- Chamber
- Schools, youth activity locations, Homeschool networks, PTA's & O's
- Local Business
- Senior Center
- Nonprofit partner locations – CAT/Head Start, CCMH, Community Meals

Limited Hard copies will be made available

Travelling Kiosk visits to Senior center, faith gatherings, local chamber and community events

Electronic

Website
Facebook
Twitter
Recreation users – X2
Newsletter email list x2
SH School District x2
SC Chamber x2

- Section results were compiled and distributed internally to department heads in early May 2020 for internal use, department leadership, direction setting and planning.
- Report template is under construction.

3. Strategic Steps to Accomplish Project:

- Report template is under construction.
- Additional internal conversation is required to craft communications.
- Scheduling work session presentation 8/19
- Develop related media outreach through social media, print, radio, website

4. Estimated Cost of Project:

- \$778

5. Barriers to Complete:

- COVID communications backlog for print report



2020 Community Input Survey Key Takeaways August 2020



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City of St. Helens Mission



Vision

To provide quality, effective and efficient service to our citizens.

Mission

- Develop and preserve the highest possible quality of life for our residents, businesses, and visitors.
- Provide a safe and healthy environment within a sound economic framework.
- Provide leadership which is open and responsive to the needs of the community and works for the benefit of all.

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Overview



- The Community Input Survey opened at the State of the City event January 2020.
- Closed Leap Day February 29, 2020.
- Survey distributed via web link, social media, emailed invitations and in person.
- 645 respondents – approximately 5% of pop.
- Of those responding, 493 people left a comment. ** This is 75% of respondents **

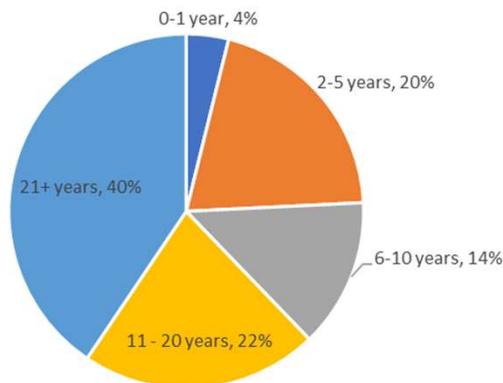
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2020 Community Input Survey

Who responded? 645 of our neighbors



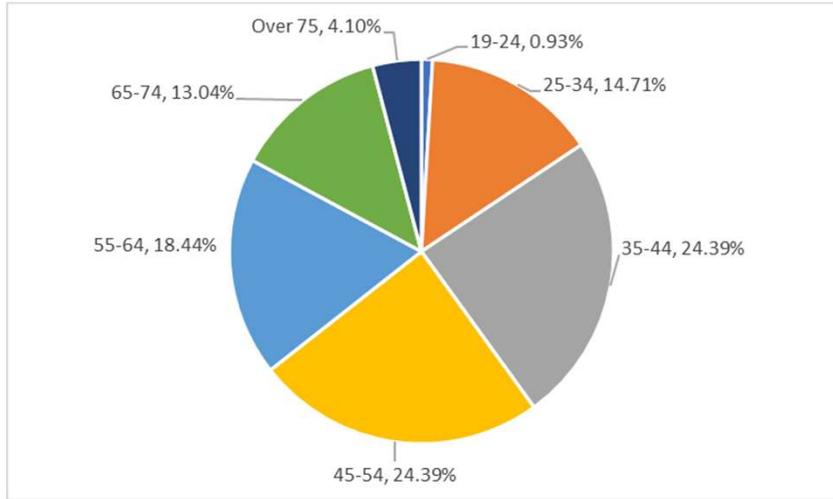
About how many years have you lived in St. Helens?



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2020 Community Input Survey

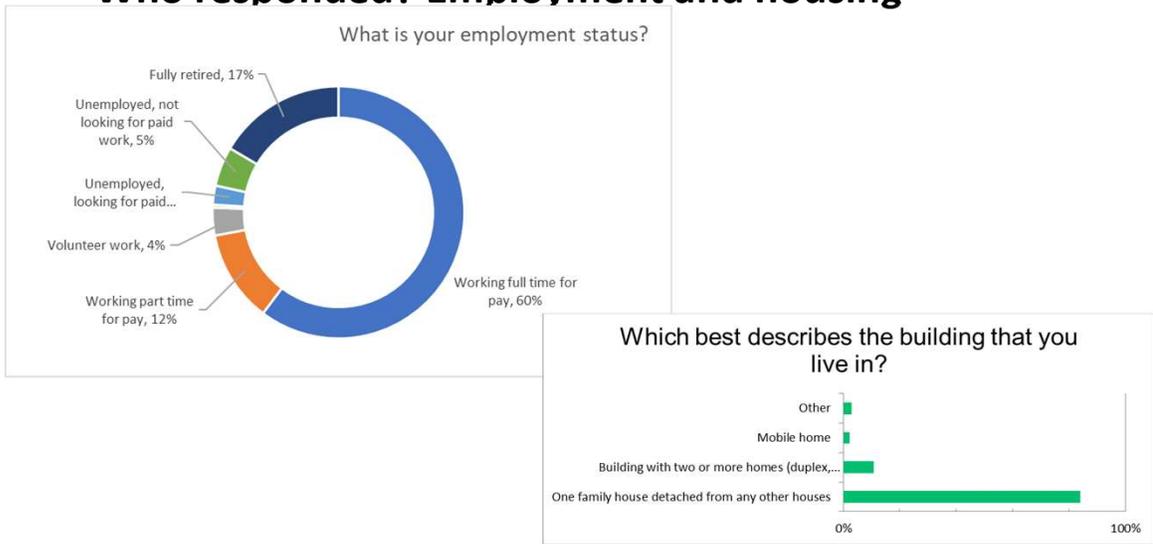
Who responded by age group



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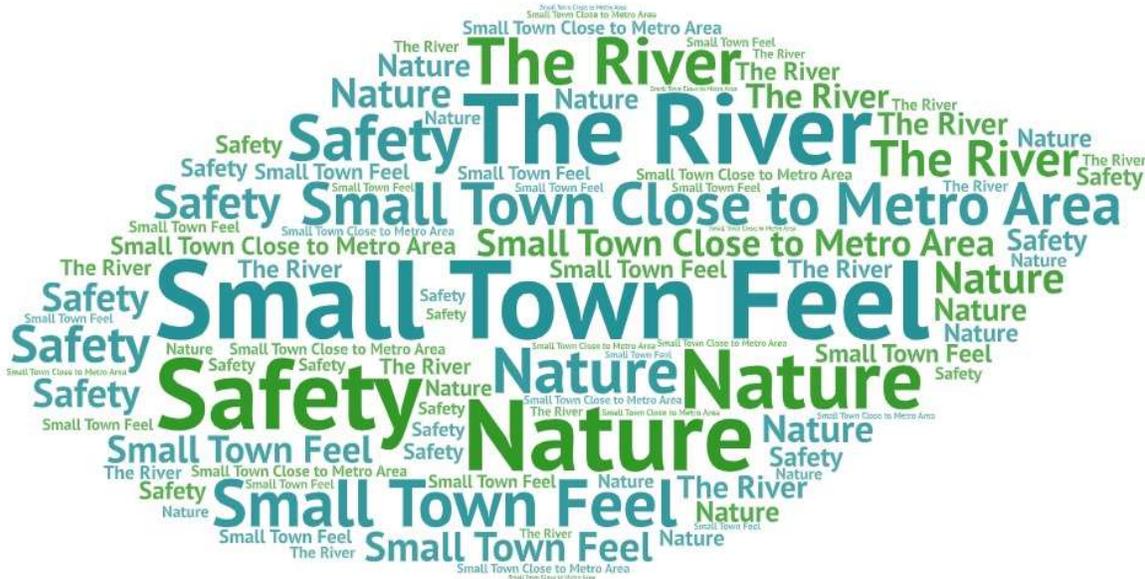
2020 Community Input Survey

Who responded? Employment and housing



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What do you like most about living in St. Helens?



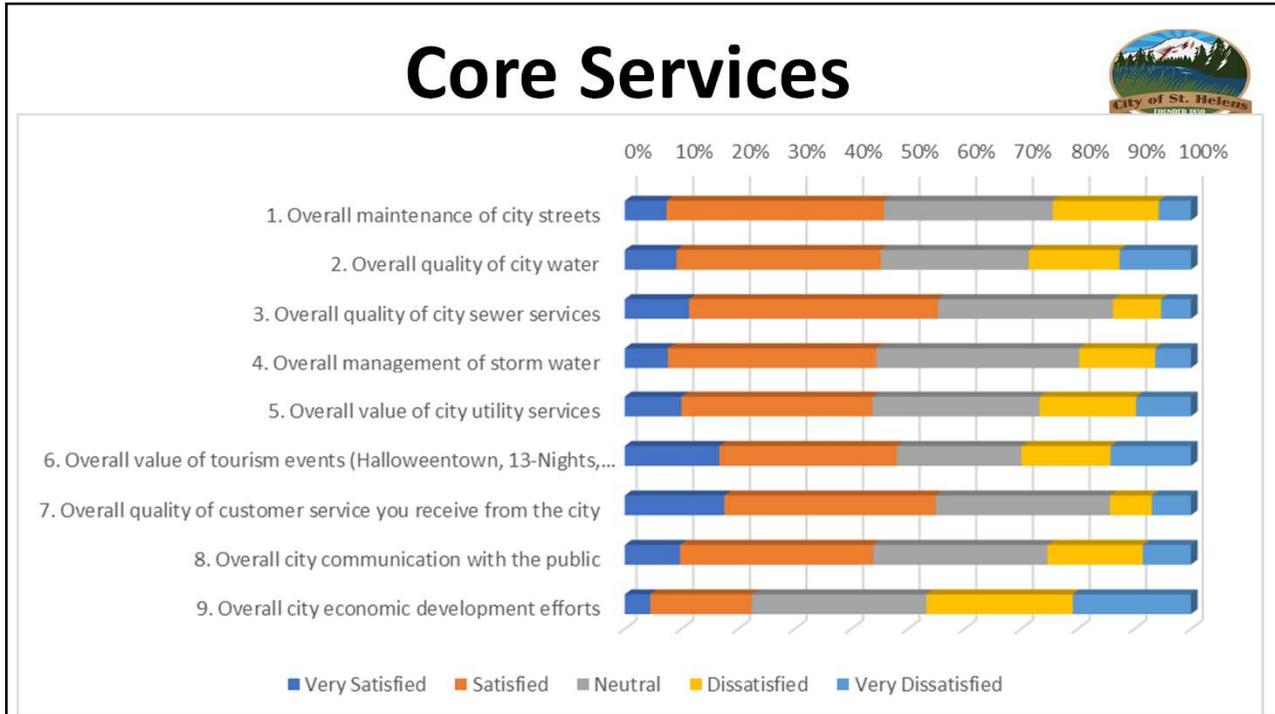
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Key Takeaways - Core Services

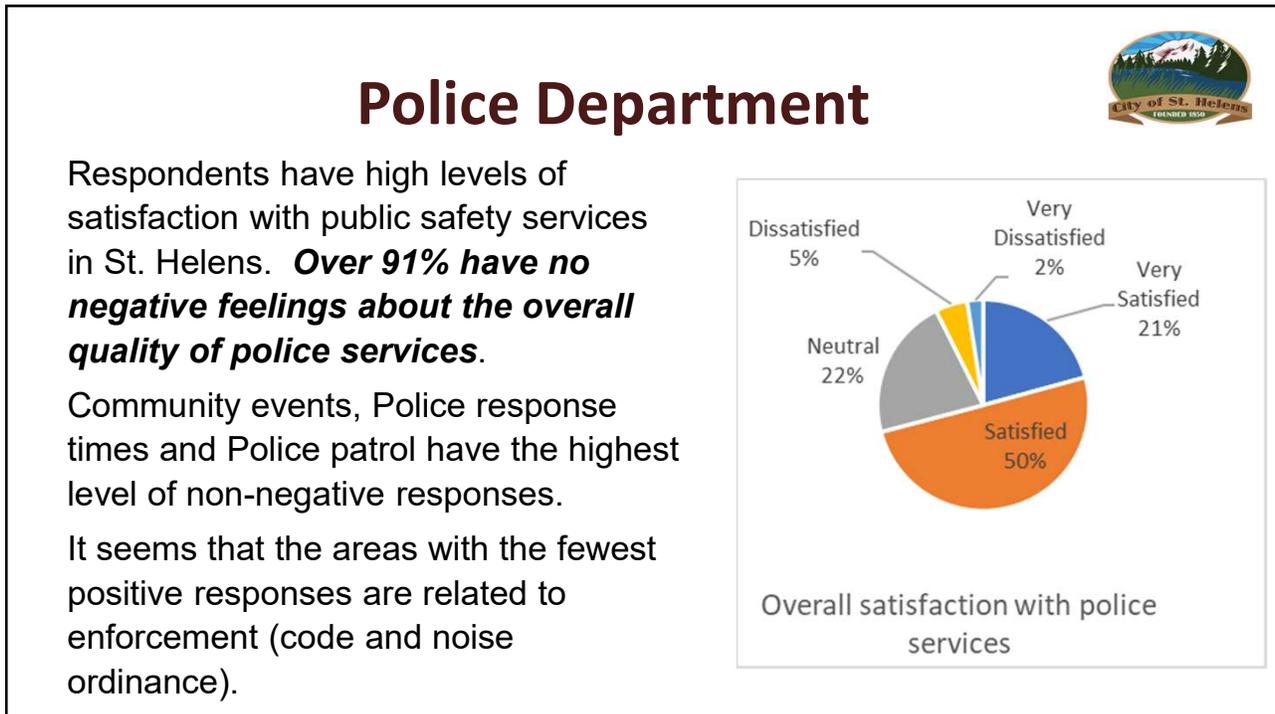


- St. Helens does a solid job of delivering core services.
- 70% positive and neutral rankings for street maintenance, sewer, stormwater management and communications.
- 82% were positive and neutral on the quality of customer service from City employees.
- Overall value of tourism events was reported at 69% positive and neutral.
- Residents were least satisfied with the effectiveness of economic development efforts (52% positive and neutral).
- A note on “Neutral Responses” a rating of “3” on a 5-point scale indicates that residents are, for the most part, satisfied with City services. They may believe improvements could be made, but they do not have strong feelings of dissatisfaction.

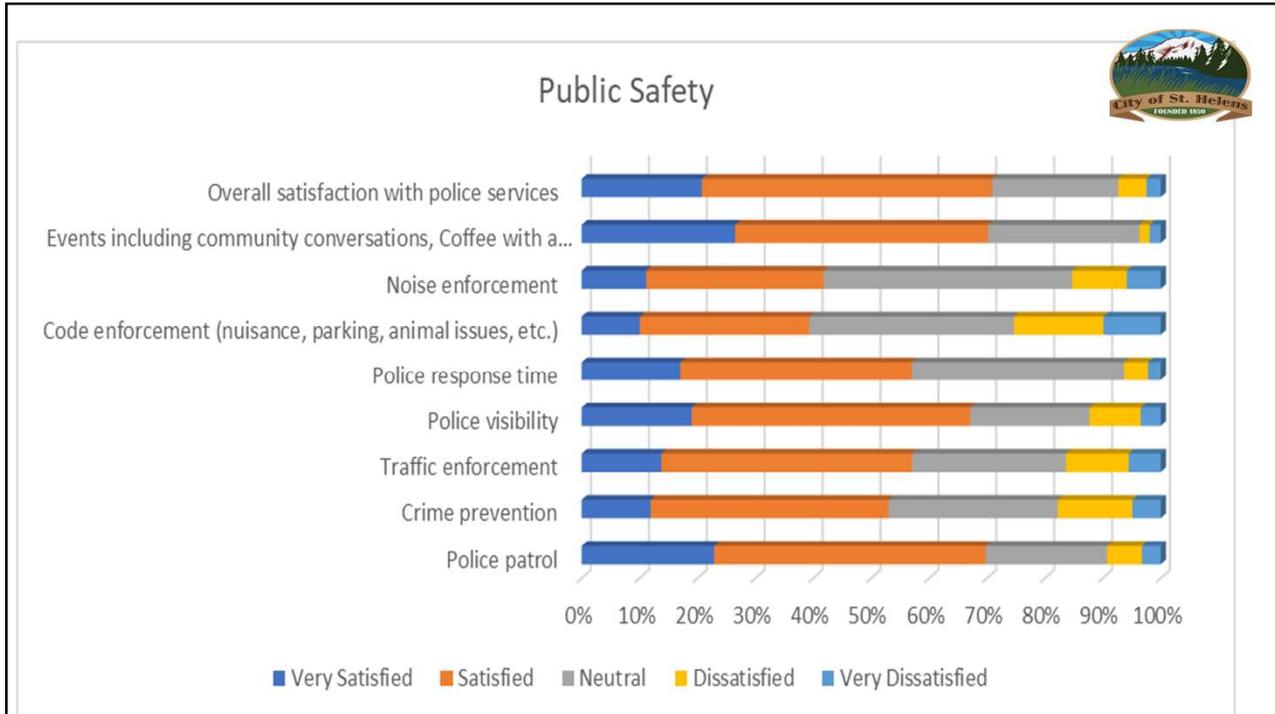
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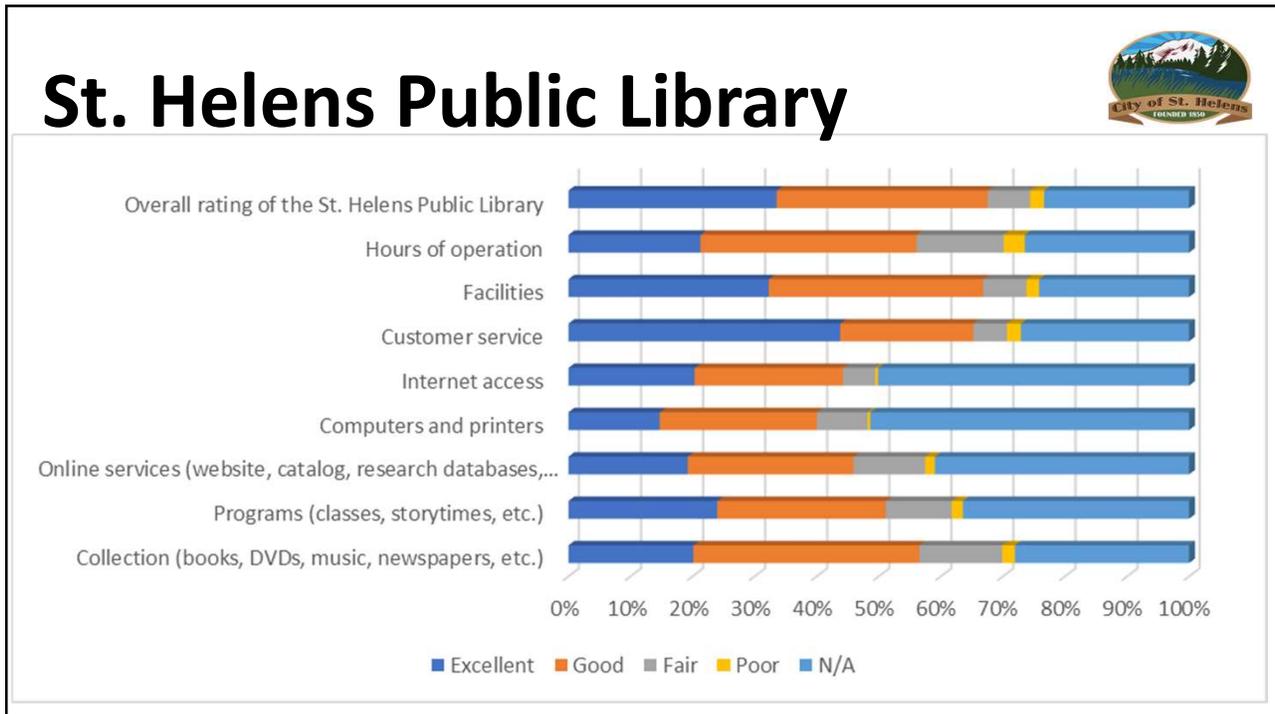
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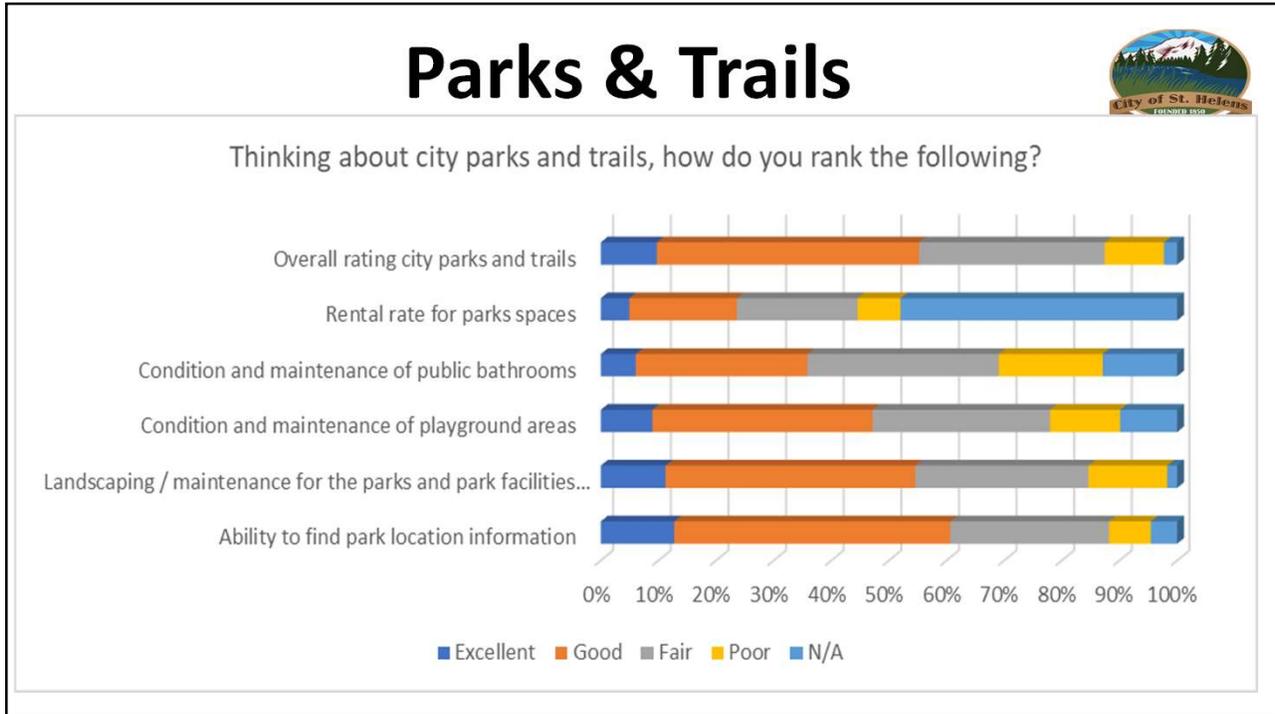
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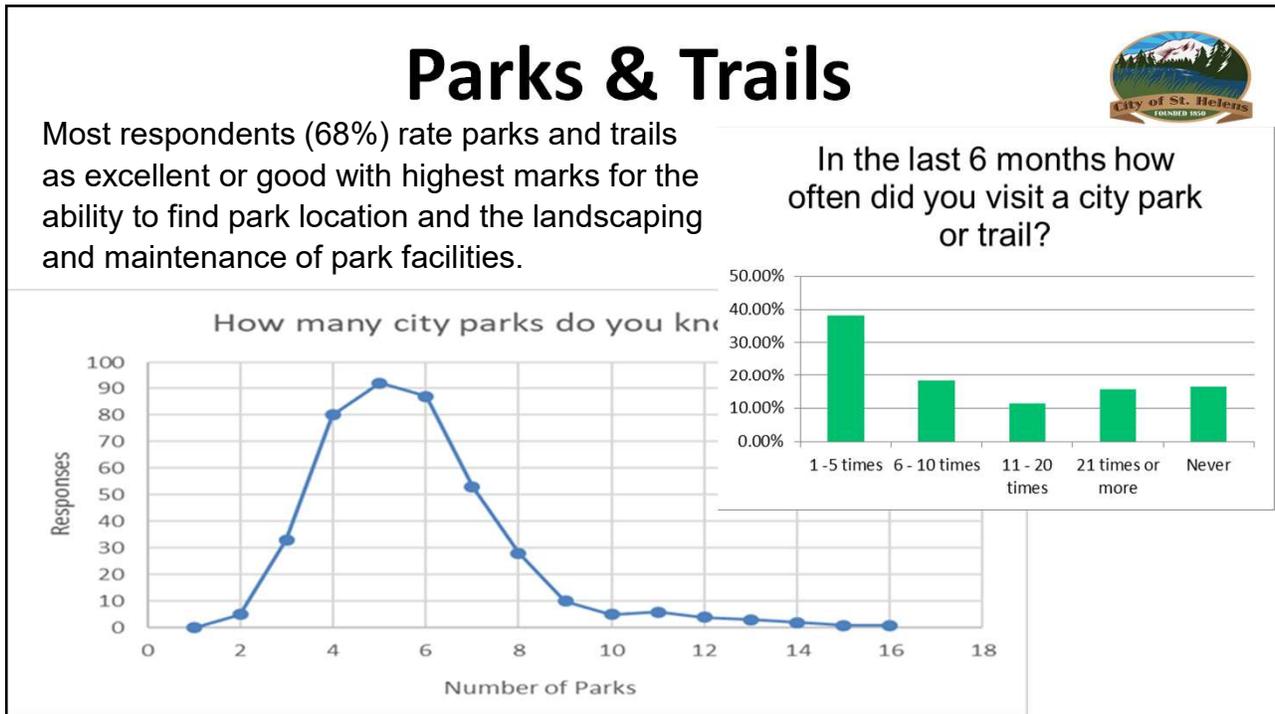
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Recreation Program

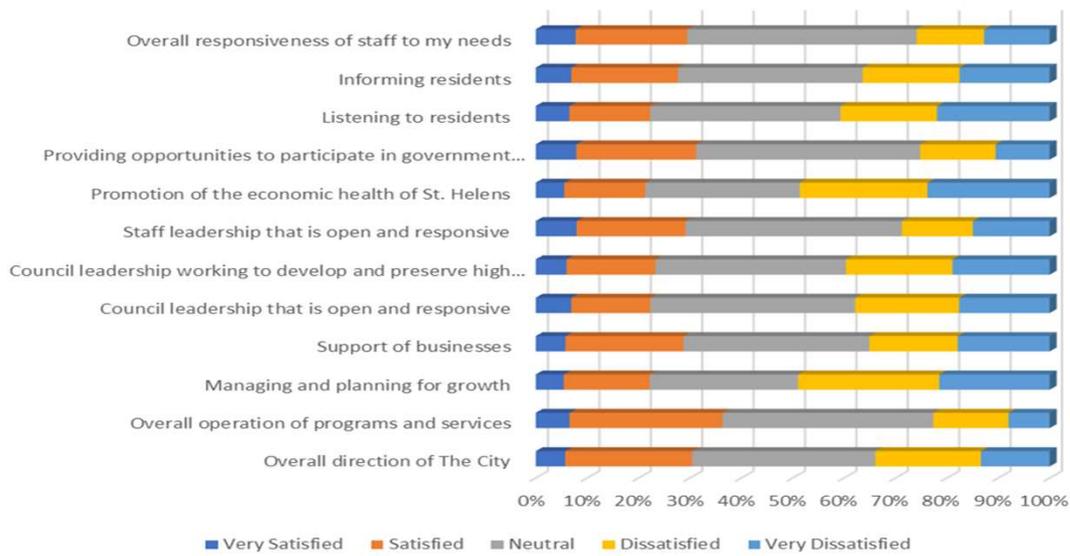


Thinking about the Recreation Program, please rate the following:



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Elected and staff leadership



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Elected and Staff Leadership



- For staff and elected leadership the highest positive and neutral ratings were found in the areas of overall operation of programs, at almost 75%.
- The rating for open and responsive staff leadership reflects 65% positive and neutral feelings.
- City Council as a governing body is seen as open and responsive by 57% of respondents.
- Council is viewed as working to develop and preserve high quality of life by 63% of respondents.
- Perceptions of how the city supports business at 62% positive and neutral.

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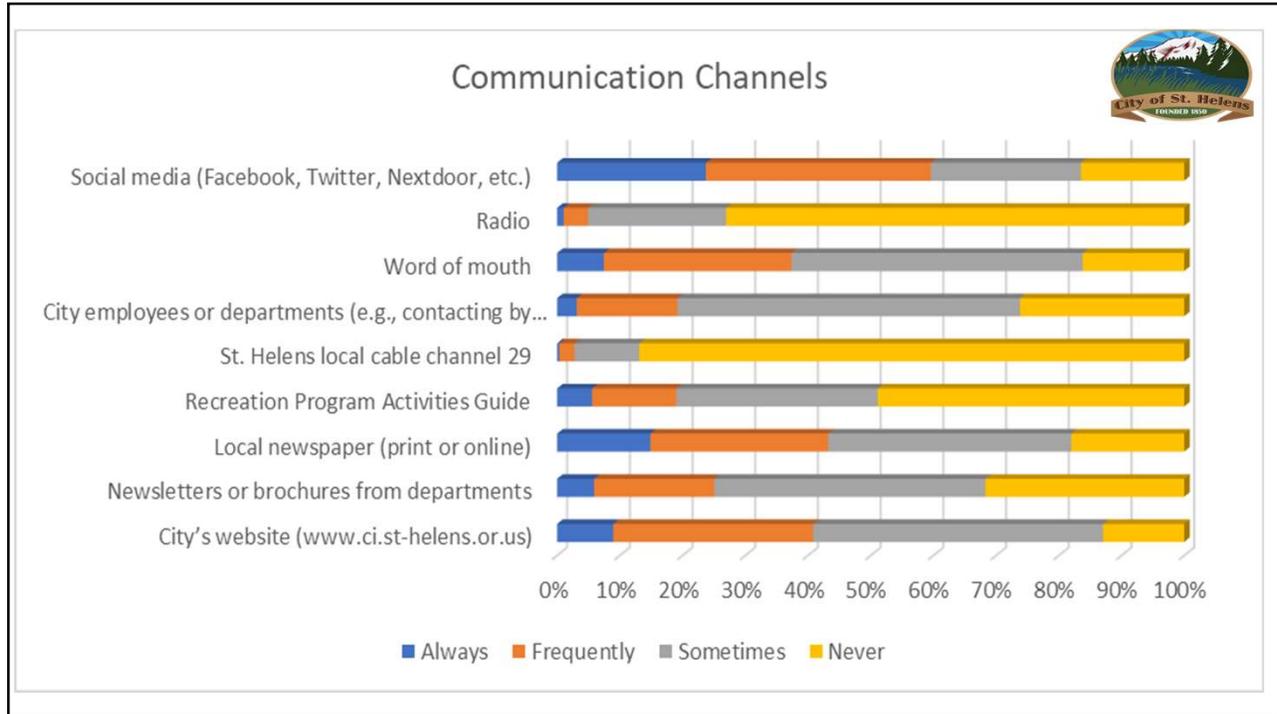
Opportunities



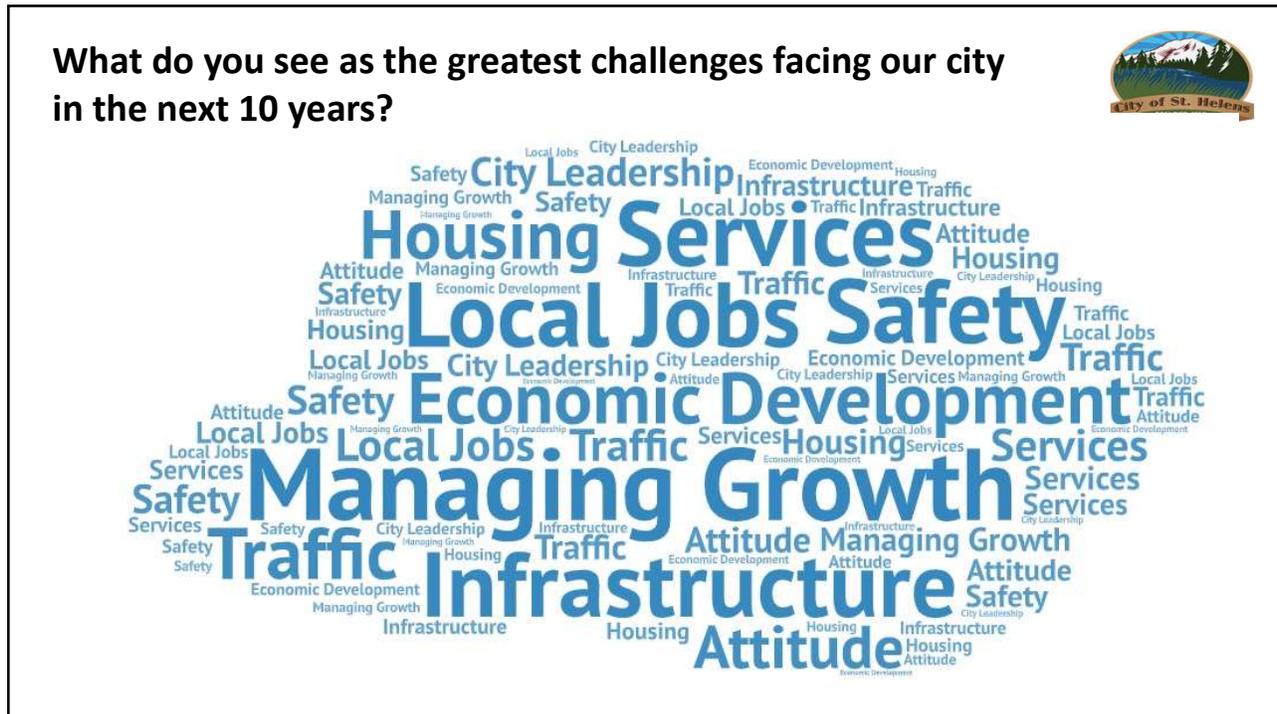
Improvement opportunities

- Responses reflect that citizens do feel that there are opportunities available to participate in our government but that there is room for improvement in listening to and informing residents.
- Just under half of respondents (49%) have positive or neutral views of how the city promotes the economic health of our city, this question also revealed a higher level of active dissatisfaction.
- There is room for growth in the area of managing and planning for growth.

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Actions



We set out to better understand:

- What residents think of the current services we provide
- What our community expects of City leadership and services
- If respondents think we are heading in the right direction
- How citizens engage with city government

Development and Adoption of a Strategic Workplan for 2020 - 2022.

Opportunities fall into all goal areas. This further emphasizes:

- Commitment to transparency and accountability.
- Focusing resources on strategies that best serve the needs and aspirations of our community.
- Building support and partnership from all across our community to further St. Helens' continued livability, smart growth and prosperity.

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City Goals



GOAL 1
EFFECTIVE
ORGANIZATIONAL
STRUCTURE



GOAL 2
COMMUNITY
ENGAGEMENT



GOAL 3
SAFE AND
LIVABLE
ENVIRONMENT



GOAL 4
ECONOMIC
DEVELOPMENT



GOAL 5
LONG-TERM
PLANNING

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THANK YOU

Questions?

***"If you want to go fast, go alone.
If you want go far, go together."
- African Proverb***

