



City Council Strategic Plan

City of Westwood, Kansas

Mission

The City of Westwood manages public and financial resources to provide reliable, responsive services aligned with residents' evolving expectations and future needs. Our leaders and professional staff are open and accessible, building relationships and trust within our community. Together, we protect and advance what makes Westwood special and unique.

Vision

Westwood is a unique and charming community, one that is both historic yet dynamic and progressive. Our residents develop deep connections with their neighbors, homes, schools and businesses.

Goals and Strategies

Community Redevelopment

Goal Statement:

By 2027, the Westwood City Council will have considered and encouraged opportunities to diversify our economic activity by choosing redevelopment projects that maintain community fiscal health and the unique and historic character of Westwood.

Proposed Metrics:

Measure	2024 Actual	2027 Target
Percent of property tax revenue generated by properties other than single-family detached lots	Data requested from County	50%
Dollar value of commercial permits filed	\$2,682,555	\$5,000,000
General fund balance (reserve over five-year projection)	26.6%	30%
Resident satisfaction with shopping and restaurants (rating of excellent or good)	56%	61%
Resident satisfaction with how well Westwood is planning for growth (<i>question to be added to survey</i>)	--	TBD

Proposed Strategies:

- By 2025, the city will complete the RFP process for City Hall redevelopment with emphasis on the need for community space and overall fiscal sustainability.
- Through the end of this Strategic Plan in 2027, the Westwood City Council and City Administrator will seek to communicate regularly with property owners to partner in maximizing strategic site opportunities.

Housing

Goal Statement:

Over the next three years, the Westwood City Council and City Administrator will be open to and supportive of different types of housing that provide options for existing and new residents by evaluating each new residential housing project in the context of Westwood's community character, housing needs and resident input in accordance with the 2017 Comprehensive Land Use Plan.

Proposed Metrics:

Measure	2024 Actual	2027 Target
Resident satisfaction with availability of different types of housing (rating of excellent or good)	42%	45%
Number of residential units permitted by housing type:		
Single family	7	7 (7.4 = 1% of existing housing stock)

Measure	2024 Actual	2027 Target
Other (e.g. townhomes, ADUs, apartments, condos, patio homes, cottage courts, etc.)	1	10 units

Proposed Strategies:

- By the end of 2025, the City Administrator will explore opportunities to support creative and diverse housing options for Westwood that reflect evolving housing preferences by revisiting zoning regulations.
- In 2025, for the 2026 budget, Westwood staff and Council will explore new programs to assist residents with the cost of housing, including fee waivers for improvement permits, tax rebate program for low-income households, utility assistance, and home improvement grants.
- By the end of 2025, the City will aim to consider the 2024 International Code Council code set in coordination with the Johnson County Building Officials Association to ensure alignment with best practices in codes and standards.

Transportation and Infrastructure

Goal Statement:

By the end of 2026, the Westwood City Council and City Administrator will have identified and pursued a sustainable funding plan to implement capital plan priorities that improve upon and preserve infrastructure and address deferred maintenance.

Proposed Metrics:

Measure	2024 Actual	2027 Target
Percent of capital maintenance plan funded (by asset type):		
Streets	To be added in 2025	TBD
Sidewalks	To be added in 2025	TBD
Stormwater infrastructure	To be added in 2025	TBD
Streetlights	To be added in 2025	TBD
City buildings	0%	TBD
Percent of capital maintenance plan completed since 2019 (by asset type):		
Streets	51%	67%
Sidewalks	56%	70%
Stormwater infrastructure (by project)	18%	41%
Streetlights	45%	70%
City buildings (percentage of maintenance identified in 2022 City Facilities Assessment)	0%	TBD

Proposed Strategies:

- During 2025, the City Administrator will take action to analyze the revenue generation impact of potential best fit tax increases to support infrastructure investment for inclusion in the FY2026 budget.

- In 2025, for the 2026 budget, the City will create a feasible funding strategy for streetlight plan implementation.
- In 2025, the City will adopt a plan for improvements to the public works facility and identify a funding strategy to pursue in future years.

Safety and Law Enforcement

Goal Statement:

Over the next three years, the Westwood City Council, City Administrator and Chief of Police will support the just enforcement of city laws and codes, revisit and revise laws and codes as necessary, and be responsive to community concerns in order to preserve community safety.

Proposed Metrics:

Measure	2024 Actual	2027 Target
Resident satisfaction with feelings of safety in Westwood (rating of excellent or good)	95%	95%
Number of reports of property crime:		
Burglary to building	3	>2
Burglary to vehicle	18*	>24
Vehicle theft	6	>2
All other theft	41 (30 at Walmart)	>12 (excluding Walmart)
Percent of single-family residential properties with reported property maintenance code violations	Data collection beginning 2025	>3%
*2024 represents a five-year low		

Proposed Strategies:

- Throughout the life of this Strategic Plan, the City Council will collaborate with the Westwood Police Department through the City Administrator and Police Chief to review data and understand crime activity trends and be transparent with residents about enforcement actions taken.
- On an ongoing basis, the City will communicate to residents about ways to mitigate or prevent crime activity in the community as new trends emerge (including potentially a regular message in the Buzz).
- By the end of 2025, the City will explore opportunities and best practices for crime prevention and implement best practices that best meet the needs of Westwood's residents and businesses (including ideas such as neighborhood watch or Crime Prevention Through Environmental Design (CPTED) strategies).

City Communication and Engagement

Goal Statement:

Over the next three years, the Westwood City Council and city staff will maintain a high level of communication with residents and enhance the usefulness and availability of information to keep our residents informed about developing issues, City news and opportunities for community input.

Proposed Metrics:

Measure	2024 Actual	2027 Target
Resident satisfaction with communications from the city (rating of excellent or good)	81%	85%
Counts of resident participation/engagement in communication channels:		
Email newsletter subscribers	1,150	1,600
Email newsletter open / read rate	68%	75%
City website visits / clicks	Data collection beginning 2025	3,000/month
Followers on Facebook	895	1,600
Engagements on Facebook	>1%	5%

Proposed Strategies:

- On an ongoing basis, the City will create opportunities for two-way communication and engagement between residents and City/Council to create a feedback loop twice per year such as “Coffee with the Council” or “Coffee with a Cop.”
- In 2025, the City will implement the Strategic Communications Plan created to enhance Communities for All Ages goals, in support of the City’s Gold-level program recognition by Mid-America Regional Counsel.

Community Amenities

Goal Statement:

Over the next three years, the Westwood City Council will foster and maintain strong partnerships to encourage community amenities that support walkability and community connections that sustain the unique character of Westwood.

Proposed Metrics:

Measure	2024 Actual	2027 Target
Resident satisfaction with connections to your neighbors and community (rating of excellent or good)	80%	85%
Resident satisfaction with tree canopy (rating of excellent or good)	90%	90%
Resident satisfaction with gathering spaces for the community (rating of excellent or good)	59%	65%

Proposed Strategies:

- Over the next three years, the City will maintain existing partnerships and be proactive in seeking new partnerships that provide community amenities that align with community priorities (ideas include: improve working relationship with KU Health Systems; re-formalize Councilmember responsibility for community relationships; maintain relationship with Woodside).
- By early 2025, the City will determine the feasibility of targeted small business grants that will attract and retain businesses that align with the priorities of the community.

- By the end of 2026, the City will establish tree canopy goals, including exploring opportunities to preserve and enhance the tree canopy.
- In 2025, the City will support the development of a visionary park that provides the amenities that will best meet the needs of the community.