

Strengths, Weaknesses, Aspirations and Results Discussion

Top Strengths

- Well trained and professional human capital
- City is financially stable
 - Central location
- City government services working in collaboration
- Conservative fiscal management
- High performing departments
- High level of city services, we do what other do not do
- Responsiveness
- Being a full service city with taxes not fees

Top Opportunities

- City engagement, neighborhood associations/block watch
 - Through technology and new initiatives
- Liaisons to share info
- Regional agreements or shared services
- Leveraging technology solutions
- Increase organization efficiency through LEAN
- Comprehensive marketing, branding, promotional programs
- Improve image
- Land to develop
- Property maintenance (residential commercials)

Top Aspirations

- Improve image and be the place to be
- Attract more millennials
- Better “streetscaping”
- Safe and secure city
- Engaged in informed citizenry
- Improve image externally city - destination = change perception
- Better communication of services
- Continuous improvement/LEAN training

Top Results

- Benchmarking key performance indicators
- Number of measurable agreements with other communities = shared services
- Maintain services despite adverse financial environment

- Increase residential and commercial development
- Broader scope of public participation, n i.e. committees
- Reduce crime by __%
- Increase test scores in K-12 more college placement, technical placement
- Increase property value and tax revenue