



CITY OF DOUGLAS STRATEGIC GOALS FOR 2019-2020



CREATE OPPORTUNITIES FOR COMMUNICATION & CITIZEN INVOLVEMENT & PRIDE

Make better decisions with more citizen input, and offer opportunities for more collaboration, education, and awareness with citizens.

Engage with a marketing firm to develop a City Marketing & Communication Plan, with intent to share meaningful information with citizens (e.g. "hot topics", highlight personnel and Council), and determine and use best available formats (e.g. print, social media, newsletters, email)



Create opportunities for more citizen engagement, including web surveys, live-feeds on social media, and committing to in-person conversations / discussions (formal or informal)



Integrity

CORE VALUES

Transparency & Openness

Stewardship

Continue next steps of City Hall Remodel project

Complete Level II Water Study

Work on Little Boxelder Spring Transmission Line Project

Continue to adequately maintain all infrastructure

This is the most critical role of the City.

MAINTAIN SOLID INFRASTRUCTURE

OFFER GREAT CHOICES TO LIVE, WORK, & PLAY

Have a fun and accessible community and ensure resources critical to the City's economy are developed.

Work toward abundant, affordable recreation



Work toward abundant, affordable childcare resources, and determine the City's clear and appropriate role

Work toward abundant, affordable housing, and determine the City's clear and appropriate role



Develop and promote the North Platte River corridor



Continue park improvements



Excellence

CORE VALUES

Accountable

Innovative

MISSION: *To serve our community for a better way of life.*

VISION: *The highest quality of life, today and tomorrow.*

Focus on development potentials, specifically the Meadow Acres and John Lambert Subdivisions



Implement Downtown Master Plan



Continue to invest in entryways, corridors, and overall beautification

Begin Revision on the next Comprehensive Master Plan, including chapters on:

- Zoning & 1-mile Extraterritorial Jurisdiction
- Recreation
- Childcare
- Housing



Visually inviting community that is easy for residents and visitors to access.

ENVISION AND INVEST IN A WELL-PLANNED, ATTRACTIVE COMMUNITY