



Staunton City Council Strategic Plan

May 11, 2023

Presented by the City Manager's Office

A culturally rich, historic city
with an exciting future of
innovation, growth and
resilience.

You belong here!

Vision

Integrity

- Be a person of your word
- Be authentic in all venues
- Be courteous and polite
- Say no in a kind and respectful way
- Take up conflict directly with the person

The City of Staunton will be courteous and polite, and we will work to cultivate trust and a sense of integrity between each other and the public.

Inclusion + Equity

- Consider how decisions affect all citizens and communities in the city
- Communicate differences in parameters of programs and services to citizens and businesses
- AND consider these differences in policy decisions
- Make everyone feel that they belong

The City of Staunton will work hard to be inclusive in our thoughts, words and deeds. We will strive to achieve diversity in representation, respect and seek various perspectives and opinions, and endeavor to achieve equitable outcomes for everyone in our community.

Excellence

- Responsiveness (quick turnaround) so there is trust in government
- Good, proactive communication
- Improve systems and processes

The City of Staunton is committed to excellence with a focus on ongoing training and continuing education for elected officials and staff, fiscal responsibility, proactive communication, and effective government and governance.

Engagement

- Meet people in the community informally
- Invite folks to the process
- Cast a wider net
- Be welcoming
- Educate citizens about the process
- More interaction with the public
- Discuss your shared experience as residents

The City of Staunton will aim to involve stakeholders in the decision-making process, to listen, and have open, honest communications with each other and the community.

Environmentally Conscious

- Find ways to lower the City's carbon footprint and energy usage
- Consider the environment and spending in all you do
- "Walk the Talk"
- Consider the environmental impact of industry
- Educate yourself and staff
- Learn from other localities

The City of Staunton will seek to understand and consider the short- and long-term impacts our decisions have on the environment and the community.

Strategic Goals & Objectives

- Strategic Goals were discussed and reaffirmed
- Objectives were brainstormed – *what changes you want to see in each strategic goal area*
 - Results from the prioritization exercise and the discussions following that during the retreat
 - **Manageable** – one to four objectives under each Strategic Goal
 - **Measurable** – reporting progress

Infrastructure



1. Plan for and provide appropriate water infrastructure
2. Complete the infrastructure for Staunton Crossing
3. Focus on creating walkable places (pedestrian focus, greenways, trails)
4. Plan for and provide stormwater infrastructure and flood mitigation solutions

The foundational and physical framework, utility systems, and transportation network that supports the City

Economic Development



1. Pursue targeted industries for development of Staunton Crossing
2. Support the retention and expansion of existing businesses, attract new businesses and promote Staunton as a top tourist destination
3. Prioritize affordable housing and housing for working families

Enhance the economic well-being and quality of life for the City through attracting new industries in target areas and supporting the expansion and retention of existing businesses. This area also addresses housing and quality of life needs required to attract and retain a qualified workforce.

West End



1. Implementation of the West End Revitalization Plan*

there were many specific ideas brainstormed with the recognition that those would be addressed with implementation of the Revitalization Plan*

A commitment to providing resources to Staunton's West End – to promote this community as a vibrant area that has diverse business opportunities, cultural offerings, and great potential for economic growth and stability.

Built Environment



1. Separation of City J&DR court operations from Augusta County
2. Plan for the future of public safety facilities
3. Understand capacity needs and focus on repurposing facilities for City use

Focus on facilities owned and maintained by the City, with an eye on not only what is needed in the current environment, but in future years as city space needs evolve and change.

Responsive, Efficient Gov't



1. Recruit highly qualified employees, retain employees that receive continual training and development, compensate competitively, and maintain a workforce that reflects the community it serves.
2. Prioritize regional solutions and problem solving.
3. Review and implement changes to the City's organizational structure to better achieve Council's goals.
4. Develop an effective communications and engagement function

Focus on the ways in which the City provides services, attracts and grows its employees, and fulfills the City Council's goals

Input from Council

- What input do you have to the plan?
- What work still needs to be done?

A horizontal decorative bar composed of ten rectangular segments in various colors: purple, olive green, blue-grey, grey, yellow, maroon, dark blue, tan, teal, and green.

Management Team Mini-Retreat – June 12

- Operationalize strategic goals & objectives into actionable and measurable items

Biannual progress reports provided to Council

- First report November 2023