

# STRATEGIC PLAN

This document is the result of the city council's annual Strategic Planning Retreat held Feb. 25-26, 2019. The directives and goals within this plan will be used by city officials to help prioritize community needs and to help drive policy decisions over the next 12-36 months to meet those needs.



# STAKEHOLDER NEEDS, MISSION, VISION, VALUES

## > Stakeholder Needs

### ▼ Mission

**South Ogden City is dedicated to preserving and enhancing quality of life and professionally meeting the expectations of residents, businesses, employees and visitors.**

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### ▼ Vision

**South Ogden City will stand out as a friendly, safe, and inviting place to live, work, and visit; where residents feel at home and enjoy a high quality of life in a vibrant community.**

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### ▼ Values

#### **Sustainability & Innovation**

- Creativity

#### **Optimism & Friendliness**



- Kindness
- Respect
- Positivity

### **Public Service & Engagement**

- Communication
- Constructive Conflict

### **Responsibility & Accountability**

- Dedication
- Productivity
- Punctuality

### **Integrity & Ethics**

- Trust
- Honesty

### **Diversity & Inclusion**

- Unity

### **Excellence in Everything**

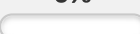

- Competence
- Quality

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# GOALS & ACTION PLANS

 Overall Progress:  24%

## 1. FISCAL SUSTAINABILITY: ENSURE THE ABILITY OF THE CITY TO PROVIDE QUALITY PUBLIC SERVICES THROUGH CAREFUL LONG-RANGE PLANNING AND EVALUATION OF CURRENT DECISIONS IN THE CONTEXT OF FUTURE FISCAL IMPACTS.

GOALS/ACTION PLANS/TASKS	OWNER	RESOURCES	DUE DATE	UPDATES	PROGRESS
<b>1.1 Demonstrate our continued commitment to Sustainability.</b>	<b>Council / Manager</b>	Steve, Matt	<b>06/30/2020</b>	<button>Update</button>	<b>0%</b> 
<b>1.2 Find quantifiable efficiencies across the organization.</b>	<b>Council / Manager</b>	Department Directors	<b>06/30/2020</b>	<button>Update</button>	<b>0%</b> 
<b>1.3 Complete the Fire Consolidation Study</b>	<b>Cameron West</b>	Matt, Leaders from WT, Riverdale	<b>05/31/2019</b>	<button>Update</button>	<b>87%</b> 

## 2. EMPLOYEES: RECRUIT, DEVELOP AND RETAIN QUALITY EMPLOYEES BY MAINTAINING MARKET COMPETITIVE PAY RATES AND DEMONSTRATING A COMMITMENT TO THE GROWTH AND DEVELOPMENT OF OUR STAFF.

GOALS/ACTION PLANS/TASKS	OWNER	RESOURCES	DUE DATE	UPDATES	PROGRESS
<b>2.1 Complete a city-wide Class/Comp and Benefits Study</b>	<b>Doug Gailey</b>	Consultant, Department Heads, Employees	<b>12/31/2018</b> <b>Past Due</b>	<button>Update</button> 12/12/2018	<b>63%</b> 
<b>2.2 Update the city's Salary Administrative Guidelines Policy</b>	<b>Doug Gailey</b>	Matt	<b>08/31/2019</b>	<button>Update</button>	<b>0%</b> 
<b>2.3 Hold two employee EAP/Mental Health awareness seminars.</b>	<b>Doug Gailey</b>	Department Directors,	<b>06/30/2020</b>	<button>Update</button>	<b>0%</b> 

**2.4 Implement an Employee Development/Leadership Academy.**

**Council /  
Manager**

Department  
Directors

**06/30/2020**

Update

**0%**

**3. INFRASTRUCTURE: INVEST IN THE UPKEEP AND MAINTENANCE OF EXISTING CITY INFRASTRUCTURE (I.E. UTILITIES, PARKS, ROADS, ETC.) AND PLAN FOR NEW INFRASTRUCTURE DEVELOPMENT NEEDS AND OPPORTUNITIES TO SUPPORT THE GROWTH OF OUR COMMUNITY.**

GOALS/ACTION PLANS/TASKS	OWNER	RESOURCES	DUE DATE	UPDATES	PROGRESS
<b>3.1 Complete a minimum of \$1,300,000.00 in road maintenance and improvement projects identified for 2018 in the Sustainability Plan</b>	<b>Jon Andersen</b>	Brad Jensen	<b>11/30/2018</b> <b>Past Due</b>	Update	<b>17%</b>
<b>3.2 Complete Burch Creek Park</b>	<b>Jon Andersen</b>	Mark Vlasic, Brad Jensen, City Council, Financial Resources in FY19	<b>08/31/2019</b>	Update	<b>15%</b>
<b>3.3 Complete Master Plan for Club Heights Park</b>	<b>Jon Andersen</b>	Mark Vlasic, City Council	<b>06/30/2019</b>	Update	<b>63%</b>
<b>3.4 Update Capital Facilities Master Plans</b>	<b>Jon Andersen</b>	Brad Jensen	<b>12/31/2018</b> <b>Past Due</b>	Update	<b>25%</b>
<b>3.5 Complete a plan for the Public Works relocation/remodel project.</b>	<b>Jon Andersen</b>	Matt, Steve	<b>01/31/2020</b>	Update	<b>0%</b>

## 4. ECONOMIC DEVELOPMENT: FOSTER QUALITY ECONOMIC DEVELOPMENT IN OUR COMMUNITY BY FOCUSING ON NEW DEVELOPMENT OPPORTUNITIES, ZONING OPTIONS, INCREASED LEVERAGE OF DEVELOPMENT RESOURCES AND EFFECTIVE BRANDING IMPLEMENTATION.

GOALS/ACTION PLANS/TASKS	OWNER	RESOURCES	DUE DATE	UPDATES	PROGRESS
<b>4.1 Break ground on a significant Economic Development/Redevelopment Project(s)</b>	<b>Council / Manager</b>	ED Committee, CBC, edcUtah, Dee Hansen	<b>08/31/2019</b>	<button>Update</button>	<b>73%</b> 
<b>4.2 Evaluate the city's zoning regulations in relation to current market demands.</b>	<b>Council / Manager</b>	Planning Commission, Leesa, Mark Vlasic	<b>06/30/2020</b>	<button>Update</button>	<b>0%</b> 
<b>4.3 Complete an Economic Development Strategy for South Ogden City</b>	<b>Council / Manager</b>	Adam Hensley, Brent Strate, Industry Experts, Mayor Porter	<b>04/30/2018</b> <b>Past Due</b>	<button>Update</button> 11/17/2017 <b>EdcUtah has committed to completing an ED Strategy for S. Ogden by Dec. 31, 2017.</b>	<b>33%</b> 
<b>4.4 Strengthen the city's relationship with our business community</b>	<b>Ember Herrick</b>	City Council, Matt, Doug	<b>06/30/2020</b>	<button>Update</button>	<b>0%</b> 
<b>4.5 Get the city's best available re/development sites added</b>	<b>Council /</b>	EdcUtah	<b>12/31/2018</b>	<button>Update</button>	<b>0%</b> 

database

Past Due

## 5. COMMUNITY ENGAGEMENT: CREATE OPPORTUNITIES FOR RESIDENTS AND BUSINESSES THROUGHOUT THE COMMUNITY TO WORK AND SERVE TOGETHER WHILE FEELING CONNECTED TO AND VALUED BY THE CITY.

GOALS/ACTION PLANS/TASKS	OWNER	RESOURCES	DUE DATE	UPDATES	PROGRESS
<b>5.1 Broadcast regular council meetings via Facebook Live for 6 months.</b>	<b>Doug Gailey</b>	Brian, City Council	<b>12/31/2019</b>	<input type="button" value="Update"/>	<b>0%</b> <div></div>
<b>5.2 Complete one major neighborhood cleanup project.</b>	<b>Jon Andersen</b>	City Council	<b>06/30/2020</b>	<input type="button" value="Update"/>	<b>0%</b> <div></div>
<b>5.3 Complete and broadcast videos highlighting two businesses, employees and residents/families.</b>	<b>Council / Manager</b>	Ember, Mayor	<b>Select Date</b>	<input type="button" value="Update"/>	<b>0%</b> <div></div>
<b>5.4 Establish a Community Committee (members, size, focus, city-wide vs neighborhood)</b>	<b>Council / Manager</b>	Mayor, City Council	<b>06/30/2020</b>	<input type="button" value="Update"/>	<b>0%</b> <div></div>