



Town of Johnstown

TOWN COUNCIL WORK SESSIONSESSION

450 S. Parish, Johnstown, CO
Monday, January 09, 2023 at 6:00 PM

MISSION STATEMENT: Enhancing the quality of life of our residents, businesses, and visitors through community focused leadership.

AGENDA

CALL TO ORDER

AGENDA ITEMS

- [1.](#) Strategic Planning

ADJOURN

AMERICANS WITH DISABILITIES ACT NOTICE

In accordance with the Americans with Disabilities Act, and other applicable laws, persons who need accommodation in order to attend or participate in this meeting should contact Town Hall at (970) 587-4664 no later than 48 hours before the meeting in order to request such assistance.

The Community That Cares

johnstown.colorado.gov

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Town of Johnstown

TOWN COUNCIL WORKSESSION COMMUNICATION

AGENDA DATE: January 9, 2023

SUBJECT: Town of Johnstown Strategic Planning

ATTACHMENTS: Strategic Planning Presentation

PRESENTED BY: Mitzi McCoy, Deputy Town Manager

WORKSESSION ITEM DESCRIPTION:

The purpose of a strategic plan is to build consensus around a singular vision for the future of a community or organization. For local governments, this process is designed to achieve efficiency and effectiveness in the administration and delivery of municipal services to fulfill this shared vision. A successful strategic planning process is inclusive and brings together multiple internal and external stakeholders to examine opportunities for improving all areas for which a municipality has responsibility. Recently, staff began the strategic planning process for the Town of Johnstown using the Town's mission, vision, and values as the foundation. It is our intent to produce a community focused plan that will reflect and reinforce our strong commitment to providing high quality services for our community. The intent of this work session is to update Council on our progress and ensure there is broad support from Council on our current direction on this important community document.

Reviewed and Approved for Presentation,

Town Manager

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Town of Johnstown

Strategic Planning

What is Strategic Planning?

Strategic planning is an organizational management activity that is used to:

- Proactively set objectives
- Focus energy and resources
- Manage risk
- Strengthen operations and increases operational efficiencies
- Ensure that employees and other stakeholders are working towards common goals
- Assess and adjust the organization's direction in response to a changing environment.



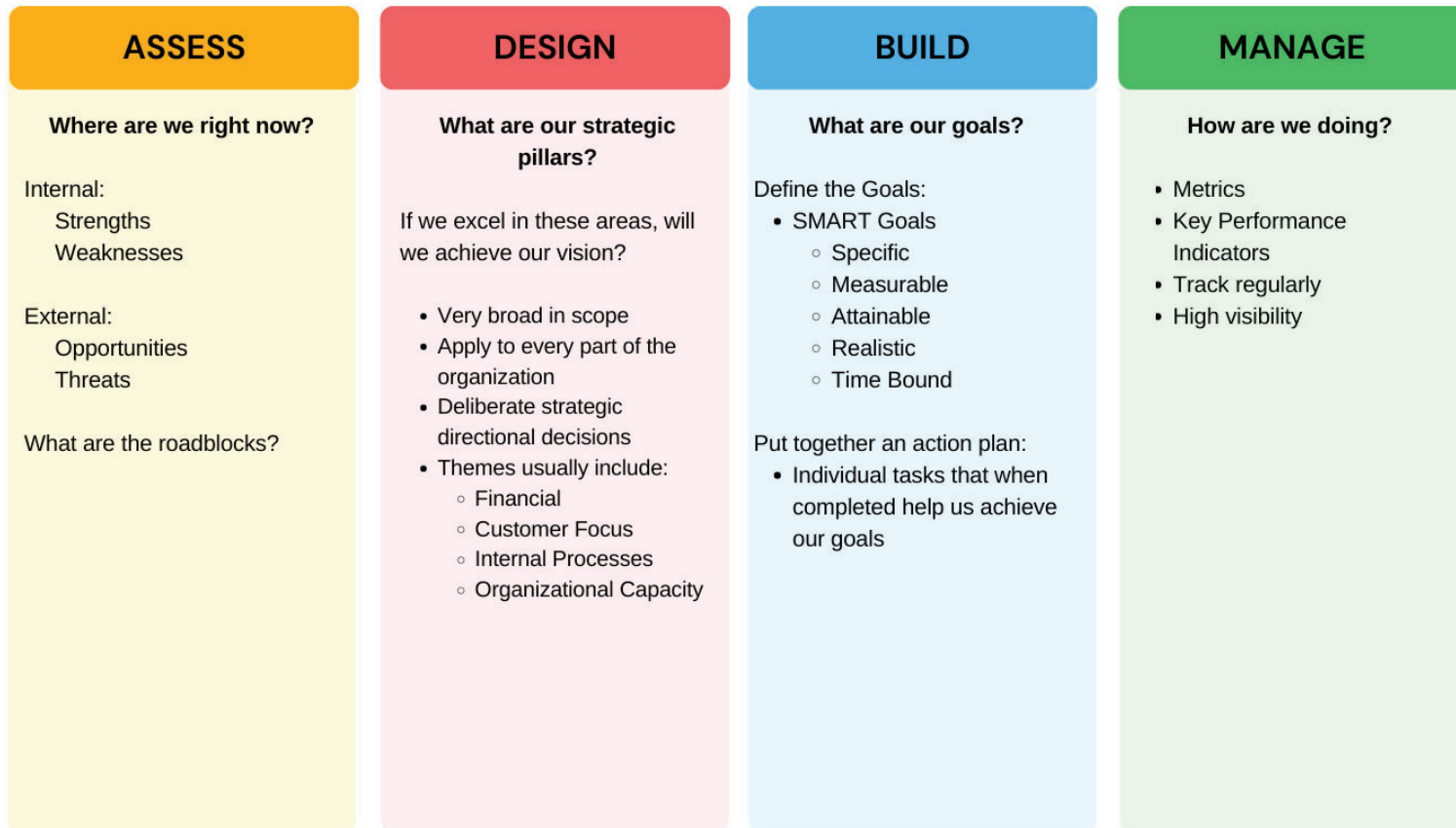
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What is a Strategic Plan?

A strategic plan is a document used to communicate the organization's direction, identify the goals and detail the actions necessary to accomplish those goals. Our strategic plan will focus on creating positive outcomes for the community.



Strategic Planning 4 Steps



Step 1 - ASSESS



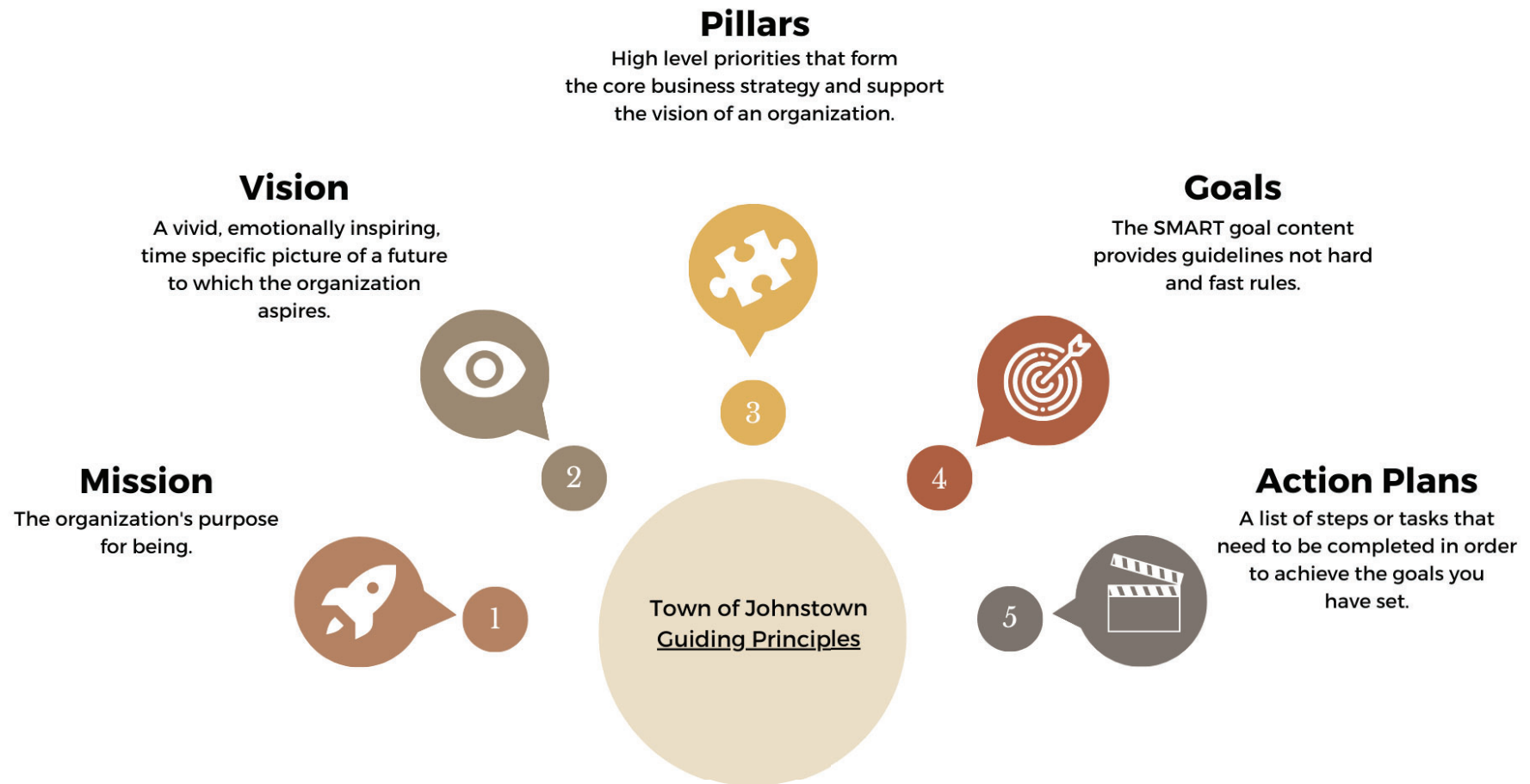
Step 1 - ASSESS



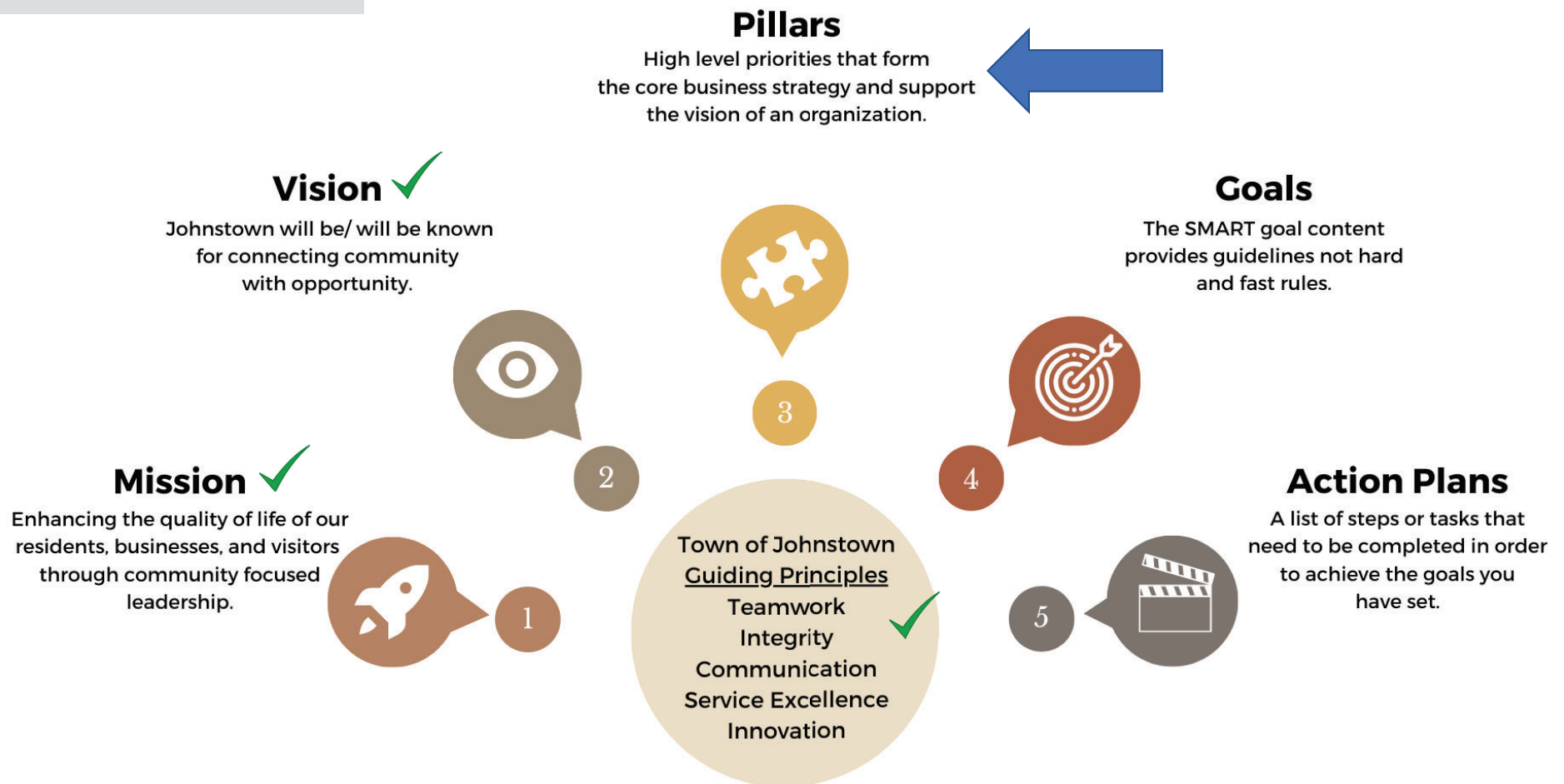
Step 1 - ASSESS



Step 2 - DESIGN



Step 2 - DESIGN



JOHNSTOWN STRATEGIC PLAN

1 Draft V.6

STRATEGIC PILLAR

TOPICS

Organizational Excellence & Public Trust

- Governance
 - Accreditation
 - Financial stewardship
 - Policy/codes/procedures
 - Strong leadership/Employee empowerment
- Communication
 - Perception
 - Transparency
 - Engagement
 - Accessible Info.
 - ADA
 - Information Mgmt.
- Service Delivery
 - Quick action
 - Quality work
 - Perception
 - Digital Environ.
 - Accreditation

Natural & Built Environment

- Preservation
 - Open Space
 - Agriculture
 - Floodplain Mgmt
 - Land Use Codes
 - Natural resources mgmt
- Community Spaces
 - Trails
 - Parks
 - Civic spaces
 - Connectivity
- Development
 - Plans & codes
 - Housing
 - Walkability
 - Land use planning
 - Industry
 - Public/private partnerships

Healthy & Resilient Economy

- Downtown
 - Revitalization
 - Expansion
 - Marketing
- Local & Regional Cooperation
 - Skilled workforce
 - Public/Private Partnerships
 - Educational Opportunities
 - Marketing
- Business Growth & Diversification
 - Revenue
 - Primary Employers
 - Quality jobs
 - Business friendly policies and programs
 - Marketing

Safe & Welcoming Community

- Community Connection Opportunities
 - Recreation
 - Culture
 - Accessibility
 - Special Events
- Public Safety
 - Police
 - Fire
 - Water
 - Streets
- Small Town Vibe
 -

Quality Infrastructure & Facilities

- Master/Future Planning
 - Roadways
 - Capital
 - Service Locations
 - Public Outreach
 - Sustainability
- Asset Mgmt
 - Maint. programs
 - Operations programs
 - Facilities
 - Level of service
 - Replacement plans
 - Sustainability

Step 2 - DESIGN

JOHNSTOWN STRATEGIC PLAN

Draft V.7

STRATEGIC
PILLAROrganizational
Excellence &
Public TrustNatural & Built
EnvironmentHealthy &
Resilient
EconomySafe &
Welcoming
CommunityQuality
Infrastructure
& Facilities

TOPICS

- Talent Mgmt
 - Training
 - Internal Engagement
 - Succession planning
 - Recruitment
 - Certification

- Leveraging Assets
 - Marketing
 - Utilities
 - Transportation
 - Location
 - Planning (purposeful)

Step 2 - DESIGN

Organizational Excellence and Public Trust

We support and empower a collaborative team that builds public confidence through transparency, integrity, service delivery, innovation, and fiscal responsibility. Our team ensures our values are aligned with continuing to move the organization in a positive direction as we work together with the community.

Step 2 - DESIGN

Natural and Built Environment

We create amazing community spaces by balancing and blending Johnstown's heritage, natural environment, and innovative development

Step 2 - DESIGN

Healthy and Resilient Economy

We are committed to a sustainable and growing business community, skilled workforce, and regional cooperation. Our healthy economy provides residents and visitors access to goods, services, and jobs.

Step 2 - DESIGN

Safe & Welcoming Community

The Town is committed to creating a safe, friendly, and connected experience for residents and visitors. We value the role that Johnstown's unique charm and character play in our community.

Step 2 – DESIGN

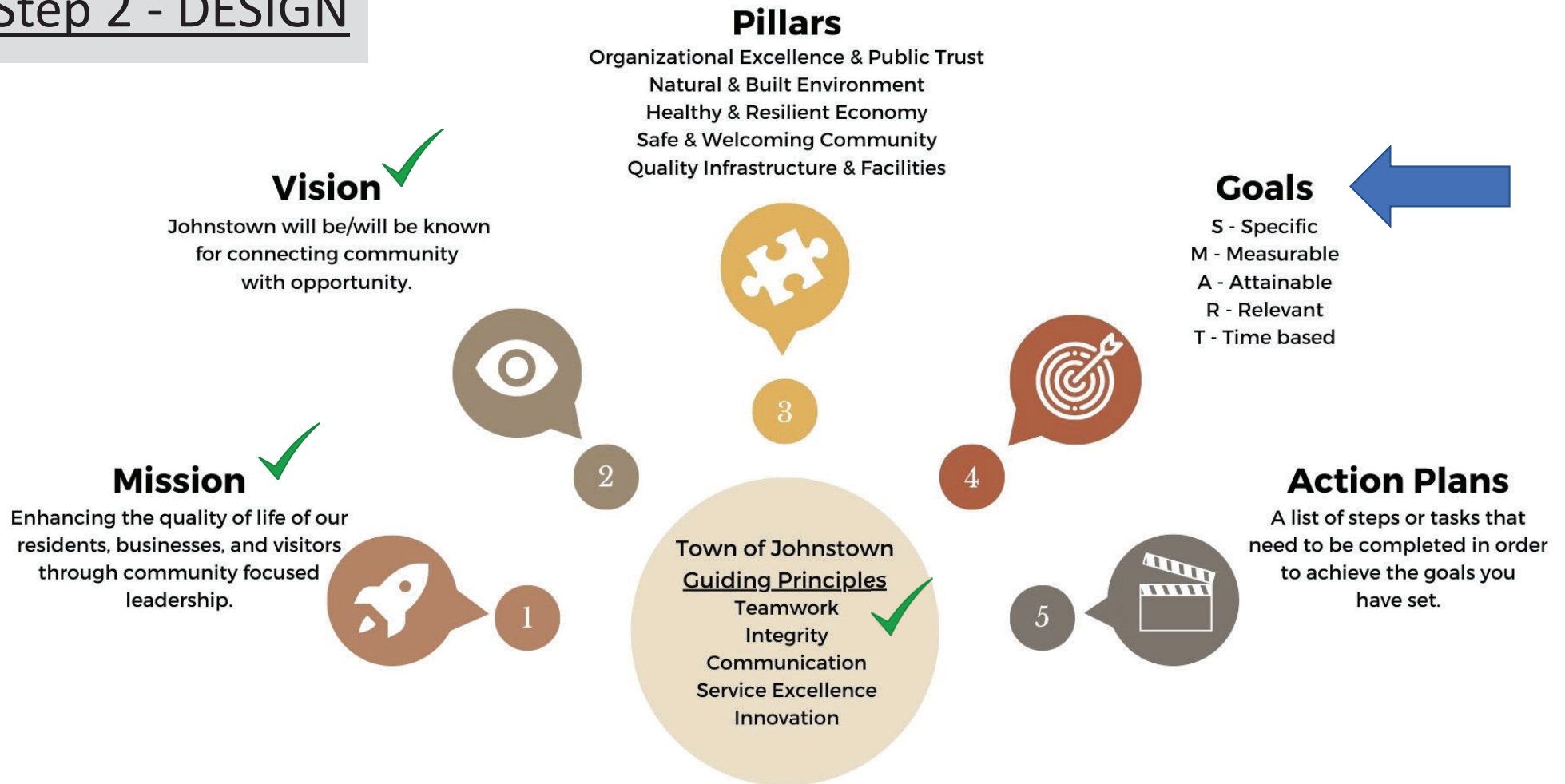
Quality Infrastructure and Facilities

We provide essential services to the community by investing in, operating, and maintaining quality facilities and infrastructure.

Step 2 - DESIGN



Step 2 - DESIGN



Strategic Planning - an organization's process of defining it's direction, identifying goals and the actions necessary to accomplish those goals.

Step 3 - BUILD

Set **SMART** Goals and determine an appropriate action plan.

S - Specific

M - Measurable

A - Attainable

R - Relevant

T – Time Based

Step 3 - BUILD

Safe & Welcoming Community

Goal	Provide a high quality and reliable water supply
Action Plan	Meet or exceed all State and Federal standards and keep complete and accurate records of all testing results.

Goal	Provide and maintain public safety in our community
Action Plan	Reduce traffic accidents through education, engineering and enforcement

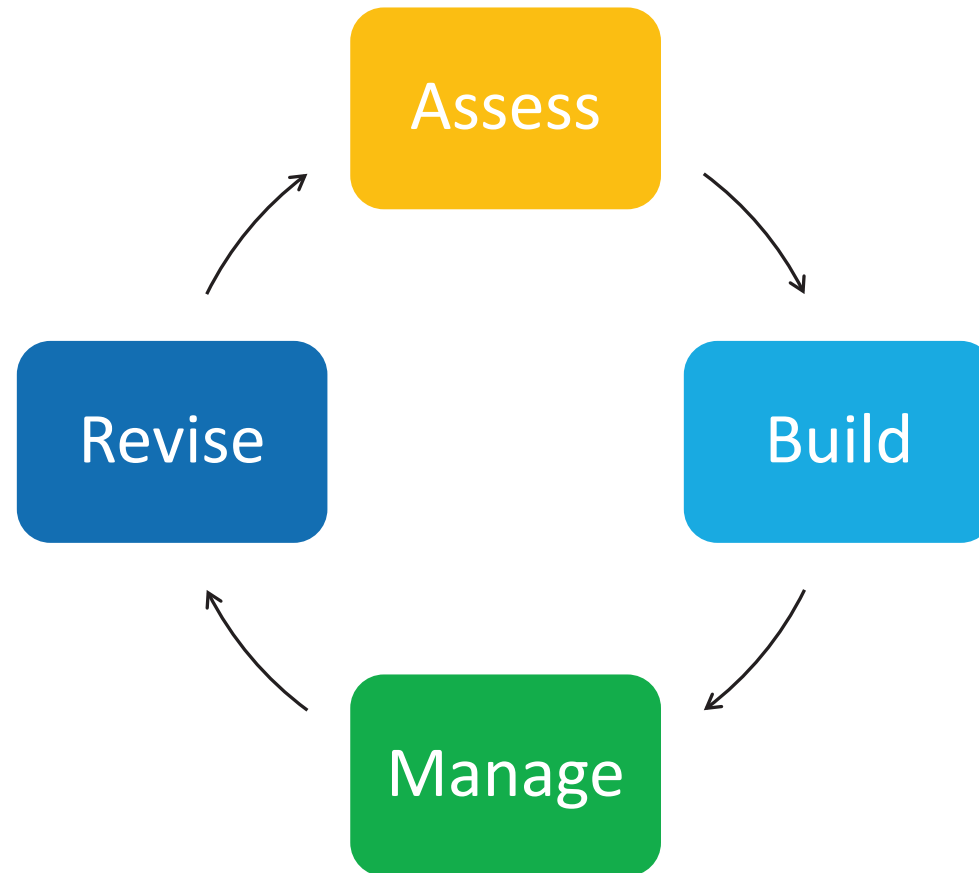
Step 3 - BUILD

Healthy & Resilient Economy

Goal	Fill business gaps while maintaining a healthy mix
Action Plan	Remove barriers and provide incentives for locating in Johnstown • Streamline the development process • Strengthen connection between new and existing businesses to catalyze business growth

Step 4 – MANAGE

Strategic Planning – Is a Continuous Process



Step 3 - BUILD

Safe & Welcoming Community

Goal	Provide a high quality and reliable water supply
Action Plan	Meet or exceed all State and Federal standards and keep complete and accurate records of all testing results.
Measurement	Compliance reports and test result logs
Goal	Provide and maintain public safety in our community
Action Plan	Reduce traffic accidents through education, engineering and enforcement
Measurement	Number of traffic accidents, number of educational opportunities, enforcement statistics

Step 3 - BUILD

Healthy & Resilient Economy

Goal	Fill business gaps while maintaining a healthy mix
Action Plan	Remove barriers and provide incentives for locating in Johnstown • Streamline the development process • Strengthen connection between new and existing businesses to catalyze business growth
Measurement	Number of new business inquiries vs. number of new businesses opened.

Looking forward – Next steps

- Work on putting together the goals and action plans
- Present to Council for review
- Open house for the citizens of the community
- Present to Council for final review and adoption
- Present to community and employees

Thank you

Questions? Comments?

