

2022 Council Retreat
January 2022
Strategic Workplan Development





City of St. Helens Mission

Vision

To provide quality, effective and efficient service to our citizens.

Mission

- Develop and preserve the highest possible quality of life for our residents, businesses, and visitors.
- Provide a safe and healthy environment within a sound economic framework.
- Provide leadership which is open and responsive to the needs of the community and works for the benefit of all.

Roles in Plan Development

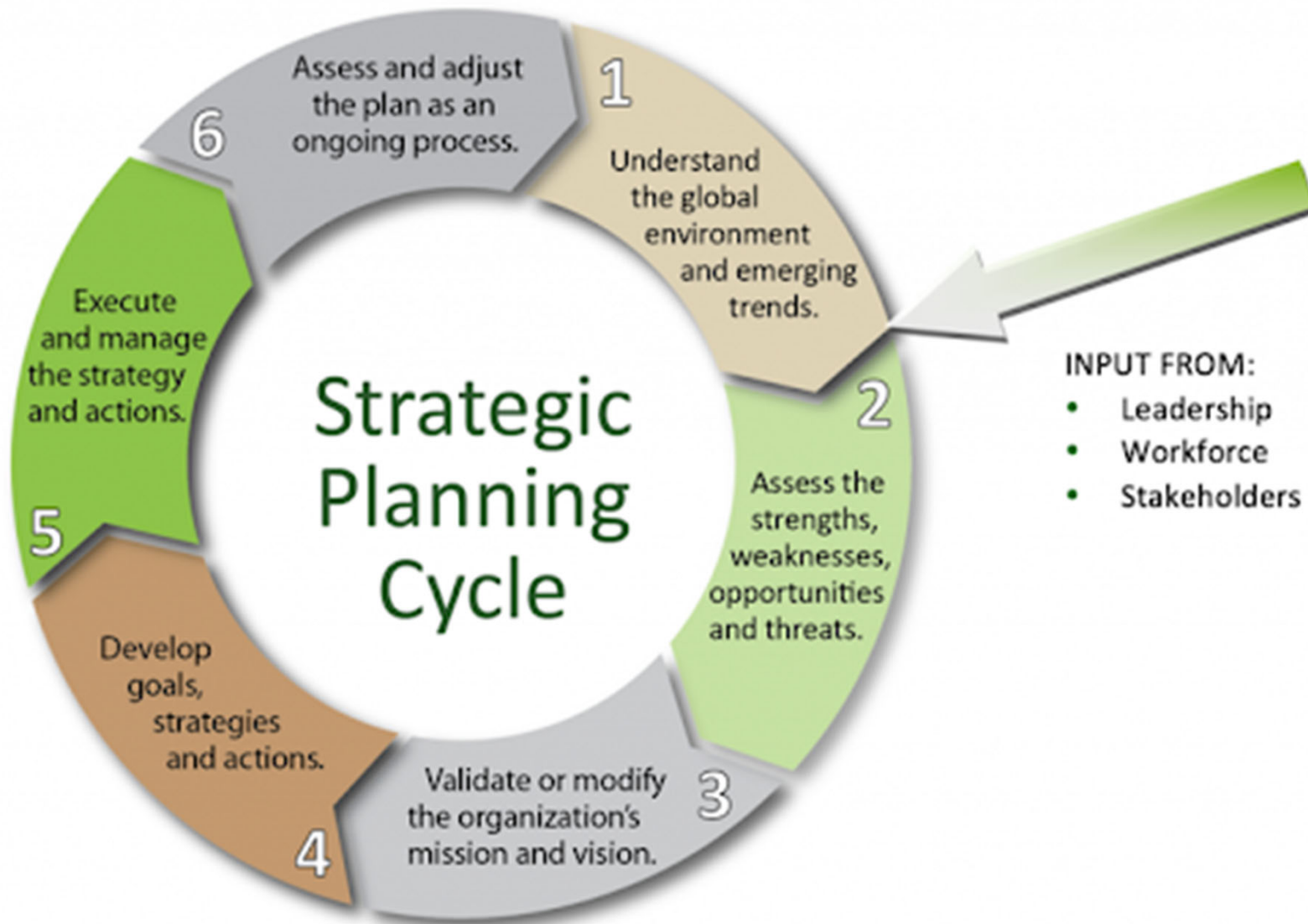


Council as Governing Body
Overall direction, policy & resources

Staff as the folks who implement & manage

Everyone evaluates
Everyone improves





City Goals



GOAL 1
**EFFECTIVE
ORGANIZATIONAL
STRUCTURE**



GOAL 2
**COMMUNITY
ENGAGEMENT**



GOAL 3
**SAFE AND
LIVABLE
ENVIRONMENT**



GOAL 4
**ECONOMIC
DEVELOPMENT**



GOAL 5
**LONG-TERM
PLANNING**

Purpose



- **The survey helps us better understand what residents think of services, what they expect, and if they think we are heading in the right direction.**

How to use results:

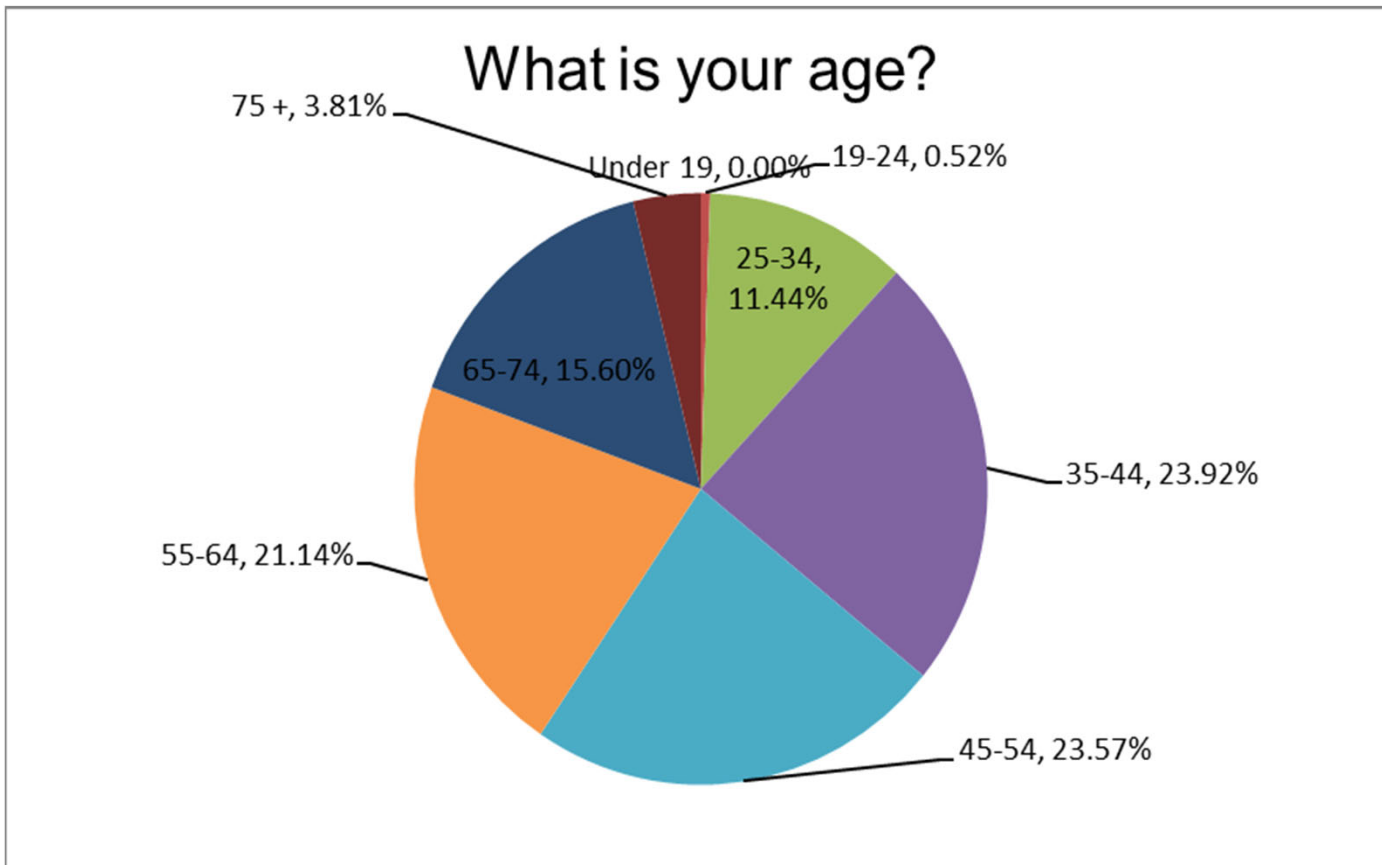
- **Identify perceived strengths and weaknesses**
- **Inform budget priorities and investments**
- **Identify opportunities for program-level improvement**
- **Set priorities for the 2022-2024 Strategic Workplan**

Overview



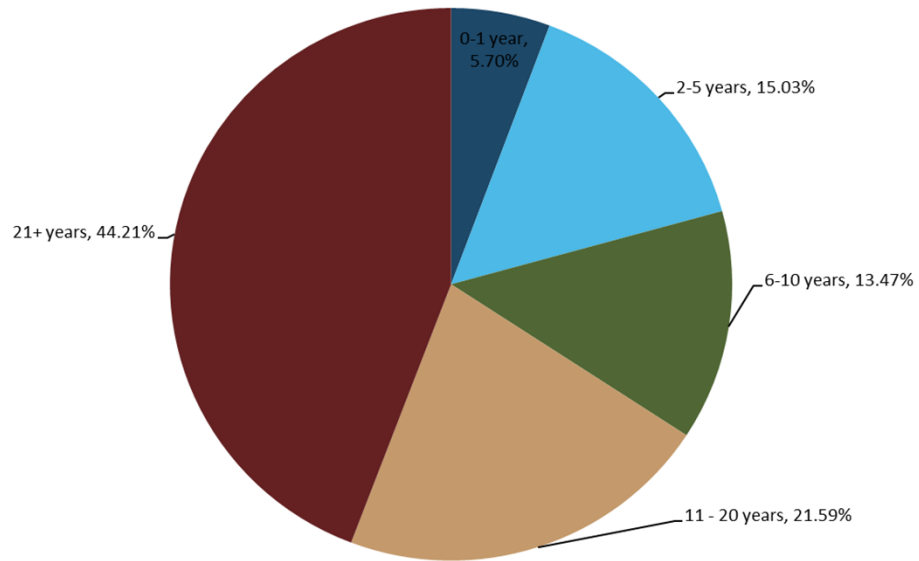
- **The Community Input Survey opened October 4, 2021 – November 15, 2021**
- **Survey distributed over 9 channels including: City Newsletter web link, social media, emailed invitations, local papers, in person, button on city home page.**
- **Who responded? 678 neighbors**

Who responded? 678 of our neighbors



- The Community Input Survey was open October 4, 2021 – November 15, 2021
- Survey distributed: City Newsletter, web link, social media (standard and boosted posts), emailed invitations, in person, button on city home page.

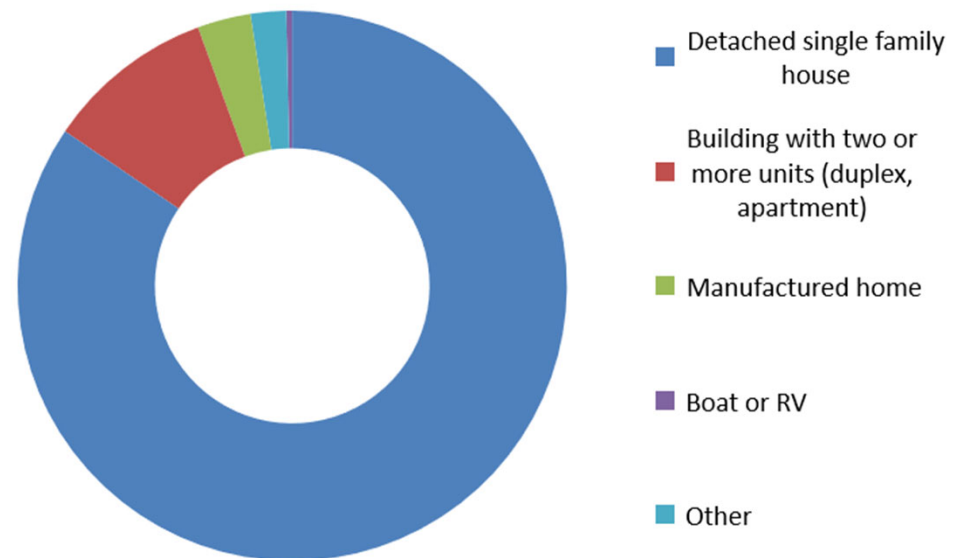
About how many years have you lived in St. Helens?



Who responded?



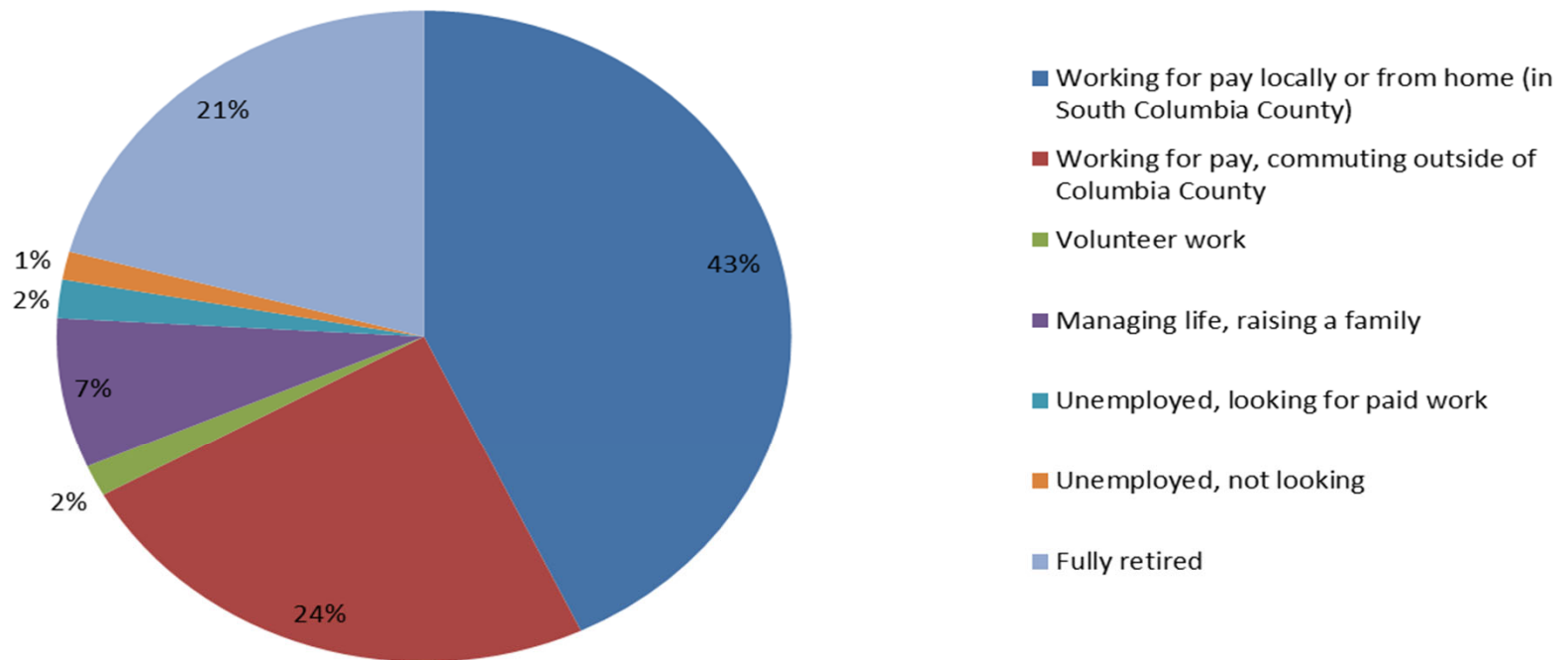
Which best describes the building that you live in?



2021 Community Input Survey



What is your employment status?

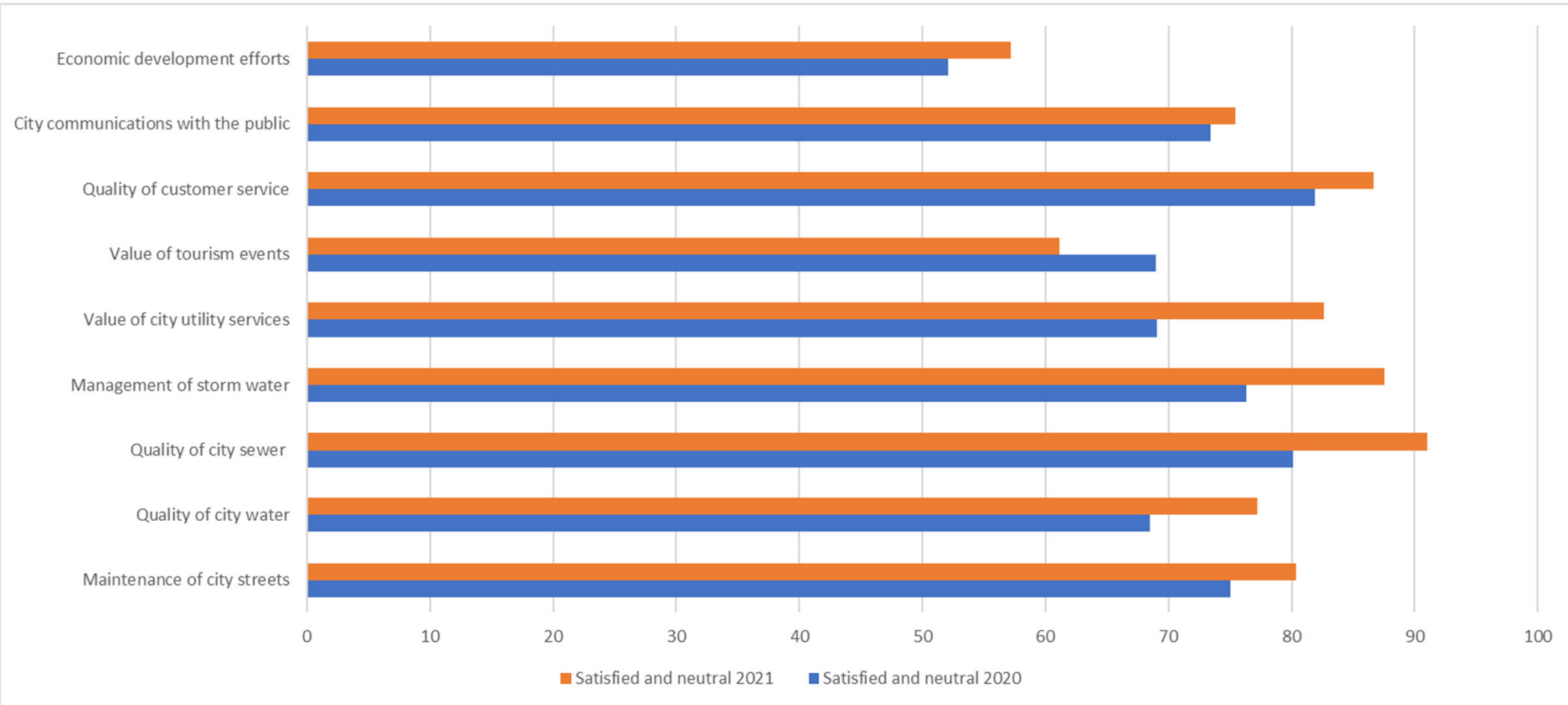


Key Takeaways - Core Services



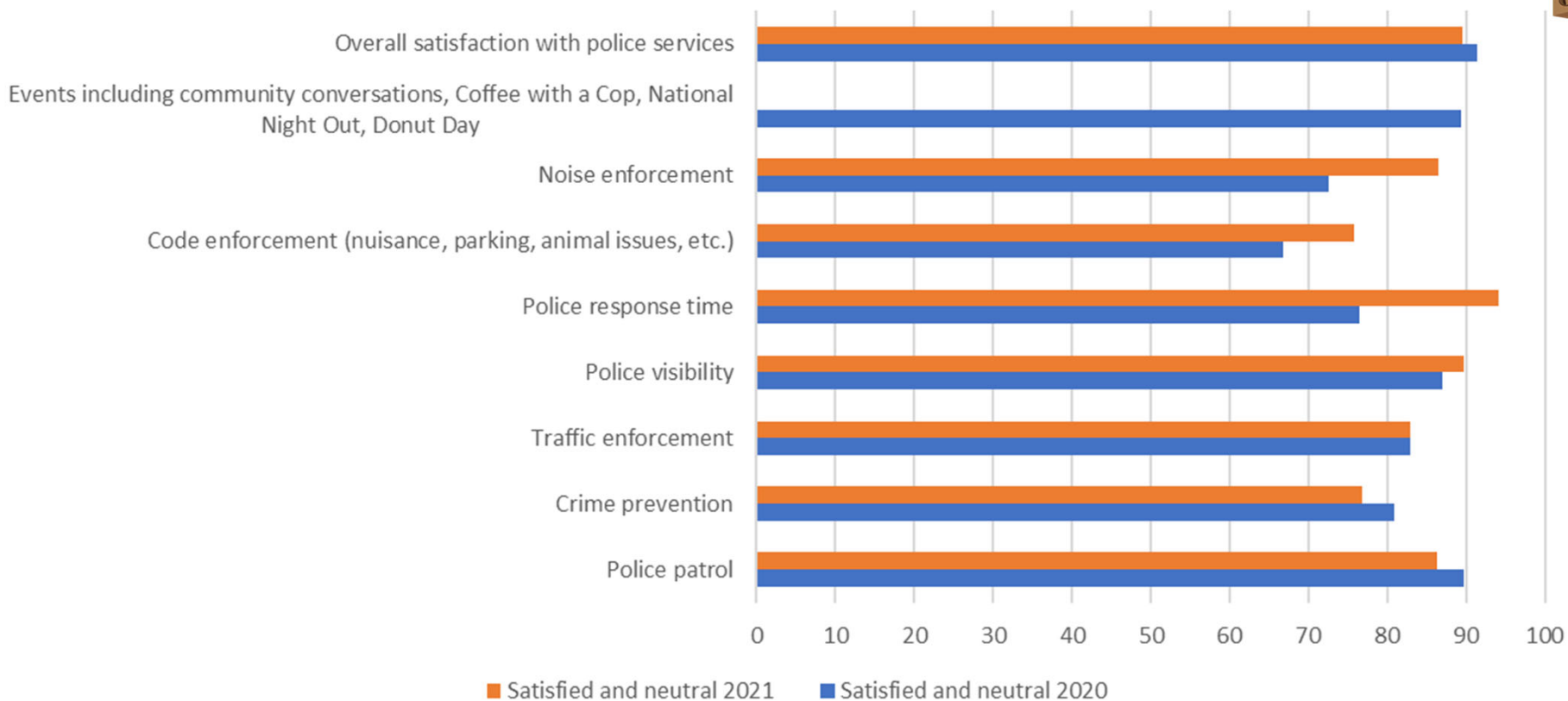
- St. Helens does a solid job of delivering core services.
- 75% positive and neutral rankings for street maintenance, sewer, stormwater management and communications.
- Almost 90% were satisfied with the quality of police services, 86% were satisfied with the quality of customer service from City employees, and 82% were satisfied with the value of utility services.
- Residents were least satisfied with city economic development efforts (57%), including the value of tourism events (61%).
- A note on “Neutral Responses” a rating of “3” on a 5-point scale indicates that residents are, for the most part, satisfied with City services. They may believe improvements could be made, but they do not have strong feelings of dissatisfaction.

Core Services Comparison



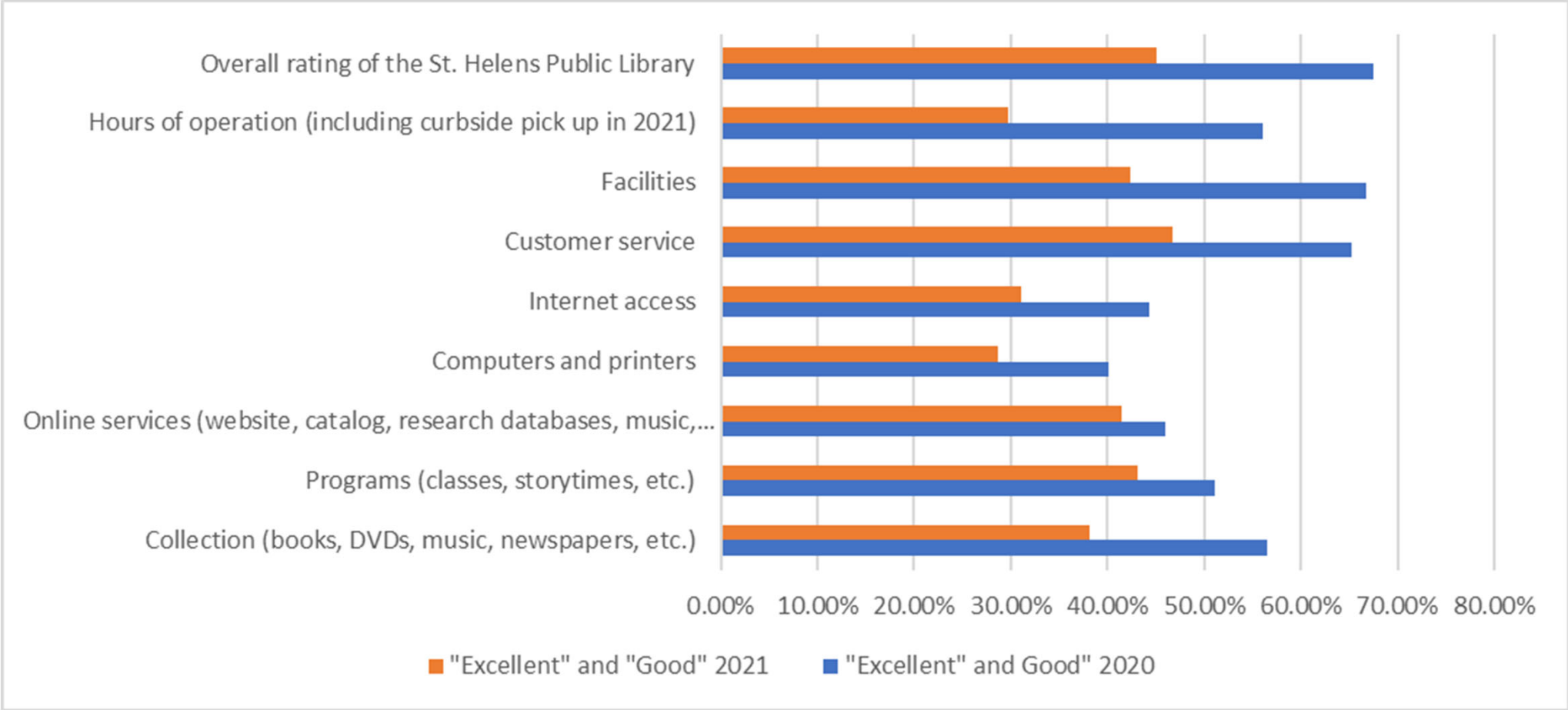


Public Safety Satisfaction



Respondents have high levels of satisfaction with public safety services in St. Helens. **Over 89% have no negative feelings about the overall quality of police services.**

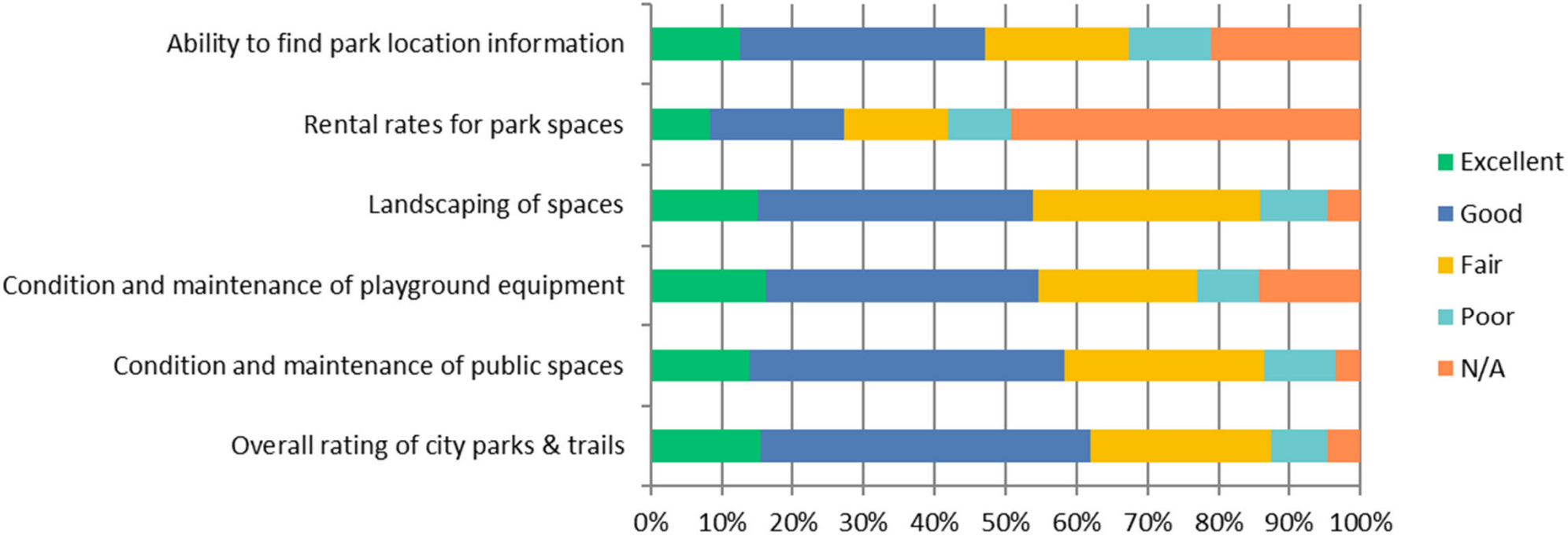
St. Helens Public Library



Parks & Trails



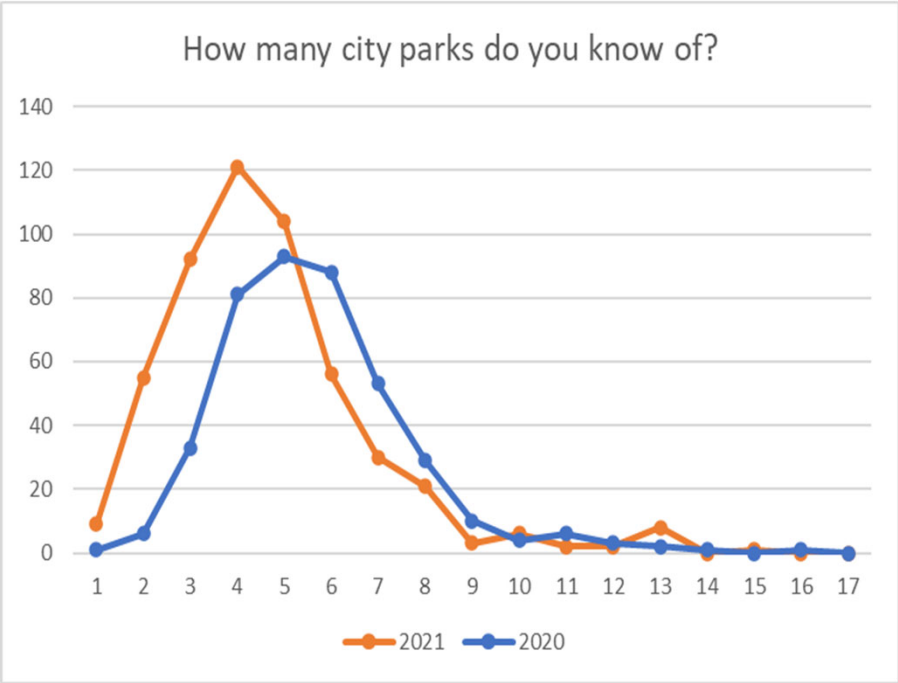
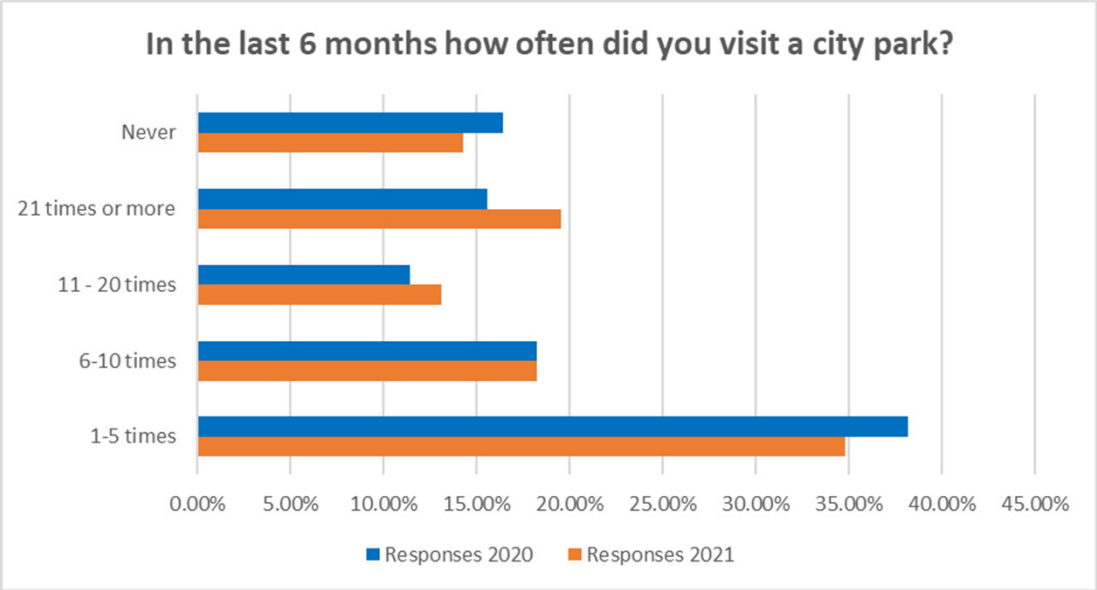
Thinking about city parks and trails, how do you rank the following?



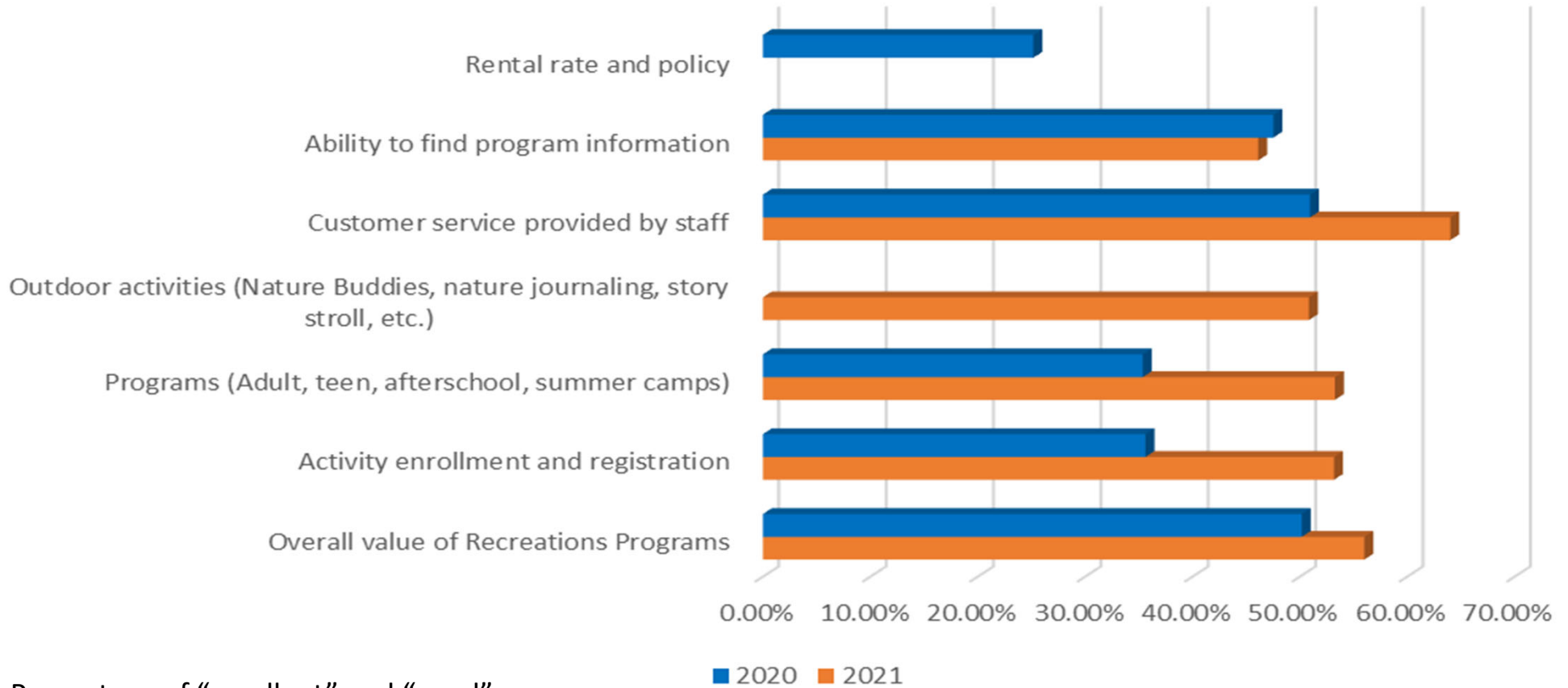
Parks & Trails



Our parks and trail amenities have served residents well throughout the pandemic. Condition and maintenance of public spaces and playground equipment received high marks.

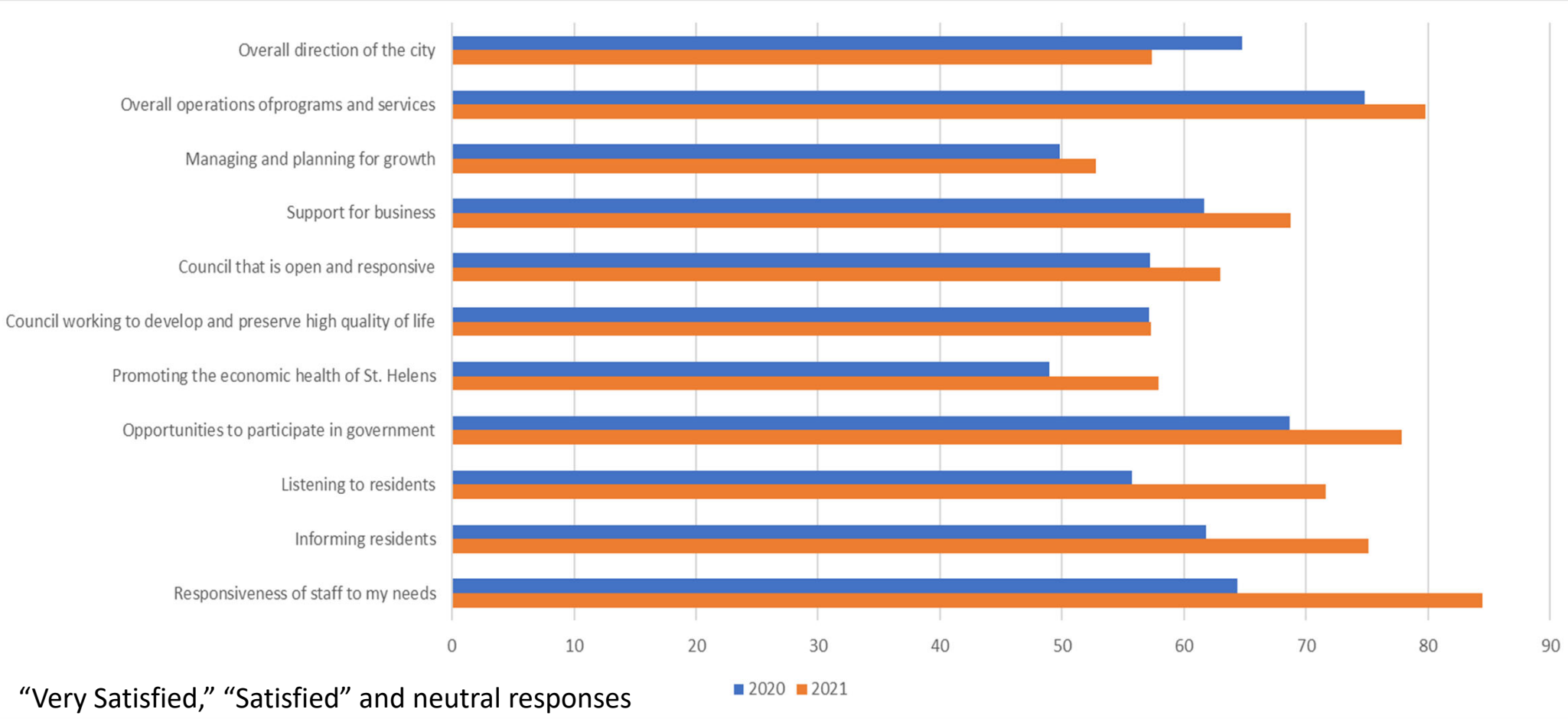


Recreation Program



Percentage of “excellent” and “good” responses

Elected and staff leadership



Elected and Staff Leadership

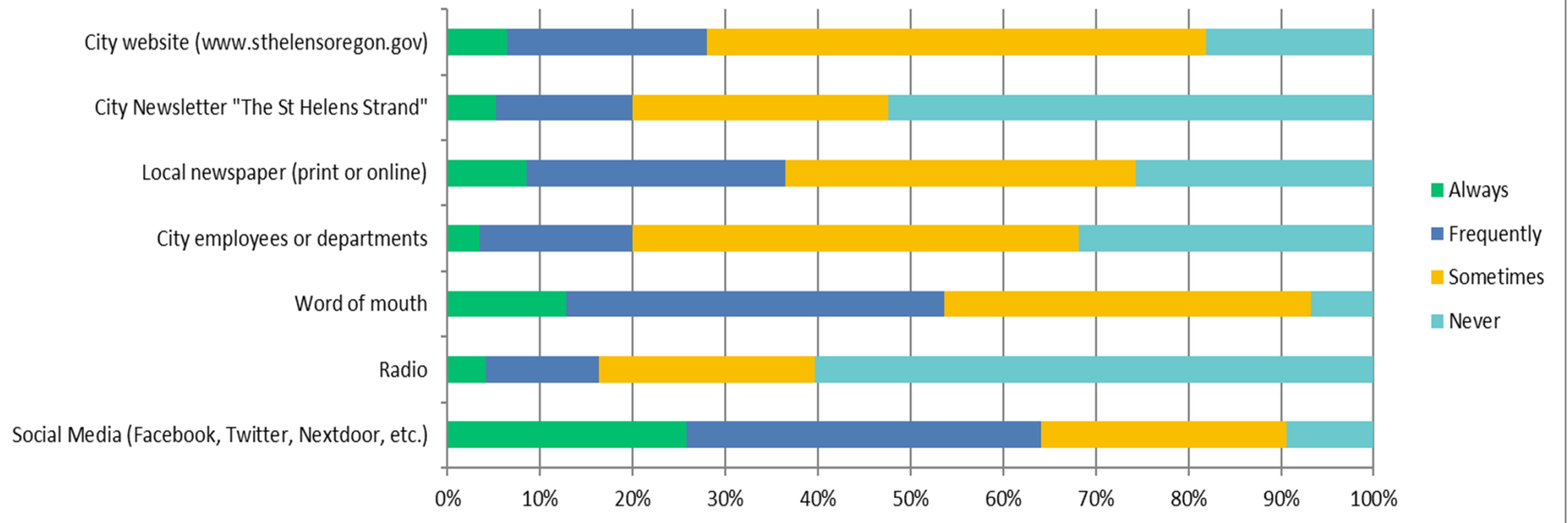


- For staff and elected leadership, the highest positive and neutral ratings were found in the areas of overall operation of programs, at almost 80%.
- Large satisfaction increases came in the areas of staff responsiveness, listening/informing residents and opportunities to participate.
- City Council as a governing body has made gains in openness and responsiveness (63%, up from 57).
- We made gains in the public perception of managing and planning for growth and support for small business.
- Ground was lost in the perception of the overall direction of the city.



Investments in communications are paying off. Our team works hard to reach people through many channels. These survey results inform what messages we share, highlight and how we deliver information to our community.

How often do you use the following source for city information?





**What do you see
as the greatest
challenges facing
our city in the
next 10 years?**

Actions



The survey is one piece of the “environmental scan” information for use in the development and adoption of a Strategic Workplan for 2022 - 2024.

Opportunities fall into all goal areas. This further emphasizes:

- Commitment to transparency and accountability.
- Focusing resources on strategies that best serve the needs and aspirations of our community.
- Building support and partnership from all across our community to further St. Helens’ continued livability, smart growth and prosperity.

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THANK YOU

Questions?

***“If you want to go fast, go alone.
If you want go far, go together.”
- African Proverb***

