

City of St. Helens

City Council 2019 Goals



City of St. Helens

Mission

To provide quality, effective and efficient service to our citizens. By doing so we will:

- 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

City of St. Helens City Council 2019 Goals

Introduction

The St. Helens' City Council met on January 29, 2019 to review and update their annual goals. The outcome of the session was an agreement on a common set of priorities and direction identified by the Council.

The purpose of the goals is to identify the policies that the Council feels should be given priority for the year. These goals are not intended to limit the delivery or lessen the importance of the services already being provided by City departments.

The goal components provide a linear connection that link big picture direction to more detailed strategies. There are three key components to the goals structure: (1) goal areas; (2) goals; and (3) strategies. More specifically:

Goal Areas: Each of the five goal areas describe the intended outcomes for the Council's adopted goals. All goals fall under one of these five areas which remain consistent from year to year unless otherwise modified by the Council.

Goals: A goal sets a policy objective and priority for Council for the given year.

Strategies: Every goal has at least one strategy that supports it. Each strategy offers a direction and/or approach for achieving its associated goal.



Goal Area A: Governance & Fiscal Management

The City of St. Helens promotes efficient, effective, and fiscally prudent practices in the delivery of municipal services.

GOAL #1: Foster an effective and efficient organizational structure that responds to community needs.

STRATEGY 1.1

Expand the City Administrator role and responsibilities to provide organization-wide operational management and accountability.

STRATEGY 1.2

Explore and identify the best way to meet community development needs for the City.

STRATEGY 1.3

Assess and modify vacated department manager positions, to update roles to meet current organizational and community needs.

STRATEGY 1.4

City Council to review and modify goals annually

Goal Area B: Community Engagement & Relationships

The City of St. Helens proactively informs and engages the community with transparency, inclusivity, partnerships, and responsive customer service.

GOAL #2: Enhance community civic engagement through proactive information sharing and outreach.

STRATEGY 2.1

Expand the City's information sharing activities by using multiple communication tools (e.g., online, print, in-person) for maximum inclusivity.

STRATEGY 2.2

Explore new and creative opportunities to enhance civic participation.

STRATEGY 2.3

Engage in collaborative activities with civic and other non-profit organizations to promote civic awareness and dialogue.

STRATEGY 2.4

Continue to nurture working relationships with agencies, school districts, port, and other local governments.

Goal Area C: Community Safety & Health

The City of St. Helens promotes and supports public well being by fostering a safe, attractive, and inviting environment that promotes personal and community health.

GOAL #3: Continue to support and enhance a physical environment that promotes livability and safety for the community.

STRATEGY 3.1

Review and implement the parks and trails master plan as funds are available.

Goal Area D: Economic Development

The City of St. Helens supports economic development that strongly encourages a vibrant and diverse economy with long-term job growth and retention, commercial and industrial employers, entrepreneurships and high occupancy rates.

GOAL #4: Expand and support economic development activities and policies that promote local job growth and retention.

STRATEGY 4.1

Develop an economic development strategy that fosters continued and increased development of long-term family wage local jobs and vocational programs.

STRATEGY 4.2

Review, identify, and implement city policies and programs that promote entrepreneurship, conduct viable business growth, and retention.

STRATEGY 4.3

Continue and refine planning for the St. Helens Industrial Park.

STRATEGY 4.4

Continue to explore urban renewal ideas to support economic development.

STRATEGY 4.5

Leverage urban renewal dollars to further economic development investments.

STRATEGY 4.6

Explore options for economic development administration.

STRATEGY 4.7

Foster connections between new jobs and supportive training.

Goal Area E: Stewardship of Community Assets

The City of St. Helens exercises wise stewardship of public infrastructure and public spaces by maintaining and planning for future needs and funding.

GOAL #5: Review, support and implement long-term plans that identify the community's preferred vision and sustainable revenues.

STRATEGY 5.1

Conduct a community visioning process to identify their preferred vision for St. Helens.

STRATEGY 5.2

Assess long term revenue projections, anticipate future needs, and identify new opportunities for sustainable funding.

STRATEGY 5.3

Develop a strategic action plan for city projects for the year.

STRATEGY 5.4

Encourage cultural investment.