



# City of Prosser

Washington's Premier Small Town Community

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## Livability & Quality of Life

Sustain and improve the City's livability and quality of life for Prosser residents and our visitors by increasing safety and health, and by creating a more vibrant community.



2

## Financial Sustainability

Sustain and improve the City's financial position through review and updates to City-wide policies and cost of service delivery.



3

## Promote Economic Development & Jobs

Create a strategy and implement actions that promote collaborative efforts and partnerships to sustain and expand the City's economy and promote job growth.



4

## Infrastructure & Transportation

Invest in the expansion of infrastructure to meet diverse demands, establish preventative maintenance schedules, and establish a Citizen's Advisory Committee for streets.



5

## Operational Excellence & Communication

Provide exceptional service that exceeds the public's expectations, invest in staff training, promote diversity, and establish heightened transparency and communication with the public and media.





# City of Prosser

## 2016-2019 City Council Goals

*\*The following Vision, Mission, and Guiding Principles are in relation to the City of Prosser's 2016 – 2019 City Council Goals and DO NOT replace the City's adopted Mission Statement, Vision Statement, or Core Values. These statements are to provide specific direction to assist with the implementation of these goals.*

**Vision:** Washington's Premier Small-Town Community

**Mission:** To meet community expectations for services, provide a vision for improvements, and continue to strengthen and diversify Prosser's economic vitality and sustainability.

**Guiding Principles:** The City Council sets policy direction to guide staff implementation of these goals. Council's Goals are to serve as a long-term vision for Prosser. Council will be a positive and resourceful representative for Prosser and communicate well with residents, businesses, and our partners. Council will support the City Administrator to implement the operational aspects of the Council's Goals.

### COUNCIL GOALS



**Goal 1: Livability & Quality of Life.** Sustain and improve the City's livability and quality of life for Prosser residents and visitors by increasing safety and health and by creating a more vibrant community.

#### **Safe Community**

- ❖ At a minimum, maintain the 2016 current public safety level of services and funding and, when resources allow, increase level of services.
- ❖ Coordinate with the Police Department to have increase officer presence at City events.
- ❖ Enhance and support proactive and alternative community policing efforts and partnerships.
- ❖ Work collaboratively with all other safety providers (fire, utilities, state patrol, sheriff, etc.) to provide at least annual inter-governmental

emergency trainings and scenarios specific to Prosser. Include the Prosser School District and other youth agencies whenever possible.

- ❖ Work closely with other safety providers (fire, utilities, state police, sheriff, etc.) to achieve target fire or public safety incident response times
- ❖ Invest in early prevention services and programs.
- ❖ Work with partners and stakeholders to implement a reverse 9-1-1 system

### **Healthy Community**

- ❖ Maintain existing and support the creation of new city sponsored recreational programs for people of all ages to promote a healthy lifestyle.
- ❖ Work with community partners and health care providers to reduce tobacco use, substance abuse, and obesity.
- ❖ Promote programs that enhance and provide physical and mental health care and work to increase access to such services.
- ❖ Meet or exceed state/federal drinking water and waste water systems.
- ❖ Develop a city-wide Pathways (bike paths, pedestrian paths, etc.) and Connectivity Plan and begin securing funding to implement the plan through phased improvements over the next five years.
- ❖ Receive the Association of Washington Cities' Well City Award by 2020.

### **Vibrant Community**

- ❖ Acquisition of new property or development of current City property to construct at least one all-new community multi-use regional recreational park. Park may include baseball fields, multi-use sports fields, open space, developed ADA accessible trails, large outdoor events area, large playground area, partially and fully enclosed pavilions, or other amenities. At least a 100 acre partial is necessary.
- ❖ Continue to support existing partnerships with Prosser Economic Development Association, Chamber of Commerce, Historic Downtown Prosser Association, and others to bring lively and entertaining events to Prosser.
- ❖ Update public assets throughout the city, with an emphasis downtown, to promote growth and create a convenient, beautiful, and unique Prosser Experience.

- ❖ Invest in improvements/expansion to the Prosser Community Center (Senior Center).
- ❖ Invest in expansion or additional services to the Prosser Aquatic Center
- ❖ Develop and implement pocket-park residential development code.
- ❖ Create guidelines to include public art in City projects and add public art where possible to public spaces in high visibility areas.
- ❖ Work with the Prosser School District and other educational providers to promote education and provide additional educational resources, including researching the viability of establishing or expanding satellite education institutions in Prosser.
- ❖ Support and expand the Farmer’s Market to be able to grow their infrastructure/facilities and to offer year-round services.
- ❖ Support agri-tourism efforts.
- ❖ Increase single-family home ownership opportunities.



**Goal 2: Financial Sustainability.** Sustain and improve the City’s financial position through review and updates to City-wide policies and cost of service delivery.

- ❖ Follow Association of Washington Cities (AWC), Municipal Research and Services Center (MRSC), and Government Finance Officers Association (GFOA) established rules and guidelines for budgeting and monitoring public assets.
  - ❖ Receive the GFOA Distinguished Budget Presentation Award by 2020.
- ❖ Maintain a healthy prudent reserve of at least 15% by the 2019 adopted budget.
- ❖ Establish a Fleet Replacement Fund and continue to build IT reserves for the replacement of existing hardware and software systems.
- ❖ Evaluate the long-term financial viability, value, and service levels of all city provided services. Focus should be given to the evaluation of costs to deliver each service compared to cost recovery.
- ❖ Research and implement operational efficiencies without cutting services.
- ❖ Explore new/other revenue sources, and implement correlating programs.
- ❖ Review the feasibility of re-purposing City treated waste water for irrigation and, if feasible, pursue such operations.



**Goal 3: Promote Economic Development and Jobs.** Create a strategy and implement actions that promote

collaborative efforts and partnerships to sustain and expand the City's economy and promote job growth.

- ❖ Create an all new Prosser Economic Development Strategic Plan by 2018. The Plan should be a collaborative effort of our partners, current commercial and industrial businesses, and public involvement.
- ❖ Partner with other jurisdictions and/or private organizations whenever possible to pool resources and leverage funds.
- ❖ Improve the city's economic vitality and competitiveness by investing in our utility infrastructure, road system, and partner providers.
- ❖ Develop City-administered grant program(s) to promote local businesses.
- ❖ Reward our long-standing community businesses by investing in services that will help their business continue to grow.
- ❖ Review and update, as necessary, the City's land codes to adapt to current and future economic needs and to ensure they are easy to understand.
- ❖ Strongly market City properties for housing development.
- ❖ Pursue partnerships with nonprofit housing groups to promote single-family home ownership and multi-housing facilities.
- ❖ Improve the City's curb appeal.



**Goal 4: Infrastructure and Transportation.** Invest in the expansion of infrastructure services to meet diverse demands, establish preventative maintenance schedules, and establish a Citizen's Advisory Committee for streets.

- ❖ Invest in the expansion of domestic, waste water, and irrigation services to meet residential, commercial, and industrial demands and to prepare for future annexations.
- ❖ Establish and follow a preventative maintenance schedule of all City utilities, streets, and other infrastructure services.
- ❖ Develop city-wide facility and equipment Inventory and Condition Report
  - ❖ Establish and follow a preventative maintenance schedule of all City facilities and equipment.
  - ❖ Replace infrastructure/facilities that have reached or surpassed their operational use.
- ❖ Aggressively apply for federal, state, or other grant funds to leverage City resources for infrastructure and transportation projects.

- ❖ Plant trees along major streets, including the downtown area. Make ecological considerations, particularly trees, part of road improvement requirements.
- ❖ Create a Citizen's Advisory Committee to develop a street improvement prioritization schedule.
  - ❖ Construction, based on this Committee's recommendations, should begin or be planned by 2018.
- ❖ Work with Ben Franklin Transit (BFT) to increase routes and frequency to/from Prosser.
  - ❖ Work with new developments to establish bus turn-out lanes when feasible.
- ❖ Improve the City's walkability and bike routes.
- ❖ Expand and improve the City's electronic data system. Invest in the expansion and improvement of the City's fiber optics network and wireless data systems.



### **Goal 5: Operational Excellence & Communication.**

Provide exceptional service that exceeds the public's expectations, invest in staff training, promote diversity, and establish heightened transparency and communication with the public and media.

- ❖ Provide exceptional customer service
  - ❖ Invest in City staff by providing customer service and other worthwhile training to staff.
  - ❖ Integrate a customer service element to annual employee performance evaluations.
  - ❖ Develop and perform a Community Perception Survey to assist in customer service and future trainings of employees.
- ❖ Develop and implement City-wide and department specific Performance Measures.
- ❖ Establish heightened transparency and communication with the public and media by investing in technology that makes public records and other City services easily available to the public online.
- ❖ Create tools and materials (online and in office) for customer self-service.
- ❖ Promote a culture of enhanced community diversity.
- ❖ Continue to attract, hire, develop/train, and retain exceptional employees.
- ❖ Continue staff and City Council involvement in outside organizations and committees.
- ❖ Expand social media presence and increase media outreach.

- ❖ Recognize, at least annually, our volunteers and community leaders through hosting an Appreciation Luncheon.