

City of Woodland

STRATEGIC PLAN: Vision, Values and Mission for the City of Woodland

To develop a Strategic Plan for the City of Woodland, an extensive “Environmental Scan” was completed and formed a solid and valuable foundation for the development of the City’s Vision, Values and Mission statements. During the Environmental Scan, input was sought from the citizenry at large, business and community groups, City employees, and Council Members. Vision, Values and Mission statements set the future of the City and provide guidance as to how that future will be achieved.

Vision Statements provide a picture of organizational success. Vision Statements are usually written in present tense but represent what the organization seeks to become.

Values are both personal and organizational qualities and attributes that members of the organization (and community) see as being important.

Mission Statements are a description of why the organization exists - what the organization provides to its community.

The following Vision, Values and Mission Statements for the City of Woodland were crafted from themes derived from the “Environmental Scan” portion of the Strategic Plan development. During the Environmental Scan input was sought from the citizenry at large, business and community groups, City employees, and Council Members.

VISION

**Woodland, California, is a dynamic and thriving community,
blessed with a rich, pioneering heritage.**

**The City is supported by a customer-focused government
that provides effective and efficient community services
by a team of motivated, dedicated and respected city staff.**

**This creates an enviable quality of life for its citizens,
and an entrepreneurial zeal in the region.**

VALUES

WE VALUE OUR HERITAGE

- **History and Connection to the Land**
- **Self Reliance and Hard Work**
- **Pride, Innovation and Volunteerism**
- **Visionary Leadership**

WE VALUE OUR RESOURCES

- **Land and Location**
- **Strong Economy and Financial Stability**
- **Business and Industry**
- **Efficiency and Sustainability**

WE VALUE OPENNESS

- **Open, Honest Communication**
- **Diversity of Opinions**
- **Accessibility and Responsiveness**
- **Trust and Integrity**
- **Teamwork and Partnerships**

WE VALUE OUR PEOPLE

- **Our Community Members**
- **Our City Employees**
- **Our Youth and Our Seniors**
- **Our Diversity**

WE VALUE QUALITY OF LIFE

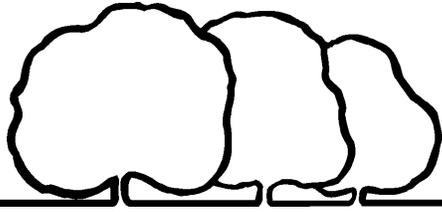
- **Small Town Atmosphere**
- **Safe, Clean and Pleasing Environment**
- **Reliable and Convenient City Services**
- **Parks, Recreation, Culture and Entertainment**
- **Life-Long Learning and Human Development**

MISSION

The City of Woodland will create and sustain community vitality by:

- **Providing Quality Services, Programs and Facilities**
- **Safeguarding Our Community**
- **Promoting Community Involvement**
- **Planning for Our City's Future**

The City of Woodland's Vision, Values and Mission statements will help guide and achieve the City's future. These statements form the basis for the City's Goals and Strategic Directions. An explanation and description of these Goals and Strategic Directions follows.



City of Woodland

STRATEGIC PLAN: Goals and Strategic Directions for the City of Woodland.

Achieving the City of Woodland's Vision, through its Values and Mission, is accomplished through the setting of Goals and the development of Strategic Directions to attain those goals.

Strategic Goals Three Strategic Goals are identified in the City's Strategic Plan:

- 1. Quality of Life**
- 2. Community Vitality**
- 3. Government Effectiveness**

For each of the three Goals, the City has identified several strategies or "Strategic Directions" to ensure each Goal is reached, and to help measure success, the City is developing performance indicators for specific aspects of each Goal. The following provides a description of the supporting Strategic Directions for each Goal, and the performance indicators for each aspect of the Goals.

GOAL #1: Quality of Life To assess the City's success in achieving an optimal Quality of Life, the City is developing these performance measures and will be embarking on these strategic directions:

Strategic Directions:

- Youth Services and Programs. Increase opportunities for fulfilling and productive experiences for the youth of our community
- Education. Partner to create educational opportunities to meet the needs of our students and our community
- Facilities. Provide well maintained facilities that meet the needs of the community and City staff
- Resources. Ensure diversity and stability in funding to continue to provide quality services to the community

GOAL #2: Community Vitality Ensuring the vitality of Woodland will be critical to the continued prosperity of our community; therefore, the City has included in its Strategic Plan the following strategic directions and performance measures to achieve and track this goal.

Strategic Directions:

- Technology. Promote technology as a source of new opportunities and increased efficiencies
- Downtown/East Street. Continue to improve the downtown streetscape as a community gathering place and source of City identity

- Economic Vitality. Recruit and retain diverse businesses, streamline business related City operations, create an environment that supports economic health

GOAL #3: Government Effectiveness Improving the effectiveness of City services and processes is an important element in the City’s Strategic Plan. While community members generally provide favorable comments concerning City services, specific initiatives are warranted to ensure continual refinements and improvements. Following are the strategies to improve and measure the effectiveness of City services:

Strategic Directions:

- Customer Service. Ensure high quality, efficient and courteous services are provided to the community. Revise processes, increase awareness and improve information to attain enhanced customer service
- Staff Development. Create staff development opportunities that will result in improved customer service, job satisfaction and team oriented approaches to the delivery of City services
- Communication. Refine the existing systems and create new avenues to ensure timely, accurate and responsive communications within the City organization and to the community at large
- City Process Improvements. Streamline internal processes to ensure the community receives high quality services through cost-effective practices that will allow City staff to focus on providing services to citizens

INITIAL FOCUS

In implementing its Strategic Plan, the City of Woodland has initially focused on the Goal of Government Effectiveness. This initial focus on internal City operations was pursued for two primary reasons. First, the whole concept of a systematized Strategic Planning process is a new activity for the City of Woodland. As such, much of these initial efforts included a need to learn and understand the process of strategic planning, total quality management, and team problem solving. Such new skills were in addition to the actual goal and strategic direction to be addressed. Second, many elements of the Quality of Life and Community Vitality goals will involve partnering with both public and private sectors of our community. The City clearly preferred some experience and “success stories” with its own internal operations before advancing to the more complex external environment.

SUMMARY

Community members should appreciate the work and energy reflected in the City’s Strategic Planning process today, and should be satisfied that the City has taken such important steps to ensure that Woodland achieves its Vision to become a dynamic and thriving community, supported by a customer-focused government that provides effective and efficient community services by a team of motivated, dedicated and respected city staff, to create an enviable quality of life for its citizens, and an entrepreneurial zeal in the region.