



Strategic Priorities and Elected Officials Initiatives

Powder Springs Retreat

October 22, 2020



Purpose



- ▶ Purpose of exercise will be to align Elected Official initiatives with the City's vision and mission statements and related strategic priorities leading to the formation of Most Important Tasks (MIT's) that include elements of staff developed core values for remainder of 2020. MIT's generated by staff questionnaires can ultimately be aligned with these 2020 MIT's as well.




Elected Officials Initiatives

- ▶ Goals and objectives
- ▶ Critical staffing needs
- ▶ Commercial development
- ▶ Downtown development
- ▶ Tourism and increasing our share of Cobb tourism
- ▶ Safety and protecting our community
- ▶ Downtown development and parking
- ▶ Preparing for growth and change
- ▶ Ambassador program/youth program
- ▶ Finance



Vision Statement

- ▶ Powder Springs is a city inspired by the past, invigorated by the present and innovative about the future.
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Mission Statement

- ▶ The City of Powder Springs government, residents and businesses working together to promote a safe, economically secure and stimulating city; where people want to visit and call home.
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Strategic Priorities



- ▶ **Create destinations that appeal to residents and visitors** – create attractive and exciting recreational and educational destinations that will appeal to residents of all ages and attract new and returning visitors.
- ▶ **Develop and promote a safe city** – to provide a safe environment where residents and visitors can work, play and live throughout the community.
- ▶ **Create an atmosphere of community** – develop partnerships and collaborations between the City, businesses and residents.
- ▶ **Attract and retain business** – create and maintain an environment necessary for targeted businesses to begin, grow and prosper in order to provide high paying jobs and a diverse tax base.





Staff Developed Core Values

- ▶ **Service** – The city promotes an inclusive atmosphere. We provide the highest level of service and treat our customers and residents with dignity and respect.
 - ▶ **Ethics** – The city strives to operate with trust, honesty fairness and understanding during all transactions.
 - ▶ **Transparency** – The city is committed to open government, which is vital to operations and improves quality of life.
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Staff Developed Core Values

- ▶ **Leadership** – The city's pledge to the residents is to provide good leadership and sound management.
 - ▶ **Accountability** – The city is obligated to be a good steward of public funds through conscientious policies and processes.
 - ▶ **Innovation** – The city continues to be innovative in the implementation of our planning goals.
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Strategic Priority - Create destinations that appeal to residents and visitors.

- ▶ Downtown development and parking
- ▶ Commercial development
- ▶ Safety and protecting our community
- ▶ Tourism and increasing our share of Cobb tourism
 - ▶ Potential MIT: Develop a partnership proposal for a structured or offsite downtown parking program to include **public involvement** through dashboarding technology **and assessment of current conditions and anticipated changes in population, demographics, parking, traffic and access**, neighborhood suggested safety components to support and enhance the downtown vision and recreational opportunities; **investments in strategic enterprises**. Partners **and/or stakeholders** would include: Powder Springs Downtown Development Authority, **Development Authority of PS**, Cobb Travel, Powder Spring Business Association **Group, state department of economic development, the public, Chamber (or SelectCobb) churches** and potential developers. Lead Agencies: Community Development, Public Works, Powder Springs Parks/Recreation and Powder Springs PD.



Strategic Priority - Develop and promote a safe city.¹

- ▶ Safety and protecting our community
- ▶ Preparing for growth and change
- ▶ Ambassador Program/Youth Program
 - ▶ Potential MIT: In anticipation of desired residential and commercial growth opportunities, establish an Ambassador Program to support City's community policing, code enforcement and stormwater management efforts utilizing dashboarding technology and enhanced partnerships to prioritize most critical stormwater management activities. Partners **and/or stakeholders** would include Powder Springs Downtown Development Authority, **the public**, local churches and service organizations (**i.e. Powder Springs Task Force**), **Cobb DOT**, Cobb School District, Cobb County Soil and Water Conservation District and Georgia Association of Conservation Districts. Lead Agencies: Powder Springs PD, Court Services, Public Works, **Parks** and Community Development.

¹ Although not identified initially by Mayor and Council, improved code enforcement and stormwater management initiatives could fall under this strategic priority. **Add SPLOST projects under applicable priorities, including safety improvements at intersections.**



Strategic Priority - Create an atmosphere of community.²

- ▶ Safety and protecting our community
- ▶ Preparing for growth and change
- ▶ Tourism and increasing our share of Cobb tourism
- ▶ Ambassador Program/Youth Program
 - ▶ Potential MIT: In anticipation of desired residential and commercial growth opportunities, establish an Ambassador Program that supports community recreational events that are safe, inclusive and developed to compliment structured or offsite downtown parking program, as well as emerging and revitalized neighborhoods and commercial corridors. Utilize dashboarding technology and enhanced partnerships to coordinate code enforcement and stormwater management activities with these community recreational events, as well as communicating such with residents and visitors. Partners **and/or stakeholders** would include Powder Springs Downtown Development Authority, **Development Authority of PS, the public**, local churches and service organizations, Cobb PARKS, **Cobb DOT**, local recreation associations and Cobb Travel. Lead Agencies: Powder Springs Parks/Recreation, Public Works, **IT** and Community Development.

² Although not identified initially by Mayor and Council, improved code enforcement and stormwater management initiatives could fall under this strategic priority. Community based/driven recreational initiatives could also fall under this strategic priority. **Add SPLOST projects under applicable priorities.**



Strategic Priority - Attract and retain business.³

- ▶ Downtown development and parking
- ▶ Safety and protecting our community
- ▶ Commercial development
- ▶ Preparing for growth and change
- ▶ Tourism and increasing our share of Cobb tourism
- ▶ Finance
 - ▶ Potential MIT: Develop a business model partnership that enhances the City's annexation efforts in anticipation of desired residential and commercial growth opportunities. Explore opportunities for additional economic development partnerships/incentives that provide improved operational efficiencies and can generate additional revenue to assist the City with desired code enforcement and stormwater management activities. Partners **and/or stakeholders** would include Powder Springs Development Authority, **Downtown Development Authority, PS Business Group**, Georgia Department of Economic Development, Georgia Power Company, Cobb County Development Authority and Cobb Chamber of Commerce (**i.e. SelectCobb**), Paulding County Economic Development, the City of Austell, **the public, GA DOT district engineer, GMA** and potential developers/partners. Lead Agencies: Community Development, **IT, Economic Development** and Public Works.

³ Although not identified initially by Mayor and Council, an enhanced annexation plan and associated incentives and partnerships could fall under this strategic priority. **Add SPLOST projects as applicable to priority.**



Strategic Priority - Governance and efficient operations.⁴

- ▶ Critical staffing needs
- ▶ Finance
 - ▶ Potential MIT: Implement dash boarding technology to improve communications and remote access to city residents, businesses and visitors and assist the staff with working smarter and more efficiently in a post COVID – 19 Environment. Continue to explore innovative partnerships with internal and external partners that improve service and operational efficiencies in a transparent, accountable fashion. Partners would include federal, state and county entities, potential technology vendors and city residents/businesses. Lead Agencies: City Manager's Office, Leadership Team, **IT, Outside Vendor(s)**, Mayor and Council, city advisors.

⁴ This strategic priority is the most influenced by the staff developed core values and MIT's generated by staff questionnaires.



From the City Manager and
Leadership Team.....

Thank you.