

City Council most important tasks (MIT's) for period FEB 2022-JUNE 2023

The City Council adopted various planning documents, including its Comprehensive Plan and Strategic Plan, to create a methodology to prioritize projects while connecting the City's work plans and budget decisions to its overall community goals.

The City Council did have an opportunity to meet with the City Manager and her leadership team in February 2022 to identify 5-7 MIT's (most important tasks) to focus on for the remainder of FY2022 through FY2023.

Each strategic priority includes the initiatives identified by the elected body. The purpose of the exercise was to align the elected official initiatives with the City's vision and mission statements and related strategic priorities. The strategic priorities also included elements of the city staff developed core values.

VISION

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

MISSION

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.

STRATEGIC PRIORITIES

Create destinations that appeal to residents and visitors.

Develop and promote a safe city.

Create an atmosphere of community.

Attract and retain businesses.

Governance and efficient operations.

ELECTED OFFICIAL INITIATIVES FY 22 – FY 24 remain unchanged

Critical staffing needs

Commercial development

Downtown development

Tourism and increasing our share of Cobb tourism

Downtown parking

Preparing for growth and change

Youth program

Finance

*Key to each strategic priority and action items was the agreement to be intentional in efforts to involve and engage the public.

Strategic Priority 1 - Create destinations that appeal to residents and visitors

OVERVIEW

Create attractive and exciting recreational and educational destinations that appeal to residents of all ages and attract new and returning visitors

GOAL	ACTION ITEMS	PRIMARY RESPONSIBILITY*	SUCCESS MEASURES
DOWNTOWN DEVELOPMENT AND PARKING	<ul style="list-style-type: none"> Parking plan implementation Urban redevelopment plan implementation 	<ul style="list-style-type: none"> DDA Potential developers Community Development Professional services/vendors 	<ul style="list-style-type: none"> Continued Public private partnership in downtown; Continued Property acquisition Complete municipal building Begin parking improvements
COMMERCIAL DEVELOPMENT	<ul style="list-style-type: none"> Investment in strategic enterprises 	<ul style="list-style-type: none"> DAPS PSBG Chamber Ga Dept Econ Development Potential developers 	<ul style="list-style-type: none"> Public private partnerships Town Hall meetings Enhanced coordination with partners and establish new partnerships Implement annexation strategy
SAFETY & PROTECTING COMMUNITY	<ul style="list-style-type: none"> Neighborhood safety component 	<ul style="list-style-type: none"> Churches Police Department Parks Department PSTF 	<ul style="list-style-type: none"> P4 program prep re: students/families, including learning gap Review of policies and update certification Beautification awards
TOURISM AND INCREASING SHARE OF COBB TOURISM	<ul style="list-style-type: none"> Enhance downtown vision and recreational opportunities 	<ul style="list-style-type: none"> Cobb Travel & Tourism PSBG Parks Department 	<ul style="list-style-type: none"> Construct Connection to Silver Comet – Update Signage Continued Events, including arts connection Begin park projects Implement ARPA

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Strategic Priority 2 – Develop and promote a safe city

OVERVIEW

Provide a safe environment where residents can work, play and live throughout the community

GOAL	ACTION ITEMS	PRIMARY RESPONSIBILITY*	SUCCESS MEASURES
SAFETY & PROTECTING COMMUNITY	<ul style="list-style-type: none"> • Partnership with community to support community policing initiatives, code enforcement and stormwater management using dashboarding technology • Implement intersection improvements • Communicating preparedness 	<ul style="list-style-type: none"> • Cobb Soil & Water Conservation District • GA Association of Conservation Districts • Community Development • Police Department • Court Services • Public Works 	<ul style="list-style-type: none"> • Stormwater assessments • Stormwater repairs • Code enforcement enhancement • Supporting residents and businesses impacted by pandemic with grants or funding support • Forest Hill/PS Rd project • Intersection improvements • Signage at roundabout
PREPARING FOR GROWTH AND CHANGE	<ul style="list-style-type: none"> • Plan and implement SPLOST transportation improvements • Infrastructure upgrades 	<ul style="list-style-type: none"> • Development authorities • Cobb DOT • Georgia DOT • Community Development • Police Department 	<ul style="list-style-type: none"> • Review infrastructure and staffing needs to address growth
YOUTH AMBASSADOR PROGRAM	<ul style="list-style-type: none"> • Expand and enhance youth program 	<ul style="list-style-type: none"> • Churches & service organizations • Police Department • Parks Department • Schools • Powder Springs Task Force 	<ul style="list-style-type: none"> • Partnerships with local schools • Review of Douglas, Ga program

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Strategic Priority 3 - Create an atmosphere of community

OVERVIEW

Develop partnerships and collaborations between the City, businesses and residents.

GOAL	ACTION ITEMS	PRIMARY RESPONSIBILITY*	SUCCESS MEASURES
SAFETY & PROTECTING COMMUNITY	<ul style="list-style-type: none"> Community policing Use of dashboard technology to coordinate code enforcement and stormwater mgmt. Expand communications with public 	<ul style="list-style-type: none"> DDA Potential developers Community Development Police Department Public Works Department IT Communications 	<ul style="list-style-type: none"> Continued dialogue on inclusiveness Improved public reporting for all strategic initiatives
PREPARING FOR GROWTH AND CHANGE	<ul style="list-style-type: none"> Downtown parking program Revitalized neighborhoods and commercial corridors Implement SPLOST projects 	<ul style="list-style-type: none"> DAPS Potential developers Cobb DOT Georgia DOT Community Development Police Department Public Works Department 	<ul style="list-style-type: none"> Implement annexation strategy Successful adoption of ordinance relating to neighborhood impacts resulting from investor owned properties
YOUTH PROGRAM	<ul style="list-style-type: none"> Expand and enhance youth program(s) 	<ul style="list-style-type: none"> Churches and service organizations Police Department Parks Department 	<ul style="list-style-type: none"> Expand P4 meetings Implementation P4 initiative
TOURISM/ INCREASING SHARE OF COBB TOURISM	<ul style="list-style-type: none"> Support community recreational events that are safe and inclusive 	<ul style="list-style-type: none"> Cobb Travel & Tourism City & County Parks Departments Local recreation associations 	<ul style="list-style-type: none"> Connect Dillard Trialhead to Park Implement ARPA Begin OLM connection Expand/update Signage esp trail Events Inclusive Museum

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Strategic Priority 4 – Attract and retain businesses

OVERVIEW

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.

GOAL	ACTION ITEMS	PRIMARY RESPONSIBILITY*	SUCCESS MEASURES
DOWNTOWN DEVELOPMENT AND PARKING	<ul style="list-style-type: none"> • Partnership proposal for a structured or offsite downtown parking program • Implement urban redevelopment plan 	<ul style="list-style-type: none"> • DDA • Potential developers • Community Development 	<ul style="list-style-type: none"> • Public private partnerships • Land acquisition • Complete muni bldg and expand parking
COMMERCIAL DEVELOPMENT	<ul style="list-style-type: none"> • Develop business model partnership to enhance annexation efforts • Explore opportunities for additional development partnerships and incentives • Transportation improvements, including curb cuts on 278 	<ul style="list-style-type: none"> • DAPS • PSBG • Chamber (Select Cobb) • Ga Dept Econ Development • Potential developers • Ga Power & GMA • Cobb Development Authority • Paulding Econ Dev Dept • City of Austell • GDOT Dis. Engineer 	<ul style="list-style-type: none"> • Meeting with state re: curb cuts • Participate in county transportation planning effort • Business recognition and awards • Developers day • Brownsville Rd project
SAFETY & PROTECTING COMMUNITY	<ul style="list-style-type: none"> • Community policing/police training • Use of dashboard technology to coordinate code enforcement and stormwater mgmt 	<ul style="list-style-type: none"> • Churches • Police Department • Parks Department • Schools • IT 	<ul style="list-style-type: none"> • Review properties under vacant property ordinances • Updated city facility R&M plan • Scenario and de-escalation training • Improve recycling program • Enhanced Code Enf.

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GOAL	ACTION ITEMS	PRIMARY RESPONSIBILITY*	SUCCESS MEASURES
<p>PREPARING FOR GROWTH AND CHANGE</p>	<ul style="list-style-type: none"> • Explore opportunities for additional development partnerships 	<ul style="list-style-type: none"> • Development authorities • Community Development • Private developers 	<ul style="list-style-type: none"> • Implement annexation strategy • Diversify tax base
<p>FINANCE</p>	<ul style="list-style-type: none"> • Generate additional revenues 	<ul style="list-style-type: none"> • Finance • Ga Department Econ Dev • Private partners 	<ul style="list-style-type: none"> • Continue developing financial policies • Fee review
<p>TOURISM/ INCREASING SHARE OF COBB TOURISM</p>	<ul style="list-style-type: none"> • Enhance recreational opportunities 	<ul style="list-style-type: none"> • Public • Cobb Travel & Tourism • PSBG • Parks Department 	<ul style="list-style-type: none"> • Programming to increase park use • Beautification award • Recreation/Senior/Multi-purpose center

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Strategic Priority 5 – Governance and efficient operations

OVERVIEW

Implement tools to create efficiencies in service delivery that provide value to the customer.

GOAL	ACTION ITEMS	PRIMARY RESPONSIBILITY*	SUCCESS MEASURES
<p>CRITICAL STAFFING</p>	<ul style="list-style-type: none"> • Implement dashboarding technology to improve communications and remote access • Partner with providers to improve services and operational efficiencies in work processes 	<ul style="list-style-type: none"> • CM • IT • Communications • Outside Vendors 	<ul style="list-style-type: none"> • SharePoint/technology use • Zoom/remote mtgs • Recommendations relating to public data tools and work process tools • Community survey • Telework policy • Staffing analysis • Compensation, including MC
<p>FINANCE</p>	<ul style="list-style-type: none"> • Generate additional revenues • Evaluate non-labor costs 	<ul style="list-style-type: none"> • CM • Finance • HR 	<ul style="list-style-type: none"> • Policy development & SOPs • Cost reduction review • Cash flow forecasting

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