

The Purpose

The Strategic Planning Advisory Committee was created to provide the City Council with a tool that can be used to guide goal setting and focus city efforts on those things that residents have identified as their highest priorities. In order to truly be effective, this plan needs to become part of how the city operates and thinks about programs and services.

Ultimately, it needs to be incorporated into how the city and its employees measure success. The test of its usefulness will be the part it plays in guiding decisions and creating the future we aspire to.

Sincerely,



Dan Griffiths
Strategic Planning Advisory
Committee Chair

The Process

Although there have been many citizen initiatives over the years, this is the first attempt at a community-based strategic planning effort. We have conducted surveys at local events as well as online and received hundreds of responses. We have also conducted several focus groups with citizens and key stakeholders including:

- ◆ Exchange Club
- ◆ Chamber of Commerce
- ◆ Interfaith Groups
- ◆ Hispanic Citizens
- ◆ Open Meetings with all Citizens Invited to Participate

"I want to live in a place that looks and feels like home."

"I want to live in a city where our leaders develop and maintain infrastructure that supports growth and stability well into the future."

City of West Jordan

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Strategic Planning Advisory Committee

Our community ... Our tomorrow



imagine
West Jordan

Strategic Planning Advisory Committee

The West Jordan City Strategic Planning Advisory Committee has spent the past several months gathering input from citizens, businesses and other stakeholders to prepare a community strategic plan.

This input was broken into six strategic focus areas outlined in this brochure. The focus areas contain the following:

A vision statement that describes from a citizen perspective, what we want our community to be like.

A descriptive statement with a numbered list of strategic directives or initiatives.

Key values and principles that underlie the strategy.

Possible performance metrics or questions to consider.

“I want to live in a place with a strong sense of community”

To view the complete plan, visit WJordan.com.

Six Strategic Plan Focus Areas

Building a Sustainable Future

Maintain sufficient fund balances to support contingencies and debt service planning.

Plan ways to fund capital improvements to support future growth.

Manage city assets to optimize services while reducing long- and short-term costs.

Develop sustainable revenue models for funding city services.

Sharing a Sense of Community

Encourage celebrations and events that recognize the contributions of diverse groups.

Encourage and support interfaith cooperation.

Promote service projects and activities that bring people together working toward common goals.

Fostering Safe Neighborhoods

Emphasize emergency services with rapid response times.

Maintain a positive police presence
Promote community-oriented

policing, neighborhood watch, etc.

Plan and build for pedestrian safety.

Promoting a Clean & Tidy Image

Provide funding for sustainable maintenance of parks, trails, and open space.

Focus on the appearance of all major arteries that connect and serve the business community. This will likely include significant partnering with the Chamber and other business groups to clean up store front areas.

Encourage responsible maintenance of private property through an efficient and positive Code Enforcement program.

Developing Infrastructure

Continuously study and improve traffic flow.

Promote adequate long-term planning of all water, sewer, storm, utility and transportation facilities.

Communicate plans and progress with residents and other stakeholders.

Encourage Economic Development

Rebrand the city's image to show that it is business friendly and willing to work professionally and positively with developers.

Recruit into the city businesses that will allow residents to find everything they need conveniently within the city limits.

Recruit businesses that will provide strong and reliable employment.

Strengthen the city's partnership with the school district and other educational institutions.

“I want to know that the community I leave to my children will be better than the one I found when I came.”