

FY2021-22 Sherwood City Council Goals

Mission Statement

“Provide high quality services for all residents and businesses through strong relationships and innovation in a fiscally responsible manner”

Core Values

Citizen Engagement
Community Livability
Community Partnerships
Community Pride
Fiscal Responsibility
Transparent Government
Quality Service
Forward Thinking

Overarching Goals and Projects

Goal 1: Economic Development

- A. Update Economic Development Plan as part of the Comprehensive Plan Project
 - Project A.1 – Create a user guide 101 for businesses and developers
 - Project A.2 – Continue to refine our marketing materials for industry
 - Project A.3 – Refine Branding
- B. Build Infrastructure to Entice New Commercial and Industrial Development
- C. Strive toward balancing our Tax Base
 - Project C.1 – Target Metrics for Jobs/Housing Balance
- D. Pursue annexation of Tonquin Employment Area to Open Up Financing Options for Infrastructure Funding and Construction
 - Project D.1 – Incentivize Infrastructure development with TEA and for annexation of “gap” properties in TEA

Goal 2: Infrastructure

- A. Make a Decision on Recreation Center/Pool Expansion
- B. Build Pedestrian Connectors between Sherwood East and West
- C. Continue to invest in Sherwood Broadband Utility as important infrastructure for our city
 - Project C.1 – Develop a Marketing Plan for Sherwood Broadband
 - Project C.2 – Develop a Growth Plan for Sherwood Broadband
 - Project C.3 – Consider pursuing Broadband beyond City Limits
- D. Consider Urban Growth Boundary Expansion as it relates to infrastructure, school capacity, and long-term community needs
- E. Engage URA
- F. Begin early visioning for new Public Works Building

G. Continue Cedar Creek Tunnel Bridge Planning

Goal 3: Livability

- A. Continue Senior Services and consider how to leverage lessons learned from Covid to provide needed services for a post Covid world
- B. Continue taking steps to provide missing middle housing
- C. Design Plan for Cedar Creek Trail Amenities
- D. Design and Build Festival Plaza
- E. Create Initial Fund for Public Art and leverage those funds for grants

Goal 4: Public Safety

- A. Continue to Implement Police Staff Plan; Look at potential Staffing Plan for the future, including what metrics trigger the need for additional staff
 - Project A.1 – Enhance Visibility and Use of Police Reserve Program
- B. Collaborate with School District regarding Safe Routes to School
 - Project B.1 Plan for September 2021 Opening for all new schools
- C. Development of a Traffic Calming Program
 - Project C.1—Establish Reporting Process
 - Project C.2 – Complete a Catalogue of all Tools

Goal 5: Fiscal Responsibility

- A. Pursue new Internal and External Revenue Sources
- B. Organizational Assessment in order to develop and maintain efficient service delivery

Goal 6: Citizen Engagement

- A. Consider Adding Youth Advisory Board
- B. Develop a Communication Plan that is Comprehensive and Strategic
 - Project B.1 – Consider all Needed Components
 - Project B.2 – Create new Website Platform
 - Project B.3 – Evaluate billing methods because of new utility of Broadband as it relates to customer service and workload of staff
- C. Citizen Engagement Plan
 - Project C.1 – Develop a comprehensive approach to doing surveys that enables the organization to improve both the strategy and execution
 - Project C.2 – Identify ways to reach out to community and improve it especially as it relates to finding out what services people want
- D. Diversity, Equity, Inclusion, and Accessibility (DEIA)
 - Project D.1 – Create a City Statement on DEIA
 - Project D.2 – Review and Update hiring processes through DEIA