

City of Otsego

STRATEGIC PLAN

2022

CITY OF OTSEGO VISION

The Visioning Process looks out into the foreseeable future and imagines what is possible.

Otsego looked to the future during the visioning process in 2018 and reviewed the work in 2020 and 2022. The statements are as relevant today as in 2018, describing the community we all want. The statements below are to be the outcome of work that will be started or is currently underway. The vision is intended to be a long-lasting aspiration that may never be fully realized but always improved upon.

SAFE AND HEALTHY COMMUNITY



Otsego has proactively expanded infrastructure to responsibly provide core services



Otsego has committed to delivery of quality emergency service responsive to community needs and expectations in a cost-effective manner

CULTURE



Otsego has a strong organization that is committed to team and individual development for excellence



Otsego has an organization committed to leading the community through innovative communication

QUALITY OF LIFE



Otsego is a social community with diverse housing, service options, and employment opportunities



Otsego is a distinctive, connected community known for its beauty and natural resources

Strategic Direction One: **POSITIONING FOR GROWTH**

This strategic direction is designed to ensure the sustainability of the community through planning and investment in growing infrastructure needs and proper development of property.

Goals:

- *Provide quality services as we grow*
- *Increase financial stability*
- *Identify and respond to trends in development*

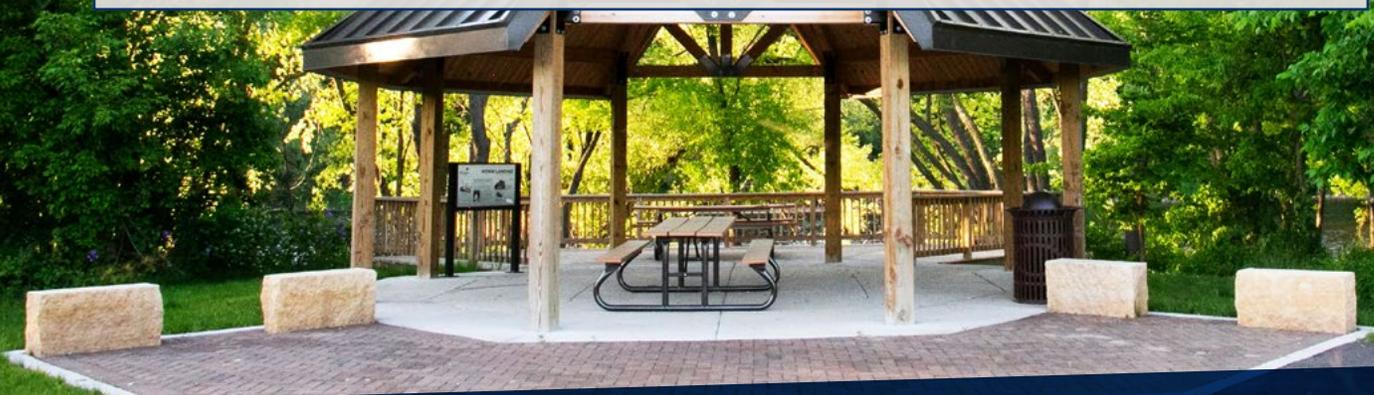


FIRST YEAR ACTIONS

- Initiate construction of West WWTF Expansion
- Initiate design phase of City Campus Expansion
- Strategic land(s) acquisition
- Update City Master Plan documents based on growth
- Complete Comprehensive Plan update
- Develop future staffing projections
- Identify Kadler Avenue infrastructure needs
- Budget for development of a Financial Management Plan
- Complete Evaluation of Fire Service Delivery models

2-YEAR RESULTS

- Maintain levels of City services
- Obtain AAA bond rating
- Improve average annual PCI rating
- Financial Management Plan in practice
- City finances are transparent
- West WWTF Expansion adds development capacity
- Fire Service delivery is defined



Strategic Direction Two:

ENGAGING STAKEHOLDERS

The City wants to engage with community members and area leaders to establish 2-way communication and connect on areas of mutual interest. Communication efforts are intended to help leaders understand community needs and wants, share viewpoints and information on projects, and establish a trusting, welcoming atmosphere throughout the City to attract quality builders and new businesses.

Goals:

- *Refine and improve outreach systems*
- *Build and strengthen intergovernmental cooperation and collaboration*
- *Create interest in Otsego and attract development*

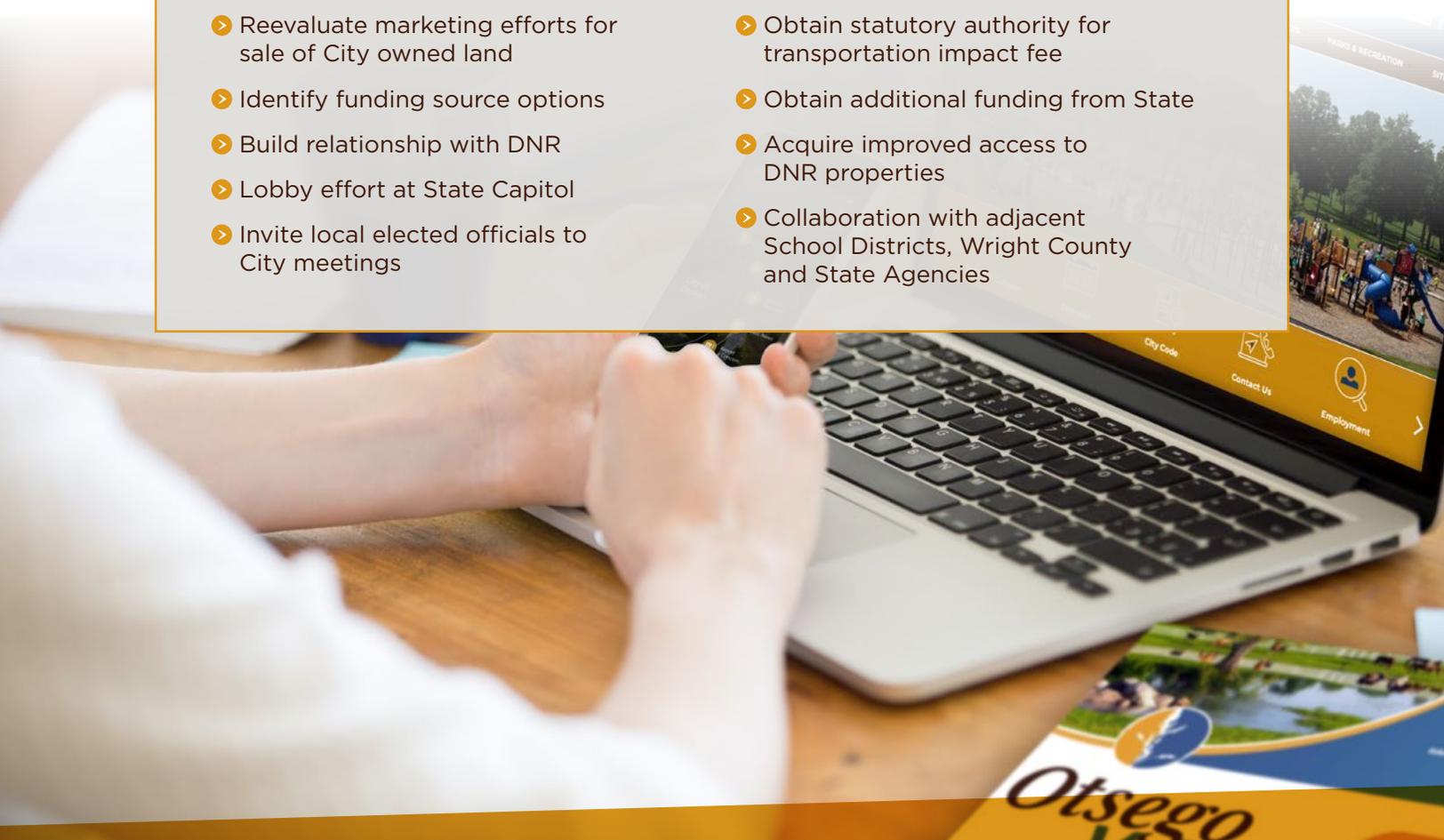


FIRST YEAR ACTIONS

- Promote openings in local government seats
- Attend Chamber events more frequently
- Reevaluate marketing efforts for sale of City owned land
- Identify funding source options
- Build relationship with DNR
- Lobby effort at State Capitol
- Invite local elected officials to City meetings

2-YEAR RESULTS

- New fast/casual dining option in development
- City owned property sold and developed
- Obtain statutory authority for transportation impact fee
- Obtain additional funding from State
- Acquire improved access to DNR properties
- Collaboration with adjacent School Districts, Wright County and State Agencies



Strategic Direction Three:

EMPOWERING THE ORGANIZATION

City leaders recognize the importance of recruiting, developing, and retaining a high-quality, dedicated workforce. Investing time and resources into the technical and leadership capabilities of the employees will position the City to have self-driven, pro-active team-members throughout the organization.

Goals:

- *Increase staff engagement practices*
- *Develop skills and build team*

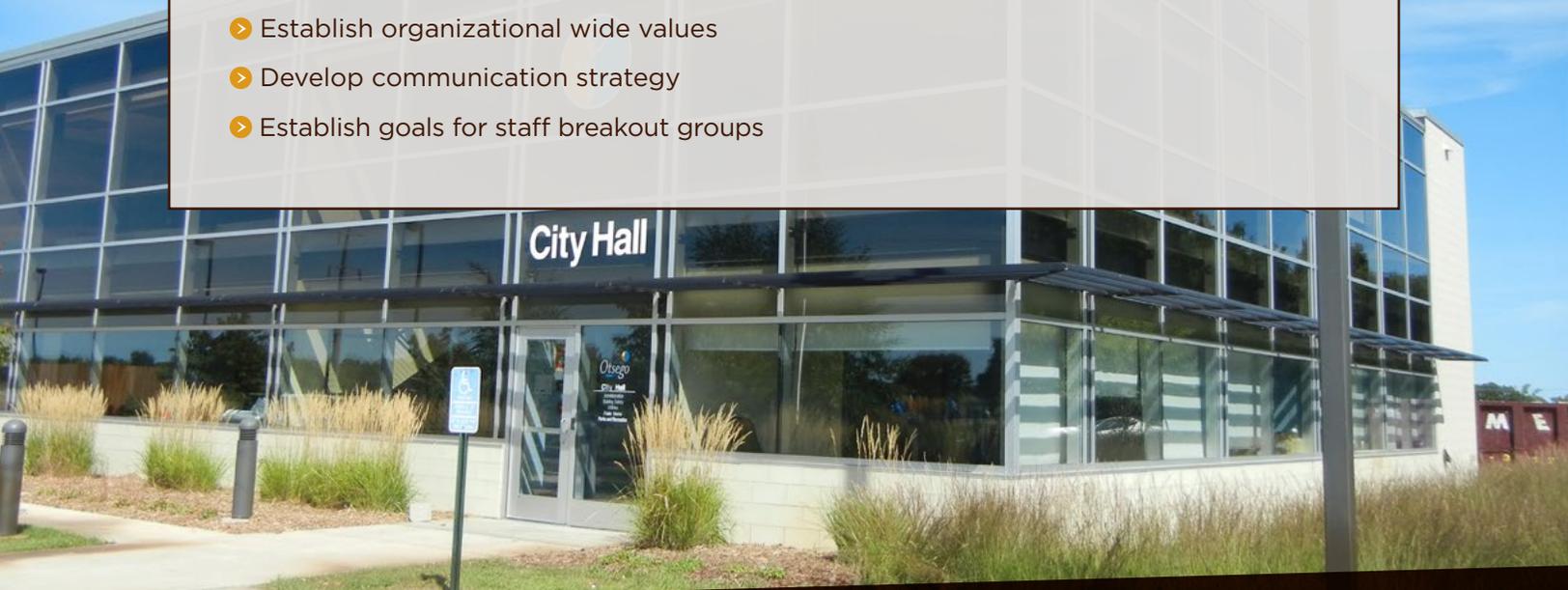


FIRST YEAR ACTIONS

- Incorporate Strategic Plan into quarterly Administrator meetings
- Hold Strategic Plan engagement sessions
- Attend facilitation courses for better communication
- Improve employee onboarding process
- Update performance reviews to include annual training requirements
- Obtain employee feedback on performance review process
- Establish organizational wide values
- Develop communication strategy
- Establish goals for staff breakout groups

2-YEAR RESULTS

- Organizational culture is defined
- Employee engagement and satisfaction is maintained at high levels
- Strategic Plan is understood within additional employee engagement
- Performance review process includes accountability with organizational culture



STAY CONNECTED!

As a member of the Otsego Community, we understand the importance for you to keep up with the latest news about the City where you to choose to live and/or work!

In addition to the City website, for the latest City of Otsego news and information check out:

PUBLICATIONS

The City of Otsego has officially designated Elk River Star Newspaper to publish legal notices and ads. The Star News also carries articles of local interest to the community. If you do not receive this paper you have the option to pay for an subscription or pick up a free copy at City Hall.

OTSEGO VIEW

The City's quarterly newsletter is mailed to all Otsego households and businesses.

RECREATION ACTIVITIES

The Parks and Recreation Department publishes recreation programs and activities quarterly in the Otsego View, which is mailed to all Otsego households and businesses. Registration is required for most programs. **Visit <https://otsego.recdesk.com/Community/Program>**

WRIGHT COUNTY CITIZEN ALERT SYSTEM

Get alerted about emergencies and other important community news by signing up for Citizen Alert System. This system will provide you with critical information quickly in a variety of situations, such as missing persons and evacuations of buildings or neighborhoods.

SOCIAL MEDIA



Please let us know if you would like to be more involved with the City or get more information. Attend our meetings - we are happy to hear from you and to partner to make Otsego a great community!

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