

# 2023-2028 STRATEGIC PLAN



## GOAL ONE | Service Delivery and Stewardship

The City of Centerville will deliver exceptional, innovative and value-driven services to our citizens, businesses and visitors with a commitment to stewardship.

- 1.1 Ensure that outstanding service is consistently delivered in a professional, timely, courteous and ethical manner.
- 1.2 Define and communicate stewardship to our customer base through innovation, technology and metrics.
- 1.3 Evaluate the City's ability to positively impact the community based upon its current and changing demographics.
- 1.4 Assess and evaluate guiding documents (*including Charter, Ordinances, Code, regulations, employee handbook, et al.*) to ensure alignment with the City's Mission, Vision and Values and Customer Service Policy.
- 1.5 Utilize information technology and best practices to maximize service delivery to both internal and external customers.
- 1.6 Apply best practices to create and maintain financial sustainability for prudent management of the City's resources.

## GOAL TWO | Quality of Life

The City will invest in life-long learning, culture and access to events and recreation consistent with the City's Vision.

- 2.1 Deliver a variety of events and recreational programming to meet the needs of the community.
- 2.2 Strengthen the foundation of the volunteer program and build a culture of citizen engagement in the community.
- 2.3 Create and enhance unique City-owned park spaces that promote outdoor recreation, community activities and event programming.
- 2.4 Secure long-term success of The Golf Club at Yankee Trace through continuous improvements to course, clubhouse and operations to create an exceptional customer experience.
- 2.5 Ensure Benham's Grove is positioned appropriately as a desirable event venue and community gathering space.
- 2.6 Enhance Centerville's image as a community of excellence and increase awareness through communications and marketing.

## GOAL THREE | Development

Consistent with our Customer Service Philosophy, the City will engage in proactive planning, development and reinvestment to promote an appealing, complementary and accessible environment with vibrant business districts and desirable residential neighborhoods.

- 3.1 Develop and implement strategies to direct future land use policies, economic development and infrastructure investment.
- 3.2 Strengthen existing infrastructure assets to support community needs.
- 3.3 Facilitate the redevelopment of underutilized properties to increase the City's job density and property values.
- 3.4 Enhance residential neighborhoods to provide desirable housing options for an evolving demographic.
- 3.5 Create a business retention and expansion strategy that builds upon and creates new relationships with public and private partners.

## GOAL FOUR | Workforce

The City will be a leader within an evolving workforce environment to attract, develop and retain high-performing professionals.

- 4.1 Create a recruitment program that meets current and future staffing needs to support City service delivery.
- 4.2 Enhance the employee experience to retain and engage our team.
- 4.3 Invest in career development to position our employees for skill enhancement and future growth to enhance service delivery.
- 4.4 Develop external workforce partnerships to promote the City and maximize a sustained, stable employment base.
- 4.5 Lead in workforce development through innovative methods, metrics and technology.