

City of Centerville Five-Year Strategic Plan 2018 - 2023

Presentation to Centerville Noon Optimists
December 4, 2018





MISSION

The City of Centerville delivers exceptional services through thoughtful governance to ensure progress and stability.

VISION

Centerville is a thriving, financially sound, diverse city which values community, economic growth and education. We embrace the core values of accountability, integrity, responsiveness and leadership in governance. Centerville is a community inspired by its own sense of history, stability, progress and is:

- characterized by diverse, desirable neighborhoods with welcoming gateways and tree-lined streets;
- enhanced by multiple bustling unique business centers, including a vibrant historic downtown;
- known for engaged citizens and dedicated volunteers;
- enriched by robust economic growth and job creation;
- home to worldwide arts, recreational and cultural programs and competitions;
- recognized for its nationally-acclaimed and award-winning schools, parks and libraries;
- acknowledged for outstanding value in the delivery of municipal services and public safety;

VALUES

We value:

Accountability – ensuring a personal commitment to its customers with responsibility to deliver sound, ethical governance.

Community – contributing to a responsive and thriving place to live, work, learn and play, while embracing history and traditions.

Economic Growth – providing support for business development to enhance our region's quality of life.

Education – supporting diverse and quality educational opportunities for lifelong learning.

Integrity – practicing ethical, accountable and trustworthy behavior in the stewardship of City services and resources.

Leadership – securing the respect and trust of our community and region while leading by example and adhering to the City's Mission, Vision and Values.

Responsiveness – addressing the needs of our citizens, businesses, customers and neighbors in a courteous, efficient and innovative manner.





Mission Statement

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City of Centerville Work Culture



Incentive: Clear reasons “Why”

Vision: To What and Where

Action Plan: When and How Fast

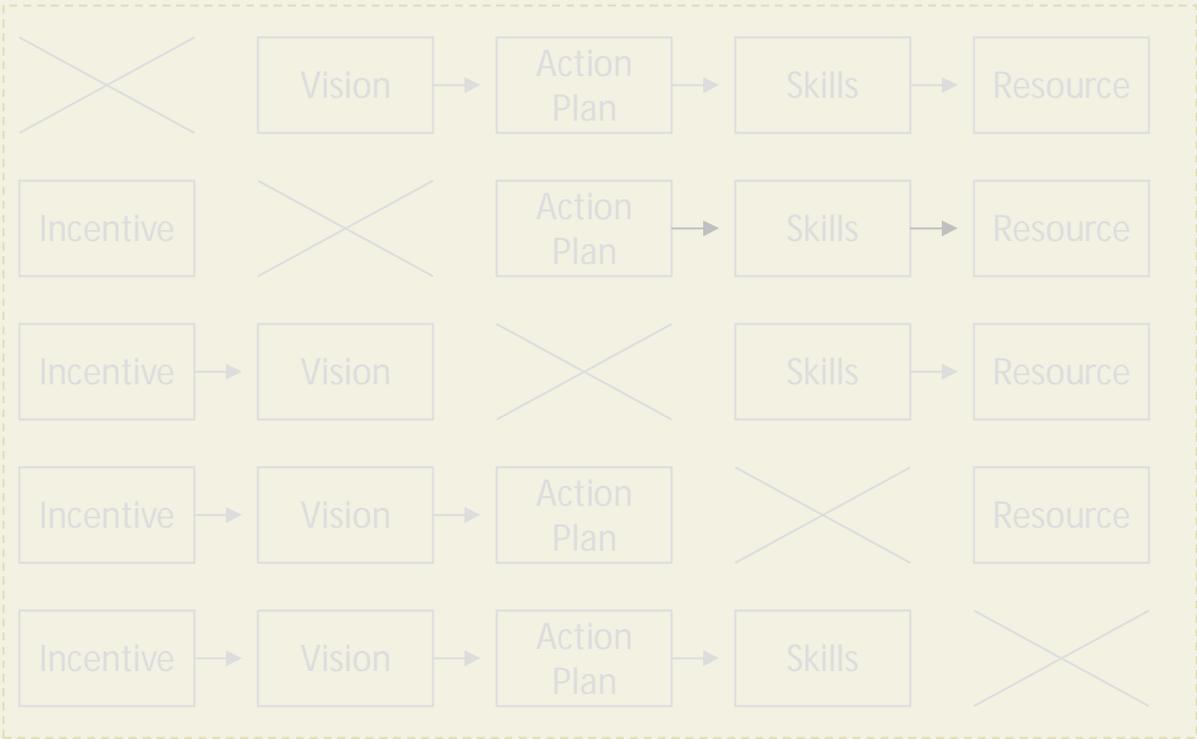
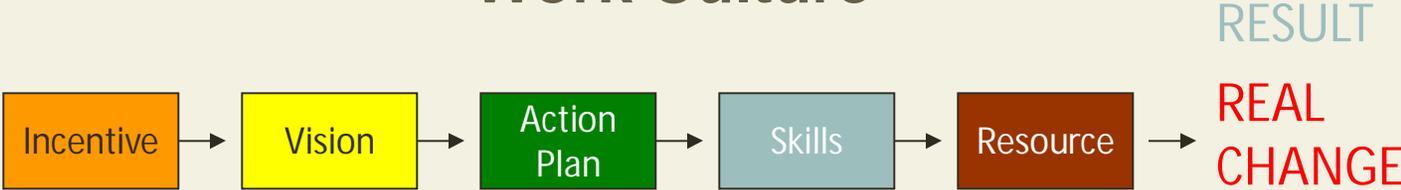
Skills: Ability to be involved

Resources: Fuel to make it happen

From American Productivity and Quality Center



Ingredients of Centerville's Work Culture

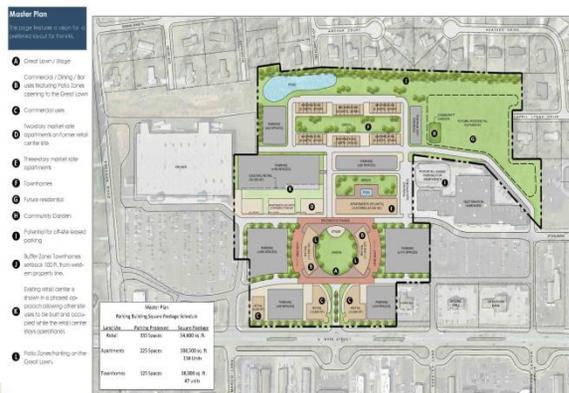


From American Productivity and Quality Center





Centerville Place Planning Study MASTER PLAN: SITE LAYOUT



Goal 1 (Economic Development): Centerville will promote a community of neighborhoods and business districts that attract, retain, and support businesses with forward thinking policy, planning, and service delivery.

Strategy 1: Grow strong relationships with other local and regional economic development partners and stakeholders.

Strategy 2: Develop and deploy a planned program of economic development incentives and resources that includes utilizing the Centerville Community Improvement Corporation as an additional entity to facilitate the City's economic development outreach operations and programs.

Strategy 3: Enhance the City's existing business retention and expansion efforts and involve a cross section of staff in its implementation.

Strategy 4: Promote the redevelopment of underutilized properties throughout the City that enhance the City's and job density and tax base.

Strategy 5: Enhance the quality character of the City's residential neighborhoods that provide desirable housing options while also promoting the introduction of new housing choices that are adaptable to a changing demographic and market.



Goal 2 (Planning): The City of Centerville will engage in proactive strategic land use policy-making reflective of the city's present development pattern and its evolution to a maturing suburban community.

Strategy 1: Evaluate the City's comprehensive plan – Create the Vision (CTV) – to determine if the goals, objectives, and outcomes serve the community's needs. Adopt amendments, modifications, or a replacement as needed.

Strategy 2: Adopt a suite of plans, studies, and other documents to direct future land use and infrastructure decision-making.

Strategy 3: Provide data analyses that support policy-making and facilitate strategic land acquisition, re-investment, or in-fill development.

Strategy 4: Support neighborhood and business improvement programs which promote retention, expansion, or attraction of new residents and businesses.

Strategy 5: Invest in geographic information systems (GIS), technology, and other data evaluation platforms to forecast future development trends and support the day-to-day operations of the City.

Strategy 6: Create avenues for residents, businesses, and developers to more efficiently obtain information and conduct planning and development business with the City.



Government Finance Officers Association

Certificate of
Achievement
for Excellence
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Reporting

Presented to

**City of Centerville
Ohio**

For its Comprehensive Annual
Financial Report
for the Fiscal Year Ended

December 31, 2016

Christopher P. Morill

Executive Director/CEO



Goal 3 (Finance): To create a strong and sustainable financial foundation which provides stability and flexibility to municipal operations by utilizing City resources and taxpayer dollars in the most efficient and responsible manner.

Strategy 1: Utilize technology upgrades to streamline financial processes and to improve financial decision-making capabilities.

Strategy 2: Communicate and disseminate information to key stakeholders and partners on the economic and financial condition of the City and its ability to perform its core services.

Strategy 3: Implement Financial Policies that consider internal/external economic factors to ensure the City maintains a fiscally stable condition.

Strategy 4: Be proactive in managing outside threats and opportunities to enhance and protect the City's financial well-being.

Strategy 5: Focus and deliver on the City's commitment to infrastructure improvements made in the Issue 3 Campaign.





Goal 4 (Housing/Infrastructure): The City of Centerville will actively and regularly assess its infrastructure and housing options to identify opportunities for neighborhood improvements and economic viability.

Strategy 1: Improve the built environment including the incorporation of technology to better manage public infrastructure and to maintain a quality community identity.

Strategy 2: Manage infrastructure assets to ensure plans are financially sustainable through the useful life and the attribute contributes to the desirability and brand of the community.

Strategy 3: Provide a quality neighborhood infrastructure to encourage adjacent owners to reinvest and add value to individual properties.

Strategy 4: Enhance and coordinate cooperative partnerships with utility companies to ensure coordinated infrastructure planning and improvements throughout the City.

Strategy 5: Promote the desirability of Centerville as a residential community by ensuring policies and regulations accommodate changing housing demands.



Goal 5 (Core Services): Provide outstanding, efficient, quality and valuable core services to our residents, businesses and visitors as defined by The City of Centerville's Mission, Vision, and Values.

Strategy 1: Ensure that Core Services are consistently delivered in a professional, courteous, direct and ethical manner in accordance with the City of Centerville's charter, ordinances, codes, regulations and Mission, Vision, Values.

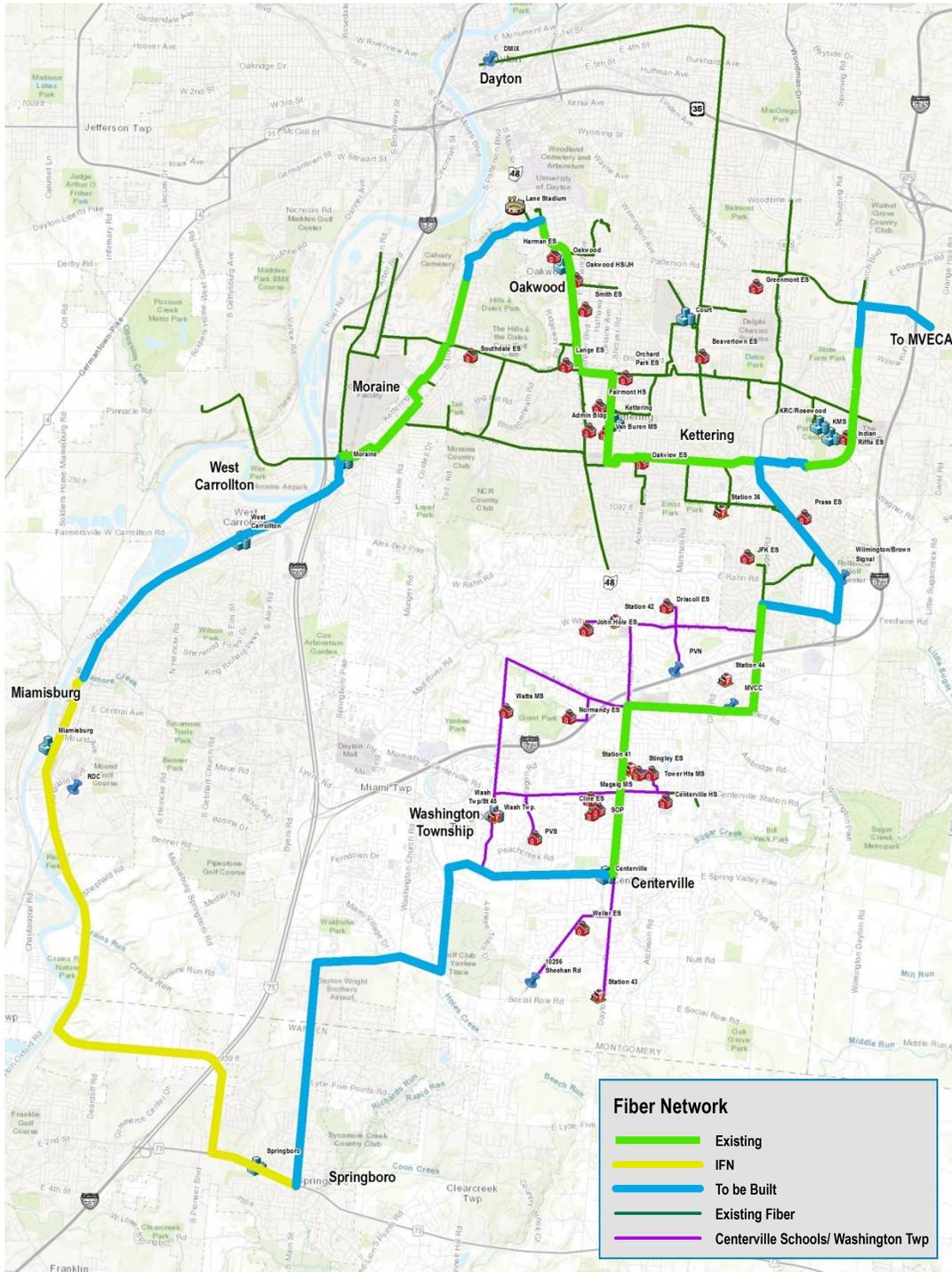
Strategy 2: Deliver City services and lead through innovative methods, metrics and technology.

Strategy 3: Define and deliver the City's customer service principles.

Strategy 4: Provide appropriate resources, professional development, training, and equipment to ensure comprehensive delivery of core services according to the City's Mission, Vision, and Values.

Strategy 5: Evaluate effectiveness and necessity of the services delivered while measuring, assessing and analyzing the costs of service delivery in a comprehensive and financially sound manner.





Goal 6 (Technology): The City of Centerville will modernize its technology infrastructure while leveraging emerging trends to improve operations and facilitate communication with our stakeholders.

Strategy 1: Integrate or replace independent City systems to enable sharing and collaboration of information.

Strategy 2: Use technology to share information with our stakeholders.

Strategy 3: Create a mobile workflow capability for our stakeholders.

Strategy 4: Support implementation of technology systems for improved stakeholder engagement.



Strategic Customer Value Analysis (SCVA)

1. What is High-Performance for us?
2. How would we know if we were?
3. According to whom are we?
4. Why be High-Performance?
5. Are we doing the right "what?"
6. How good are we at it?
7. How are we treating each other and our customers?

