



QUALITY OF LIFE STRATEGY

Purpose: The purpose of the Quality of Life Strategy is to provide an outstanding quality of life by enhancing the City's amenities, business mix and services and cultivating connections to promote positive change and progress in our community.

Goal 1

Improve current recreation and entertainment programming & services to reflect the community and match trending demands

Objectives

- Analyze current programming participation trends and submitted evaluations.
- Interpret city and school district demographic shifts and recommend service improvements accordingly.
- Align recreation and cultural arts services & programs to match demographics, evaluation feedback and trends.

Performance Measures

- Review at least 80% of submitted evaluations from classes between the summer of 2012 and summer of 2013.
- Generate a quarterly report from class to view participation trends.
- Pilot at least 3 new recreation & cultural arts classes/programs per season.
- Present at least 6 presentations to city departments, including council on the demographic changes affecting programming and recreational services.
- Increase resident enrollment by 10% in city classes.

Goal 2

Address city amenities and facility usage with an emphasis on accessibility and streamlined services.

Objectives

- Update facility use policies to protect and preserve our current inventory of amenities.
- Explore public-private facility initiatives geared towards a multi-use facility.
- Implement facility and class software improvement recommendations to sync, facility rentals, class enrollments and cultural arts needs.

Performance Measures

- Conduct at least 3 community conversations with facility users to discuss policy.
- Provide management with a semi-annual inventory of current partnerships.
- Launch new class software.
- Increase software registrants by at least 10%.
- Train at least 10 staff members on the new class software.

Goal 3

Cultivate Community Engagement through digital and traditional means

Objectives

- Develop a value based marketing and communications plan bridging the gap between residents, businesses and the city.
- Implement an on-line citizen engagement plug-in to the website that allows residents to share ideas, and digitally interact with Council meetings.
- Explore media partnerships with local news agencies to feature or provide column space for city news, editorials and information.

Performance Measures

- Circulate 4 marketing pieces to strategic locations throughout the city.
- Increase digital users of current city tools by 20%.
- Increase website "new" visitor hits by 15%.
- Produce at least 6 articles/info pieces for media publication.
- Host at least 2 media receptions at City Hall.

Goal 4

Coordinate community outreach with all strategic priority teams

Objectives

- Implementation of an electronic communication strategy to enhance communication, transparency and engagement.
- Assist Public Safety strategy team with goal 1, objective 2 and the Economic Development team with goal 2, objective 2.

Performance Measures

- Increase visibility and usage of email subscription service to internal and external customers by 20%.
- Collaborate with strategy teams on at least four public education and marketing events.
- Identify at least 6 community outreach opportunities.
- Create 4 email distribution templates for City departments.