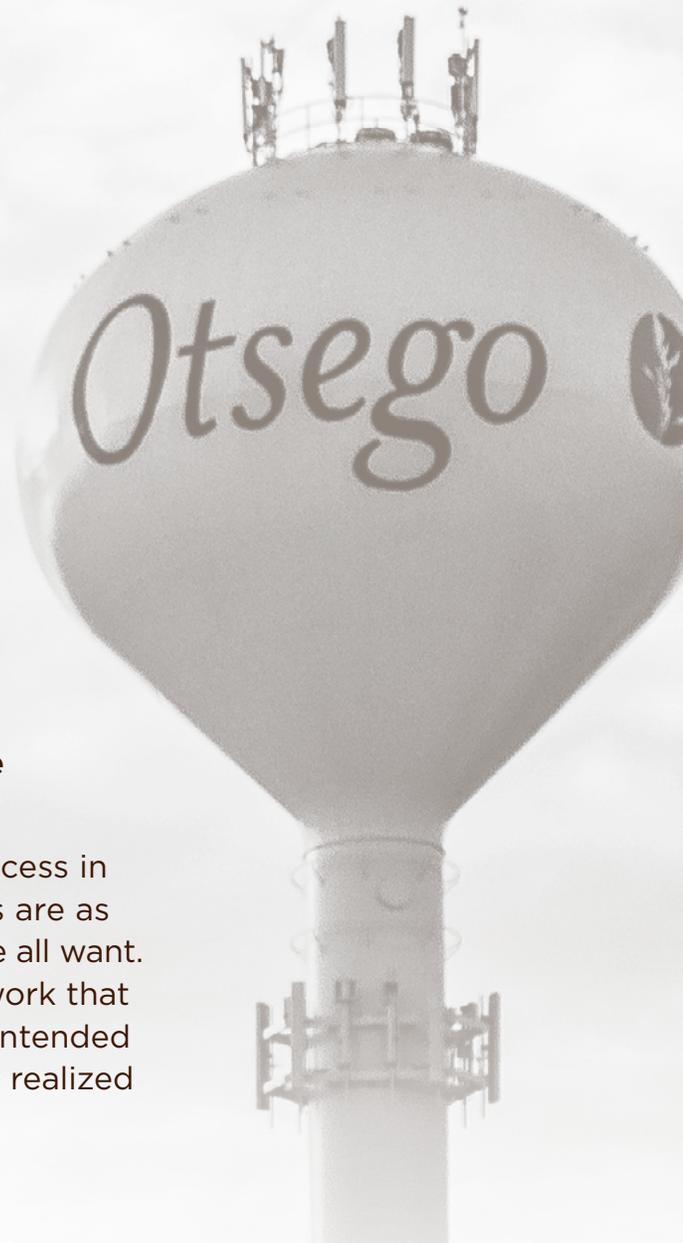


City of Otsego

STRATEGIC PLAN

2020



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. The statements are as relevant today as then in describing the community we all want. The statements below are stated as 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*

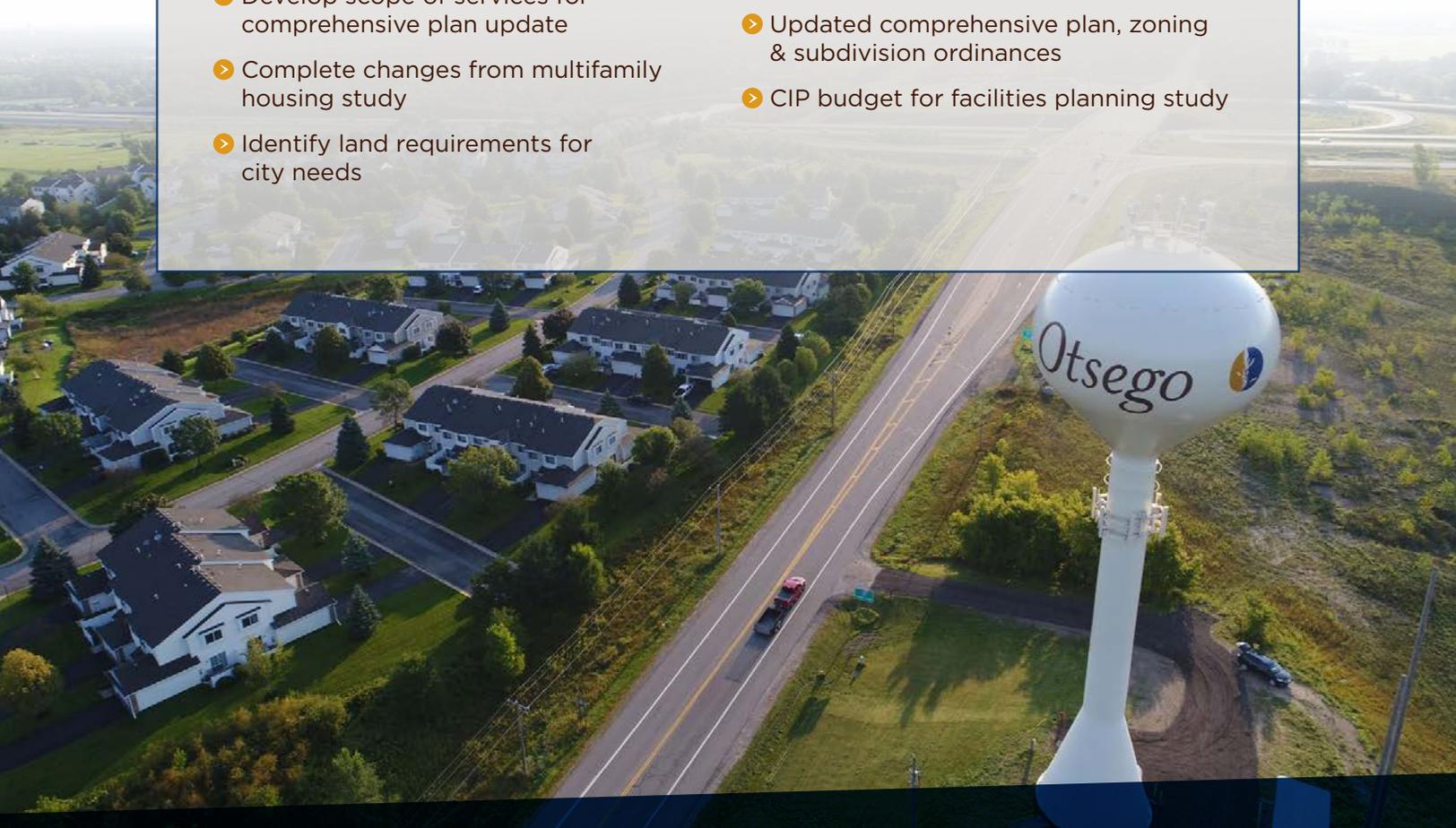


FIRST YEAR ACTIONS

- Utility rate study
- Conduct community survey
- Evaluate sewer capacity
- Develop scope of services for comprehensive plan update
- Complete changes from multifamily housing study
- Identify land requirements for city needs

2-YEAR RESULTS

- Maintained AA+ Bond Rating
- Statutory authority for transportation fee
- 500 additional dwelling units
- Updated comprehensive plan, zoning & subdivision ordinances
- CIP budget for facilities planning study



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

- Proactively communicate growth
- Expand joint powers agreement with isd 728 community education
- Renew expiring fire contracts
- Lobby for transportation fee authority
- Work with chambers to improve business outreach
- Develop a communication plan

2-YEAR RESULTS

- New fast-food or fast-casual dining option
- City owned industrial lot sold and developed
- Approved joint powers agreement with community education
- Improved access to dnr properties
- Statutory authority for transportation fee
- Increased connection with business community



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

- Increase employee and supervisor communications
- Adopt best practices in performance reviews
- Establish an employee survey
- Establish organization wide-values
- Identify low-cost and/or free training opportunities
- Implement policy minimum annual training requirements

2-YEAR RESULTS

- Survey data showing employee engagement and satisfaction
- Employees understand and feel connected to Strategic Plan
- Organization culture, values and behaviors are clear
- Improved employee performance review process



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 choose to live and/or work!

For the latest City of Otsego news and information other than the City website, 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 their recreation activities in the Otsego View. The spring and summer programs are published in the spring edition and they also publish activities in the fall and winter editions as well. 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.

CITY OF OTSEGO APP

This app allows residents to receive push notices, submit code enforcement items, view calendar of events, view maps, get directions to City parks and so much more from their phones or devices and is also web based from the City website.

SOCIAL MEDIA



Please let us know if you would like to get more involved with the City, more informed, or both. We are happy to hear from you and to partner to make Otsego a great community! Come to our meetings, we look forward to hearing from you!

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City Hall**

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