

## Vision Statements

### Healthy Community, Safe Infrastructure



In 2025 Shorewood has water and stormwater improvements and plans that protect the environment and the health and well-being of the community



In 2025

Shorewood has an effective, safe transportation network to connect our City to transportation hubs



In 2025 Shorewood has vibrant, redeveloped commercial areas with attractions

### Culture and Sustainability



In 2025 Shorewood Has a positive organization culture that attract and retain to level talent



In 2025 Shorewood will be recognized for creating programs that preserve and enhance the environment in and around



In 2025 Shorewood has developed a fair and equitable formula to provide public safety



In 2025 Shorewood has a Brand that reflects the vibrancy and natural beauty of the community

### Quality of Life



In 2025 Shorewood has amenities to connect people of all ages to be active and engaged in the



In 2025 Shorewood has completed trail connections for fun, better health, and mobility

# CITY OF SHOREWOOD STRATEGIC PLAN SNAPSHOT 2025

## Strategic Directions

### Positioning the Community Path

### Reformulating Interactions with Residents

### DEVELOPING EXTERNAL PARTNERS

## Goals

This strategic direction is designed to ensure the sustainability of the community through planning (housing and business zoning in the comprehensive planning process) and investment in basic infrastructure needs through the CIP (Capital Improvements Plan) including roads, walkways, lighting, parks and others. This emphasis also includes ensuring work is done effectively and timely.

- Analyze and prioritize projects
- Evaluate and Measure KPI (key performance indicators) or progress

The City wants to engage with community members to establish 2-way communication. The purposes of the communication efforts are to understand community needs and wants, share viewpoints and information on projects, and establish a trusting, welcoming atmosphere throughout the City.

- Gather resident input
- Engage and educate residents on matters that impact them

City leaders recognize the importance of partnering with other communities, businesses, and those with common goals or interests. This direction is intended on building partnerships for such things as road improvements, business development and shared services.

- Attracting Business
- Build intergovernmental relationships toward consensus on impactful issues

## First Year Priorities

1. Comprehensive stormwater plan [Barr Engineering] [July 1]
2. Public hearing on street reconstruction [Greg and Joe] [July 1]
3. Comprehensive plan back to the City Council by [July 1] back to the Met Council [August 1] re-think density and land uses?
4. CIP with funding amounts [Greg and Larry] [3rd Quarter]

1. Engage Google about missing Shorewood on their maps
2. Hold PW Open House with Fire and Police [Larry] [October]
3. Shorewood (Wells Fargo) 5k (tour) event – segment naming (Bring recognition to Shorewood during these events.) Twila and Jennifer] Jan/Feb
4. Environmental Event [Julie] [Fall]
5. Ribbon Cutting for Badger Park BIG EVENT! [Twila and Marie and Park Commission]

1. Have conversations with Waterford on future plans [Scott and Marie] [2nd quarter]
2. Each Shorewood Council member meet and form a working relationship with a council member from a local city and meet on a regular basis [Mayor and Council]
3. Staff will regularly meet with other City's staff and partner organizations (3 Rivers, rail, etc.) [Develop list of all relevant contacts and bring to work session] [Staff] [1st quarter]
4. Business development committee formed to create "vision" for Economic and Commercial Development [Greg] [3rd quarter]