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City of Ralston

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Nebraska

2008-2010 Strategic Plan

*The Navigator © 1997 Wayne Hussey
Consulting Inc. June, 2007*

BACKGROUND

On June 22nd and 23rd, 2008, members of Council, City senior staff and selected community guests gathered at the Lied's Lodge in Nebraska City, Nebraska to participate in a rapid yet practical strategic planning process as designed and facilitated by Wayne Hussey Consulting Inc. The content of their discussions form the basis for the 2008-2010 Strategic Plan for the City of Ralston, Nebraska. This was the fourth strategic plan using this format over the past decade.

MISSION – WHO WE ARE TODAY

The City of Ralston is a dedicated and caring team of volunteers, staff and officials who provide high-quality, equitably-priced services to sustain a safe and progressive community that supports family values

VISION – OUR PREFERRED FUTURE

The City of Ralston will deliver economic, creative, cultural and community development strategies to generate a quality of life that is a beacon of dynamic and independent small town culture within the metro area

KEY STRATEGIC PRIORITIES (# in brackets identifies # of priority votes)

1. TO PROMOTE KEY ECONOMIC DEVELOPMENT ACTIVITY

- To improve the attractiveness and functionality (i.e. turning lanes and signs) of City entrances (84th and Q, etc.) – (2)
- To redevelop select properties and investigate the feasibility of a riverwalk type development along Ralston Creek – (14)
- To develop a comprehensive and creative development plan that utilizes the unique features of the Granary site and building for business, tourism and attraction opportunities – (15)
- To ensure the optimal development of the Lakeview property – (2)

- To improve/redevelop the Upper Country Club site – (1)
- To acquire an Economic Development Officer to advance this area of Strategic priorities – (2)

2. TO ADVANCE A CREATIVE CITY STRATEGY

- To become a wireless community in order to attract and retain “creative class” members – (5)
- To “subsidize” arts entrepreneurs and provide work space and exhibit/sales space within our community – (7)
- To provide performance spaces (i.e amphitheatre) for our arts and cultural groups and individuals – (1)
- To review the Liberty Bell concept as a signature gateway icon – (3)
- To host a “creative city” forum to gain input from residents on advancing this agenda across our community – (0)

3. TO PROMOTE ENTREPRENEURSHIP

- To develop a plan to launch a business incubation centre where new business start ups can receive special support and, in return, place their businesses in Ralston – (10)
- To encourage the Chamber to host a Home Based Business forum to identify and support home based businesses in our community – (0)

4. TO ENCOURAGE THE RALSTON COMMUNITY FOUNDATION TO INCREASE ITS BENEFITS TO THE CITY

- To host a collaboration retreat for our local community foundations in order to increase our collaboration and cooperation by ensuring clarity of mandate, elimination of duplication or unnecessary competition – (1)
- To identify and approve a prominent “vision” fundraising project that can be embraced by the Ralston Community Foundation – (4)

5. TO BECOME A YOUTH FRIENDLY CITY

- To establish a Youth Task Force as an ongoing vehicle of dialogue with the youth of our City – (7)
- To seek youth input on features they desire in our community and incorporate in our City budget where appropriate– (1)
- To review the skate park options so that our youth are not totally dependent upon facilities in Omaha to experience these popular sports – (0)
- To explore a youth diversion program in order to assist first time offenders in avoiding the extreme impact of the court system – (1)
- To find a graffiti friendly location for this type of artist in order to recognize it as a legitimate art form and reduce its negative impact when placed on non-approved spaces – (0)

6. TO PROMOTE A GREENER CITY

- To investigate changes to our building codes and city ordinances that promote a the building and renovation of assets that are more environmentally friendly – (1)
- To solicit staff input on how to make our City operations more environmentally responsible – (1)
- To investigate using alternate fuel and fuel efficient vehicles in City operations (Segways, hybrids, propane fueled vehicles, etc.) – (1)
- To consider offering a sponsorship program so businesses, service clubs and individuals could “adopt” and fund the beautification of various City areas (garden beds, etc.) – (0)
- To expand our recycling programs to encourage the participation of more citizens and the acceptance of more materials (put out city bins in key locations, processes for apartments, etc.) – (4)

7. TO ADVOCATE FOR A LEARNING CENTRE/EARLY CHILDHOOD CENTRE

- To encourage a day care to be established in Ralston – (4)

ROLL OUT PROCESS

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| 1. Provide the Draft Plan to the Mayor | WH, June 24 |
| 2. First editorial review | DG, July 4 |
| 3. Forward Draft Plan and power points to event participants | DC, July 8 |
| 4. Meet any members of Council who could not attend | DG, July 10 |
| 5. Editorial review comments forwarded to Dolores | All, July 10 |
| 6. Adjudicate editorial comments/staff extend the Plan | DG/Staff, Summer |
| 7. Incorporate key elements of the Plan in our City Budget | Staff, Summer |
| 8. Plan is presented to Council for approval | All, September |