

# The City of District Heights

## STRATEGIC PLAN 2023-2026

Adopted: July 11, 2023



**Vision:**

We strive to provide excellent resident services through cost efficient, evidence-based programming, that are sustainable and accessible. Hallmarks of good governance.

**Mission:**

The City of District Heights strives to promote and improve life, enhance a sense of community, preserve our culture and heritage, and create economic opportunities. We support initiatives focusing on the city's priorities, Economic Development, Public Safety, Health and Housing, Recreation, and Sustainable Climate, resulting in welcoming, safe, healthy, and productive municipality. We strive to provide excellence through evidence-based programming and services and responsible and accessible government. We encourage and expect public participation and collaboration from our residents and local businesses. We are committed to fostering respect, innovation, inclusion and progress.



# STRATEGIC PLAN

**Outcome:** District Heights is a welcoming municipality.

**Goal:** Increase resident engagement with the City government.

- **Activity:** Create and conduct a survey of residents and incorporate the survey of residents into the City's ongoing strategic planning process.
- **Activity:** Focus resident and community interactions with City government to the appropriate agencies.
- **Activity:** Increase website and social media engagement between March 2023 and March 2024. Set recurring engagement goals for each year thereafter.

**Outcome:** District Heights is a safe municipality.

**Goal:** Increase residents' sense of public safety.

- **Activity:** Evaluate the transition process and fiscal impact for 24-hour police service.
- **Activity:** Hold two or more "coffee with a cop" style events.
- **Activity:** Seek creative and proactive solutions to known problem areas.

**Goal:** Improve the reputation of "the Heights" by seeking community collaboration and focusing on the positivity emanating from the greater District Heights area.

- **Activity:** Develop a stronger municipal/governmental presence on Marlboro Pike.
- **Activity:** Actively market positive steps being taken by City government and better communicate community success stories.



## STRATEGIC PLAN CONT.

**Outcome:** District Heights is a healthy municipality.

**Goal:** Foster a climate-resilient community by implementing sustainability programs across the City government.

- **Activity:** Evaluate the benefits of municipal-provided refuse and recycling collection.
- **Activity:** Prioritize the transition to an electronic-first government and sustainably-sourced goods.

**Goal:** Increase resident access to health and wellness services.

- **Activity:** Provide, partner, and refer to services across the spectrum of age, demographic, and need.
- **Activity:** Amass and analyze community health and supportive service data to understand requirements and design appropriate programming.

**Outcome:** District Heights is a productive municipality.

**Goal:** Establish District Heights as a modern, data-driven, and trustworthy governmental organization.

- **Activity:** Develop department performance metrics and service level benchmarks for the FY 2025 budget cycle.

**Goal:** Grow the City's commercial corridor to broaden the commercial tax base and increase the commercial options available to residents.

- **Activity:** Create an economic development plan and consider the creation of a District Heights-specific community development corporation.
- **Activity:** Actively participate in local initiatives like the Marlboro Pike Partnership CDC.
- **Activity:** Create an annexation and expansion plan.