



City of Marysville Strategic Plan (Amended June 08)



Vision Statement

***“Marysville, Ohio- the safe, friendly hometown where families and opportunity grow together.
We are committed to community pride, healthy families, well-planned neighborhoods and a vibrant economy.”***

Strategic Objectives

Infrastructure

1. Update Comprehensive Plan & develop neighborhood design standards that promote healthy family living, coordinate neighborhood plans and connect infrastructure
2. Manage storm water in a way that protects lives and property
3. Assess all city owned facilities, vehicles, equipment, technology and personnel, reach consensus on direction, prioritize needs, & develop financial implementation plan
4. Monitor & improve traffic movement & parking citywide

Planning

1. Review & update Comprehensive Plan including growth and service areas
2. Foster professional relationships between/among City Council, Planning Commission (PC) & Administration
3. Pursue planning accord for the US 33 Corridor
4. Improve aesthetic appearance of the City through zoning and incentive programs

Economic Development

1. Adopt a marketing strategy promoting the community
2. Retain our current business and corporate base
3. Attract new businesses, focusing on diversification
4. Assist local companies in maintaining & developing our workforce
5. Revitalize Uptown Marysville

Finances

1. Increase commercial & industrial growth to improve tax base
2. Evaluate current investment strategies for alternatives to improve
3. Investigate funding sources beyond income taxes

Communication

1. Continuously manage all current communication processes or capabilities
2. Examine current organizational infrastructure for possible improvements to communication capabilities
3. Examine current website for possible enhancements
4. Examine current cable information channel for improvement
5. Investigate creation & delivery of citizen newsletter

Action Steps

- study and recommend neighborhood design standards, review recommendations, make adjustments, & approve
- update comp plan to include connectivity-street plans, bike paths, open spaces, school sites & recreation facilities
- study balance of city storm water flows
- prioritize storm water projects & develop funding plan for 20+ years
- examine & implement facilities upgrades & replacement for PSC, Fire/EMS, PD, City Hall Admin. Offices, Municipal Court, Water. WRF, Water Plant, Storage, Parks & Cemetery
- reevaluate implementation strategy for comp vehicle replacement schedule
- reevaluate & improve IT connectivity between facilities, mobile phones/computers, EWS, & GIS
- reevaluate strategic workforce plan based on needs
- study traffic in select areas of city & implement recommendations

- update land use & transportation components of comp plan first
- review comp plan on a yearly basis
- prioritize balance of comp plan recommendations & update every 5 years
- consider developing a City specific comp plan
- consider appointment of Council member to PC
- establish biennial (minimum) joint Council-PC meetings
- + continue training on up-to-date planning practices, ethics and laws
- consider requiring sketch plan or preliminary plat review of large residential subdivisions by Council
- consider charter amendments for: PC appointments- 4 Mayor + 3 Council and BZA- 4 Council + 3 Mayor
- + continue involvement in US 33 Corridor group
- + continue a planning accord with US 33 Corridor jurisdictions to develop a future land use plan
- consider more active and efficient enforcement of the property maintenance code
- consider partnering with County Master Gardeners or the formation of a local Keep America Beautiful chapter to incentivize residents to beautify parks and neighborhoods

- + implement marketing strategy
- + encourage employers to have employees reside in Marysville
- + participate with the Community Improvement Corporation's retention program
- + work to streamline & improve development review process
- identify target industries strategy from the Economic Development Action Plan
- begin target marketing of businesses by direct mailings, ads & company contacts
- complete infrastructure analysis (i.e. natural gas)
- create more development ready properties
- + continue to participate with Business Education Workforce Team
- + pursue training & educational opportunities-meet with higher ed organizations
- develop resource guide of all entities that provide business service assistance
- + work closely with Uptown Renewal Team to accomplish its goals
- develop CDBG fund allocation each year for Uptown
- + Set business location and job creation goals

- + continue to support EDAP
- + continue to evaluate fixed vs variable investments
- + continue to evaluate investment strategies
- evaluate the potential efficiencies gained through the hiring of a grant writer and/or a procurement officer
- + continue to investigate public and private donations
- + continue to investigate funding sources beyond income taxes
- + explore possibility of property tax levies vs income tax
- + evaluate and update fees.

- review communications matrix detailing major communication capabilities, for enhancements
- + add Public Information Officer (PIO) to staff in 2009
- + conduct comparable study on PIO
- + continue publication of quarterly newsletter to all citizens
- ✓ changed format of utility bills to enlarge communication area
- begin collection process for email addresses to facilitate mass mailings to citizens
- + utilize all local media outlets for city info
- rewrite Policy 615 to expand and cover all communications
- hold media relations training
- develop City website visitor survey
- establish a CIC feedback system for citizens

Key

- ✓ completed
- + = ongoing
- = to be accomplished