



City of Shorewood
STRATEGIC PLAN 2020-25

SUMMARY OF STRATEGIC OBJECTIVES

The City of Shorewood has identified nine visionary outcome areas looking ahead to 2025. These visionary outcomes are expanded into strategic directions, 2-year successes and one-year goals.

CITY OF SHOREWOOD VISION FOR 2025

The Visioning process looks out into the foreseeable future and imagines what is possible. Shorewood looked to the year 2025 in the visioning process. 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.

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 retains top level professionals



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 community



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



STRATEGIC DIRECTION ONE

Positioning the Community Path

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.

GOALS

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



First Year Actions

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

2-Year Results

1. Completed stormwater plan
2. Comprehensive plan is finished and adopted
3. CIP finished with a funding plan attached and adopted



STRATEGIC DIRECTION TWO

Reformulating Interactions with Residents

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.

GOALS

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



First Year Actions	2-Year Results
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1. Engage Google about missing Shorewood on their maps
2. Hold PW Open House with Fire and Police
3. Shorewood (Wells Fargo) 5k (tour) event – segment naming (Bring recognition to Shorewood during these events.)
4. Environmental Event [Fall]
5. Ribbon Cutting for Badger Park BIG EVENT!

1. More face to face engagement with residents
2. Built trusting relationships with the public
3. Help set priorities
4. Create dialogue
5. Informed elections
6. Variety of events
7. Community Champions coming forward with new ideas/objectives



STRATEGIC DIRECTION THREE

DEVELOPING EXTERNAL PARTNERS

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.

GOALS

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



First Year Imperatives

1. Have conversations with Waterford on future plans [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] [1st quarter]
4. Business development committee formed to create "vision" for Economic and Commercial Development [3rd quarter]

2-Year Results

1. Businesses are planned to complement the desired 'Brand' of the City
2. Business development committee is formed and provides a 'Vision' for development
3. Intra-City influencers are meeting on established topics



We want you involved and heard!

"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 Shorewood a great community!" Come to our meetings, We look forward to hearing from you!"

Shorewood City Council

Ways to keep informed:

