SUMMARY OF STRATEGIC OBJECTIVES

The Town of Berthoud has identified six key outcome areas for 2019-2021. Within each of these six areas are individual initiatives and goals the Town has identified. These goals are reflected in the Town’s annual budget.
TOWN OF BERTHOUD

STRATEGIC PRIORITIES

- Promote a strong sense of community
- Create an environment that encourages economic prosperity
- Develop a healthy community
- Enhance public safety and community resiliency
- Maintain public trust and accountability
- Be good stewards of community resources and finances
PRIORITY 1

Promote a strong sense of community

INITIATIVES

• Increasing volunteerism for Town supported projects and activities to increase community involvement and reduce expenses.
• Supporting community building public events.
• Building and maintaining public spaces that enhance Berthoud's unique character.
• Developing a strong and clear community identity through comprehensive and coordinated branding.
• Utilizing partnerships to increase programs and services in the community.
• Supporting and encouraging public art and artistic activities.

GOALS

1. By Q4 2019, increase the number of volunteer hours supporting town events and programs to 500 hours annually.
2. By Q4 2020, increase the number of attendees that participate in community events in Town by 25%.
3. By Q4 2019, adopt an updated comprehensive community brand identity and marketing plan to support and promote the Town.
4. By Q4 2019, complete one capital project that enhances Berthoud’s reputation as the Garden Spot.
5. By Q4 2019, adopt and implement a sign program that reflects Berthoud’s brand and provides unique wayfinding and marketing opportunities.
6. By Q4 2019, have 100% attendance at Mainstreet and Chamber of Commerce meetings by Town staff.
7. By Q2 2019, create one new Town event to be held on July 4th.
PRIORITY 2

Create an environment that encourages economic prosperity

INITIATIVES

• Promoting the development of businesses that create jobs or provide desirable services and products that are in short supply in the community.
• Supporting the retention and expansion of existing businesses in our community.
• Streamlining permitting processes and clarifying development regulations.
• Creatively promoting Berthoud’s unique brand through targeted advertising and outreach.
• Developing partnerships that enhance Berthoud’s economy.
• Investing in infrastructure that increases potential profitability for new businesses.

GOALS

1. By Q2 2019, adopt an incentive policy that establishes the Town’s incentives for targeted industries and businesses.
2. By Q2 2020, adopt comprehensive public infrastructure development standards that improve the efficiency of development review while still increasing the quality and character of development in Town.
3. By Q2 2019, implement an electronic tracking system for all planning and building applications.
4. By Q3 2020, complete one infrastructure development project that increases business opportunities.
5. By Q3 2019, reach 1500 people via the Web.Com Tour event at TPC Colorado for business and Town promotion.
6. By Q3 2020, complete a feasibility study for the creation of a DDA or other TIF District.
PRIORITY 3

Develop a healthy community

INITIATIVES

• Creating and maintaining model recreational opportunities.
• Partnering with other public agencies to improve public health.
• Encouraging active modes of transportation like biking and walking.
• Supporting regional transit connections.

GOALS

1. By Q4 2019, increase community participation rates in youth and adult recreation programs by an average of 10% across all programs.

2. By Q4 2020, construct a recreation center that provides programming opportunities for every member of the community.

3. By Q4 2022, partner with other local agencies to construct an indoor aquatics facility.


5. By Q2 2019, adopt a “Complete Streets” policy.

6. By Q4 2019, repair or replace 2,500 linear feet of sidewalk with sidewalk that meets current Town and ADA standards.

7. By Q1 2019, construct a public dog park.


9. By Q4 2019, create a new outdoor recreation focused event with at least 500 participants to enhance community health and attract visitors.

10. By Q2 2019, host Arbor Day/Earth Day event to promote tree plantings and Town clean-up with at least 250 participants.
PRIORITY 4

Enhance public safety and community resiliency

INITIATIVES

• Enhancing community policing efforts.
• Begin using principles of Crime Prevention Through Environmental Design in our projects and development review.
• Ensure the town is prepared for emergency operations and disaster recovery efforts.

GOALS

1. By Q4 2019, expand policing services to provide complete 24-hour police coverage to ensure public safety keeps pace with growth.

2. By Q4 2019, participate in at least one Town-wide emergency response training annually.

3. Annually update the Town’s emergency operations plan.
PRIORITY 5

Maintain public trust and accountability

INITIATIVES

• Maintaining transparency in our decision-making processes.
• Increasing opportunities to communicate with citizens.

GOALS

1. By Q4 2019, use the National Citizen Survey to measure the public’s satisfaction with Town services and to identify the public’s priorities.
2. By Q2 2020, create a searchable online portal for access to Town records.
3. By Q4 2020, increase the number of followers on the Town’s social media sites by 50%.
4. By Q2 2019, host one new Town Hall meeting to gather general public feedback outside of Town Board meetings.
5. By Q2 2020, host a State of the Town event.
PRIORITY 6

Be good stewards of community resources and finances

INITIATIVES

• Maintaining balanced budget and building healthy financial reserves.
• Cultivating a shared vision for the future that is reflected in the adoption and implementation of long-range plans.
• Developing and maintaining financially and environmentally sustainable public infrastructure.
• Utilizing cutting-edge technologies when constructing new facilities to reduce energy usage.
• Ensuring an adequate water supply to sustain existing development and support future residential and business growth.

GOALS

1. By Q4 2019, Adopt balanced operating budgets across all funds.
2. By Q4 2020, update budgeting process to qualify for the Government Finance Officers Association award for Distinguished Budget.
3. By Q3 2019, adopt a Mountain Ave plan that will protect and enhance the Mountain Ave corridor as development occurs.
4. By Q4 2020, adopt a new Comprehensive Plan to reflect the desires of a growing and changing community.
5. By Q3 2020, reduce the number of gallons of water used per person, per day, by 20%.
6. By Q4 2020, improve average Pavement Condition Index for all Town owned roadways by 5 points.
7. By Q4 2019, adopt Town standards for the development of all publicly owned infrastructure with an emphasis on mobility and sustainability.
8. By Q2 2019, adopt updated impact fees for Town transportation, public facilities, parks, and open space to ensure that growth mitigates its impacts.
9. By Q4 2020, acquire all necessary trail easements for the construction of the north/south regional trail connecting the Front Range Trail to downtown.
10. By Q4 2019, plant 25 new trees in parks and rights-of-way to replace dying trees and to enhance the urban canopy.