

Strategic Plan Overview & Kickoff

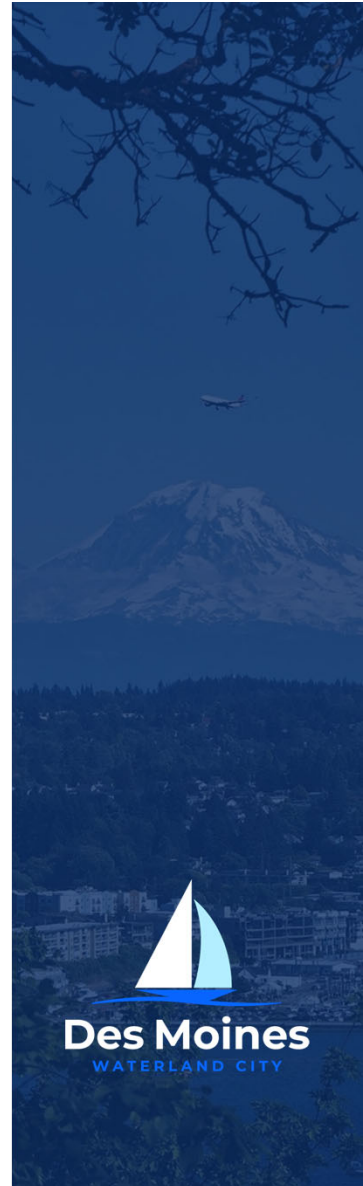
Citizen Advisory Board

September 24, 2025



Goals for Tonight

- ✓ **Gain an understanding of the Strategic Plan and its importance**
- ✓ **Overview of timeline**
- ✓ **Overview of public engagement effort**
- ✓ **Identify 1-2 lead CAB members to liaise with City on this project**
- ✓ **Review how ALL CAB members will be involved**



Background

- **What is a strategic plan?**
 - Long-term vision outlining a City's priorities and goals
 - Identifies most important issues and set action items for addressing them
 - Reflective of a City's vision, mission and values– but articulates specific policy objectives to achieve the vision and mission
 - Includes measurable goals
 - Ensures City's limited resources are put in the priority areas
 - Determines City's work for next 3-5 years

Example Plans:

City of Gresham, Oregon
[Strategic Plan](#)

Cedar Park, Texas
[Strategic Goals](#)

Bothell, Washington
[Strategic Priorities](#)



What It Is, What It Isn't

Is

- Appropriately aspirational
- Tool for decision making
- Community-driven
- Focused on the big picture
- A living document
- Foundation for budgeting

Isn't

- Not a budget
- Not a list of every project
- Not inflexible
- Not a guarantee of funding



Mission & Vision

Des Moines is a waterfront community committed to maintaining a safe, sustainable environment, while ensuring a high quality of life for all to live, work and play.

VISION

To be the premiere waterfront destination in the Pacific Northwest.

VALUES

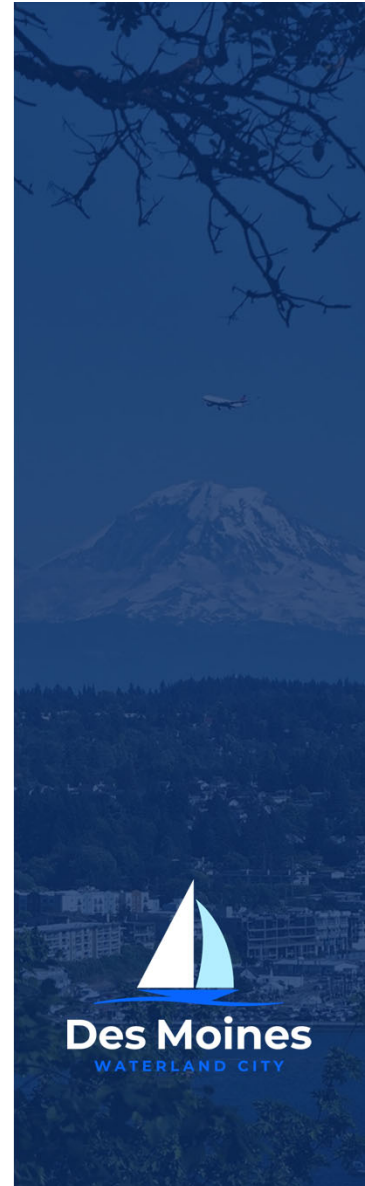
Core Values of the City of Des Moines are:

- Safety
- Sustainability
- Integrity
- Transparency
- Innovation



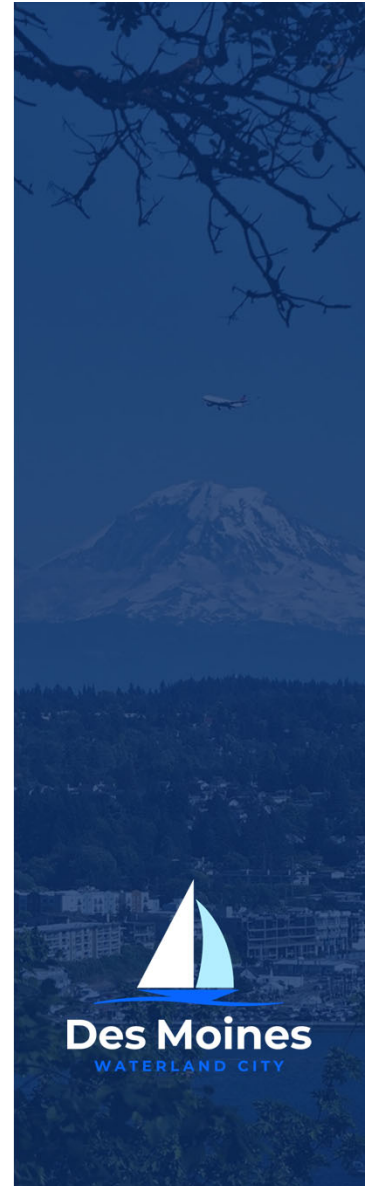
Why Now?

- Heard throughout City Manager recruitment process
- Council wants to make progress on important goals
- Desire from community for more input and opportunities to engage
- Ongoing financial challenges make it more important than ever to ensure we clearly define our priorities and that our resources align with those priorities
- Will bridge existing Council and 2026-2027 Council



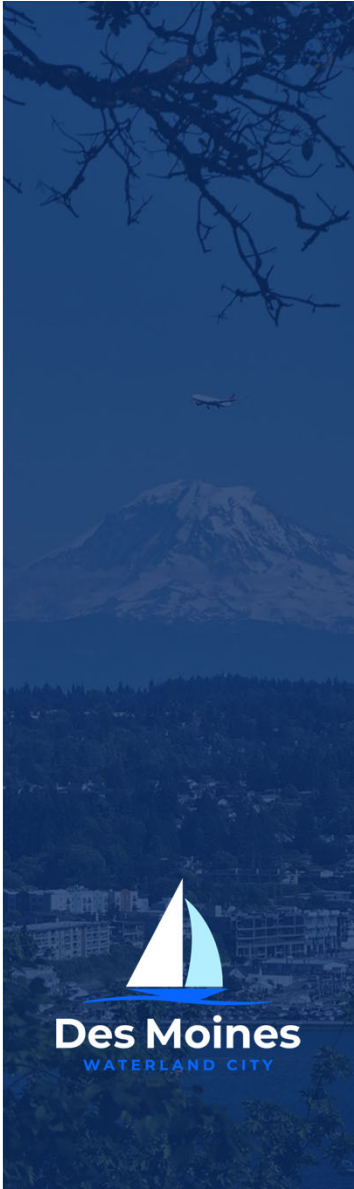
Raftelis

- Multi-disciplinary firm focused on municipalities (have worked with more than 1,200 municipalities)
- Have conducted Strategic Planning for 19 WA cities (with several more scheduled for 2026)
- Consultant team lead has more than 30 years experience in local government consulting & practice, focus on West Coast



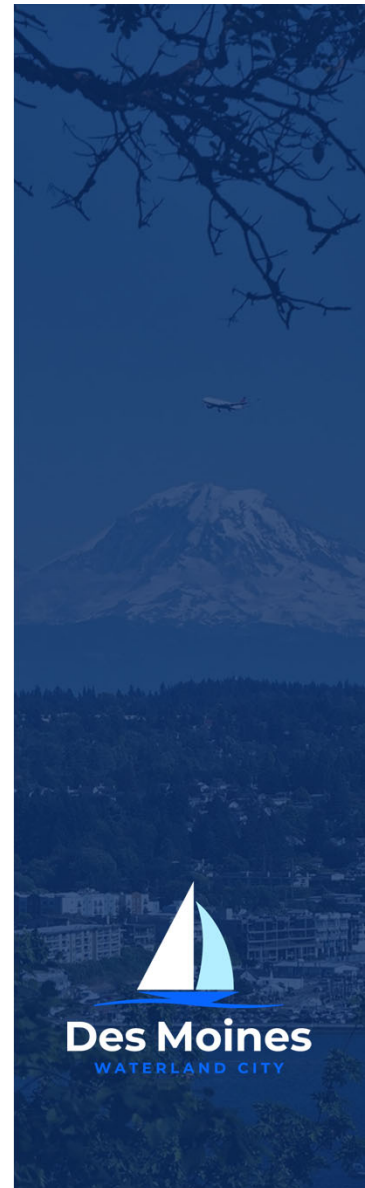
Strategic Planning Timeline

We need your help here!



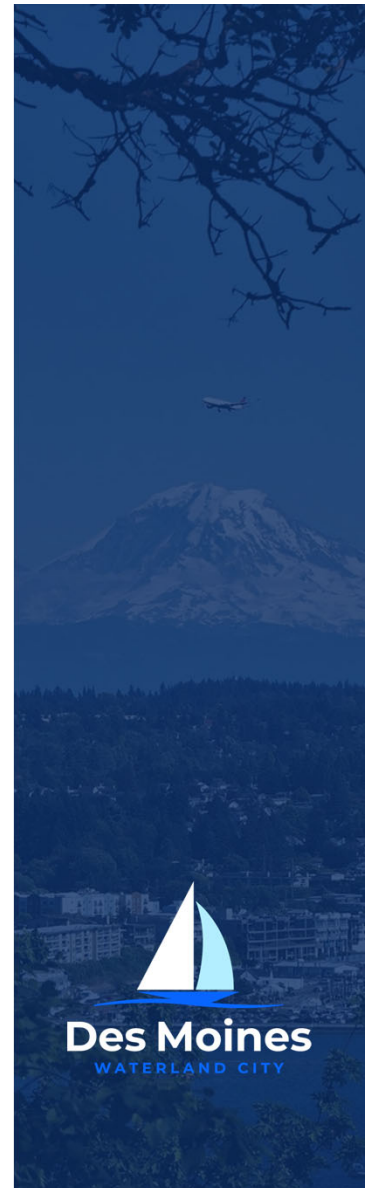
Feedback Received from CAB in March:

- **What kind of community do we aspire to be in 5-10 years?**
 - Vibrant marina district
 - Coastal destination with unique maritime culture
 - Thriving downtown core
 - Community feels communicated with
 - Safe, prosperous, vibrant and connected
 - Best and safest place to raise the next generation and for businesses to be successful
- **What are the challenges?**
 - Our main street is just a thoroughfare
 - No signature event, no identity
 - Businesses come and go, need our help to be successful



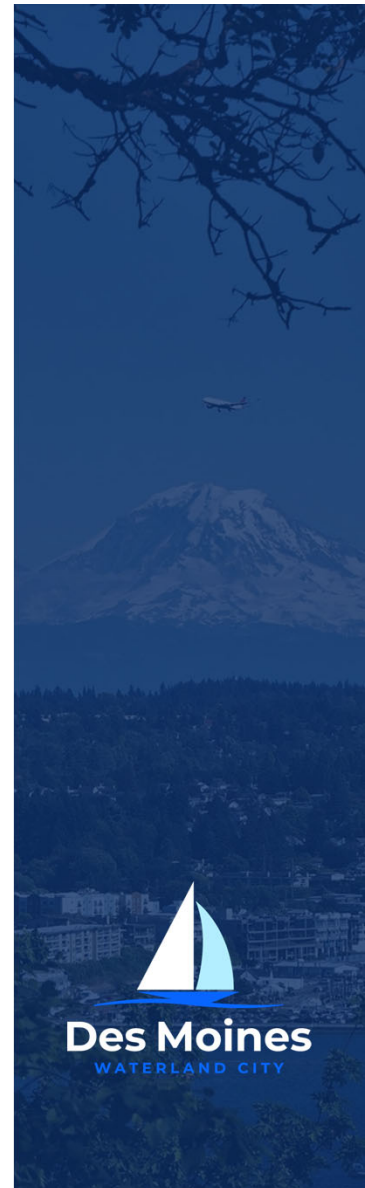
Feedback Received from CAB in March:

- **How can we ensure long-term financial stability?**
 - Expand MaST, work towards creating an aquarium (tourism draw)
 - Don't focus exclusively on the marina
 - Ferry system
- **Are there populations whose needs aren't being addressed?**
 - Commuters and others who do not drive
 - Underserved



Including the Community

- **Community Engagement:**
 - How we will keep the community informed:
 - Signage in multiple languages
 - Social media and paid social media
 - City Manager Report and City mailing list
 - Dedicated webpage
 - Flyers and posters
 - Outreach to Waterland Blog
 - Yard signs
 - Outreach to underserved populations:
 - “Pop Up” for surveys at apartment complex meeting rooms
 - Survey in multiple languages
 - Leverage CSO
 - Explore direct mail postcards to underserved areas
 - Partner with community non-profits
 - Partner with KCLS and schools



How CAB can help:

- **Community champions for the project**
- **Focus group participation**
- **Help with public engagement**
 - Town Hall/ Open House
 - “Passive Engagement”
 - Youth sports at Field House
 - Neighborhood Groups
 - Downtown Trick or Treating
 - What’s Up Des Moines
 - Etc, etc, etc!
 - Spread the word on online survey

Looking for 2 CAB members to be lead liaisons for this!

- Points of contact for City staff on this project (moi)
- Coordinate with other CAB members for passive engagement
- Help collect and consolidate input
- Volunteer at Town Hall

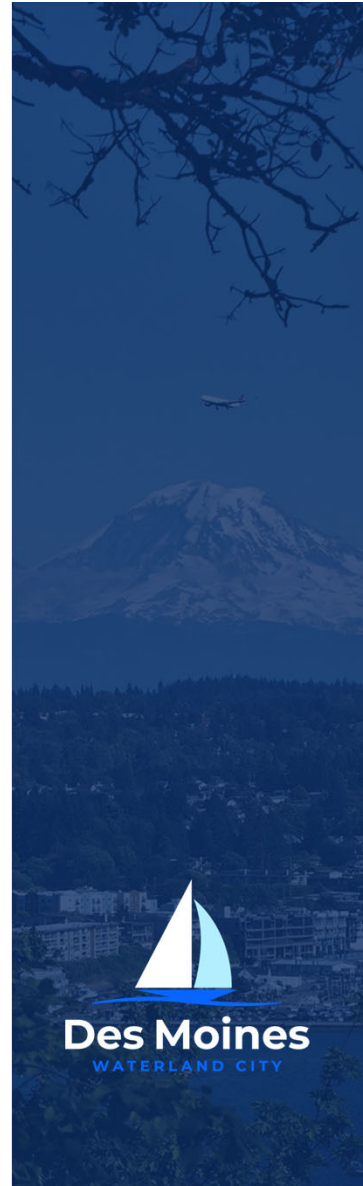
Examples of Focus Group Questions

What do you love about Des Moines?

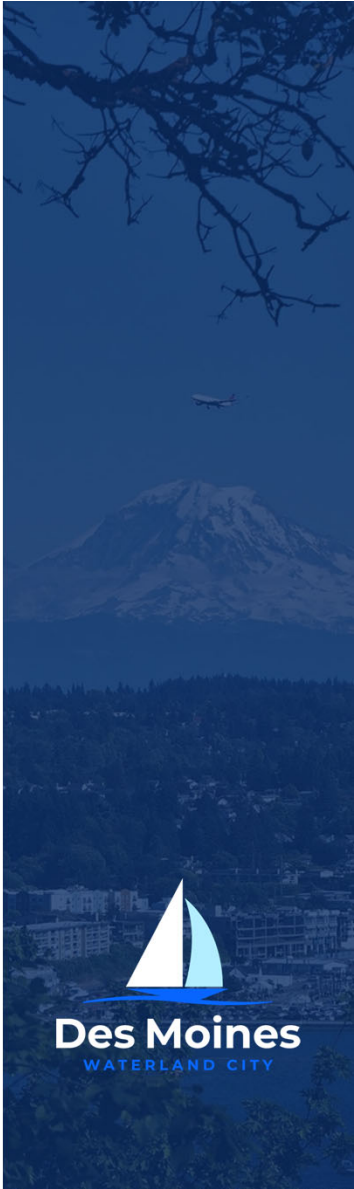
What are the major threats/challenges facing the City for the next 5 years?

What parts of City government are rock solid?

What opportunities should the City leverage or pursue?



Next Steps





Des Moines

WATERLAND CITY