



GREELEY CITY COUNCIL 3-YEAR PRIORITIES TO ACCOMPLISH 2040 VISION

City Council worked with City staff to develop three-year priorities to achieve its Vision 2040 and adopted them on April 7, 2020. Over the next three years, City staff will work to implement the priorities as described below.

GREELEY WATER: HISTORY, HERITAGE, INNOVATION

- Acquire water when and where available at fiscally responsible prices for the circumstance.
- Secure and implement long term water storage solution.
- Develop and implement a strategy to inform the public on our water future.
- Increase water conservation efforts and build a culture of conservation.
- Implement a non-potable irrigation water system.

LEADERSHIP IN EDUCATIONAL EXCELLENCE

- With UNC and Aims, develop and implement programs and strategies to enhance the college community's experience of being in Greeley—"Operation College Town".
- Strategize opportunities and mechanism for cross promotion of Greeley's Pre-K to 12 school and city achievements and successes.
- Increase higher education student internship opportunities with the City.

A DYNAMIC AND RESILIENT ECONOMY

- Implement the 2019 Economic Development Action Plan (Master Plan) that identifies industries, opportunities and businesses that will be our future.

YOUR HOME IS HERE

- Evaluate the Strategic Housing Plan and implement it.
- Design a program that supports the identification of Greeley neighborhoods to ensure that they have a distinct identity.
- Put a plan in place to ensure that future development is built around the village concept.
- Explore expansion and marketing of the G-HOPE program and others that assist with home down payment assistance.

GREELEY ON THE MOVE

- Mount a successful ballot initiative to support needed transportation improvements.
- Expand service model of Greeley Evans Transit (GET) commensurate with growth.
- Explore opportunities and partnerships for regional transportation (i.e. rail, transit, air).
- Streamline the process for identifying and improving existing streets infrastructure (i.e. sidewalks, curbs, gutters).
- Update the Transportation Master Plan, including bike routes and trails.
- Advocate for Greeley interchange improvements and implement as funding is available, including future public education on projects and status.

WE ARE GREELEY PROUD

- Implement myGreeley image campaign.
- Develop and implement a Master Tourism Plan to enhance tourism, including evaluation of roles for Visit Greeley and the City's image campaign to ensure alignment.
- Monitor and address odor emanating from the JBS beef plant.

WE ARE ONE

- Implement a comprehensive engagement plan focused on these values:
 - Celebrate our cultural differences while maintaining the culture of one community.
 - Continue to support and actively celebrate the diversity of the community.
 - Grow participation in local events.
 - Enhance Council participation in community events (with Clerk's Office notices).

OPERATIONAL EXCELLENCE

- Create comprehensive City services funding strategy.
- Streamline and improve processes for business permitting and licensing.
- Move forward to rethink the Human Resources function as a strategic partner.
- Implement interim plan for becoming an employer of choice with a focus on leadership, growth mindset, and change management.
- Develop a staff compensation plan to position Greeley as an employer of choice.
- Develop and conduct an evaluation of the City's customer responsiveness.