



## Strategic Goal

Name Strategic Plan Directives, Initiatives and Projects Link

## Content

**Vision:** Rawlins is a unique and vibrant city where genuine, resilient residents enjoy living in an appealing, safe and welcoming community filled with boundless opportunities.

**Mission:** The City of Rawlins is dedicated to building public trust by providing exceptional services in a professional, safe, transparent and fiscally-responsible manner.

## Directives:

- **Beautification**
- **Community Trust & Engagement**
- **Economic Development**
- **Employees**
- **Infrastructure**

## Initiatives:

- **Beautification-** Develop programs & projects to support City beautification efforts, improve attractiveness of City entryways and properties, increase our efforts to clean-up dilapidated/dangerous buildings, leverage code enforcement as a beautification tool.
- **Community Trust & Engagement-** Continue gathering resident feedback through surveys, improve the City's efforts to inform the public, increase the City's efforts in training and recognizing volunteers.
- **Economic Development-** Diversify indoor recreation and other activities, expand the City's business recruitment and development program, partner to reduce the number of unused/vacant buildings, prepare properties to be shovel-ready for development, strengthen partnerships with economic development agencies.
- **Employees-** Appreciate and recognize employees, competitive compensation benefits, invest in our employees through training and equipment, revise policies and procedures, strengthen purpose, direction and unity of employees.
- **Infrastructure-** Continue source water protection plan, ensure consistent funding for infrastructure, improve our ability to track and report on infrastructure, improve the City's storm water and floodplain management.

## Measurements of Success:

- **Beautification-** Decrease in the number of dilapidated or dangerous buildings, increase in code compliance, improvement reflected in community survey, increase in volunteers for trash cleanup days.
- **Community Trust & Engagement-** Information available for public in a variety of media formats, increase in involvement between the City and the community, increase of press releases, social media posts, website updates & utility bill messages, improvement reflected in community survey.
- **Economic Development-** Increase in shovel ready properties, increase in sales tax revenues, increase in workforce, increase in diversity of goods, services and industry, increase in tourism, decrease in unused/vacant buildings
- **Employees-** Increase in applicants, increase in number of voluntary certifications and trainings, positive feedback in employee check-ins, decrease in turnover, happier employees through trust, decrease in personnel issues.
- **Infrastructure-** Our source water resources are protected, increase in safety for citizens in City parks, improvement reflected in community survey.

Click on the categories to review the strategic directives, initiatives and projects.

[Rawlins Strategic Plan 04.2.2021 - FINAL.pdf \(342 KB\)](#)

[Rawlins Strategic Plan Directives 2021 - Employees 7.21.21.pdf \(165 KB\)](#)

[Rawlins Strategic Plan Directives 2021 - Beautification 7.2.21.pdf \(168 KB\)](#)

[Rawlins Strategic Plan Directives 2021 - Infrastructure 7.2.21.pdf \(159 KB\)](#)

[Rawlins Strategic Plan Directives 2021 - Community 7.2.21.pdf \(167 KB\)](#)

[Rawlins Strategic Plan Directives 2021 - Economic Development 7.2.21.pdf \(160 KB\)](#)

## Goal Progress

Date	Name	Type	Result
March 8, 2022	<p>Resolution - Authorizing Submission for an Emergency Mineral Royalties Grant (MRG) Through the Wyoming State Land Investment Board for the City of Rawlins, Wyoming, Water Service Delivery System.</p> <p>Action: Motion: Move to have the City Council Approve and Authorize the Submission of an Emergency Mineral Royalties Grant (MRG) Through the Wyoming State Land Investment Board for the City of Rawlins, Wyoming, Water Service Delivery System in the amount of Seven Million, Seven Hundred Ninety-Seven Thousand, Seven Hundred and Eight Dollars (\$7,797,708.00).</p>	Action	Motion Carries