

# Our Strategic Foundation

Community  
Safety



Facilities &  
Infrastructure

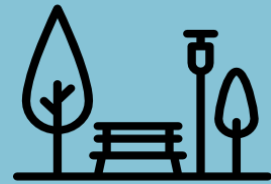


Fiscal  
Responsibility  
& Operational  
Excellence



Built On What Matters

Community  
Amenities



Community  
& Economic  
Vitality



“We build community.”

## **Our Mission**

**Provide a safe, inviting, and culturally vibrant community that fosters economic growth and opportunity through diversity and creativity, while preserving our heritage.**

## **Our Vision**

**A diverse and progressive community rich in opportunities and tradition.**

## Strategic Foundation

## Objectives & Strategies

### Facilities & Infrastructure



The Town of Frederick operates and maintains a broad range of facilities and infrastructure which are critical to our community, including buildings, roadways, water lines, storm water and electric utilities, etc. As the Town continues to grow, additional facilities and infrastructure will be necessary to meet the needs of the community and its residents. Limited federal and state funding necessitates that we balance the costs to provide, staff and maintain new assets with the demands of maintaining our existing facilities and infrastructure. We will continue to partner with other agencies and special districts such as the Central Weld County Water District, the Left Hand Water District and the St. Vrain Sanitation District to ensure service excellence for our citizens.

- I. Provide a high quality and reliable water supply and manage drainage appropriately.**
  - A. Meet or exceed all State and Federal standards, and keep complete and accurate records of all testing and results
  - B. Ensure new development provides system improvements that meet Town standards
  - C. Maintain existing infrastructure in all areas of Town
  - D. Partner with outside agencies when appropriate to continue to provide high quality, cost effective service to our customers
  
- II. Maintain an adequate and safe transportation system.**
  - A. Maintain acceptable levels of accessibility and service life for all roads with Town limits
  - B. Maintain appropriate signage throughout Town
  - C. Continue to explore options related to public transportation by partnering with State and Local agencies
  
- III. Provide and maintain safe, reliable and cost effective electric service.**
  - A. Partner with outside agencies as needed to meet the needs of our community
  - B. Meet or exceed all Local, State and Federal standards related to safety, efficiency and reliability
  - C. Continue to seek innovations related to electric service, in order to provide reliable and cost effective service to our customers
  
- IV. New and existing buildings and facilities.**
  - A. Ensure proper maintenance, upkeep and security for all Town-owned and leased buildings, structures, water storage facilities, equipment and material storage facilities, property, recreation areas and other Town assets
  - B. Ensure new development is environmentally sound, sustainable, and can provide the resources necessary to support the cost of new infrastructure and facilities required to serve that development

## Strategic Foundation

## Objectives & Strategies

### Community Amenities



The Town of Frederick is dedicated to providing its residents a wide array of regional recreational, cultural, educational and leisure amenities and events, which enhance their quality of life and encourage visitors to come and enjoy what Frederick has to offer. In addition to providing and maintaining numerous parks, trails, playgrounds and other recreational amenities, the Town enjoys close partnerships with special districts such as the Carbon Valley Park and Recreation District, the St. Vrain Valley School District, the High Plains Library District, and others.

### I. Maintain and enhance the current culture, park and trail systems.

- A. Maintain the attractiveness and usability of our current amenities such as benches, shade structures, playground and other recreational equipment, historic buildings and public art pieces through regular maintenance and repair
- B. Maintain the health and beauty of our natural amenities such as Milavec Lake, Bulrush Wetlands and other open space areas
- C. Maintain an inventory, condition assessment and maintenance program for both natural and man-made amenities within our community to help preserve them for future generations

### II. Plan, design and implement culture, park and trail improvements.

- A. Provide innovative, creative and interactive features in parks, trails and cultural amenities to promote learning and creativity
- B. Develop a clear and strategic Public Art Plan that features a variety of mediums that reflect the vibrancy of our community
- C. Develop effective funding alternatives for current and future amenities

## Strategic Foundation

## Objectives & Strategies

### Economic & Community Vitality



Economic vitality refers to a community's capacity to be economically competitive, resilient and attractive to private and public enterprise. This requires strength to withstand the ups and downs of an economic cycle. To remain economically vital, Frederick must grow its economy, diversify its capital, and attract and retain talent. Community vitality refers to our town's diversity, adaptability, and sustainability as an inclusive and participative community. In order for our community to remain vital, we must maintain our local charm and character while accommodating new residential, commercial and light industrial development. Employing smart planning techniques will allow us to hold on to our small-town feel, while we continue to create diverse housing and business opportunities for residents and business owners alike. An economically vital Frederick will require a team effort between regional organizations, neighboring municipalities and other public entities, and the private sector.

#### I. Economic Development.

- A. Invest in public improvements, and encourage business, residential, and land owners to do the same
- B. Support the efforts of the Frederick Downtown Business Association
- C. Create an economic development plan with focuses on the Downtown area, industrial park development, retail corridors, and primary employment.
- D. To continue downtown revitalization efforts, evaluate the value and need for a Business Improvement District (BID)
- E. Diversify the economic revenue based by establishment of new commercial retail development

#### II. Neighborhood Livability.

- A. Create neighborhoods with diverse housing types and affordability
- B. Maintain and enhance attractive neighborhoods in compliance with the Town's Comprehensive Plan
- C. Cultivate partnerships with residential neighborhoods and HOA's that foster quality neighborhoods
- D. Direct and guide growth in the community through appropriate annexation, zoning, planning, and land use development

#### III. Community Vitality.

- A. Promote a healthy community by providing opportunities for all community members to lead healthy and active lifestyles
- B. Provide and maintain park and trail systems within and between neighborhoods
- C. Actively engage with residents and other community members to promote awareness of and participation in town-sponsored and other community events and amenities
- D. Partner with special districts and other outside agencies to strengthen our position as a regional cultural and recreational destination
- E. Protect our Brand's integrity and use it to increase visibility and awareness of Frederick, both locally and regionally.

## Strategic Foundation

### Fiscal Responsibility & Operational Excellence



The Town of Frederick will effectively manage its financial resources. Our staff will strive to deliver excellent services at the most reasonable cost. We will ensure that Frederick citizens receive great value for their tax dollars, and that Town programs, services and capital projects benefit the community as a whole. The Town will continuously refine and improve our effectiveness and methods of service delivery through process improvement and performance measures. We will identify and implement collaboration strategies with other public and private entities in order to ensure excellence. We will continue to strive for public trust and confidence.

## Objectives & Strategies

### I. Maintain fiscal sustainability and flexibility.

- A. Make prudent investments by maintaining a conservative portfolio that safeguards principle while maximizing returns
- B. Manage debt responsibly by borrowing only for substantial long-term assets
- C. Maintain our current assets in order to minimize the need for replacement
- D. Ensure the Capital Plan is sustainable so that reserves are appropriately funded and the operating impact of capital is sustainable and affordable

### II. Enhance public trust and confidence.

- A. Provide services in an open, honest and forthright manner, and encourage public engagement in local government
- B. Provide value and excellence to our customers by effectively balancing efficiency and cost containment with innovation and customer convenience
- C. Respect our customers by providing reasonable and responsible tax and utility rates, while ensuring that priority programs are maintained

### III. Deliver efficient, effective and innovative government services.

- A. Optimize the use of technology to drive efficiency and productivity, and continue to seek innovative ways to improve performance across all areas of the organization
- B. Continue to develop and implement safety initiatives to achieve safety goals, and continue to focus on employee health and wellness
- C. Promote a values-driven organizational culture that reinforces ethical behavior, encourages ongoing professional development, and empowers our employees to provide excellent internal and external customer service

## Strategic Foundation

## Objectives & Strategies

### Community Safety



The safety of our community and its citizens is of the utmost importance. A sense of safety is vital to the welfare and comfort of those who choose to live here, work here, or visit here. Our challenge is to help generate and foster a sense of community care and pride by partnering with residents to create and support a safe, healthy environment for all who call Frederick home. We will continuously work to promote enhanced levels of public safety, livability, and attractiveness of residential and commercial property throughout our town. We will continue to partner with neighboring municipalities and counties, as well as with special districts such as the Frederick-Firestone Fire Protection District to protect and preserve all we value about living and working in a safe and healthy community.

### I. Provide and maintain public safety in our community.

- A. Enhance the public's perception of the importance of community safety through both formal and informal channels
- B. Be responsive and effective in dealing with reported crime
- C. Reduce traffic accidents through education, engineering and enforcement
- D. Respond to quality of life issues impacting the citizens of Frederick
- E. Ensure the Frederick Police Department has the necessary equipment and personnel training to provide safety and protection to our community and its citizens

### II. Emergency Preparedness.

- A. Partner with neighboring municipalities and cooperating agencies to maintain an effective Emergency Preparedness program
- B. Undergo regular training with all stakeholders so that we are well prepared in case of an emergency, and can assist citizens as needed during and after the emergency
- C. Maintain appropriate levels of financial reserve in the event of a financial emergency, so that the Town operations are minimally disrupted


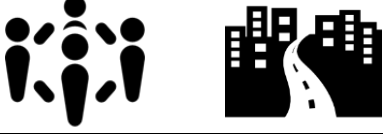



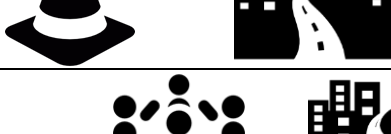




### III. Provide and maintain safe infrastructure in our community.

- A. Require building inspections for both new construction and existing remodels in order to ensure uniform safety standards are met
- B. Partner with FFFPD to ensure timely fire inspections of Town-owned and leased buildings
- C. Provide community education on water and/or electric supply safety
- D. Maintain landscaping on Town-owned property so that parks and other amenities are safe, attractive, and accessible to our citizens

# Our Strategic Goals






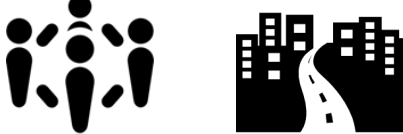
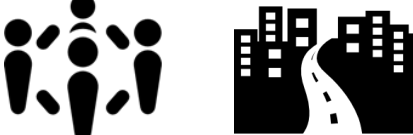

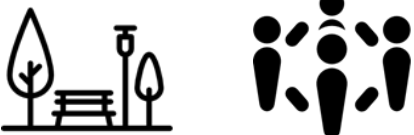
Our Strategic Goals are items that we aspire to accomplish within a one to ten year timeline and beyond. These goals demonstrate our Vision, exemplify our Mission, and inspire us to live our Values as a community so many are proud to call home.

## Short-Term Goals (0 – 3 year timeframe)

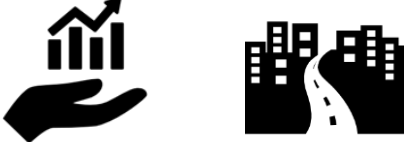





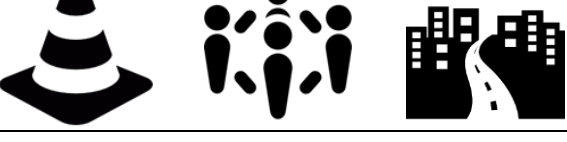

	<p>Improve street lighting throughout Town.</p>
	<p>Assist in the development of a hotel / conference center.</p>
	<p>Use GPS to locate all used and unused utility lines within Town.</p>
	<p>Complete a Town-wide water service plan.</p>
	<p>Automate raw water meter readings (SCADA)</p>
	<p>Create an emergency plan for all Town owned buildings.</p>
	<p>Implement a cross-connection control program for the Town's water distribution system.</p>
	<p>Update the records management system in the Police department.</p>
	<p>Implement a succession planning program for all positions in the Town of Frederick.</p>
	<p>Improve drainage in the downtown area.</p>



## Mid-Term Goals (4 – 6 year timeframe)

	<p>Continue working on NISP and Windy Gap water projects.</p>
	<p>Improve parking in Downtown Frederick.</p>
	<p>MS4 Permitting</p>
	<p>Continue to improve sidewalk and trail connectivity both east and west of I-25.</p>
	<p>Maintain our streets at a Remaining Service Life (RSL) of 13 or better.</p>
	<p>Create a plan / policy regarding affordable housing and senior housing options within Frederick.</p>
	<p>Rebrand all street signs in town with the new Frederick logo.</p>
	<p>Perform updates to the amenities in Crist Park.</p>
	<p>Install fitness stations / signage on trails throughout Frederick.</p>

## Long-Term Goals (7 – 10 year timeframe)

	<p>Create a Civic Center complex to house government offices.</p>
	<p>Work on expansion of public transportation in and around Frederick.</p>
	<p>Build a cultural / performing arts / multi-use center.</p>
	<p>Move to raw water irrigation in all parks.</p>
	<p>Continue to encourage economic development and retail expansion in Frederick.</p>
	<p>Pave all gravel roads within the Town limits.</p>
	<p>Widening of Hwy. 52 – CDOT / Dacono partnership.</p>
	<p>ADA compliance for all streets, sidewalks, and other public right-of-ways throughout Town.</p>

# On-Going Goals

*These goals do not have a strict timeline attached to them... they are things we are always working on, in the short-term and into the long-term.*

	<p>Ensure all master plans are updated regularly.</p>
	<p>Keep Town's standards, codes, specs, etc. updated to ensure compliance with all local, state and federal laws.</p>
	<p>Maintain existing infrastructure and facilities. Ensure proper care and maintenance of all Town assets.</p>
	<p>Ensure sidewalk and trail connectivity in all new developments in Frederick.</p>
	<p>Continue to seek state and federal grant funding opportunities.</p>
	<p>Explore affordable housing options within Frederick.</p>
	<p>Maintain a 100-day reserve fund balance in all funds, and a 150-day reserve fund balance in the general fund.</p>
	<p>Continued process improvement training for Town staff, and continued work on succession planning.</p>
	<p>Continued focus on economic development and retail expansion in Frederick. Attract primary jobs providers.</p>
	<p>Continued emergency preparedness / EOC training.</p>
	<p>Maintain safe playgrounds and parks by maintaining landscaping and trees, and performing regular playground safety checks.</p>
	<p>Focus on environmental protection by holding oil &amp; gas companies accountable for following safety regulations and implementing public improvements.</p>