





Sanford City Council Priorities 2019

MISSION STATEMENT:

“To strengthen the Sanford-Springvale Community by focusing on Community Development, Fiscal Planning, Community Image, and by embracing Responsive Representation to provide services to our residents.”

OBJECTIVES:

Community Development

Goal: “To create an economically strong and attractive community that is able to accelerate and sustain growth for existing business and attract future business investment by developing a strong, qualified workforce and quality housing for all income levels.”

Fiscal Planning

Goal: “To practice strong fiscal planning by prioritizing the City’s capital program, diversification and expansion of the taxable base and delivering services in a cost-effective manner.”

Community Image

Goal: “To improve the image of the community by promoting positive messaging both locally and outside the community, with a focus on quality of life.”

Responsive Representation

Goal: “To practice responsive representation of the residents of Sanford-Springvale through effective communication and a business-friendly approach to development.”

OBJECTIVE: Community Development

Goal Statement: “To create an economically strong and attractive community that is able to accelerate and sustain growth for existing business and attract future business investment by developing a strong, qualified workforce and quality housing for all income levels.”

PRIORITIES:

- Housing
 - Expansion of Workforce housing options
 - Expansion of Market-rate housing options
 - Improve quality of substandard housing

- Economic Development
 - Business retention/attraction
 - Fiber-Optic Broadband
 - Solar Energy Development
 - Utilities Expansion
 - Transportation and Roadway Infrastructure

- Workforce Education
 - Expand Career Technical Education (CTE) Programs
 - Partnering with industry to address workforce needs
 - Partnering with training providers in high demand sectors

- Accelerate the Community Development work of the Land Bank
 - Fairer Safer Housing
 - Eliminate slum and blight
 - Civic beautification
 - Optimize redevelopment

- Downtown Revitalization (Commercial)
 - Sanford Downtown
 - Springvale Center
 - South Sanford

OBJECTIVE: Fiscal Planning

Goal Statement: “To practice strong fiscal planning by prioritizing the City’s capital program, diversification and expansion of the taxable base and delivering services in a cost-effective manner.”

PRIORITIES:

- Capital Improvements Program
 - Road capitalization to improve the pavement condition index (PCI)
 - Fire Stations
 - Schools renovation completion
 - Parks & Rec Master Facilities Plan

- Tax Burden
 - Expansion/diversification of taxable base to address disproportionate burden on single-family homes.
 - Maximize non-property tax revenues

- Cost-effective Delivery of Services
 - Prioritize Services
 - Efficiencies
 - Economies of scale
 - Best practices (changing how we deliver services)
 - Examine and Refine budget process

OBJECTIVE: Community Image

Goal Statement: “To improve the image of the community by promoting positive messaging both locally and outside the community, with a focus on quality of life.”

PRIORITIES:

- Local
 - Communicate Major Issues and Developments
 - Improve Websites for Growth Council and City
 - Systems for Resident Notifications
 - Gauge Satisfaction Level
 - Manage Perception

- External
 - Marketing Campaign
 - Targeted for Economic Attraction
 - Targeted for Residential Development

- Quality of Life
 - Promoting Trails
 - Parks & Recreation
 - Central Location
 - Schools/Education
 - Services

OBJECTIVE: Responsive Representation

Goal Statement: “To practice responsive representation of the residents of Sanford-Springvale through effective communication and a business-friendly approach to development.”

PRIORITIES:

- Communication with Citizens
 - Communicate Major Issues and Developments
 - Receive/Resolve Resident Concerns
 - Process of Subcommittees and or Administrative Resolution

- Business-Friendly
 - Codes & Ordinances
 - Planning and Permitting
 - Staff & Structure
 - Site Plan Review Process
 - Electronic Permitting and Codes

- Review and/or Amend Subcommittee Structure
 - Communication of work product