

Town of Aberdeen

Board of Commissioners

GOALS AND OBJECTIVES

2016

Vision Statement:

As the Town of Aberdeen grows, we will retain our unique history and character and provide the services and amenities to continuously enhance the quality of life for our citizens.

Purpose of the Goals and Objectives:

Goals and objectives are adopted to support the vision for the town as established by the Board of Commissioners. In addition, these multi-year Goals and Objectives serve as the basis for the policy direction of the Board and serves as the guide for all operational, maintenance and budgeting activities.

Strategic Goal – Desired Situation

Objective – Conditions needed to move toward achieving the goal

The quality of life in Aberdeen is enhanced by the identification of the following Six Town Strategic Goals (Focus Areas) with associated objectives:

1. Engaged Economic Development

- a. Work to promote the location, access, and transportation corridors going through the Town to attract new business.
- b. Promote the creation of new jobs through the use of all available resources.
- c. Investigate the use of incentives to support Town development and attract new business.
- d. Encourage new businesses to hire locally, patronize local businesses, and bank locally.

2. County, Regional or Intergovernmental Cooperation and Participation

- a. Attend relevant organizational meetings and discussions to ensure that Town interests regarding schools, transportation funding decisions, jobs and educational opportunities are represented and acknowledged.
- b. Review existing county, regional or other intergovernmental agreements for additional benefit to the Town.
- c. Explore opportunities for creating other agreements to benefit the Town.

3. Encourage Citizen Communication and Participation in Town Events, Celebrations and Volunteerism

- a. Motivate citizens to become volunteers and be active in small projects for the benefit of the Town using the Bon Accord newsletter, town website, local newspapers and direct communication.
- b. Encourage citizens to become involved in appointed Town committees, boards and commissions.
- c. Foster community-wide activities and celebrations to include Spring Spree, Fourth of July, Reindeer Fun Run, the Christmas Parade and other special Town activities.
- d. Provide a variety of Town sponsored program and event opportunities for individuals and families to enroll in and attend.

4. Strengthen Business and Residential Partnerships

- a. Attract more commercial and retail business into the downtown and historic district area.
- b. Work with local businesses in the Town to improve the beautification and appearance of all the business districts with a focus on:
 - Street and sidewalk cleanliness
 - Signing
 - Parking areas
 - Trash barrels
 - Benches
 - Trees and other plantings
- c. Promote business through the active support of the local Chamber of Commerce and the Downtown Aberdeen Business Guild.
- d. Maintain a strong emphasis on code enforcement to improve business and residential appearance with particular attention on dilapidated buildings, abandoned vehicles, litter, junk, and weeds.
- e. Evaluate opportunities to provide retail spaces in the downtown area that are on the first floor with options for living spaces on the floors above.
- f. Enforce the approved Unified Development Ordinance (UDO) while working to ensure that it evolves as the needs of the Town supporting business and residential development necessitate a review.

5. Enhance Town Departmental Core Services

- a. Assess opportunities for, and the cost benefits of, leveraging outside contracts for providing services to citizens of the Town.
- b. Hire and retain the qualified staff necessary to support the activities and essential services provided by the Town.

- c. Look for grants and other opportunities to offset costs of providing equipment for public safety to ensure a well equipped fire and police force.
- d. Ensure town staff and employees have access to the training required to be highly skilled to do their jobs.
- e. Construct a new police department and town hall facility to better serve and represent the Town.

6. **Balanced Capital Improvement**

- a. Prepare long range capital plans for town vehicles, equipment, utility upgrades, improvements, and renovations which will be reviewed annually with the budget.
- b. Inspect town-owned buildings and property for any required maintenance to ensure proper upkeep with a continuous emphasis on safety.
- c. Evaluate new technologies and/or methods for improving equipment or Town services while maintaining an emphasis on overall efficiency and effectiveness.