CITY OF SOUTH JORDAN

CITY COUNCIL STRATEGIC PLANNING MEETING #1

COUNCIL WORK ROOM

October 12, 2022

Present: Mayor Dawn Ramsey, Council Member Jason McGuire, Council Member Don Shelton, Council Member Brad Marlor, Council Member Tamara Zander, Council Member Patrick Harris, City Manager Gary Whatcott, Deputy City Manager Dustin Lewis, City Attorney Ryan Loose, Director of Budget and Strategic Services Director Don Tingey, Director of Planning Steven Schaefermeyer, IT Director Jon Day, Director of Public Works Jason Rasmussen, City Engineer Brad Klavano, Fire Chief Chris Dawson, CFO Sunil Naidu, Police Chief Jeff Carr, Director of City Commerce Brian Preece**,** City Recorder Anna Crookston, Meeting Transcriptionist Diana Baun, Director of Recreation Janell Payne, Director of Administrative Services Melinda Seager, Executive Assistant Stefani Walker, Deputy City Engineer Jeremy Nielson, Executive Assistant to the City Manager Katie Olson, Strategy and Budget Analyst Abagail Patonai

Others: Sam Bishop

5:28 P.M.

A. **Welcome, Roll Call, and Introduction** – *By Mayor Dawn R. Ramsey*

B. **Invocation** – *By Director of City Commerce Brian Preece*

C. **Dinner Served**

D. **Discussion:** Strategic Priorities, Revised Strategic Goals and Objectives, and future action items for fiscal year 2023-2024.

Deputy City Manager Dustin Lewis briefly reviewed the last year. Six months ago, a Strategic Planning and Budget Department was created, which started to meet with senior staff twice a month to review the city's strategic plan and making sure priorities were being addressed. All of the strategic plans in Attachment A are based on input from the council and staff, there is nothing new in there. They have updated some of the ways they will be interacting with the public going forward to make things even more transparent, and show accountability for how things are being accomplished. Manager Whatcott discovered that San Diego City shares their strategic priorities on their website, and our city will be launching something similar in the future. As they review the current strategic plan, this is the chance for anyone to speak up with questions or feedback; based on the identified priorities, that's how the projects are being identified and the budgets being set.

Director of Strategic Planning and Budget Don Tingey reviewed his prepared presentation (Attachment A).

Council Member Don Shelton asked about the vision statement listed on Attachment A, specifically what is meant by a "sustainable environment."

Deputy Manager Lewis said this vision statement was created by the council a few years ago.

Director Tingey said his understanding was that it was meant to be sustainable in a broad sense, including economic, environmental, etc.

Council Member Shelton noted that to him, that means things like air quality, climate change, etc. If we mean to describe being fiscally sustainable, then we need to say that.

Director Tingey said that fiscal sustainability is included in one of the outcome areas. He would love to redo the vision statement into something more short and succinct.

Council Member Brad Marlor said that upon reading the vision statement, fiscal sustainability did come to his mind because that's what they focused on back in the early 2000s; figuring out where they can locate commercial, and eventually build out the city so the tax gets modified and paid by commercial instead of the majority coming from residential.

Council Member Shelton noted that probably 8 out of 10 residents would read that and think it means "environmentally sustainable." He then brought up the mission statement, and where it says that the city "provides service-oriented…" and tried to think of a product the city provides, in any sense.

City Manager Gary Whatcott replied the city provides safety, water, etc.

Council Member Shelton said those are all services.

Manager Whatcott asked if Council Member Shelton thought that service is a product.

Council Member Shelton said he never thinks about it that way, because economics teaches him that products and services are different.

Deputy Manager Lewis noted that city recreation programs are also a product, as you are buying a specific item when you participate in that program.

Council Member Shelton disagreed, said he still thinks that is a service.

Manager Whatcott asked about a police officer showing up at your door, and if Council Member Shelton thought that was a product.

Council Member Shelton responded that no, that is a service in his mind.

Deputy Manager Lewis mentioned participating in a race and receiving a shirt, medal, patch, etc.; asked if that would be considered a product.

Council Member Shelton responded that scenario is getting closer to being a product, but the race itself is a service. The only physical item he can think of that is provided by the city is water, and he appreciates staff bringing that up. When he was reading the mission statement, he could only think that the city doesn't provide any products, only services with the exception of water.

Council Member Marlor noted a park is not a service to him, it is something tangible that you use. There are services that go along with it, but if you are at the park you are not being served by someone, you are using something tangible provided by the city.

Director Tingey added even with the water, the city only distributes the water.

Council Member Shelton agreed but noted that we are buying it wholesale, and distributing it retail, so in that sense it is a product. He just wanted to share that he thinks the vision and mission statements need to be looked at and discussed.

Mayor Ramsey agreed that those statements warrant additional discussion at another time, and it sounds like there is enough support to at least discuss those at a later date.

Council Member Tamara Zander suggested changing the "family-oriented" reference, as it could be offensive to some people.

Mayor Ramsey noted that she actually thinks we are a "family-oriented" community, as they aren't referring to the nuclear or traditional family specifically, and family has so many meanings.

Director Tingey continued reviewing Attachment A and explained how they used what they learned from San Diego's website to help format the information everyone is seeing right now.

Mayor Ramsey said that "community readiness" to her, sounds like individual home or family readiness, and asked if anyone else is reading it that way as well.

Deputy Manager Lewis responded that usually when something is being targeted towards the residents, the term "individual" is used. In the emergency management world, when "community preparedness" is used, that refers to the big picture of the community.

Mayor Ramsey noted she can appreciate that, as early in her service she really wanted the city to help promote an emergency preparedness fair. She does see where some residents might read the section being discussed and think it was referring to individual readiness. She doesn't have another way to word it, but "individual" was the first thing that came to her mind. She said the city has fantastic community emergency preparedness plans, but asked if those plans include individual readiness, and if there is a way to word things to clarify that.

Deputy Manager Lewis said they can have a deeper discussion later if the council would like that changed.

Council Member McGuire said seeing something like this makes him think they might be bringing back the CERT Training programs.

Deputy Manager Lewis said that is another area they can plan on having a deeper discussion at a later date.

Manager Whatcott asked how we should let the residents know that the community is prepared for an emergency.

Mayor Ramsey said she would assume the information that will be included for this area on the website will include those plans.

Manager Whatcott asked if there were any suggestions for a different heading in that section.

Mayor Ramsey said she just wanted to bring up when she read that, she could see where a lot of people might read that as individual, but that's not what's going to be listed under that section.

Council Member McGuire suggested changing the verbiage to something like "city readiness."

Deputy Manager Lewis said he is happy to come up with some options. In the technical world of emergency management, where he has a very deep background, that is the term that is used. That's why FEMA's guidance always uses the terms "individual" and "personal."

Manager Whatcott noted that with all the content included, those reading it could be able to understand more with the additional information.

Director Tingey said they plan on coming back to Attachment A and revising it so the titles capture the scope of what is included, however they wanted to have this discussion before they did that. He then continued reviewing Attachment A.

Council Member McGuire asked if the "transportation networks" noted under "delivering reliable public infrastructure," have anything to do with active transportation, as there is a growing interest for that.

Director Tingey responded that it refers to everything from UDOT to UTA.

Mayor Ramsey said it sounds like a reference to "multimodal transportation," which is the term used by the WFRC.

Director Tingey brought up the Alternate Mode Transportation Master Plan, asking staff if it is on the website currently.

Director of Engineering Brad Klavano responded that no, it is not available on the website currently.

Director Tingey noted that if Wasatch Front is using the term Multimodal, then it would be good to use the same terms.

Council Member McGuire added that at a recent convention, he thought he heard that UDOT was working on something related to this.

Mayor Ramsey said it was the governor that announced it. UDOT came to him with an idea, and the governor was a big fan of it so the state will be creating a statewide trails/active transportation network.

Council Member McGuire would like to see us get involved in that early, and that he believes a lot of the southwest valley could benefit from working with the state to develop that network with current and future development in mind.

Director Schaefermeyer shared that he and Director Payne attended a workshop related to that statewide inventory of trails and other assets for active transportation, and said it was more geared towards the BLM and National Park Service people that were in attendance; however,

they are doing it throughout the state. South Jordan is on their list, and once things start to solidify they can share some of that with staff and the council.

Director Tingey continued reviewing Attachment A.

Council Member Zander suggested changing some of the verbiage from “appropriately engaging” to “engaging the community appropriately,” starting with the verb. The council discussed different ways to word similar phrases.

Director Tingey continued reviewing Attachment A.

Council Member Shelton brought up that we have the multimodal plan about trails under transportation, trails under recreation, as well as a trails master plan.

Director Tingey said there is an overlap on some things, due to commonality. They noticed this on San Diego’s page as well, that they referenced master plans in multiple sections in case that’s where someone might look to find the information. The trails are mostly in open space and parks, so it happens in the Parks Division in coordination with Engineering.

Council Member Shelton suggested adding under the trails master plan to “also see the multimodal plan,” with a link.

Director Tingey noted that the trails master plan is synced up with the alternative mode plan. Also, the alternative mode plan includes bike lanes, where the trails plan might not. He continued his review of Attachment A.

Mayor Ramsey likes that both the strategic plan and general plan are listed under Economic Development. She asked if there is any sort of formal economic development strategic plan.

Director of City Commerce Brian Preece responded that there is, but it’s old, and with all the change going on in the world there has not been a good time to update it. It is about 10 years old, a lot of it hasn’t changed, and it is available on the website.

Mayor Ramsey said they’d all like to look at it and see what’s there, spend some time going through it.

Council Member Marlor noted that one of the reasons this is being done is to enhance all the residents’ ability to access these opportunities close to home; cutting down on mileage, pollution, and making those things accessible in our community. We want to be able to provide shopping and restaurants close by, and thereby benefit from them. He asked if that is mentioned anywhere, as that was a specific purpose noted 20-plus years ago that they didn’t want people having to go all the way to a mall or other city to shop.

Director Tingey responded that in the diverse and dynamic tax base that is all included. He was not sure if it talks about that in the general plan, under the “live here, work here, play here” idea.

Director Schaefermeyer said that on surveys those things are mentioned.

Council Member Brad Marlor believes that’s one of the reasons we foster economic development, to make things convenient, thereby benefiting from a taxation standpoint.

Director Preece added he believes that is a theme of the economic development strategic plan.

Mayor Ramsey appreciated that being brought up, because she has heard a lot about that from residents. She thinks having those reasons listed somewhere would be helpful.

Director Tingey agreed, as it shows those resources are being provided for the community.

Council Member Zander thinks it is critical that the economic development strategic plan be looked at and discussed soon. Two months ago she started attending the South Valley Chamber of Commerce Business Committee, which includes business owners from across the city, and they are really focused on making sure no businesses go dark in the city; the council and staff should likewise be hyper focused on doing the same thing. She would like to know what they as a city is doing to foster new businesses and the plans for the future. It was great to have Boyer in the other day, but she doesn't think the city is being aggressive or assertive enough. As she sits on that committee with other businesses from the city, she wonders what our strategy is, and believes it is a shame that she doesn't have that information.

Director Tingey continued his review of Attachment A.

Council Member Patrick Harris believes there are a lot of people in the city that do want to know about things like climate change and air quality, and they should be showcasing some of the things the city has been doing in those areas.

Director Tingey noted that the programs the city has and are in control of are listed on the website, like the Wattsmart Program.

Manager Whatcott thought it would be interesting to survey the residents, as in the past people haven't been willing to pay for things like green buildings. Fire Station 64 was built with an option to add solar in the future, but it's not a LEED certified building on any level. There are also ways parks can be made more sustainable from a green/environmental perspective. The city used some pavers at Highland Park, which are also part of storm drainage; however, those are much more expensive than laying asphalt.

Council Member Shelton asked if that could be incorporated as part of the annual survey, or do they need to go deeper and do a survey only on that subject.

Director Tingey said it's only been a year since they did the Wattsmart survey, so they have that baseline and could follow up with some of those key questions. They could take a question or two from that survey and add those to another survey.

Council Member Marlor believes that connecting the trail system is another green approach, as the more opportunity there is to bike or go for a walk, it counts for something and its being greener.

Manager Whatcott said the whole multimodal transportation theme came from the idea of cleaner air, more sustainable energy, etc.

Director of Public Works Jason Rasmussen added that there was a water conservation survey done a few months ago, which will have results shared next week. They got some good feedback on water conservation programs from the residents.

Director Tingey said that even planting trees fits into this, and that's something they do every year. South Jordan has been designated "Tree City USA" and there are certain requirements to keep that up which includes the number of trees, which helps the city be sustainable as well.

Mayor Ramsey asked if this is where programs like "Flip Your Strip" and others would be listed.

Director Tingey said yes.

Manager Whatcott said he had asked the architect on Fire Station 64, if they were to move to a lower level of LEED certification how much more it would cost. The response was that it would be 50% more in building costs, and that project was $11 million, which would have added at least $5 million. This is what the public needs to understand, are they willing to do that and what the payback might be. There are some things that can be done at a lower cost for some energy savings.

Council Member Harris said they need to be careful on polling people regarding things that aren't really feasible in terms of cost. They need to discuss options and decide if they are strongly interested in something before polling the public on it.

Director Tingey said with the Wattsmart survey, their policy was to address building specifications and explain that they could be done with a ROI in the future.

Council Member Harris believes hey could find the areas that include ideas that make sense, and poll people on those things.

Mayor Ramsey asked which section would show what we have done to meet some of the goals.

Manager Whatcott responded that information will be under either Strategies, Measures, or something similar and it will show those plans and changes.

Director Tingey added that they will have South Jordan at a Glance, and it will show measures and accomplishments in those areas.

Mayor Ramsey said we have a really good story to tell, and we are doing lots of hard work here. We are leading the pack in so many ways.

Director Tingey continued reviewing Attachment A.

Council Member McGuire asked if things like Arts Council and Senior Advisory Committee would have links to click under that same "Engaging Community" area.

Deputy Manager Lewis said this would be one of those areas that has some overlap, and they can make sure it shows up in this area, as well as the others it relates to.

Council Member Zander said a few years ago a gentleman moved here from out of state and he called her, noting that he didn't see anywhere on the website that allowed him to sign up for volunteer opportunities in the community. Would that be something that would now be available under the "Engaging Community" area, or would there be somewhere else that could be made available.

Director of Recreation Janell Payne said there is a page on the website, if you search "volunteer opportunities," with different opportunities and who to contact. It also mentions that the city welcomes new ideas, and gives information where those ideas can be sent.

Council Member Marlor said that should be connected to the other committee opportunities as well, as Council Member McGuire mentioned.

Director Tingey continued his review of Attachment A.

Manager Whatcott said that to him, strategic alignment needs to be more grassroots oriented. How do they know what policies to make if they aren't in touch with their constituents. Hopefully, when this is all put together and complete, they know what the community wants. They should be getting input from residents and basing their priorities off of what is important to those residents. How are they making sure they are aligning themselves with the community to some degree; is it through survey work, elected officials reaching out to their constituents on their own basis, etc. Our elected officials are the representatives of the community, and they are the ones conveying to city staff what they want implemented. The hope is that this strategic alignment being created is truly an alignment to the wants of the community.

Council Member McGuire understands and agrees with what has been said, but he doesn't get that from just seeing "strategic alignment."

Manager Whatcott said the majority of the public should be able to read that document and feel that it rings true for them, for South Jordan. He wants to make sure the right processes are in place to get that feedback.

Deputy Manager Lewis began reviewing Attachment B and the idea of a city tagline.

The council and staff discussed other city's taglines, options for creating a tagline and what type they were looking for, along with some ideas.

Council Member Zander brought up that the city is a long rectangle, with the old part and new part of South Jordan. That led to the "SoJo United" idea, and with the tree and roots in the logo she suggested something like "we grow together." That could bring together the old and the new, being united as a city. We grow as one of the fastest growing cities, and the together part conjures a vision of unification.

Council Member McGuire added that could be built upon and used for other areas, growing together in the arts, growing together in recreation, etc.

Mayor Ramsey mentioned the "In Utah" phrase that has been used recently to encourage things like "work and play in Utah," "get vaccinated in Utah," etc.

Council Member Zander noted that people are concerned with growth, but if we take that word and give it a positive spin, making it about growing together, it shows we aren't going to fight the growth.

Deputy Manager Lewis continued reviewing Attachment B regarding tax policy.

Mayor Ramsey said there were many residents who came and suggested smaller incremental changes, rather than one larger one, as it would mean they wouldn't have to budget for such a large increase.

The council and staff discussed options for tax policy, including the possibility of having a truth in taxation every year as a standard, regardless of whether or not they are raising taxes.

Council Member Marlor noted that even if they hold a truth in taxation next year, and don't raise the taxes, it lets residents know that the council and city want to be transparent.

Manager Whatcott noted that they should look closely at the CIP list every year to see what's coming up, as there are some bigger projects on the horizon like another fire station and a public works yard out west, where they'll need to decide how they want those funded.

The council and staff discussed holding a truth in taxation annually, in the hopes that it would help with education on where the tax money is going and allow residents to share what projects they are excited about and which ones they don't think are necessary.

CFO Sunil Naidu said that a truth in taxation hearing is to raise revenue or balance the budget. There can't be a truth in taxation meeting without showing an imbalanced budget, or a need for revenue. If there is a need for capital projects, you add them to the budget, and show what additional revenue is needed. The revenue might not be needed for a few years, but that conversation happens at the meeting where you discuss whether or not to capture that revenue. He also discussed judgment levies and how some cities might use capturing that lost revenue through a truth in taxation hearing.

Deputy Manager Lewis continued reviewing Attachment B and discussed the different types of taxes and fees, and what balance the council would like to see between those amounts collected.

The council and staff discussed those options.

Council Member Shelton said the sales tax issue isn't something that worries him. He collected the numbers from CFO Naidu, looked at them through the great recession which was the worst recession in our lifetimes, and our numbers did not go down. He calculated the standard deviation also, and it was surprisingly stable.

Director Preece noted that part of the reason for that staying stable was that the District was filling businesses. He added that some of the cities heavily invested in the service sector with things like auto, and cities like Sandy and Murray took a huge hit during that time period.

Council Member Shelton said he is not willing to raise the property taxes to offset sales tax, neither is he willing to adjust the sales tax to balance the other categories.

Manager Whatcott believes there will be a decrease in revenue from the courts, as they are changing. If the plan goes through there will be no justice court here, all misdemeanors will be moved to the circuit court. If all we have is infractions, we may want to decriminalize our code and move from a judge to a civil hearing officer, not having a judge or court anymore. The state is also talking about adjusting the bail schedule on infractions, which is mostly traffic violations, allowing them to take more to help and pay for their circuit court system.

City Attorney Ryan Loose added that this is the only way it can be paid for, as the misdemeanors won't pay for all the work; we will also still have to pay the same amount we are paying now for defense and prosecution.

Manager Whatcott said it looks like that would roll out around 2025, but it will depend on what happens in the legislature this year. We are not a city that relies heavily on forfeitures and fines from the court to support our budget, but it is $1 million plus of lost revenue that would have to be picked up from somewhere. The court, for the most part, has always been a convenience to the residents, so they didn't have to go somewhere else to deal with fines or other issues. We also always offered small claims as a service, more than a convenience to residents.

Attorney Loose said they might work something out with a neighboring city to combine hearing officers, depending on how things work out. They are waiting to see what the legislature does before making any decisions regarding the courts.

Deputy Manager Lewis then brought up credit card payments being accepted from developers and residents when paying bills, fees, etc., and that we pay the service charges on those card payments. He asked if the city should now charge a convenience fee for those who choose to use credit cards.

Manager Whatcott said we have been carrying those charges for a while, and developers are using their credit cards to get huge rewards off those payments while we pay the service charge. He also noted that those payments can be made via electronic check or debit card with no fees to the city or the customer, so there would still be options for payment without a convenience fee.

The council agreed that they should be passing those service charges on to those paying.

CFO Naidu noted that he will need to check the rules and see what charges can be placed on the credit card holder per their agreements.

Deputy Manager Lewis said it sounds like everyone is in agreement to try and capture whatever additional charges they can as convenience fees.

Director Preece said that when the Boyer representative was here, they mentioned Freeport West was building a bunch of the flex spaces. He has been working with that group, and they have offered to host a breakfast or lunch to show the council what they are doing out in Daybreak Commerce Park.

The council discussed their options and availability.

Mayor Ramsey said she will still have about an hour left of her water district meeting when the next Strategic Planning Meeting begins on November 9th, but she will let them know she has to miss the end so she can be here.

The council and staff agreed to move the start of the next Strategic Planning Meeting on November 9 to 5:30 p.m.

E. Summarize Next Steps: Fiscal Year 2023-24 Strategic Planning and Budget.

Council Member McGuire motioned to adjourn the City Council Strategic Planning meeting. Council Member Shelton seconded the motion; vote was unanimous in favor.

ADJOURNMENT

The City Council Strategic Planning Meeting #1 ended at 7:14 P.M.

This is a true and correct copy of the October 12, 2022 City Council Strategic Planning Meeting Minutes, which were approved on November 15, 2022.

Anna Crookston
South Jordan City Recorder

SOUTH JORDAN
UTAH

STRATEGIC PLAN

- Creating a Safe Community
- Delivering Reliable Public Infrastructure
- Balancing the Regulatory Environment
- Providing Desirable Amenities and Open Space
- Fostering Economic Development
- Ensuring Sustainable Growth
- Engaging the Community
- Representing Responsible Governance

SOUTH JORDAN CITY

Strategic Plan

01 Vision | Mission | Values

02 Strategic Priorities, Outcome Areas, Strategies, Plans & Measures

03 Strategic Action Items

04 Notes

SOUTH JORDAN
UTAH

South Jordan

Vision | Mission | Values

Vision Statement

We are a famil-oriented community, founded upon principles of accountability, integrity, industry, and innovation with an unwillingness to compromise in securing a sustainable environment for future generations.

VS

Mission Statement

South Jordan City provides service-oriented, responsible government, consistent with the community's values, priorities and expectations for a high quality of life, enhancing the City's fiscal health, providing professional and innovative services, and managing the City's resources, while planning for the future.

MS

Service Values

Integrity, Service, Professionalism, Communication, & Excellence

SV

Tag Line

Pending... (see Strategic Action Item #1)

TL

SOUTH JORDAN
UTAH

Creating a Safe Community

SOUTH JORDAN CITY PROMOTES A STRONG SAFETY CULTURE FOR THE ENTIRE COMMUNITY AND ITS WORKFORCE BY:

1. **CREATING A SAFE SENSE OF COMMUNITY**
2. **ENSURING AN APPROPRIATE RESPONSE**
3. **ENSURING COMMUNITY READINESS**

STRATEGIES

PLANS

- Emergency Operations plan
- Natural Hazard Mitigation Plan
- Police Strategic Plan
- Wild Fire Com. Preparedness Plan
- Public Safety IFFP and IFA

MEASURES

SOUTH JORDAN UTAH

CREATING A SAFE COMMUNITY

Guiding Principles

SC-1. **PROTECTS** the public while fostering personal safety and security while providing education throughout the community

SC-2. **RESPONDS** to emergencies and calls for service and listens to concerns

SC-3. ENFORCES the law respectfully and without prejudice

SC-4. **DELIVERS** a safe and reliable public and private infrastructure system

SC-5. **ENGAGES** the entire community to share in the responsibility for its safety, health and well-being

NOTES:

Delivering Reliable Public Infrastructure

SOUTH JORDAN CITY DELIVERS RELIABLE PUBLIC INFRASTRUCTURE BY EFFECTIVELY PLANNING, CONSTRUCTING AND MAINTAINING:

1. **TRANSPORTATION NETWORKS**
2. **PUBLIC UTILITY SYSTEMS**
3. **PUBLIC FACILITIES**

STRATEGIES

PLANS

- 5-Year CIP Plan
- Transportation Master Plan
- Water Master Plan
- Storm Drain Master Plan
- Alt. Mode Transportation Plan
- Wasatch Choice 2040 (2050)

MEASURES

SOUTH JORDAN UTAH

DELIVERING RELIABLE PUBLIC INFRASTRUCTURE

Guiding Principles

RPI-1. PLANS & COORDINATES with other stakeholders for quality public infrastructure (e.g. streets, culinary and secondary water, storm water, parks, trails, open space and public facilities)

RPI-2. DEVELOPS quality public infrastructure.

RPI-3. MAINTAINS & OPERATES quality public infrastructure.

RPI-4. ENSURES funding from multiple stakeholders to effectively plan, develop, staff and operate quality public infrastructure

NOTES:

Balancing the Regulatory Environment

SOUTH JORDAN CITY ESTABLISHES AND IMPLEMENTS CLEAR, EFFECTIVE, AND NECESSARY REGULATIONS TO PROTECT THE HEALTH, SAFETY AND WELFARE OF THE COMMUNITY BY:

1. IMPLEMENTING & ENFORCING REGULATIONS
2. EXECUTING THE GENERAL PLAN
3. APPROPRIATELY ENGAGING THE COMMUNITY

STRATEGIES

PARKING POLICY

PLANS

- City Code
- General Plan
  - Sub Area Plan(s)
- Moderate Income Housing
- Annexation Plan(s)

MEASURES

SOUTH JORDAN UTAH

BALANCING THE REGULATORY ENVIRONMENT

Guiding Principles

BRE-1. **DEVELOPS** effective, well-balanced and consistently applied ordinances and policies

BRE-2. **IMPLEMENTS** ordinances and policies that encourage quality community growth and development

BRE-3. **EDUCATES & ENGAGES** the members of the community developing a sense of shared responsibility and community pride

BRE-4. **ENFORCES** ordinances and policies with adequate staffing to maintain a clean, orderly and sustainable community

NOTES:

Providing Desirable Amenities & Open Space

SOUTH JORDAN CITY PROMOTES A STRONG SENSE OF PLACE BY PROVIDING OPPORTUNITIES FOR:

1. **PARKS, TRAILS & OPEN SPACE**
2. **RECREATION PROGRAM & EVENTS**
3. **ARTS & CULTURE**

STRATEGIES

SUMMER FEST

PLANS

- Parks & Recreation Master Plan
  - SLCo Parks Master Plan
- Parks IFFA & IFP
- Trails Master Plan
  - SLCo Trails Master Plan
- Arts Master Plan *

MEASURES

SOUTH JORDAN UTAH

PROVIDING DESIRABLE AMENITIES & OPEN SPACE

Guiding Principles

DAOS-1. **DEVELOPS** a quality parks, trails and recreation facilities system

DAOS-2. MAINTAINS and operates a quality parks, trails and recreation system

DAOS-3. **PRESERVES** the community's heritage and culture for today's and future generations

DAOS-4. **OFFERS** a variety of park amenities, recreation and art programs and community events for all ages and abilities

DAOS-5. **PARTNERS** with community stakeholders to maintain and expand park, art and recreational opportunities

NOTES:

Fostering Economic Development

SOUTH JORDAN CITY PROMOTES ECONOMIC DEVELOPMENT BY FACILITATING EFFORTS WITH STAKEHOLDERS FOR A SUSTAINABLE FUTURE BY:

1. **ENHANCING A DIVERSE & DYNAMIC TAX BASE**
2. **ENSURING SUSTAINABILITY**
3. **ENGAGING STAKEHOLDERS**

STRATEGIES

PLANS

- Strategic Plan
- General Plan
- RDA Annual Report
- SW Urban Center & MVC Area Plans & Participation Agreement(s) *

MEASURES

SOUTH JORDAN UTAH

FOSTERING ECONOMIC DEVELOPMENT

Guiding Principles

ED-1. **EXPANDS, ATTRACTS & RETAINS** a diverse mix of high quality employers to contribute to the community's economic sustainability and offer opportunities for employment

ED-2. **PROMOTES** the community as a safe, attractive and quality place to live, work and play

ED-3. **ENHANCES** a dynamic, sustainable and diversified tax base, balancing taxes, fees and charges

ED-4. **ESTABLISHES** a predictable and efficient development process that fosters a high degree of collaboration and coordination within the community and with diverse stakeholders

ED-5. **ENSURES** a quality public infrastructure network that meets the needs of future economic growth objectives

NOTES:

Ensuring Sustainable Growth

SOUTH JORDAN CITY PROMOTES A SUSTAINABLE COMMUNITY BY PLANNING FOR GROWTH WHILE ALIGNING RESOURCES THROUGH:

1. **INTENTIONAL & INTEGRATED PLANNING**
2. **MAINTAINING SERVICE LEVELS**
3. **CONSERVATION PROGRAMS**

STRATEGIES

SERVICE LEVELS

ANNEXATION

PLANS

- Water Conservation Plan
- Water Management Plan
- Moderate Housing Plan
- WattSmart Action Plan
- CDBG Annual Plan

MEASURES

SOUTH JORDAN UTAH

ENSURING SUSTAINABLE GROWTH

Guiding Principles

SG-1. **IMPLEMENTS** effective policies and programs to ensure the accomplishment of the General Plan and its related goals and objectives while using a variety of financial tools (e.g. RDA housing funds) to ensure diverse and affordable housing types

SG-2. **CREATES & SUPPORTS** environmentally sustainable programs including water conservation, recycling, energy conservation, and air quality improvement to ensure the financial well-being and long-term sustainability of the community

SG-3. **DEVELOPS** future water resources through a variety of innovative methods

SG-4. **ENHANCES** and maintains public transportation networks (e.g. TRAX, Frontrunner, I-15, MVC, Bangerter, U-111) ensuring long-term needs are incorporated into growth plans

NOTES:

Engaging the Community

SOUTH JORDAN CITY PROMOTES AN ENGAGED AND INFORMED COMMUNITY THROUGH A VARIETY OF EFFECTIVE METHODS TO INFORM, EDUCATE, AND CONNECT WITH ITS RESIDENTS BY:

1. LISTENING & LEARNING
2. INFORMING & EDUCATING
3. FOSTERING SHARED RESPONSIBILITY

STRATEGIES	PLANS	MEASURES
CITY TAG LINE	• Communications Strategic Plan	

SOUTH JORDAN UTAH

ENGAGING THE COMMUNITY

Guiding Principles

EC-1. **RESPONDS** to the needs and concerns of the community in a prompt, transparent, professional, respectful and ethical manner

EC-2. **ENSURES** open, two-way communication, by listening to and soliciting feedback from community members

EC-3. **PROVIDES** opportunities to engage and serve, informing and involving the community through a variety of methods

EC-4. **FOSTERS** a feeling of community pride, acceptance of others, and a sense of shared responsibility.

NOTES:

Representing Responsible Governance

SOUTH JORDAN CITY PROVIDES EFFICIENT AND EFFECTIVE GOVERNANCE THROUGH BEST PRACTICES IN:

1. **FISCAL RESPONSIBILITY**
2. **TECHNOLOGY & TRANSPARENCY**
3. **OPERATIONAL EXCELLENCE**
4. **STRATEGIC ALIGNMENT**

STRATEGIES

TAX POLICY

COMPENSATION POLICY

IT STRATEGIC PLAN

PLANS

- Annual Budget
- Annual ACFR
- IT Strategic Plan
- Workforce staffing plan
- Strategic Plan

MEASURES

SOUTH JORDAN UTAH

REPRESENTING RESPONSIBLE GOVERNANCE

Guiding Principles

FRG-1. Workforce: ATTRACTS, motivates, develops and retains a high-quality, engaged and productive workforce

FRG-2. Transparency: FOSTERS fiscal responsibility, operational excellence, trust and transparency by ensuring accountability, efficiency and innovation in all operations

FRG-3. Resource Alignment: PROTECTS, manages, optimizes and invests in its human, financial, physical and technological resources to ensures alignment with planning and budget

FRG-4. Regulatory Compliance: ASSURES regulatory and policy compliance to minimize and mitigate risk

FRG-5. Communication: PROVIDES responsive and accessible leadership, facilitates timely and effective two-way communication and utilizes input from all stakeholders

FRG-6. Vision & Planning: SUPPORTS decision-making with timely and accurate short-term and long-range analysis that enhances vision and planning.

NOTES:

STRATEGIC ITEMS FOR CONSIDERATION

Creating a Safe Community

- Police statistics
- UHP Bangerter & MVC

Delivering Reliable Public Infrastructure

Transportation Items

- 9800 S & Bangerter Interchange
- East-West Traffic
  - 11400 S Pass through traffic
- U-111 realignment
- TRAX Line
- Parking Structures
- Public Facilities
  - Parks
  - Public Works Yard
  - Fire Station 65
- Parking Issues

Balancing the Regulatory Environment

- Short term rentals
- HB 462 Station Area Plans

Providing Desirable Amenities and Open Space

- Summer Fest Future
- Senior Center & Arts Facility feasibility
- Park Strips

Fostering Economic Development

- SW Urban Plan

Ensuring Sustainable Growth

- Annexation - Rio Tinto
- Service Levels

Engaging the Community

- City tag line

Representing Responsible Governance

- Tax Policy
- Compensation Policy
- IT Strategic Plan
- Risk Management Program
- Commerce Park CDA Funds
- Justice Court

STRATEGIC ACTION ITEMS

CITY TAG LINE

1

Summary: It's been recommended that the City discuss creating a "City Tag Line" for branding and communicating purposes.

Engaging the Community

Fostering Shared Responsibility

TAX POLICY

2

Summary: As we completed this fiscal year's budgeting process which included an increase in to the Certified Tax Rate, requiring a "truth and taxation" hearing, it was recommended that we review and clarify during strategic planning the City's ongoing tax policy related to property tax rates and the net effect of the Certified Tax Rate.

Representing Responsible Governance

Fiscal Responsibility

COMPENSATION POLICY

3

Summary: During this fiscal year's budgeting process there was much discussion about the fiscal sustainability of the City's compensation policy. An effective compensation policy is essential for the short- and long-term ability to effectively recruit and retain a stable, motivated and productive workforce.

Representing Responsible Governance

Fiscal Responsibility

SERVICE LEVELS

4

Summary: As South Jordan continues to grow and recruiting and retaining employees becomes increasingly challenging, maintaining appropriate service levels at affordable costs is essential to effectively provide municipal services.

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Ensuring Sustainable Growth

Maintaining Service Levels

SOUTH JORDAN UTAH

STRATEGIC ACTION ITEMS

IT STRATEGIC PLAN

5

Summary: Technology is more integrated in the day-to-day operations of the City. The South Jordan leadership team is in the process of updating and creating a comprehensive and integrated IT Strategic Plan. This discussion will be a high level overview of key strategies and action items expected to be included in the plan.

Representing Responsible Governance

Technology & Transparency

ANNEXATION

6

Summary: On June 3, 2022, Rio Tinto provided a letter to the City reaffirming and expressing their intent to annex certain parcels that are adjacent to South Jordan City's current boundaries. In addition, they expressed that an annexation would be accompanied by a Master Development Agreement (MDA).

Ensuring Sustainable Growth

Intentional & Integrated Planning

PARKING POLICY

7

Summary: As the City continues to grow and traffic increases parking issues also continue to rise in more/different locations. It's recommended that the City consider a more comprehensive parking policy to address these issues.

Balanced Regulatory Environment

Implementing & Enforcing Regulations

SUMMER FEST

8

Summary: The City's annual town days celebration, currently known as Summer Fest, has changed in various forms, activities and dates over the years. It's been recommended that this annual community event be re-evaluated. This discussion is necessary for guidance, clarification and direction.

Providing Desirable Amenities & Open Space

Recreation Programs & Events

SOUTH JORDAN UTAH

Strategic Planning Items

City Tag Line

Summary: It's been recommended that the City discuss creating a "City Tag Line" for branding and communicating purposes

- What type of "tag line" would the council like? (ie. effective, (they lead to a unique quality or benefit); geographic (effective but may be "blah"); Clever or Cheesy (you decide); Believable?; Slogans that could be interchangeable; Slogan to make me what to live or visit there?
- How many would the Council like to bring back for consideration?

Tax Policy

Summary: As we completed this fiscal year's budgeting process which included an increase in to the Certified Tax Rate, requiring a "truth and taxation" hearing, it was recommended that we review and clarify during strategic planning the City's ongoing tax policy related to property tax rates and the net effect of the Certified Tax Rate.

- How would the Council like to "balance" all taxes (Sales Tax, Property Tax and Franchise Tax) in preparing the budget?
- How often would the Council like to consider adjusting the Certified Tax Rate?

Compensation Policy

Summary: During this fiscal year's budgeting process there was much discussion about the fiscal sustainability of the City's compensation policy. An effective compensation policy is essential for the short- and long-term ability to effectively recruit and retain a stable, motivated and productive workforce.

- Where does the Council want wage/salary for public safety (ie. top 5 in Salt Lake County) and non-public safety employees?
- What City's would the Council like to benchmark against?

Service Levels

Summary: As South Jordan continues to grow and recruiting and retaining employees becomes increasingly challenging, maintaining appropriate service levels at affordable costs is essential to effectively provide municipal services.

- Do we want to maintain current service levels? Are there any areas that need additional evaluation?

IT Strategic Plan

Summary: Technology is more integrated in the day-to-day operations of the City. The South Jordan leadership team is in the process of updating and creating a comprehensive and integrated IT Strategic Plan. This discussion will be a high level overview of key strategies and action items expected to be included in the plan.

- Is there anything the Council would like to see included?

Annexation

Summary: On June 3, 2022, Rio Tinto provided a letter to the City reaffirming and expressing their intent to annex certain parcels that are adjacent to South Jordan City's current boundaries. In addition, they expressed that an annexation would be accompanied by a Master Development Agreement (MDA).

- Is there anything the Council would like to know or understand further?

Parking Policy

Summary: As the City continues to grow and traffic increases, parking issues also continue to rise in more/different locations. It's recommended that the City consider a more comprehensive parking policy to address these issues.

- Are there areas in the City the Council is concerned about? Does the Council want more parking permit areas? And does the Council want a parking enforcement division of Code Enforcement?

Summer Fest

Summary: The City's annual town days celebration, currently known as Summer Fest, has changed in various forms, activities and dates over the years. It's been recommended that this annual community event be re-evaluated.

- This discussion is necessary for guidance, clarification and direction for future Summer Fests.