

a. Objective: Establish a level of service

• **Strategies:**

- 1. Use staff and focus groups, discuss an accepted level of service including fixed dates for meter reading, billing, collection, cutoffs. Include policies for leak settlement**
- 2. Write up the level of service and policy and educate staff as to what expectations are to achieve the level of service**
- 3. Include level of service goals in annual evaluation goals for staff**
- 4. Using the level of service for each utility determine the level of staffing required to achieve the goal**
- 5. Write and rewrite job descriptions as needed and fill positions through new hires and promotions**
- 6. See below about Public Works operations**

4. A well-maintained infrastructure and best practice utility operations

ACCOMPLISHED

IN PROGRESS

PREMATURE

DELAYED

OTHER

b. Objective: Improve the performance of Public Works staff

- Strategies:
 - 1. Identify vacant positions and those not performing up to standard**
 - 2. Create a preferred organizational chart for the department (utilities, public works/street/solid waste)**
 - 3. Create job descriptions for leadership positions (others as needed)**
 - 4. Advertise the positions**
 - 5. Hire best applicants using signing bonuses, incentives to secure certifications, bonuses or tenure**
 - 6. Use part-time and temporary certification until positions can be filled**

4. A well-maintained infrastructure and best practice utility operations

ACCOMPLISHED

IN PROGRESS

PREMATURE

DELAYED

OTHER



4. A well-maintained infrastructure and best practice utility operations

ACCOMPLISHED

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c. Objective: Using water and wastewater assessments to improve Infrastructure

- Strategies:
 - 1. Complete water and wastewater assessments**
 - 2. Include funding options for priorities from the assessments in the financial plan**
 - 3. Select an engineer to design the improvements, bid the projects and manage the construction**

d. Objective: Consider renegotiation/merger with Winfall

4. A well-maintained infrastructure and best practice utility operations

ACCOMPLISHED

IN PROGRESS

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OTHER

• Strategies:

- 1. Conduct a financial assessment of the merger including costs to implements and revenues and expenses to operate**
- 2. Make LGC aware of impact on Hertford**
- 3. Negotiate the agreement/merger**
- 4. Progress notes**
- 5. Staff is to meet and discuss with Winfall**



STRATEGIC GOALS

- 5. A well-informed citizenry and visitors**
Improve communications to guide visitors and keep citizens informed.

a. Objective: A brand/tagline for Hertford

- Strategies:

- 1. Gather a list of marketing firms/individuals**
- 2. Secure bids for the work**
- 3. Interview them, select one to create a brand for Hertford**
- 4. Adopt the brand**
- 5. Use the brand on all town correspondence, signs, vehicles, building, website, etc.**

5. A well-informed citizenry and visitors

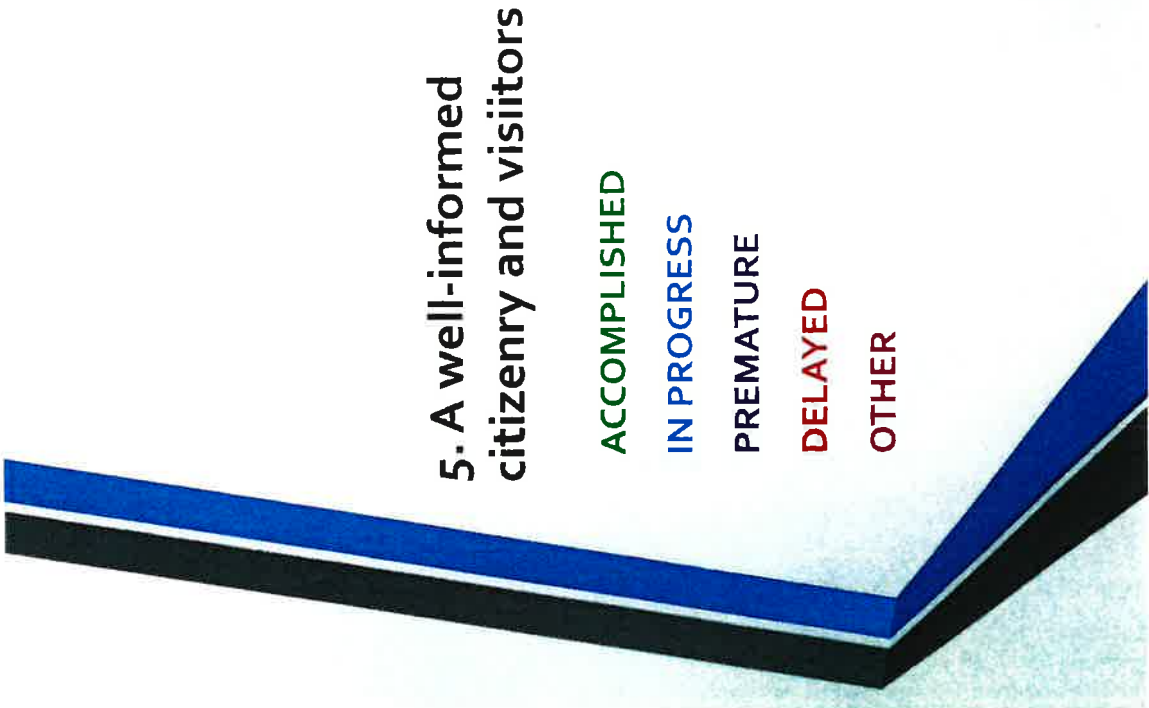
ACCOMPLISHED

IN PROGRESS

PREMATURE

DELAYED

OTHER



5. A well-informed citizenry and visitors

ACCOMPLISHED

IN PROGRESS

PREMATURE

DELAYED

OTHER

b. Objective: Wayfinding signage to direct residents and visitors to key places in Town

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- Strategies:

- 1. Gather a list of firms or individuals that create, plan, and install wayfinding signage**
- 2. Secure bids to design the signage and placement**
- 3. Interview and select a firm**
- 4. Review and adopt a design and plan**
- 5. Implement the plan beginning at the highway**
- 6. Complete the implementation as the waterfront and your new community space near completion**



5. A well-informed citizenry and visitors

ACCOMPLISHED

IN PROGRESS

PREMATURE

DELAYED

OTHER

C. Objective: A website to provide up-to-date information for citizens and visitors

• Strategies:

- 1. Assess current provider and decide if a change is needed**
- 2. Pursue more flexibility to allow easier posting of new information**
- 3. Update information throughout the site**
- 4. Post policies and other information to help citizens understand how the town works**
- 5. Freshen content frequently (assign someone to manage content)**



5. A well-informed citizenry and visitors

ACCOMPLISHED

IN PROGRESS

PREMATURE

DELAYED

OTHER

d. Objective: Better utilize Catalis

- Strategies:
 1. *Ensure staff is trained to utilize all the modules offered, i.e., website, mass emails, citizen survey, etc.*

Grade:

A

for effort

