



Mayor & City Council

Workshop Session

~ Agenda ~

City of College Park
3667 Main Street
College Park, GA 30337

<http://www.collegeparkga.com>

404-669-3756 (Main)

Experience College Park
Georgia's Global City

Monday, February 7, 2022

6:00 PM

Council Chambers

1. Strategic Planning Committee update for Mayor and Council. Please see memorandum from Recreation & Cultural Arts Director, Michelle Johnson dated February 1, 2022.



CITY OF COLLEGE PARK

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WORKSHOP AGENDA ITEM

DOC ID: 9309

DATE: February 1, 2022

TO: The Honorable Mayor and Members of City Council

THROUGH: Interim City Manger Mercedes Miller

FROM: Michelle Johnson, Director of Recreation & Cultural Arts

RE: Strategic Planning Update

ATTACHMENTS:

- Strategic Planning Council Update Core Values 02072022 (PDF)

Review:

- Michelle Johnson Completed 02/01/2022 9:33 AM
- Sonya Harold Completed 02/01/2022 9:45 AM
- Wade Elmore Completed 02/01/2022 10:10 AM
- Information Technology Completed 02/01/2022 1:43 PM
- Mercedes Miller Completed 02/01/2022 2:30 PM
- Mayor & City Council Pending 02/07/2022 6:00 PM



Strategic Planning Committee 2021 Update

- Strategic Goals
- Core Values
- Ambassador Committee
- Goals



Five Strategic Goals

- Local Economy and Growth
- Quality of Life
- Transportation and Mobility
- Public Safety and Security
- Governance and Customer Service



Local Economy and Growth

The Local Economy and Growth team exists to ensure that our community's economic base thrives and that municipal revenues continue to grow.

Quality of Life

The Quality of Life team exists to advance inclusive opportunities for residents and visitors to work collaboratively to enhance the services and amenities within the City of College Park.

Public Safety and Security

The Public Safety and Security team exists to utilize all available resources to ensure that College Park residents, businesses, staff and visitors receive the highest levels of public safety services in the metropolitan Atlanta region.

Transportation and Mobility

The Transportation and Mobility Team exists to advance transportation projects, programs and a Smart Cities approach. The Team ensures more efficient and effective movement of people, goods and traffic not only within the City of College Park but more regionally and in collaboration with the airport, federal and state departments of transportation, MARTA and freight interests.

Governance and Customer Service

The Governance and Customer Service team exists to ensure that each department and each employee is efficient and transparent with all resources. The team will make sure that employees have the tools, resources and training to do their jobs and meet a standard of excellence as they serve College Park's residents, businesses, staff and visitors.

The Charge for the Team



**SERVICE
RESPECT
INNOVATION
INTEGRITY
ADVANCEMENT
EQUITY
& INCLUSION**



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CORE VALUES

SERVICE

We are a hospitality city at our core. We are committed to providing exceptional service, caring, and respect in every process, product and interaction we deliver. Our residents, visitors, and businesses can expect responsive, consistent, fair, and friendly acts of kindness.

RESPECT

We recognize and celebrate the diversity of backgrounds and experiences of the people that live in, work in, and visit our community. We are dedicated to listening to the needs of all people and delivering practices and policies with respect and dignity.

EQUITY AND INCLUSION

We believe that everyone in our community has a voice. Each member should be afforded the chance to shape the City's future, and that the members of our community will be treated as equals by everyone in our government structure. We are dedicated to creating, nurturing and advancing a culture of equity and inclusivity where we value and respect all backgrounds and experiences regardless of race, creed, color, religion, socio-economic status, or gender. We recognize the legacy of systems and events of oppression still affect many people through systemic racism and other institutional injustices. We will strive to ensure all of our stakeholders are valued, respected and treated with dignity.



CORE VALUES CONTINUED

INNOVATION

We strive to set a standard of excellence in leadership. We encourage and reward creative ideas and solutions and are empowered to explore innovative approaches to problem solving, planning and delivery of services.

INTEGRITY

We build trust by behaving honestly, ethically and fairly. We take pride in our work and are dedicated to resolution-oriented and consensus-building service. All those who represent our city- including the Elected Officials, employees and staff, conduct ourselves with openness, transparency, integrity and a commitment to do the right thing.

ADVANCEMENT

We embrace success and strive to evolve as a daily routine. We are committed to continually improving our city. The future is bright in College Park and we endeavor to build a strong and vibrant community that is simply the best place to live, work, do business and visit.



CORE VALUES AMBASSADORS

RECOMMENDATION FOR AMBASSADORS

Who: Each Department Head nominates a representative from their department for the City of College Park to become a cheerleader for the employees and task to recognize staff for their work based on Core Values.

What: Ambassador's objectives to select the monthly city employee that embodies the Core Values of Service, Respect, Innovation, Integrity, Advancement from nominees submitted from other employees and Department Heads select the final candidates to Ambassador Committee. Maximum of 6 per department each month.

Why: To help boost moral and recognize city employee for service and embodying the City Core Values.

When: In December 2021 established by the Core Value Ambassadors to set up committee to be up in running in 2022.

How: Policy and procedure established by the Core Value Ambassadors with Strategic Planning Committee approval.

Implementation of the Plan



- Recommendation for Plan of Employee Recognition:
 - Ambassador Committee Members Tanya Laplanche, Chair and Belinda Wilder, Co Chair.
 - Recommendation made and presented to Strategic Planning Committee to have a monthly recognition for an employee of the month.



Goals of the Ambassador Committee

- Incorporating our Core Values in with Human Resources employee orientation.
- To have all employees know and buy into the Core Values of the City of College Park.
- Set a standard for behavior and how employees are to represent the city and how customer expect to be treated.
- For the citizens and customers that encounter anyone from the City of College have expectations that they will be treated by an employee that embodies the Core Values.



QUESTIONS?

THANK YOU