



City of Pullman Goals & Priorities

Adopted: September 28, 2021



Executive Summary

This document contains a combination of high-level policy priorities and specific goals that the Mayor and City Council have determined will best lead the City of Pullman forward. Work sessions were held on March 6, June 26, and August 7, 2021 to develop these goals and priorities. The goals and priorities will remain current as long as the Mayor and City Council determine that they are the best policy themes to follow as an elected body, and will be reviewed periodically to verify that they are still relevant for Pullman.

The goals and priorities are a mix of short-, medium- and long-term items that the Mayor and City Council have determined are focus areas of city personnel and community partners to support and develop work plans and deliverables. These goals and priorities will be used to inform the city budget process and will shape priority funding. The budget will then inform department work plans. This feedback loop, under the guidance of the Mayor and City Council will help shape the next chapters for the City of Pullman.

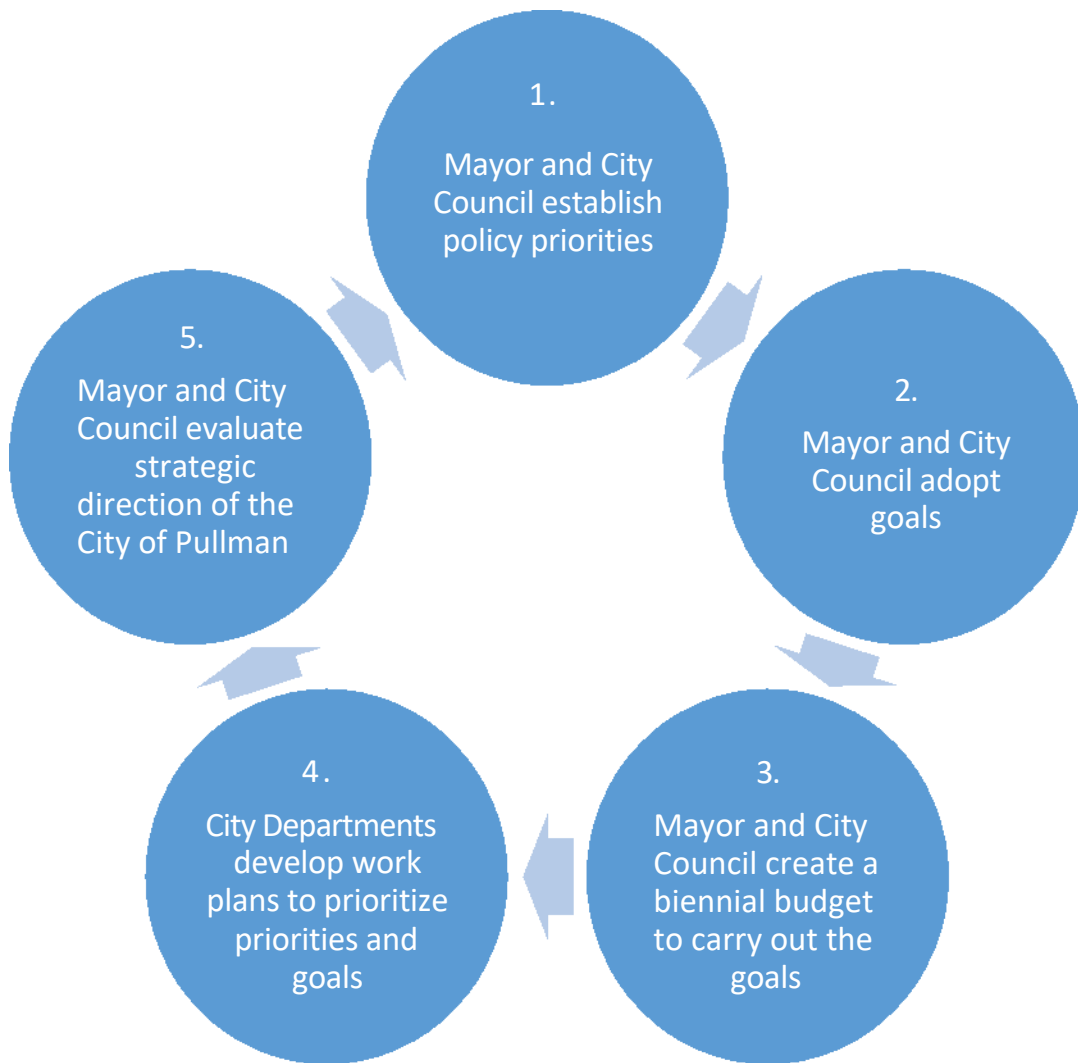
The Mayor and City Council receive input from residents, businesses, and other civic groups to help inform their planning strategy. As such the goals and priorities will also be shared with the community so that they can continue to help shape future focus areas for the City.

The following pages list the goals and priorities as they have been determined by the Mayor and City Council and adopted as of the date above.



The lifecycle of the City’s priorities and goals, illustrated below, is a visual representation of the important connections that exist between the budget and the work of city staff.

The connection between our policy makers on the City Council and the work of our city staff is critical. While there are a Mayor and seven City Councilmembers to help create city policies, it is important to recognize that the work of the City can be accomplished most effectively when our community and elected officials work together to establish the direction they want the work to take. It is then up to city staff to establish programming and work plans that ultimately carry out the mission adopted by the elected officials. Together we accomplish a great deal and work toward making Pullman the great place that it is to live, work, and invest.



- **Downtown Revitalization**
 - Be the leaders in the Revitalization of Downtown
 - Make sure the Downtown Master Plan is in line with the Comprehensive Master Plan.
 - Commit to working with downtown businesses and building owners to facilitate the clean-up of the downtown area and attract business to the region.
 - Repair streets & sidewalks.

- **Enhanced Communications**
 - Hire a Communications Coordinator in 2021.
 - Complete a Communications Audit.
 - Keep the city website current and up to date.
 - Publicize meetings, and other city events on the city website, community updates, social media, radio, newspapers, and emerging communications channels.

- **Economic Development**
 - Focus on new downtown businesses (retail, hospitality, etc.).
 - Quarterly reports to City Council.
 - Enact and leverage a comprehensive Marketing Campaign to create a “Pullman Image” and research the potential utilization of all platforms currently available and new ones as they develop.
 - Create and expand labor force including trade jobs.

- **Board & Commissions**
 - Have a Councilmember serve in an Ex-Officio capacity on every board, commission, & committee.
 - Review, update, and modernize all boards, commissions, and committees for selection, orientation/onboarding, operation, reporting, and vacancies on the City website.
 - Provide detailed descriptions of duties, roles, responsibilities, and requirements for each board and the appointee as part of the City website.
 - Create new body or integrate into existing body action items of Diversity, Equity, and Inclusion; Climate; and Transportation, Quality of Life, Movement.