THE CITY OF
GOOSE CREEK
BERKELEY CO. EST. 1961 SO. CAROLINA

Strategic Plan
Developed April 2018 - Adopted June 2018

Vision

Goose Creek is a thriving and active city with a hometown atmosphere. The City is the best place in the region to raise a family and for businesses to be successful. City government has engaged its citizens and is innovative, transparent, and a leader in the region.

Mission

The City's mission is to provide core municipal services at the highest level of customer satisfaction at a reasonable cost to citizens, businesses and visitors.

In pursuit of the City's vision and consistent with its mission, the City of Goose Creek has identified the following goals, key results and strategies. Goals are desired outcomes for strategic issues identified by the City. Key results are measurable and indicate progress on the achievement of goals. Strategies provide guidance to both Council and staff as to how the broad goals and key results might be achieved.

GOAL - INCREASE ECONOMIC ACTIVITY

Key Results

- Break ground on a new project or significant expansion in the Crowfield Corporate Park
- Perform a ribbon cutting for the Goose Creek Village project
- Successfully develop the old Fire Station I on Button Hall Avenue
- Continue year-over-year increase in the number of building permits issued
- Continue year-over-year increase in the amount of business license revenue generated
- Provide residents more opportunities to be employed by companies inside the City limits

Strategies

- Develop a partnership with the business community – either through a local Chamber of Commerce or by greater utilization of the Economic Development Advisory Committee
- Develop a marketing campaign to include traditional media, social media, and the City's website that showcases progress made and local economic development success stories
- Partner more purposefully with other governments and organizations in the region on economic development projects and marketing
- Develop a realistic and specific land use plan
- Establish a budget for economic development

GOAL – IMPROVE THE REPUTATION OF THE CITY REGIONALLY

Key Results

- Increase the amount of interest in commercial investment
- Increase involvement and influence by the City in regional issues
- Increase the sense of community and pride among residents

Strategies

- Develop a common message (elevator speech) to tell the City's story
- Develop a downtown area
- Develop a Farmers' Market or other community gathering place in Central Park
- Work with the media on differentiating Goose Creek and unincorporated Berkeley County when reporting negative stories
- Work with the media to publicize Goose Creek's success stories
- Incorporate new and/or refreshed logo into the City's website and other marketing materials

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GOAL – IMPROVE PUBLIC SAFETY

Key Results

- Lower the overall crime rate
- Decrease the average emergency response time
- Reduce the vehicle accident rate on City roads
- Maintain the current ISO-2 rating
- Maintain and improve the community's confidence and positive opinion of the City's Police Department

Strategies

- Build Fire Station IV in the Carnes Crossroads area
- Partner with SCDOT to install landscaped medians on St. James Avenue to reduce left-turn accidents
- Implement community-oriented policing principles and practices
- Collaborate with county law enforcement and other agencies
- Develop and fund an equipment replacement program for fire apparatus

GOAL – IMPROVE RECREATIONAL OPPORTUNITIES

Key Results

- Improve accessibility for citizens with disabilities
- Improve operational and financial efficiency of the Recreation Department
- Increase the number of people participating in recreation programs

Strategies

- Review the pros and cons of merging the Golf and Recreation Departments
- Review recreation programs and reduce underutilized programs in order to strengthen and expand successful programs
- Increase sponsorship revenue for events
- Increase public-private partnerships
- Develop adaptive equipment and programs

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- Evaluate recreation programs and facilities in the region to see what programming voids exist that the City can fill

GOAL – PROVIDE AFFORDABLE HEALTH CARE FOR CITY EMPLOYEES

Key Results

- Reduce turnover
- Increase the number and quality of applicants
- Maintain competitiveness with other local governments in the region
- Reduce absenteeism of employees

Strategy

- Increase the City's contribution toward family health insurance coverage