City of Paducah
Strategic Plan

Vision

Paducah is a city where people strive to reach their full potential through lifelong learning, creativity, culture and compassion for one another.

Mission

The City of Paducah is on a mission to provide outstanding city services, leadership and .... So all citizens can experience a safe, healthy and thriving community.

Values Driven Organization

PROFESSIONALISM: We will demonstrate professionalism through the pursuit providing the citizens of Paducah with an exceptional quality of life with courage, composure, competence and respect in a manner that upholds the highest standard of ethics, displays a commitment to continual self-improvement and generates public trust, respect and confidence.

REGIONALISM: We realize we are not alone. We will work hard to build partnerships with our regional neighbors so we may all experience a more dynamic western Kentucky.

ACCOUNTABILITY: We will be held accountable for our actions, our behavior and our performance by the City organization and the community we proudly serve. We will put a strong emphasis on outcome monitoring of city programs, policies and projects.

COMMUNICATION: We will communicate effectively and courteously with our co-workers and the members of the community we proudly serve.

INNOVATION MINDSET: Data and technology enabled, always improving, reflective, resilient, observant, empathetic, risk taking, proactive, networked/partners

ALWAYS INVOLVE PARTNERS

Key Performance Areas

Maintain a High Level of Safety for All

Develop Healthy and Sustainable Neighborhoods

Maintain Thoughtful and Modern Infrastructure

Provide Open, Smart, and Engaged Government

Enhance Arts Culture and Tourism

Empower Upward Economic Mobility for All

Provide Excellent Recreation Experiences for All Ages and Abilities

Celebrate a Diverse Community

Maintain a High Level of Safety for All

Develop Healthy and Sustainable Neighborhoods

Objectives

Empowerment:

1. By XXXX, 50% of neighborhoods in Paducah will be taking on enhancement projects.
2. By XXXX, 1 neighborhood or district will develop a community development corporation.
3. By XXXX, 6 neighborhood organizations will increase their capacity/skillset for planning and project implementation.

Sustainability:

1. By XXXX, Increase Paducah's tree canopy by 10%.
2. By XXXX, all neighborhoods will develop an asset map, vision board, and establish a plan for vacant properties and redevelopment.
3. By XXXX, 70% of Paducah's neighborhoods will be connected via sidewalks and/or bike lanes.

Healthy:

1. By XXXX, 60% more citizens will live within 1/2 mile of access to healthy foods.
2. By XXXX, 80% of residents will be within a 10 minute walk to a park.

Housing:

1. By XXXX, 20% more housing options will be mixed income.

Objectives

City Buildings and energy efficiency

1.   By XXXX, the City of Paducah will establish a funded asset management plan.

2.   By XXXX, the City of Paducah will downsize its ownership in real estate by X%.

3.   By XXXX, the City of Paducah will achieve energy savings of X% within 2 – 3 years

4.   By XXXX, the City of Paducah will see a return on investment of energy efficient improvements

5.   in city-owned buildings within 5 – 7 years of implementation

Complete Streets:

1.   By XXXX, the main commercial corridors will be connected for commuting by bike

2.   By XXXX, X% of Paducah's street lights will be converted to LED.

3.   By XXXX, Paducah's PCI rating will improve by 20%.

4.   By XXXX, 70% of Paducah's neighborhoods will be connected via sidewalks and/or bike lanes.

5.   By XXXX, 100% of Paducah's sidewalks will be ADA compliant.

Technology:

 1.   By XXXX, under construction...

Underway:

 1.   By XXXX, Create a self-sustaining storm water management and infrastructure operation

Objectives

Outstanding Services

1. By XXXX, city services and programs will have defined outcomes measures, data collection plans, and regular reporting strategies.

2. By XXXX, provide a clearly defined path through Munis to submit and track service requests so the City can measure efficiencies & citizen satisfaction while supporting continuous improvement of services.

3. By XXXX, Paducah will be known as a "business friendly" city.

4. By XXXX, Paducah's IT department will help train and facilitate city staff to improve utilization of data/evaluation planning, collection, analysis, and visualization for communicating to the public.

Community Engagement

5. By XXXX, citizens will be able to crowdsource information to the city about potholes, broken sidewalks, etc.

6. By XXXX, citizens will be able to access service information via online portal.

7. By XXXX, develop creative, compassionate and cultural awards program to celebrate with community members and employees who are working towards those goals.

8. By XXXX, launch the City's Creative Action Challenge to fund 10 new programs/projects that work towards the initiative goals.

9. By XXXX, City branding will be consistent across all departments and with the CVB, PED, and Chamber. (Forward Paducah)

10. By XXXX, host 25 high school/college interns yearly across departments.

Objectives

1. By XXXX, launch a Creative and Culture Council to accomplish:
2. By XXXX, every commercial corridor and neighborhood will have at least 1 piece of public art.
3. By XXXX, at least 50 of Paducah's creatives will experience a creative exchange with another Creative City.
4. By XXXX, 50% more of Paducah's citizens will have visited a creative or cultural destination in the city.
5. By XXXX, 10% more people will attend arts and culture events, programs, and classes.
6. By XXXX, art consortium organizations will experience a 5% increase in funding from grants.
7. By XXXX, host 5 films in Paducah.
8. By XXXX, perform periodic surveillance on the "state of the arts and culture".

Empower Upward Economic Mobility for All

Objectives

1. By XXXX, Paducah's riverfront will be fully developed from the Carson Center to the Convention Center.

2. By XXXX, All Commercial Corridors/Districts will be identified, branded, beautified and have a plan for vacant properties.

3. By XXXX, launch Entrepreneur/Remote Workers relocation program (Forward Paducah)

4. By XXXX, 90% of downtown buildings will be occupied.

Support Outside Agencies:

5. By XXXX, Paducah will be known for entrepreneurship and innovation.

6. By XXXX, X% of existing businesses will expand. (Forward Paducah)

7. By XXXX, 25% more new business permits will be submitted in Advanced Manufacturing, Creative Industries, Health/healthcare, Business/IT, construction/trades and River-Logistics/transportation Industries (Forward Paducah)

8. By XXXX, 50% more businesses will be enrolled in a business retention and expansion program. (Forward Paducah)

9. By XXXX, all available sites and buildings will be inventoried and kept up to date (Forward Paducah and Planning)

10. By XXXX, 100 people will be enrolled in the Paducah Works program. (Forward Paducah)

Objectives

1. By XXXX, Paducah will host 5 yearly baseball/softball/soccer tournaments.

2. By XXXX, Raise $x for a "friends of the parks" fund to help with maintenance and new citizen led projects.

3. By XXXX, Parks and Rec will become Nationally Accredited.

4. By XXXX, Shoreline and river-based recreational opportunities will be available.

5. By XXXX, 20% more neighborhoods will have a trail within 1/2mi of their neighborhood.

6. By XXXX, Citizens will have access to improved fields, after-school activities, indoor swimming, indoor recreation, and the Parks and Rec office in one centrally located facility.

7. By XXXX, 80% of parks will be upgraded with consistent branding/signage and appropriate equipment for their neighborhood's use.

8. By XXXX, All parks plans will include input from senior focus groups to ensure programming and infrastructure is created for all ages.

9. By XXXX, 20% more citizens will know how to help with park cleanliness and maintenance.

Underway:

1. Farmers' Market

2. Events

3. Support community festivals, parades and events

Objectives

1. Create Diversity Council

2. Help coordinate current events and activities about diversity and inclusion

3. Identify gaps in necessary programming and projects to improve diversity and inclusion

4. Host a multicultural festival

5. Provide surveillance/data tracking on the state of diversity and inclusion in Paducah