

Broad Category	Tier 1 (must do)	Tier 2 (should do)	Tier 3 (could do)	Difficulty to accomplish (high, medium, low)	Notes
Citizen Survey	x			Low. Biggest challenge is funding	Will compliment the POCD. May spur creation of economic development advisory committee.
Essential Technology	x			Low. Biggest challenge is funding & staff training	Includes: ew website; new and revamped social media websites; new Customer Relationship Manager software; new work tracking software; unleashing of CodeRed software; utilizing library's room reservation software; keyless entry for the public to meeting rooms; host and promote kickstarter/crowd funding/gifting endeavors; have the town webstie or another online tool be the repository for town-wide activies.
Marketing	x			Low/Medium	Includes: Replacing Strategic Planning and marketing Committee with a Marketing Advisory Committee; Taking down the Weston Way website; Branding the town; meshing new branding with the new Town website; Erecting welcoming road-side signage that reflects branding; ongoing information sharing with local real estate agencies.
Non-essential Technology			x	High	Includes: Improving cell services throughout town; providing wi-fi to residences and throughout downtown; provide high speed fiber connections throughout town.
Finance/Budgetary Efficiencies	x			Medium	Includes: Creating a 10 year capital improvement plan; Meshing BOE and Town capital improvement plans to ensure that bonding schedules align; Launching performance evaluations; launching performance measures for departments and include them in the FY 19-20 budget; capitalizing on oppourtunities to share services and make more efficient use of personnel.
Community Building	x			Low/Medium	Includes the establishment of: Sr. Mentor program; Sr. pen pal program; Stay At Home Weston entity; dog park; art displays; bike race; ice cream at Onion Barn; Closing down Valley Forge Rd on Sundays; strengthening Lachat; promoting the trunk or treat parade; promoting health insurnace pools; recruit someone to run the Ms.PresidentUS program
Supporting local businesses		x		High	Create or encourage the creation of flex space; See above comments about high speed fiber
Sustainability		x		low/medium	Develop hybrid and electric car plan for Town and PD; user greener/cleaner energy; establish charging stations; discourage the use of plastinc bags; establish electronics donation program.

