

## City Council – Action Request Form

**Date:** April 30, 2017

**To:** The City Manager

**From:** Scott Tesh, Performance and Accountability Director

### Council Action Requested:

Consideration of adoption of 2017-2021 Strategic Plan

### Summary of Information:

In January 2017, the City engaged a consultant, Fountainworks, to facilitate a strategic planning process. The process included engaging department heads and senior-level management in early January in a context mapping exercise to review demographic trends, political factors, economic climate, and changing customer needs to provide context for potential City needs. Staff brainstormed strategies and goals that could help the City provide stronger services and meet the changing needs of City residents and businesses. In late January, the Mayor and City Council held a two-day workshop where the consultant also facilitated context mapping and goal setting exercises. During the workshop, the Mayor and City Council affirmed the City's six strategic focus areas and each of the objectives within the focus areas. They also set short and mid-term priorities through a voting process. Short-term priorities are strategies that will be implemented by the end of fiscal year 2017-2018. Mid-term priorities are those strategies the City will continue to work on over the four-year strategic planning timeframe.

Following the workshop, staff identified action items to support each strategy. In total, 122 action items were created to provide measurable steps in attaining the strategies set by the Mayor and City Council. Action items that support short-term strategies are intended to be accomplished by the end of fiscal year 2017-2018. At the Committee of the Whole meeting on April 3, 2017, a presentation was provided on the draft strategic plan. Following that presentation, the draft strategic plan was presented at each City Council committee meeting in April to gain feedback on strategies and action items. Feedback from Council Members was incorporated into the strategic plan.

**Committee**

**Action**

**For**

**Against**

**Remarks:**

Going forward, staff is identifying key performance indicators to track progress across all strategic focus areas. Regular reports will be provided to show progress toward stated objectives.

The attached resolution adopts the 2017-2021 strategic plan as the planning guide for the Mayor and City Council for the next four years. The final version of the strategic plan is included as an attachment.