

## City Council – Action Request Form

**Date:** June 10, 2019

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**To:** Mayor, Mayor Pro Tempore, and Members of the City Council

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**From:** Ben Rowe, Assistant City Manager  
Scott Tesh, Performance and Accountability Director

**Council Action Requested:**  
Adoption of 2019 Update to the 2017-2021 Strategic Plan

**Strategic Focus Area:** Service Excellence  
**Strategic Objective:** Expand Policy Oversight and Reporting Mechanisms  
**Strategic Plan Action Item:** No  
**Key Work Item:** No



**Summary of Information:**

In January 2017, the City engaged a consultant, Fountainworks, to facilitate a strategic planning process to set priorities and goals that could help the City provide stronger services and meet the changing needs of City residents and businesses. 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. 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. The Mayor and City Council adopted the 2017-2021 Strategic Plan in May 2017.

Best practices in strategic planning suggest reviewing priorities, goals, and environmental factors periodically during the strategic plan window. In February 2019, the Mayor and City Council engaged in a full-day workshop to review progress updates on the 122 action items in the 2017 Strategic Plan, receive analysis and feedback from the 2018 resident survey, and identify new priorities for the next two years (through the end of FY 2020-21). The Mayor and City Council

<b>Committee</b>	Finance & Public Safety 6/10/19 CDHGG & Public Works 6/11/19	<b>Action</b>	Approval
<b>For</b>	Unanimous	<b>Against</b>	
<b>Remarks:</b>			

identified sixteen new priorities and ranked them across focus areas. The new priorities and rankings can be found on page four of the 2019 Strategic Plan Update. Staff identified thirty-nine new action items (in addition to the twenty remaining action items from the 2017 process), and those items were brought before the Finance, Community Development/Housing/General Government, and Public Works Committees in May 2019 for review. The attached resolution adopts the 2019 Update to the 2017-2021 Strategic Plan that includes the 16 new priorities identified by the Mayor and City Council in February 2019 and the 39 new action items created by management. This update replaces the original strategic plan as the planning guide for the Mayor and City Council for the next two years. The 2019 Update to the 2017-2021 Strategic Plan is included as an attachment.