

City Strategic Plan *Alexandria* FY2017 to FY2022



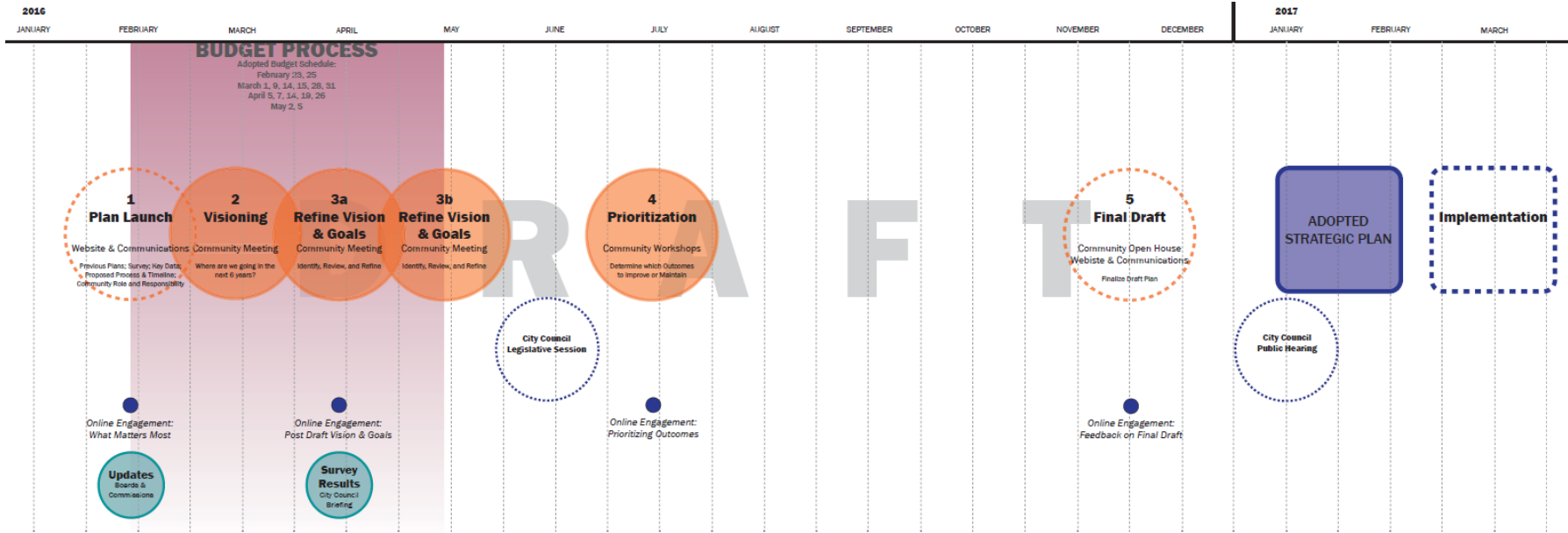
City Strategic Plan
City Council
January 28, 2017

Today

- Staff will provide an overview of the City Strategic Plan to be considered for adoption
- This presentation focuses on highlights, details for your consideration can be found in your docket attachments and the City's website at www.alexandriava.gov/StrategicPlan



Engagement Overview



Engagement by the Numbers

14 in-person and online meetings

919 views of online meeting material

537 online AlexEngage responses

159 attendees at community meetings

4 City Council meetings to-date (including this one)

100% of city departments provided input

12 staff members managed and worked on this from Planning & Zoning, Communications, and OPA over the last year



Recent Engagement

- City Council provided their input at the June 28, 2016 legislative meeting
- In-person and online meetings were held in November and December
 - Participants were asked if they agreed with the draft Strategic Plan being the City's direction for 2022, of the 64 who answered this question, most (49), agreed or somewhat agreed; nine disagreed or somewhat disagreed; and six were neutral
 - Participants also provided specific input on the Strategic Plan, which focused one or more of the following areas:
 - Indicators and targets
 - Plans and action items
 - Accountability
 - Text edits and additions
- This feedback and input was incorporated as much as possible in the final draft



Incorporated Changes Highlights

Vision

- Added to the vision statement “historic”, “city of kindness”, and “neighborhoods”

Themes

- Updated the “Unique Identity” theme into “Distinctive and Vibrant Neighborhoods” and “Flourishing, Arts, Culture, and Recreation”
- Tuned and added important language to the descriptions

Key Indicators

- Included baseline data and targets (numerical and/or directional), clarified language and methodology, and added eight indicators

Added new sections

- The City has added an introduction section, key indicator data sources, and acknowledgements
- Included supporting city plans, documents and policies as well as added action items for each theme

