

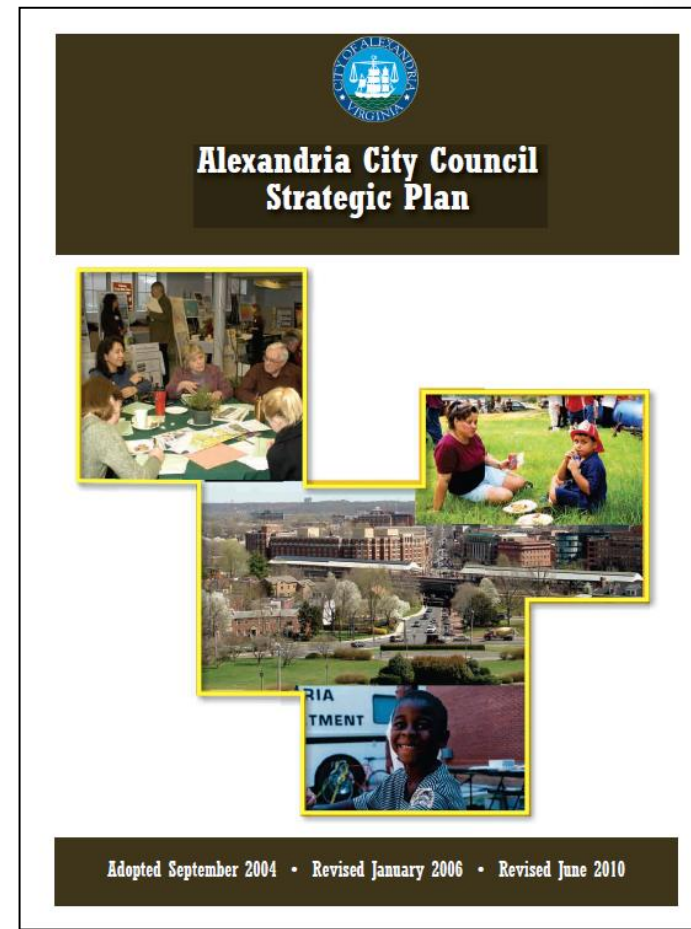


# **City Strategic Planning Options for Consideration**

City Council Legislative Session  
September 8, 2015

# Our Current Strategic Plan

- Our City Strategic Plan is effective from 2004 – 2015
- Updated by the community and adopted by City Council in 2004, 2006, and 2010
- Arrived at our document through an open community engagement process
- Since our implementation, the City has developed a robust performance management system – Results Alexandria (RA)



# How Our Plans Currently Work Together



## City Strategic Plan

- The City Government's vision, developed by the Community and set by City Council

## Focus Areas & Long Term Outcomes

- Four Focus Areas with Long Term Outcomes to operationalize the City Strategic Plan

## Goals & Strategies

- Departments' Goals and Strategies to achieve the City's Long Term Outcomes with indicators to track their success

## Work Plan

- Specific set of actionable items to achieve Goals and Strategies

## Standards of Performance

- Tool to set employee expectations to achieve the Work Plan and evaluate employee performance – Senior Executive Group only

# What's Next for the City Strategic Plan?

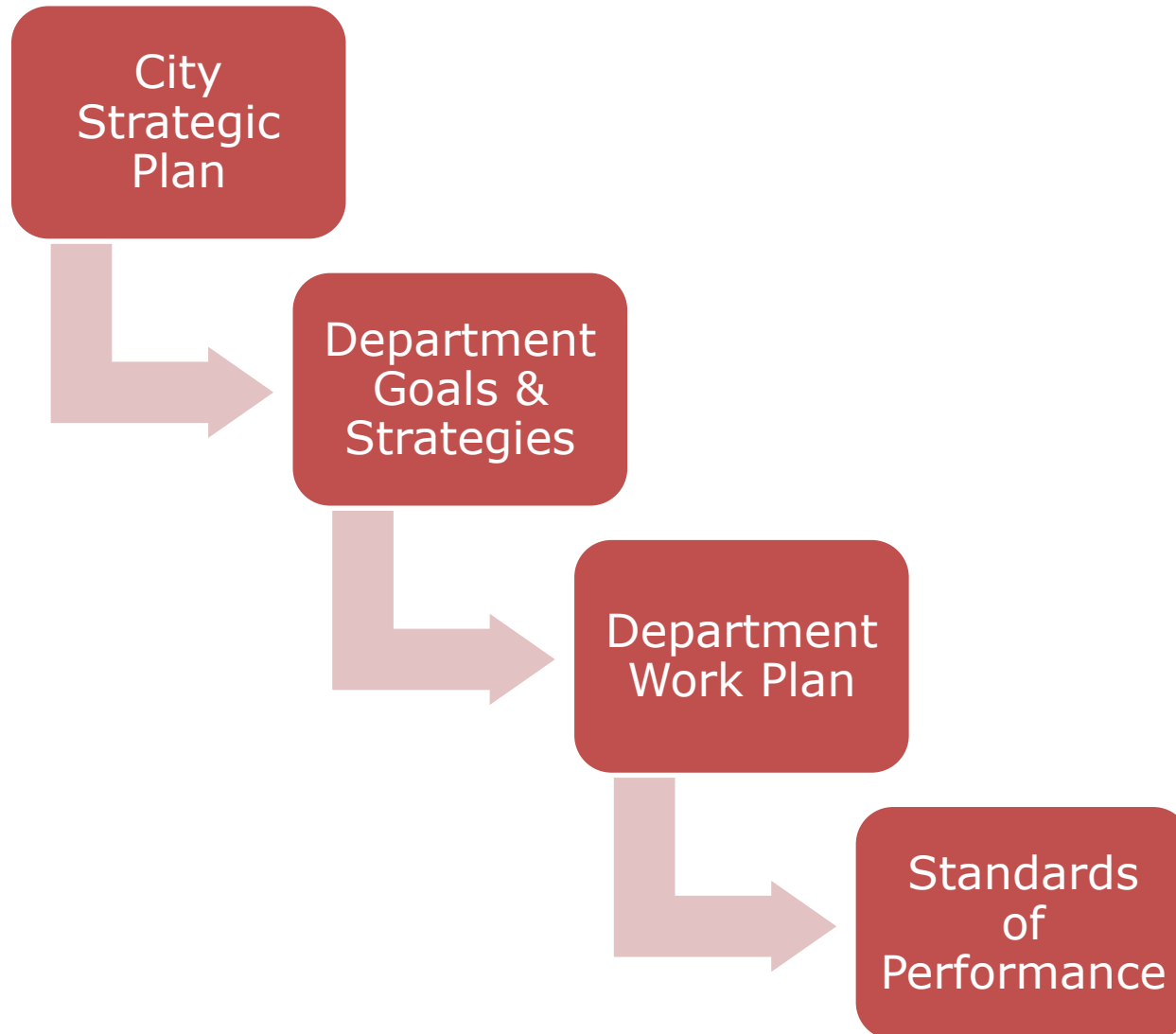
**City staff have developed a recommendation for City Council's consideration which focuses on:**

- Building the City Strategic Plan using **community input** as the foundation to define the results the community values
- Communicating a **clear direction** to the public and City Government
- Including **measures and targets** so we can track our progress, share success, and identify and solve problems
- Setting a **six year plan** from FY 2017-2022 with a mid-point check-in/refinement in FY 2019 (corresponding with City Council election cycle)
- **Aligning** with the City's performance management system, Results Alexandria

# Recommended Content

Focus Area	Livable, Green, and Prospering City
Vision & Goals	Great Community... Alexandria has quality development and redevelopment, support for local businesses...
Outcomes	Increase the value of the City's commercial tax base from \$15B in FY 2016 to \$20B by FY 2022
Supporting Plans	<ul style="list-style-type: none"><li>-Specific master plans</li><li>-Related department goals and strategies</li></ul>

# New Alignment



# Recommended Community Engagement & Development Process

NOV 2015– JAN 2016

Preparation &  
Data  
Collection /  
Reporting



FEB/MAR 2016

Visioning with  
the  
Community



APRIL/MAY 2016

Draft  
Developed  
per the  
Community



JUNE 2016

Community  
Prioritization  
Workshops



SEPT 2016

City Council  
Consideration  
& Approval

- Conduct scientific community survey in November to collect data for performance indicators
- Publish performance indicators summary (incl. survey data)
- Staff develop a template with refined content from the current City Strategic Plan, Focus Areas, & Outcomes as a starting point for the community
- Facilitation training is held for Boards and Commissions
- 2-3 public meetings for each Focus Area to review and refine vision and goals
- Meetings are facilitated by members of Boards, Commissions. City Council members
- Agenda will include staff presentation on performance indicators (including the community survey) as well as presentations by relevant Boards and Commissions on relevant Master/Strategic Plan information to highlight
- Per community discussion, staff will draft vision and goals
- Outcomes will be developed to measure the vision and goals
- 1-2 public meetings to review and refine vision and goals
- Public provides input on prioritizing outcomes (those to improve and those to maintain based on data)
- Community input provided in-person and through AlexEngage
- City Council at a work session is briefed and provides feedback to staff
- City Council reviews, adjusts, and approves the final document