## El Cerrito Strategic Planning

City Council Workshop September 22, 2012



## Today's Focus

- Develop common understanding of strategic planning process, terminology, outcomes
- Solicit City Council input on El Cerrito's Vision
- Define organizational values for the City to drive how work is accomplished



## Steps to this Point

- City Council interviews
- Focus groups
  - Employees
  - Community stakeholders
- Community Outreach
- Online Survey
- Senior Staff workshop



## Strategic Planning

- Is a collaborative process between staff, policy makers, other stakeholders
- Establishes clear vision, mission and values for the organization
- Provides a framework for linking budget, CIP and other City plans and processes together
- Contains multi-year, broad goals and strategies
- Provides context for business plans

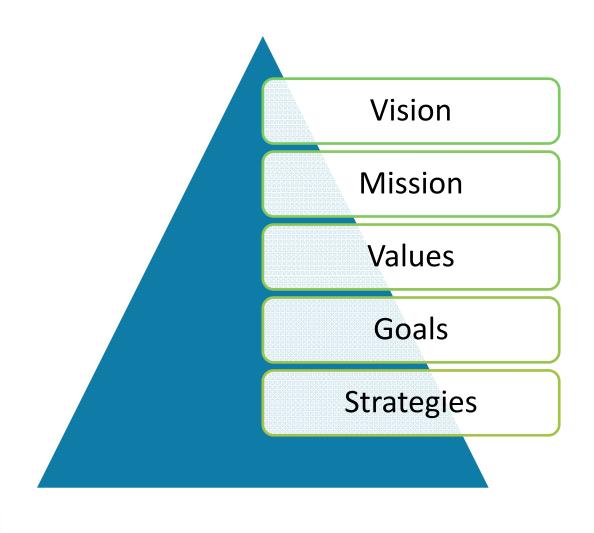


#### Two Important Parts to the Strategic Plan

- What: The "content" of our strategic plan
  - Our mission and vision
  - Our goals and direction for the future
- How: How we'll work together to achieve the goals in the strategic plan
  - Our organizational values
  - Strategies and implementation workplans

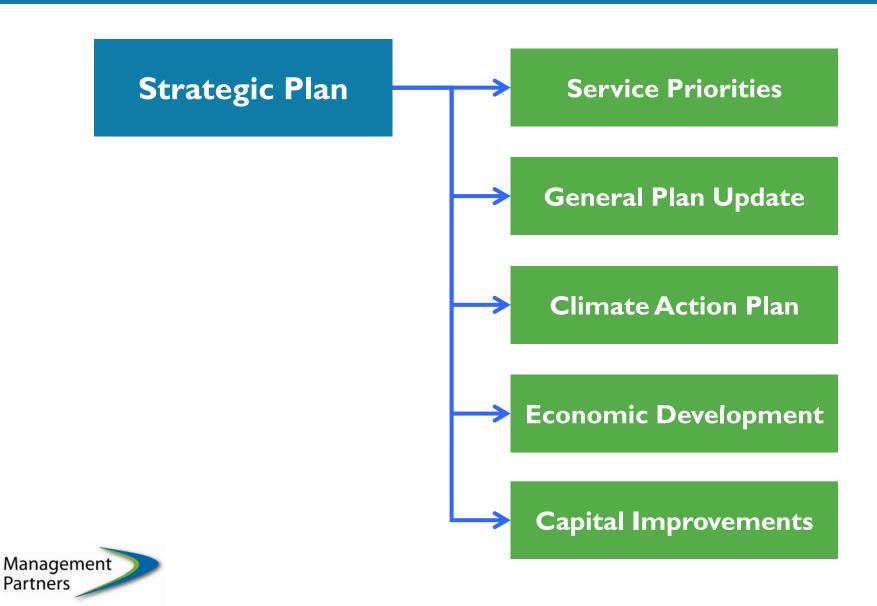


# Strategic Plan Components

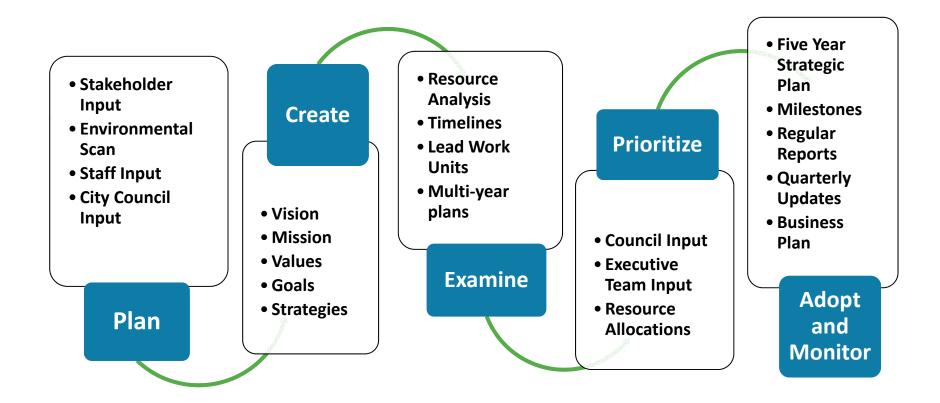




## Strategic Plan Components



## Developing the Strategic Plan





### Questions?

- About the process?
- About the goals for the day?



## Community and Stakeholder Input

- Methods of outreach
- Overview of themes

Discussion: What stands out?



### Distinction Between Mission and Vision

Mission Statement	Vision Statement
Statement of what the	Statement of the future
organization does	
Who you are	Where you are going



#### Mission Statement

- Provides the <u>purpose and direction</u> for the organization – it communicates why we exist.
- Gives a rationale for programs that are carried out by the organization
- Guides the prioritization of opportunities
- Fundamentally defines what the organization stands for and the reason for its existence



### El Cerrito Adopted Mission Statement

 The City of El Cerrito serves, leads and supports our diverse community by providing exemplary and innovative services, public places and infrastructure, ensuring public safety and creating an economically and environmentally sustainable future.



#### **Vision Statement**

- Describes the future to be brought about by the City of El Cerrito
- Describes where you are going



### Sample Vision Statements

- Rohnert Park is a thriving, family friendly community that is a safe, enjoyable place to live, work and play.
- The City of Albany is environmentally and fiscally sound, champions a healthy local economy, fosters safe, diverse and engaged neighborhoods, and treasures its unique waterfront.
- Modesto: a safe, attractive and vibrant city where people choose to raise a family, grow business and enjoy life.



#### El Cerrito Vision Discussion

- What differentiates El Cerrito
  - Physical location
  - Accessibility (to/from)
  - Friendly, small town
  - Progressive
  - Educated
  - Environmental stewards
  - Diverse
  - Community-involved; engaged



### Words/Themes for a future El Cerrito

- Community
- Diverse
- Safe
- Environmental leader
- Thriving entertainment, dining and shopping options
- Family-friendly
- Places and ways to gather; come together

- Updated public facilities
- Vibrant, "walkable" neighborhoods
- Strong schools; education
- Sense of identify and place
- Forward-thinking; progressive
- Alternative modes of transportation



#### El Cerrito Vision – 4 ideas

#### <u>Idea 1</u>:

 The City of El Cerrito is a thriving community with vibrant neighborhoods, engaged residents, a respect for the environment and a focus on a sustainable future.

#### <u>Idea 2</u>:

 The City of El Cerrito is a vibrant and sustainable community where people are connected to each other, local businesses and the environment.



#### El Cerrito Vision – 4 ideas

#### <u>Idea 3</u>:

 The City of El Cerrito is a safe, friendly, unique and thriving community.

#### Idea 4:

 El Cerrito is recognized for its environmental leadership, picturesque neighborhoods, and exemplary public services.



#### El Cerrito Vision – Discussion

- What do you like about the samples?
- What would you want to include in a vision statement?
- What would you change?



#### El Cerrito Vision Statement

[To be inserted]



#### **Values**

- Provide the basis for how an organization and its members will work to achieve the mission and vision
- Drive the goals created and the process of implementation
- Describe what you stand for



### Proposed Organizational Values

- Ethical
- Fiscal Responsibility
- Innovation and Creativity
- Leadership
- Professional Excellence
- Responsiveness
- Transparency and Open Communication



#### El Cerrito Values

- Do these values reflect what you believe is important for El Cerrito as an organization?
- Is anything missing?



#### **Next Steps**

- Solicit input on goals and strategies that will achieve the City's vision (on-going)
- Engage staff and Council to refine goals and strategies
- Prepare a draft strategic plan
- Present the draft strategic plan to the community and Council for feedback in early 2013
- Align City programs and services to the goals and strategies contained in the Strategic Plan



# Thank you!!

