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OFFICE OF THE CITY MANAGER

CITY OF SACRAMENTO CALIFORNIA

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June 16, 2000

City Council Sacramento, California

Honorable Members in Session:

SUBJECT: Strategic Planning Process Overview

LOCATION/COUNCIL DISTRICT: Citywide

RECOMMENDATION:

This report is for City Council information.

CONTACT PERSON: Reina J. Schwartz, Strategic Planning Director, 264-5704

COUNCIL MEETING DATE: June 27, 2000

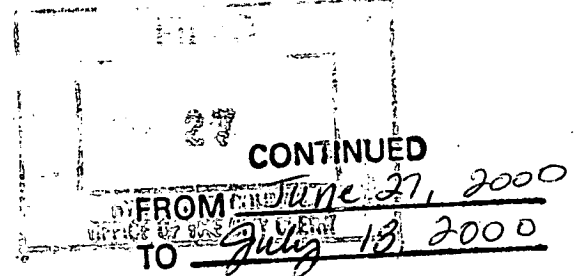
SUMMARY:

This report provides an overview of a draft strategic planning process for the City of Sacramento. The goal of this process is to define a shared vision for Sacramento's future and to organize City services to achieve that vision. In the first phase of the process - through December 2000 - the City will be working on developing a process for the community, City Council and city workforce to define a shared vision and priorities for Sacramento. Specifically, this reports outlines a process for beginning to engage the community in the planning process.

BACKGROUND:

Strategic planning is a continuous process to shape and guide what an organization is, what it does and why it does it. For the City, the overall goal of this process is to define a shared vision for Sacramento's future and to organize City services to achieve that vision. In the first phase of the process - through December 2000 - the City will be working on developing a process for the community, City Council and city workforce to define a shared vision and priorities for Sacramento.

As it unfolds, strategic planning will help the City of Sacramento to: (1) determine our priorities as a city, define a common vision for the future, and determine what actions need to be taken



today to assure that vision becomes reality; (2) ensure the future growth and livability of our community by tackling significant challenges (e.g. transportation, education, crime, economic development, air quality, neighborhood revitalization, etc.); and (3) work across City departments and other agencies to improve services and quality of life.

While these issues are already being addressed in various ways as part of the ongoing work of the City, there isn't a single comprehensive plan to coordinate our approaches to these challenges. In addition we have not analyzed what our priorities should be as we look to leverage our resources most effectively to address these issues. The strategic planning process is intended to help the City agree on how to use its resources to create a community that we all want to live in for decades to come.

The City has developed a process flow chart that will guide our strategic planning effort over the next eighteen months. The process is divided in to two tracks. The first looks externally at what we want the Sacramento community to look like in the future; the second looks internally at what kind of an organization we want the City to be. Both of these tracks will be going on simultaneously and will involve input from all across the organization and the community. One of the first activities is a series of focus groups for employees. These focus groups will be followed by a survey sent to all City employees.

At the same time as the internal "scan" is being conducted, the City will begin reaching out to the community to get input into how we can best design a strategic planning process that involves every segment of our community in this effort to developed a shared vision and priorities. Staff anticipate presenting to City Council by December 2000 a plan for a community-wide process that will roll out in January 2001. Some of the key components of the initial outreach are:

- Meet with the Council members' offices to gather input and support for the process.
- Form an Advisory Group of community representatives to help plan the process. Representatives will be chosen by Council district, two per district as recommended by the Council member. The goal will be to get as much as possible a good cross-section of the whole community.
- Develop a written flyer describing the community planning process. Include with it ways to provide feedback and suggestions.
- Develop a Master List for distribution of flyer. Begin with groups identified by the Neighborhood Area Directors. Add names to Master List as appropriate.
- On a periodic basis, distribute an update on strategic planning to the Master List.
- Develop a brief presentation about the planning process; get on agendas of 10-15 large meetings (e.g. Chambers of Commerce).
- Request that each Neighborhood Area Director make it a priority to talk about the strategic planning process at community meetings they attend.

- Develop ways to enable the community to offer feedback: dedicated email address, voice mail box, web site.

FINANCIAL CONSIDERATIONS:

At the midyear budget review, the City Council approved \$200,000 in one-time funds to begin the strategic planning process. The 2000-2001 budget contains funding of \$185,000 for the annual operations of the strategic planning unit.

ENVIRONMENTAL CONSIDERATIONS:

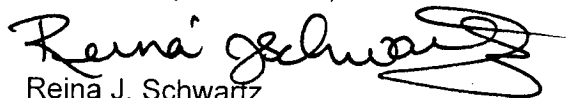
This report is for information only.

POLICY CONSIDERATIONS:

Over the course of the strategic planning process, there will be many opportunities for involvement from the community. The purpose of the process outlined in this report is to begin touching base with the community early in the process, about the process itself.

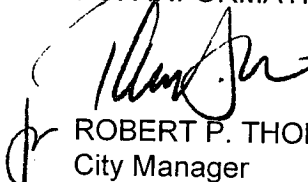
ESBD: None. No goods or services are being purchased.

Respectfully Submitted,



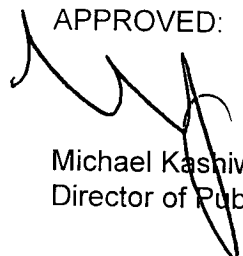
Reina J. Schwartz
Strategic Planning Director

FOR INFORMATION:



ROBERT P. THOMAS
City Manager

APPROVED:



Michael Kashiwagi
Director of Public Works

From: Lida Chew
To: Lina Resurreccion
Date: 7/11/00 3:11PM
Subject: Council Item for 7/18

Hi Lina:

We had placed a council item on the 7/25 agenda for a staff report and need to move it up to 7/18.....if possible....the report is in the City Manager's Office awaiting signature.....

7/18...East Bay Municipal Utility District Issues...Staff Report... 10 minutes....Afternoon

If you have any questions, give me a call at 1463....thanks! Please convey info to Virginia as she called and left a message on my voice mail...thanks!