



STAFF REPORT

DATE: January 9, 2018

TO: Bryan Montgomery, City Manager *Approved and Forwarded to the City Council*

FROM: Nancy Marquez-Suarez, Assistant to the City Manager

SUBJECT: **Review of the Proposed Process and Timeline for the Development of the 2018-2020 Strategic Plan**

It is time to look towards developing the new 2018-2020 Strategic Plan! The Strategic Plan dictates the direction and priorities for the each two-year period.

The Strategic Plan consists of ten Strategic Areas of Focus, which each are further defined by a goal and action items that assist in accomplishing each goal. The Strategic Areas of Focus are the following:

- Business & Job Growth
- Planned, Quality Growth
- Community Infrastructure and Traffic Safety
- Downtown & Main Street Revitalization & Enhancement
- Public Safety
- Parks, Streetscapes & Recreational Opportunities
- Financial Stability & Sustainability
- Community Outreach, Communication, & Participation
- Political Leadership & Stability
- Operational Excellence

Per the City Council's direction in previous years, the development of each two-year Strategic Plan has always been a community-driven process in which we solicit resident input and create various opportunities to allow for meaningful contributions.

Below is the proposed schedule for the engagement process that would ultimately result in the development and adoption of the 2020 Strategic Plan:

- Jan. 22nd** **Citizen Satisfaction Survey is mailed to 500 residents**
- Jan. 22nd** **Online Citizen Satisfaction Survey made available on City's Website**
- Feb. 1st** **Mail Sample will be sent a postcard reminding them to please complete & return Survey**
- Feb. 9th** **Deadline to return the mail Survey & Online Survey closes**
- Feb. 9-23rd** **Analysis of survey results & preparation of comparative graphs/charts**
- Feb. 9th** ***Engage in Oakley* will have two prompts up, soliciting the public to 1) prioritize the areas of focus & 2) to provide feedback regarding the goals**
- Early March** **Council & Staff strategic planning discussion**
- Early April** **Community Wide Strategic Planning Meeting at Freedom High School Multi-purpose room**
- Residents will get to attend three break out discussions on any of the following Areas of Focus to provide feedback on Goals & Action Items:*
- Business & Growth/Downtown & Main Street Revitalization
 - Community Infrastructure & Traffic Safety
 - Public Safety
 - Planned Quality Growth
 - Parks, Streetscapes & Recreation Opportunities
 - Community Outreach, Communication & Participation
- April 13th** **Notes taken from the Community Wide Strategic Planning Meeting will be emailed to attendees in *Oakley Outreach* on April 6th or April 13th**
- April 24th** **Work Session to receive further direction from the City Council, as well as to create another opportunity for residents to attend and offer input**
- May 8th** **Draft Plan**
- May 22nd** **Adoption of Strategic Plan**

Fiscal Impact

Other than public noticing and staff time to encourage participation, there is no fiscal impact for the development of the Strategic Plan. The action items within the Strategic Plan each have their own budgetary impact.

Recommendation

Provide direction to City Staff regarding the Strategic Plan process and proposed timeline.

Attachments

None