

## Strategic Planning

Implementation of the Program





- Strategic planning process approved by the Council on October 3, 2012
- Primary Goal: Align City services with its budget and resources

What are the most important things for City to focus on over the next five years?



#### Strategic Plan Purpose

- Set Monrovia's course for the next 5 years by ensuring that limited resources are allocated to the most important things
- Meaningfully engage the community before handing-off goal setting to the Council
- End Result: Strategic Plan priorities and work programs guide budget decisions, including preparation of upcoming 2013-15 Budget

## Four Key Steps

Current Projects and Programs

**Fiscal Condition** 

Community Outreach

Goal-Setting Input

Council Goal Setting What are the most important things for the City to focus on over the next 5 years?

Work Programs/Strategic Plan



2013-15 Budget



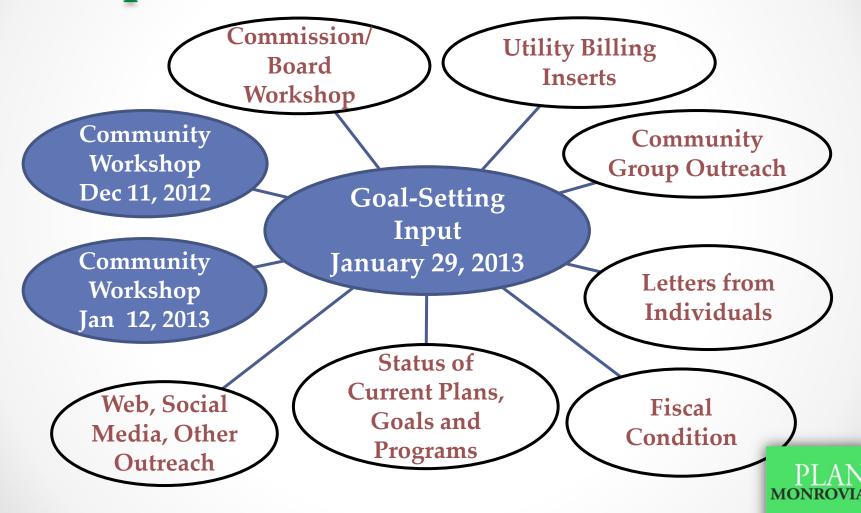




#### Guest Speaker HSM Team



# • Goal-Setting Input



## Community Workshops

#### Community

- Share ideas priorities and discuss them with other community members.
- Appreciate perspectives of other community members
- Learn how ideas fit with current City activities and fiscal constraints
- Express preferences for top City priorities

#### Council

- Actively listen and process the input in preparation for their "goal-setting workshop" on February 9
- No Council discussion or action will be taken at the Community Workshops



## Community Workshops

 Small break-out groups discuss key question:

What are the most important things for the City to focus on over the next five years?

- Randomly assigned groups
- MIT-9/other staff serve as breakout group facilitators
- Results from small group discussions reported-out; summaries organized by "theme" posted on walls





## \*\*Community Workshops

- Participants provided with 3 dots to "vote" on top priorities
- "Wrap-up" by facilitator, including overview of how results will be used by the Council
- Feedback form on City services and Community Workshop experience
- Results presented as part of January 29 goal-setting input study session





# Council Study Session 1/29

- Results of community outreach efforts
  - >"Themes" that emerged from various sources
  - ➤ How they are similar, how they are different
- "Environmental scan"
  - ➤ What's already on the City's plate
  - > Fiscal context
- Hand-off to Council in preparing for goal-setting



## Council Goal-Setting

 Setting major City goals for the most important, highest priority things for the City to achieve over the next five years

Council Goal
Setting Workshop
Feb 9, 2013





#### Proposed Process

- Start with composite list of proposed goals submitted by each Council member, organized by theme
  - Where similar goals are submitted, goal-setting team will draft suggested "consolidated" goal
- Review goals for clarity and understanding
- Finalize "menu" of proposed goals for ranking
- Weight and rank goals



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#### Recommended Priority Scale

- Most important, highest priority for the City to achieve over the next five years
- Important goal to achieve
- 2 Address if resources are available
- Defer to next Strategic Plan for consideration
- O Not a priority goal





Recommend limiting "total points" to focus on priorities



# Likely Result: 3 Priority Tiers

Major City goals

Other Important goals

Goals to address as Resources Permit



# Council Homewor k Assignment: Due 2/6/13

#### Council Member Proposed Major City Goals

Please prepare up to seven proposed Major City Goals (the most important, highest priority things for the City to accomplish over the next five years) and submit them by Wednesday, February 6, 2013. The Goal-Setting Team will then compile a verbatim, composite list by topic without identifying who submitted the particular statements; and where appropriate, suggest wording for composite goal statements where similar ideas have been submitted. These will be distributed at the workshop on Saturday, February 9, and form the foundation for setting goals and establishing priorities.

Please refrain from releasing your personal list so that each Council member has flexibility to review all of the submissions and discuss them at the Council Goal-Setting Workshop before staking a position. An electronic version of this form will be provided to you.

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#### 3 Strategic Plan

 Draft work programs/strategic plan presented to Council March 26

Council approves strategic plan

April 16





#### Work Programs

- In preparing Strategic Plan and Preliminary Budget around Major City Goals, essential for clear understanding of what the Council hopes to achieve
- Purpose of work programs is to:
  - o Define and scope the adopted goal
  - Ensure clear understanding of the goal so appropriate resources are allocated, and progress measured in achieving it



## Council: We want a swing



How Engineering saw it



What Parks & Recreation thought they meant



What Finance hoped they meant



All the Council wanted



#### Ongoing Reporting

- Work programs help measure progress in achieving the goal by clearly defining the specific actions to be taken
  - Results can only be measured if the workscope was clearly defined to begin with.
- But allocating resources and adopting clear plans alone will not provide results: that comes from using those resources in implementing the plan.
  - ➤ Ongoing reporting on the status of the "action plan" in concise but meaningful ways essential component for success.

# 4 Budget Adoption

Preliminary Budget issued/
 Budget workshops and hearings

May-June

Budget adoption

June

While there is a clear "hand off" to the Council on February 6, when priority goals are identified, opportunities for further public comment will be available until the budget is formally adopted in June 2013.



#### Outcome from 4 Step Process

- Community Workshops, while an important part of the process, are one of many inputs that the Council will consider in setting priorities in the Strategic Plan and 2013-15 Budget.
- Council Goal Setting Workshop and Work
   Programs/Strategic Plan adoption assures that the
   Council leads the way in aligning resources with
   priorities in developing the budget.
- However, these steps represent the start of the budget process, not the end.



# Key Dates Ahead

RESIDENTS

•	<b>Community Outreach</b>	11-12 thru 1-13
•	Commission/Board Workshop	11-28-12
•	Community Workshops	
	➤ Community Center	12-11-12
	➤ Calvary Chapel	1-12-13
•	Council Study Session: Goal-Setting I	nput 1-29-13
•	Council Goal-Setting Workshop	2-9-13
•	Draft Work Programs/Strategic Plan	3-26-13
•	Strategic Plan Approval	4-16-13











The Plan Monrovia Marketing and Outreach is designed to reach the greatest number of Monrovians, so that as Council goes to develop a final plan, you are seeing a greater community snapshot.

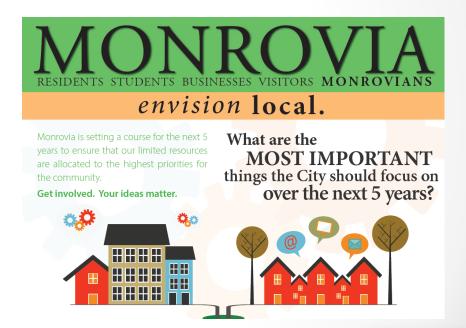




#### **Traditional / Low Tech Marketing**

- Trifold Brochure
- Flyers
- Posters
- Postcards
- Banners

- Community Roadshow presentations
- Email / Phone







#### Out of the Box / High Tech Marketing

- City of Monrovia website
- Textizen
- MindMixer (web)







## MindMixer

#### **Opportunities for Engagement**



**Open Idea Submission:** Frame the conversation and allow citizens to submit open-ended ideas



Idea Prioritization: Dictate the content and ask participants to prioritize using "seconds" or dollars



Idea Voting: Dictate the content and ask participants their degree of support for various ideas



Questionnaire: Utilize typical survey / questionnaire tool





#### MindMixer

#### **Notable Features**



**Multi-Lingual:** MindMixer supports 52 different languages, with real-time translation. Engage all participants, in their own language.



**Mobile Integration:** Participants can also text (SMS) or call (Voicemail) in their ideas. Reach participants on-the-go.



Location-Based: Create geography-specific categories and topics for feedback. This allows for meaningful and contextual opportunities for campus engagement.



**Two-Way Dialogue:** Provide response to participant ideas without leaving the web interface.







RESIDENTS

#### Questions?



