Approve Strategic Goals and Objectives

Council Business Meeting
6-26-2019
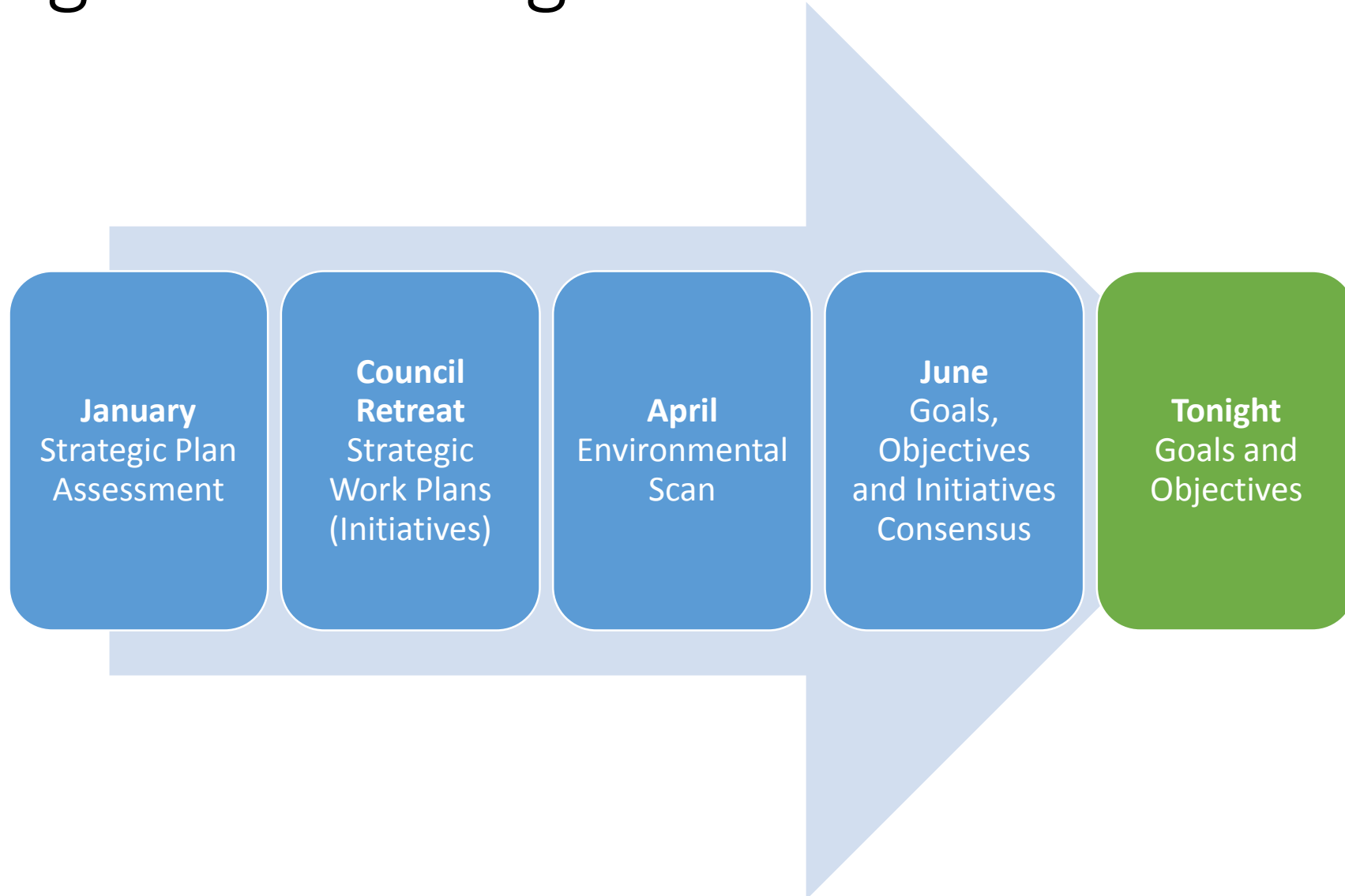
Staff Recommendation

- Council adopt R-10 approving the Strategic Goals and Objectives presented to the Council on pages 254-261 (subject to any modifications made by the Council this evening)
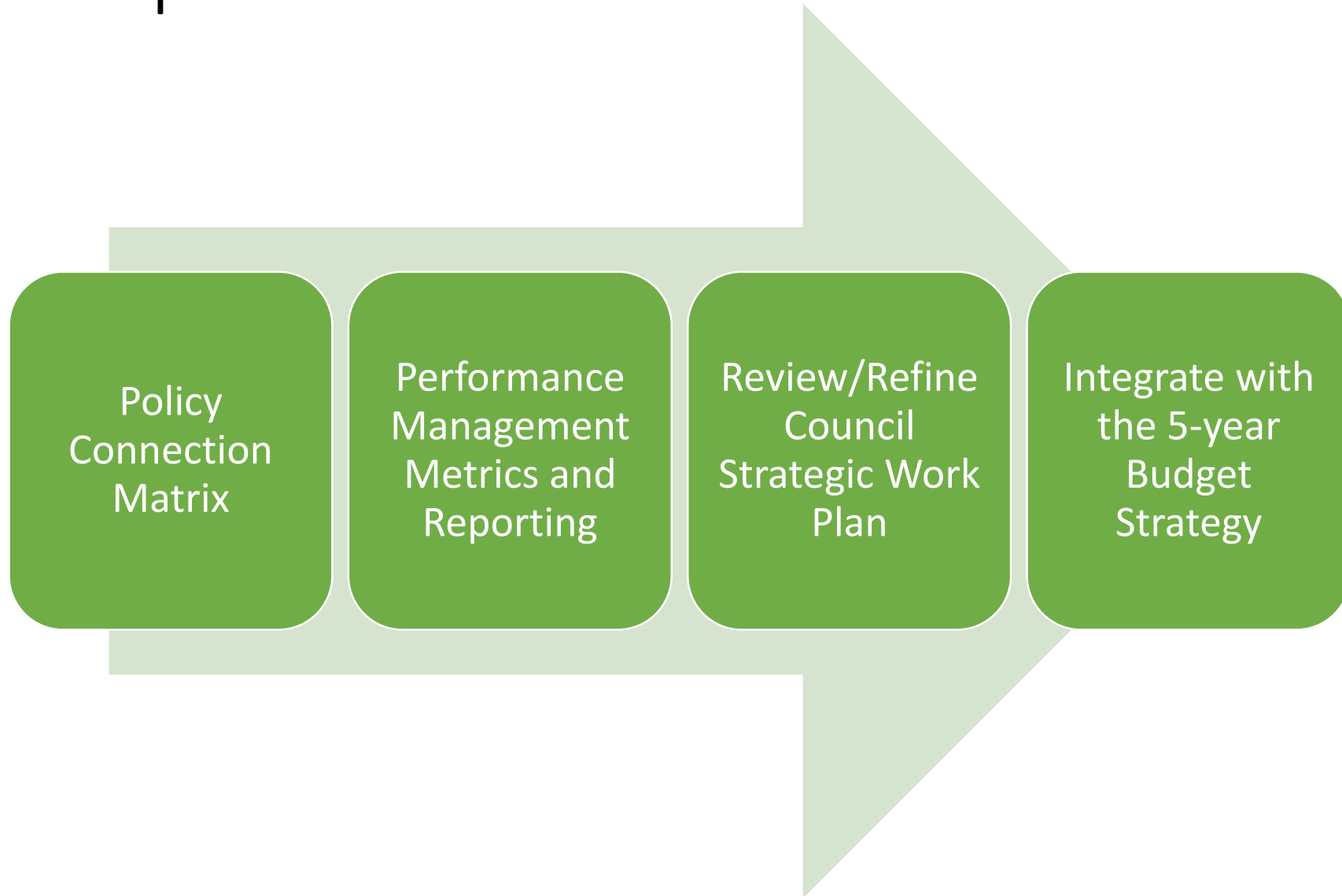
Performance Management System for Local Governments

Strategic Plan Background - 2019

Next Steps

Policy Connection Matrix → Performance Management Metrics and Reporting → Review/Refine Council Strategic Work Plan → Integrate with the 5-year Budget Strategy

Review of Changes

- P. 254-261: Goals and Objectives
- P. 263: List of edits since June 5

- *Will cover edits and reorganization to goals and objectives*
- *Will not cover changes to initiatives*

Framework and Design

Sustainability Framework

- The Town Council uses a Sustainability Framework to evaluate the "triple bottom line" implications, benefits and consequences of the Town's strategic goals and objectives. The framework prioritizes and connects environmental, economic, and equity factors across the Council's strategic work plan.

Goal Organization

- Collaborative and Innovative is at the base and feeds into the Council goals

Sustainability Framework
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Environmental Stewardship

Economic & Financial Sustainability

Affordable Housing

Connected Community

Vibrant & Inclusive Community

Safe Community

Collaboration & Innovation

Environmental Stewardship

- Revised goal statement to focus on climate change

- Added 1 initiative

Economic & Financial Sustainability

- Folded Parking objective into Downtown objective

- Added 3 initiatives

Affordable Housing

- Folded objective about collaboration into other objectives
- Added 1 initiative

Connected Community

- Edited Objective 1 to improve management of traffic flow, not resident perceptions

- Moved road infrastructure initiatives from safety

- Added 3 Initiatives

Vibrant & Inclusive Community

- Revised language of the community arts and culture objective

- Did not change objective 2 in order to keep language consistent with BIC and Community Connections

- Added 1 initiative

Safe Community

- Edited objective 1 to specify facilities *that support public safety*

- Reorganized objectives
  - Added equity language to objective 2
  - Add new objective 3 about the delivery of Town Services

- Added 2 initiatives

Collaborative and Innovative

- Edit objective 3 to specify the increase of *public* transparency

Survey Results – Page 271

- 37 participants
- Positive, productive, actionable and in line with Council discussions
- 4 minor edits to Strategic Goals and Objectives
- Add specificity. Interest can be met through Council Strategic Work Plans and Performance Measures
- Add connections (i.e. sustainability and connectivity)

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