

Strategic Plan Update

City Council

September 14, 2020



Salem Strategic Plan

Fall 2017

Welcome & Introductions



Agenda

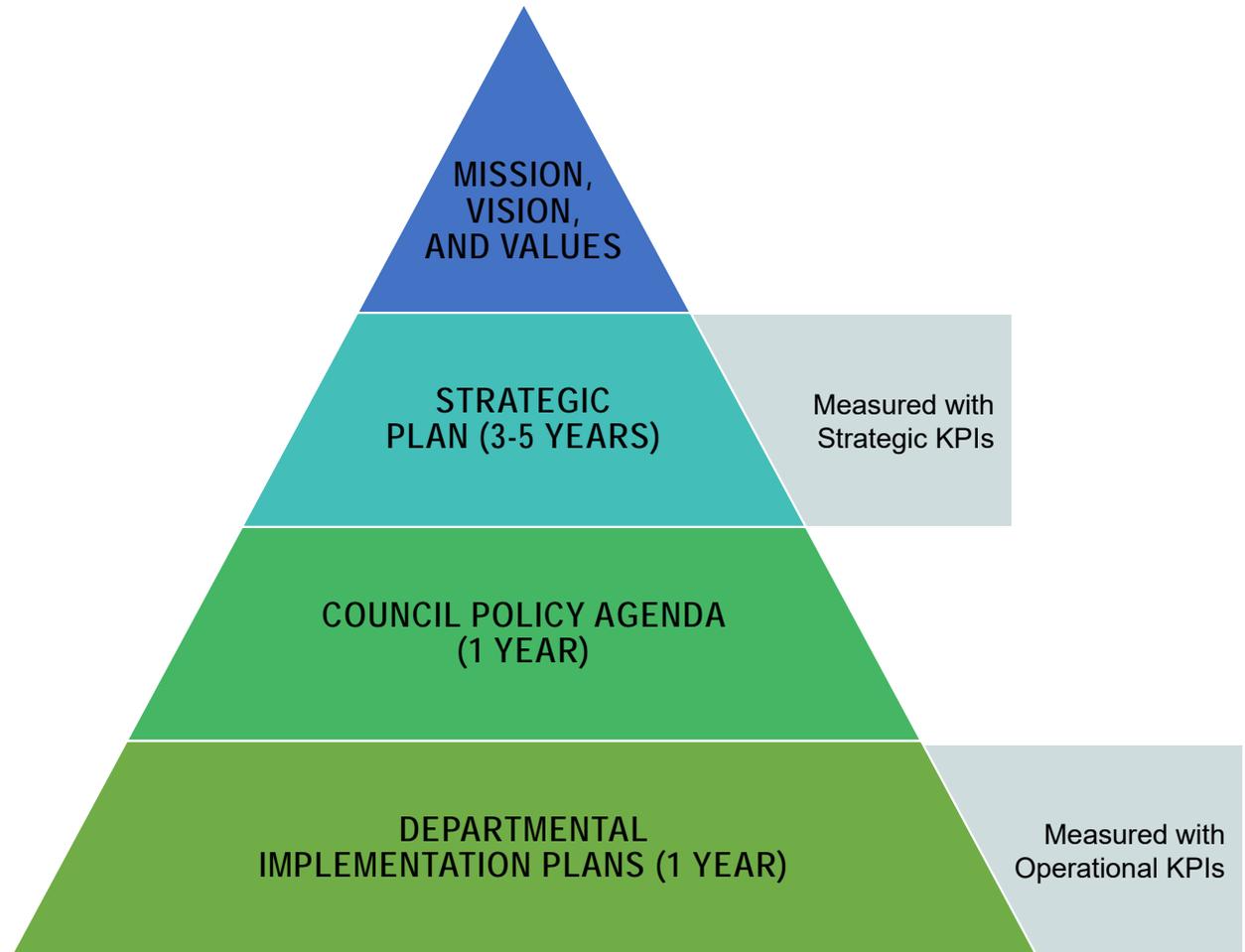
- Planning Framework
- Planning Process
- Next Steps



Strategic Plan Update

| What It Is | What It Isn't |
|---|--|
| Building upon the foundation laid in the 2017 Strategic Plan. We are making updates to reflect the City's current environment. | Starting from scratch. |
| Using a flexible and lean process. We want to get the City moving forward quickly. | Using a long and exhaustive process. |
| Relying on multiple sources of community input from a variety of City outreach efforts. We are aiming to use resident bandwidth wisely. | Performing high levels of outreach exclusively for the strategic planning process. |

Planning Framework



Planning Framework

- Collaborative development process incorporating input from:
 - Community
 - City Staff
 - City Council
- Focus on practical and actionable strategies to guide the next 3-5 years of work
- Balance between meeting current and long-term needs of the community

Planning Process

September

- Project kickoff
- Interviews with City Council and management
- Review Mission, Vision, Values with City Council and management

October

- Development of potential goal areas with City Council and Management
- Prioritization of goal areas with input from the community, staff, management, and City Council

Planning Process

November

- Development of objectives and strategies with City Council and management

December/January

- Review of draft strategic plan with City Management and City Council
- Community input on draft strategic plan

February

- Finalize strategic plan and present to City Council for adoption
- Council and management

Community Input

Methods

- Review of data gathered via various community outreach efforts, including:
 - Community Satisfaction Survey
 - Our Salem (comprehensive plan) outreach
 - Climate Action Plan outreach
- Community survey to prioritize strategic goal areas and provide an opportunity for initial input
- Public comment on strategic plan draft

Questions

