

CITY OF SALEM STRATEGIC PLAN

A TOOL TO GUIDE THE CITY'S FUTURE DECISION-MAKING AS THE COMMUNITY GROWS & CHANGES

The City of Salem is undertaking a **strategic plan** to articulate the mission, vision, values, and goals of its residents, businesses, and civic leaders in order to more effectively serve residents of Salem. The **strategic plan** will chart a course for the City based on findings from an assessment of current conditions in our community, impacts of anticipated change in the region, and the perspectives of residents, community leaders and elected officials. This strategic plan has three phases:

PHASE 1: SITUATION ASSESSMENT

HOW IS THE CITY GOVERNMENT DOING?

The Situation Assessment will outline the internal (strengths and weakness) and external (opportunities and threats) conditions impacting the provision of services by the City.

OCTOBER - JANUARY

PHASE 2: STRATEGIC PLAN

WHAT ARE THE CITY'S GOALS FOR THE 5-7 YEARS?

The Strategic Plan will describe the mission and values that guide the City, the vision, goals, objectives, and performance measures the City wants to achieve, and the planning and funding it will take to get there.

FEBRUARY - MAY

PHASE 3: TRANSITION PLAN

WHAT MUST THE CITY DO IN THE FIRST YEAR TO ENSURE SUCCESS?

The Transition Plan will include a policy agenda and work plan, as well as specific and individual departmental work plans designed to carry out Council policy.

MAY - AUGUST

