Strategic Planning Options

(Staff is seeking direction on consideration of alternative facilitation options.)

RECOMMENDATION:

Council give staff direction to work with Council Members Béraud and O’Malley to develop a Community Ethics/Campaign Reform Program.

DISCUSSION:

Background: The City implemented a strategic planning approach in 1997. The City Council develops two year goals in a strategic planning workshop which become the foundation of the City budget and department work plans. The Council met in February 2007 to adopt Council goals which are:

- Enhance the City’s Economic Base
- Continue the Emphasis on Road Maintenance
- Repair the Historic City Hall Building
- Continue to Enhance Public Safety
- Campaign Reform
- Create a Natural Resources Program

Typically in the second year, Council would review and refine the goals and review policy issues that emerge throughout the year. The Council has initiated a discussion to modify the approach and consider different facilitation options.

Analysis: One of the Council goals is Campaign Reform. At a recent informational forum one of the speakers described a Community Ethics/Campaign Reform program which engages the community in a discussion about community values. Council Members Béraud and O’Malley have been tasked with exploring the opportunities for an Ethics Program and Campaign Reform. Staff is exploring the potential of utilizing the Community Ethics Program as a vehicle to build a community discussion in place of the strategic planning program slated for early 2008.
Staff would provide an update of the progress on Council goals at a regular City Council meeting and the Council would have an opportunity to refine the goals. The workshop time could be devoted to the ethics program which is expected to take a year or two to develop and then ongoing maintenance.

Conclusion: If the Council concurs with this approach, staff will work with Council Members Béraud and O'Malley to develop a program for 2008 which would be brought back to Council for approval.

**FISCAL IMPACT:** None