

City Council Agenda Memo

From: Paul M. Briseno, City Manager

Council Meeting: April 16, 2024

Subject: 2021-2026 City Council Strategic Plan Update

Presenter(s): Paul M. Briseno, City Manager

Summary:

The City of Brookings 2021-2026 Strategic Plan is a guiding document the City Council utilizes to attain desired outcomes for the community and organization. Annually, the City Council reviews the progress of goals, objectives, and tasks and updates the plan. The plan presented contains the Council's updated direction and staff input. Staff recommends approval of the plan as presented.

Background:

In 2021, the City Council set the process for a five-year strategic plan. Annually, the Council reviews the document for revisions. The document has evolved to reflect the change in Council and community. The City Council's Strategic Plan is one of many documents that guide operations, policy, and strategy to attain the community's dreams.

Discussion:

The City Council Strategic Plan contains five focus areas with defining statements that include:

- Fiscal Responsibility
- Safe, Inclusive, and Connected Community
- Service and Innovation Excellence
- Sustainability
- Economic Growth

At the 2024 strategic planning session, the City Council updated its vision and mission and refined focus statements and goals.

Vision: We aspire to be an inclusive, diverse, connected community that fosters creativity and innovation, sustainability, and a high quality of life for all.

Mission: To provide a high quality of life through exceptional services and proactive solutions.

The City's Leadership team updated objectives that will achieve the Council's goals. In January 2025, Staff will provide an update on the Strategic Plan. The update will include completed objectives and tasks.

Staff utilizes the Council's direction to prioritize projects, programs, and operations. In every Council memo, staff identifies the strategic area the requested action achieves.

Legal Consideration:

There are no legal considerations at this time.

Strategic Plan Consideration:

The approval of the updated plan will prioritize Council's directives.

Fiscal Responsibility – responsibly manage resources through transparency, efficiency, equity, and exceptional customer service.

Safe, Inclusive, Connected Community—create an environment for inclusive programs, gathering places, and events where the community can safely live, work and come together to participate in opportunities for learning, recreation and enjoyment.

Service and Innovation Excellence— provide an accessible environment committed to ongoing innovation and outstanding service through listening and engagement.

Sustainability – meet environmental, community and economic desires and needs without compromising future generations' quality of life by strategically planning, implementing and maintaining infrastructure and facilities.

Economic Growth— support effective diversified community investment and equitable opportunities for prosperity.

Financial Consideration:

Each goal, objective, and task has been or will be budgeted.

Options and Recommendation:

The City Council has the following options:

1. Approve as presented
2. Amend
3. Deny
4. Move the item to a Study Session
5. Discuss / take no action / table

Staff recommends approval of the evolved 2021-26 City Council Strategic Plan.

Supporting Documentation:

2021-2026 City Council Strategic Plan – 2024 Update