

City Council Agenda Memo

From: Paul M. Briseno, City Manager

Council Meeting: December 14, 2021

Subject: 2021-2026 City Council Strategic Plan Update

Person(s) Responsible: Paul M. Briseno, City Manager

Summary:

The City of Brookings Strategic Plan is a guiding document utilized to attain City Council desired outcomes for the community. Key focus areas prioritize goals and policies that will assist in attainment. Annually, the City Council updates the strategic plan. Staff presents a report of the plan's achievements for 2021.

Background:

In 2018, the City Council set the process for a five-year strategic plan. Annually, the City Council reviews the document for revisions. The living document should be reflective of the change in Council and community. The strategic plan is one of many documents that guide operations, policy, and strategy to attain this community's dreams. Annually, Council will reflect and update the plan. Council passed the current plan March 2021.

Item Details:

The updated 2021-2026 City Council Strategic Plan contains five focus areas which include:

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

Within the plan, focus statements guide the prioritized policies or projects. Every Council meeting, staff reflects within all memos one of the five focus strategy areas to ensure constant commitment to the plan. Internally, the document is reviewed quarterly to monitor success.

The report focuses on major achievements in 2021. Many of the projects identified will continue for the foreseeable future. Reported tasks must fit within the Council prioritized categories and generally require extensive staff investment to achieve. The organization's success is attributed to the City's employees and leadership's commitment to the community of Brookings and the City Council's Strategic Plan.

Legal Consideration:

None

Strategic Plan Consideration:

This report details the efforts to achieve City Councils Strategic Plan for 2021.

Fiscal Responsibility – financial transparency, service delivery, service level, outside agency funding

Safe, Inclusive, Connected Community– facility improvements, emergency mgmt. planning, Master Plans, Studies, Volunteer Boards

Service and Innovation Excellence– performance mgmt., governance, operations, intergovernmental relations, policy review

Sustainability – sustainable measures (training, implementation, policy), environmental, future quality of life, Master Plans, Comprehensive Plan

Economic Growth– community improvements, equitable opportunities, community appearance, city-owned land, land purchasing policy, future development/re-development, future growth

Financial Consideration:

Each reported item had a financial cost in time or material.

Recommendation:

This item is presented as a report to City Council and the public.

Supporting Documentation:

2021-2026 City Council Strategic Plan – 2021 Update