

City of Northfield Strategic Plan Summary 2018-2020

Strategic Planning Process



Community Engagement & Outreach

- A. Joint Facilitation Session. City Council, Economic Development Authority, Planning Commission.
- B. Board & Commission Community Forum. Real-time voting & facilitated discussion.
- C. Community Survey. Online, print, English-Spanish versions

Components of the Strategic Plan

- A. Strategic Priorities
 - The highest priority issues to be addressed.
 - Relevant to the challenges facing the community & current operational challenges.
- B. Desired Outcomes
 - What we are seeking to achieve in each priority area.
 - What success looks like
- C. Key Outcome Indicator
 - Indicators of the success we desire
 - What we can monitor, count, report
 - Direct relationship – indicator to desired outcome
- D. Target
 - Measurable end date – achieves desired outcomes
 - Realistic – based upon the desired outcome
 - Stretch, but achievable.
 - Direct relationship – target to outcome desired
- E. Strategic Initiatives
 - Covers multi-year planning period
 - Is SMART – **S**pecific, **M**easurable, **A**ctionable, **R**ealistic, **T**ime-bound

Strategic Initiative – Action Plans

- Provides a framework for planning “how” a strategic initiative will be developed and implemented
- Who, What, When, How
- *Development Status = Currently under development and review by staff, City Council, Boards & Commissions & related stakeholders*

Council-Staff Leadership

- A. Council Owns. Purpose, Direction, Success Definition, Accountability
- B. Staff Owns. Action Plans, Methods, Performance
- C. Shared Council & Staff Ownership. Perspectives, Creation, Accountability

Strategic Planning Timelines

- A. Outreach, Assessment & Plan City Council & Staff (May through July)
- B. Strategic Plan (2018-2020) Council Considers Adoption- Planned (August 8th)
- C. Action Plan Initiation Council Considers Support to Initiate Action Plan (September)
- D. Action Plan & Strategic Plan Implementation & Reporting (Ongoing).

Special thanks to our nationally recognized facilitator who delivered meaningful customized service for Northfield.