

Strategic Planning and Goal Setting  
Mayor O'Connell

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Agenda

- What is Strategic Planning
- Importance of Strategic Planning
- Vision
- Mission
- Values
- Goals and Objectives
- SMART Goals
- Preparation for goal setting
- Reminders

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What is Strategic Planning

- Organizational activity that is used to set priorities, focus energy, resources and strengthen operations with the intent of working toward common goals that produces desired outcomes for the City of Donald

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**Why is it important**

- It provides a sense of direction and outlines measurable goals
- Useful in guiding the day to day decisions
- Evaluates progress
- Allows for rapid changes to be implemented when change of direction is required

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**Where it starts**

- A good strategic plan starts with clear vision of what we want the city to be. It includes a clearly defined mission that supports the organizational vision and is supported by goals that drive success to meeting our mission and overall vision.

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**Vision**

- Is an inspirational statement of where we want to be in the future which is usually defined as 3-5 years
- Describes the what and why for everything we do
- Proposed Vision:
  - The City of Donald seeks sustainable growth that protects our resources, preserves our values and culture and provides a safe environment for our community.

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- **Mission:**
  - Describes what we do and how we do it.
  - Focusing on the mission each day will enable us to achieve our vision.
- **Clear and concise**
  - Broad enough to allow flexibility, but narrow enough to allow focused effort
- **Purposed Mission Statement:**
  - To promote and improve our quality of life, enhance our sense of community and preserve our small town heritage.

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- **Describes our core beliefs and behaviors**
  - Things we believe in that will enable us to achieve our Mission and overall Values.
- **Purposed values:**
  - To achieve our mission, we hold the following values:
    - Our organization exist to serve the citizens, businesses and visitors of Council Bluffs with integrity, courage, access, encourage involvement and be accountable to our citizens through transparency.
    - We are honest and ethical. Our actions will comply with all local, state and federal laws.
    - We treat everyone with dignity, respect and fairness.
    - We achieve outstanding results through effective teamwork and community participation.
    - We value growth that balances desired service levels, economic benefit and stability of our community.
    - We are cost conscious: We spend public funds responsibly and effectively to ensure financial stability for the future.
    - We are committed to proactive planning to guide the future of our community.
    - We protect our environment and preserve our natural resources for future generations.

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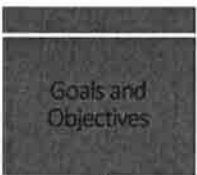
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- **Goals:**
  - Are statements that drill down a level below the vision that describes how we plan to meet our vision
- **Objectives:**
  - Are items that advance each of our goals

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**SMART Goals**

- When establishing goals they should meet the following criteria: SMART
  - Specific
  - Measurable
  - Attainable
  - Relevant
  - Time-based

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**Specific**

- Specific simply means clearly defined. The more specific the better chance you have of obtaining that goal.
- Example: Goal to become a millionaire by stating "I want to be a millionaire" is too general. Stating that want to save \$50,000 a year, over the next 10 years is more clearly defined.
- Things to consider when setting specific goals:
  - What do I want to achieve
  - Where
  - How
  - When
  - What are the limitations

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**Measurable**

- Means you can identify what you see, hear or feel when you reach your goal.
- Example: being happier is not evidence; not smoking anymore because you adhere to a healthy lifestyle of eating more fruits and vegetables and exercise twice a week is.

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Attainable

- Weighing the effort, time, resources, and obligations required to achieve the goal.
  - If you do not have the time, resources or money to reach your goal, then it is unattainable and you will fail.
  - Does not mean you cannot take something thought to be impossible and make it a reality, it just takes smart planning

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Relevant

- Simply means is the goal actually something that supports the overall mission and vision?
  - Ask: Is speeding truly an issue, and if so is it a priority

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Time-Based

- Setting a realistic deadline will ensure that you continually work on your achieving your objectives and goals.
- Setting too stringent of timeline does not allow for flexibility and will likely affect morale in terms of completing your goal because you made it unattainable from the beginning.

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### Well Developed SMART Goal

- A well developed SMART Goal contains 3 items
  - Goal: What you want to obtain
  - Milestone: Objective that must occur for the goal to happen
  - Deadline: Timeframe objective needs to happen for success
- Includes the goal: Reduce spending by 28%
- Includes the Milestone: Photo Radar installed in two locations in the city
- Includes the deadline: By 3<sup>rd</sup> quarter 2020

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### Examples

- Example goal: By 3<sup>rd</sup> Quarter 2020, reduce the amount of traffic that speeds on main street by 25%
  - Example Objective: Install solar powered speed limit signs that flash when you are exceeding the posted speed limit, and tracks the number of cars exceeding that limit.
  - Example Objective: Increase traffic patrols during peak traffic hours to enhance enforcement.
  - Example Objective: Raise awareness by posting traffic safety messages in the newsletter monthly.

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### Preparation for goal setting

- Review the Mission, vision and values statements and consider if it indeed fits our city. This is our vision for Donald, not my vision.
- Consider 2-3 attainable goals that supports your focus area
  - Include 2-3 objectives for each of those goals
  - Be prepared to discuss and modify as necessary during goal setting.

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- Remember to think SMART Goals
  - Specific
  - Measurable
  - Attainable
  - Realistic
  - Time-based
- Remember goals supports the overall mission of the city and enables us to see our vision of the future become a reality.
- Remember this is 3-5 year plan, so your goals should be based around that premise, meaning not all your goals require completion by the end of 2019
- Finally, I am always available and more than happy to lend assistance and guidance as you work on establishing your goals.

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