

# **Strategic Plan Update**

September 3, 2024

In Partnership With:



# **Strategic Planning Process**

### Explore

- Review previous strategic plan
- Meetings with City
  Department Heads
- Interviews with City Council Members
- Presentation at City Council Workshop

### Engage

- Develop Community Engagement Plan
- Community Advisory
  Committee Launch
- Listening Sessions (internal & external)
- Community Presentations
- Digital Survey
- Community Engagement
  Toolkit

### Emerge

- Community Advisory
  Committee Meetings
- Workshop with City
  Department Heads
- Develop final strategic plan
- Presentation at City Council Workshop

### Elevate

Implementation of the strategic plan

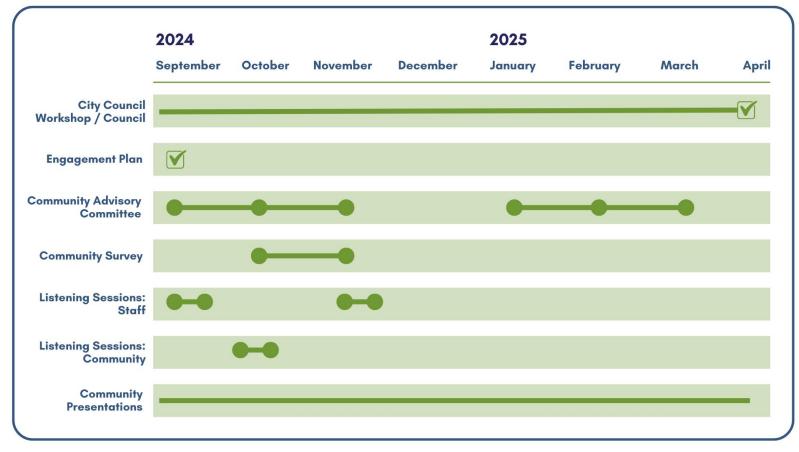
### **Interview Themes**

- Alignment is critical: City Council & City Staff
  - Aligning organizational goals with community needs while fostering alignment across all city levels
- Clear direction as to City priorities
- External engagement is critical can we reach community members who have not been engaged in past planning efforts?
- Internal staff engagement is important in order to own the plan
- A balance is needed between aspirational priorities and operating realities

### **Engagement Goals**

- Inclusive Participation
- Transparency and Trust-Building
- Data-Driven Input
- Community Empowerment
- Actionable Feedback
- Sustainable Engagement

# **Engagement Plan**



# **Community Advisory Committee Role**

The role of the Community Advisory Committee will be to advise the process and plan for developing the values and priorities for the City's next strategic plan.

- Serve as an ambassador to the community soliciting input and encouraging involvement in the strategic planning process
- Seek input from the Camas community to inform the development of the Strategic Plan
- Review community engagement findings and develop themes to inform our planning
- Participate in developing the values, priority areas, goals and measures of success for the strategic plan
- Provide recommendations on the strategic plan to the City of Camas Council and City Administration for consideration



#### **Mayor & City Council**

- Provide guidance and counsel
- Set the City of Camas direction for the next 20 years
- Adopt the final Strategic Plan Update

#### **Department Heads**

- Subject matter experts
- Facilitators of specific content area focus groups
- Development of strategic plan

#### Strategic Planning Community Advisory Committee (CAC)

The role of the advisory group will be to review and advise on community outreach, support outreach events, and ultimately champion the Camas Strategic Plan that emerges. Members will:

- Provide broad and diverse perspectives of the Camas community to ensure support for the Strategic Plan update
- Attend, support and amplify public engagement opportunities
- Review and provide input on Community Engagement feedback, themes
  and priorities
- Review and provide feedback on the strategic plan

#### Strategic Planning Steering Committee

- Mayor, City Administrator
- City Executive Assistant
- City Communications Manager
- Consultant

#### **KEY:** Recommendations

Regular briefings on planning work and advisory group recommendations

**NOTE**: Location on graphic does not indicate hierarchy. This diagram is intended as a high-level overview and does not show all engagement points.

Sept. 3, 2024





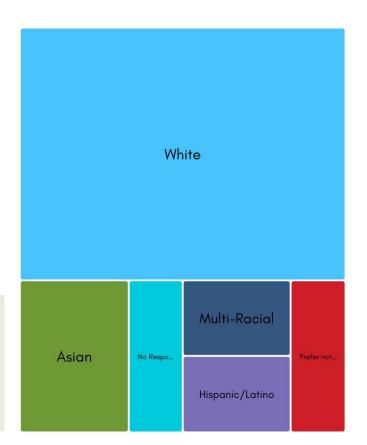
Prefer Not to Answer / NA

### Age Range

- 25-44 | 1 members 35-44 | 4 members 45-54 | 6 members 55-64 | 1 member
- 65+ 2 members

#### **Camas Residency**

For those who live in Camas they have been residents for **1 - 40 years** 



Community Representative	CAC Member
City Council	John Nohr, Marilyn Boerke
City Department Head	Tina Jones, Michelle Jackson
City Staff	Lauren Hollenbeck, Brian Monnin, Vanessa Perger
Business Owner	Maureen Garrett, Guillermo Huerta
Community Based Organization	Dave Pinkernell
Camas School District	Bamini Pathmanathan
Port of Camas-Washougal	Trang Lam
City of Camas Appointed Official	Ellen Burton
Community Member At-Large	Chelsea Zibolsky, Dena Strong, Terry Wiener

# **Engagement Success**



Number of individuals reached



**CAC** Participation



Number of listening session attendees



**Advisory Groups** 



Survey completion rates



Website visits



Social Media



High-level themes from engagement activities

# **Engagement Approach - Your Role**

- Representation on CAC
- Amplification of engagement survey
- Promotion of external listening sessions
- **Participation** in community presentations

### **Engagement Plan**

- Are we missing any critical community voices?
- Does this plan align with your expectations for the strategic planning approach?
- Do you have any questions?