



Strategic Plan Update

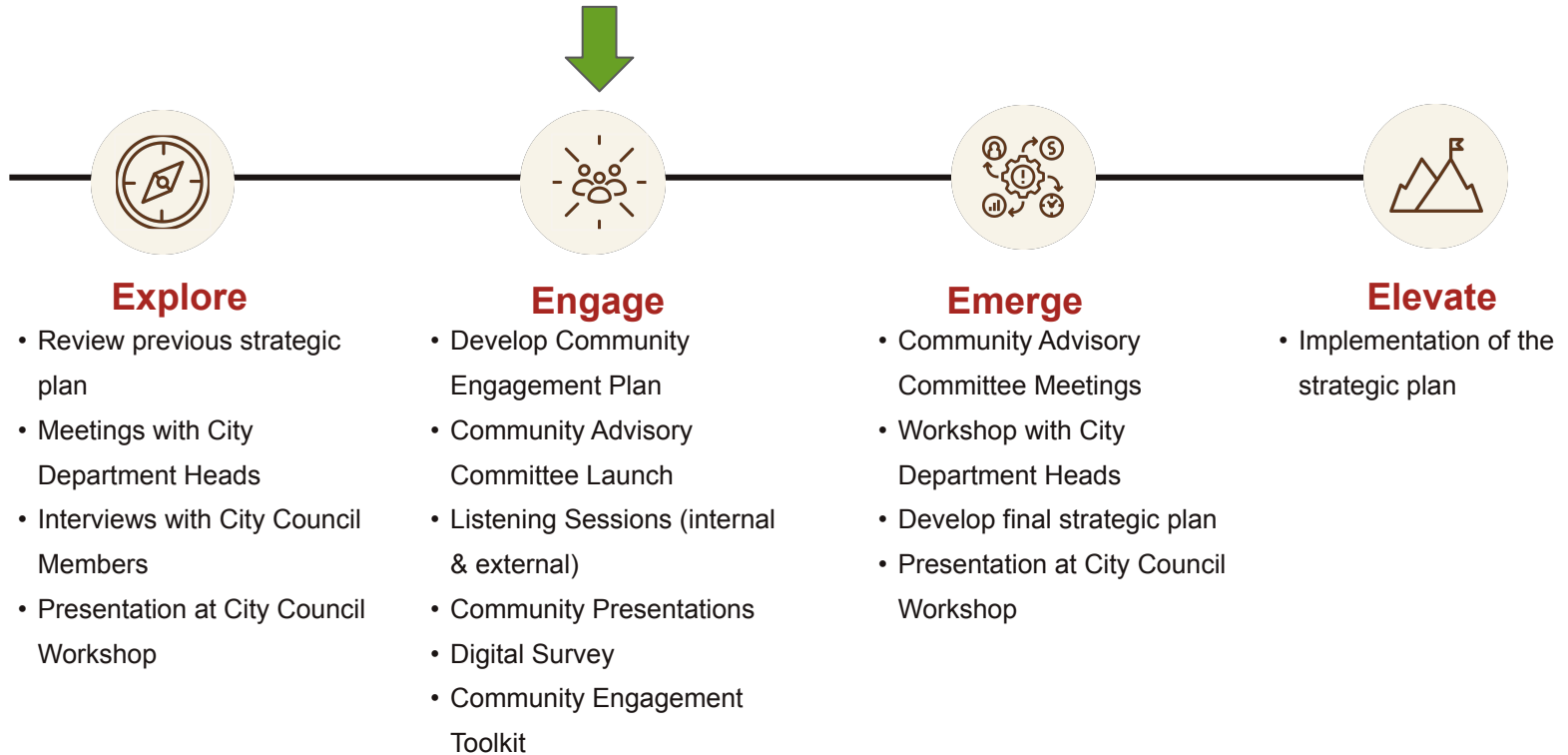
September 3, 2024

In Partnership With:



POINTNORTH

Strategic Planning Process



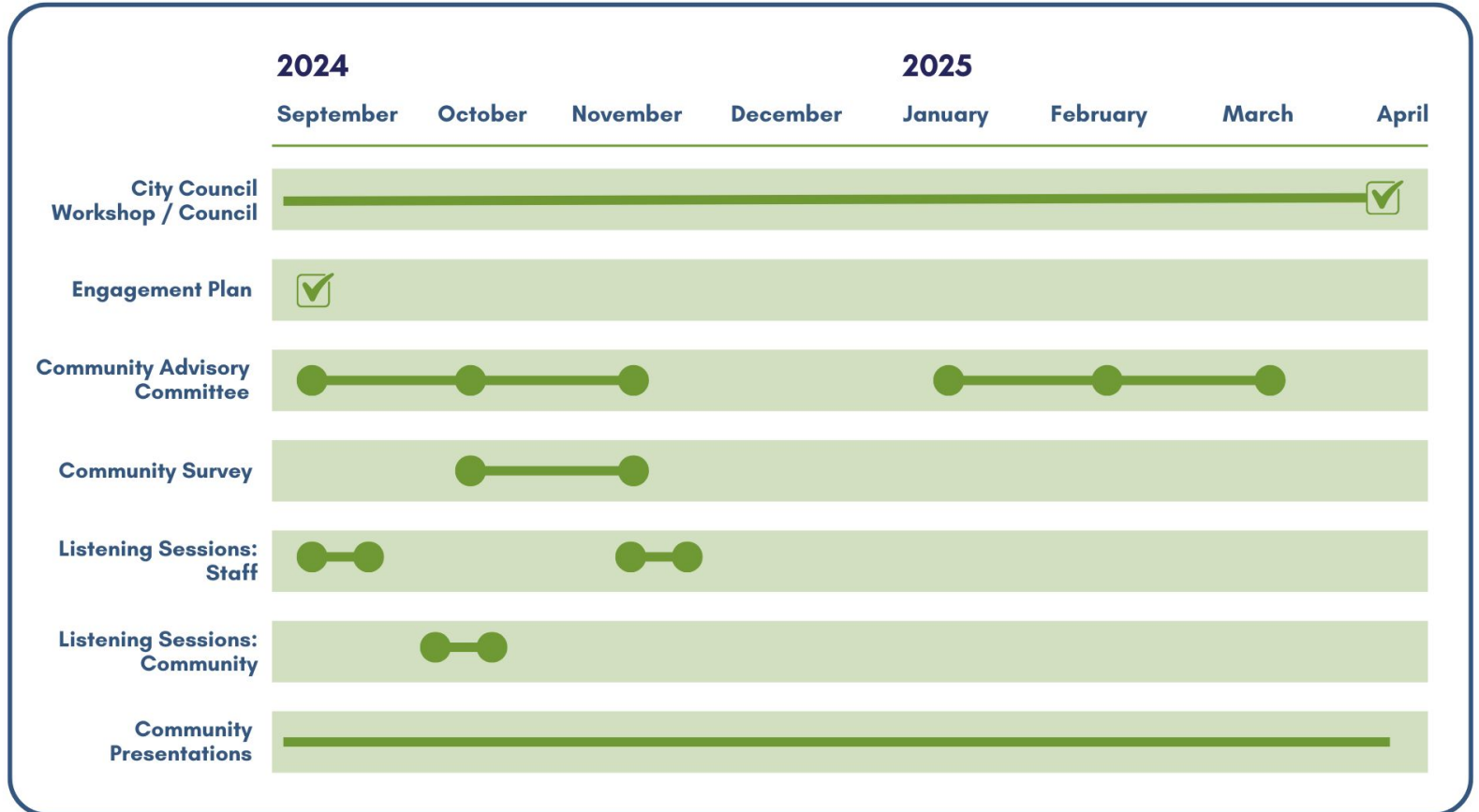
Interview Themes

- **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



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.

CAC Demographics



Female



Male



Prefer Not to Answer / NA

Age Range

25-44 | 1 members

35-44 | 4 members

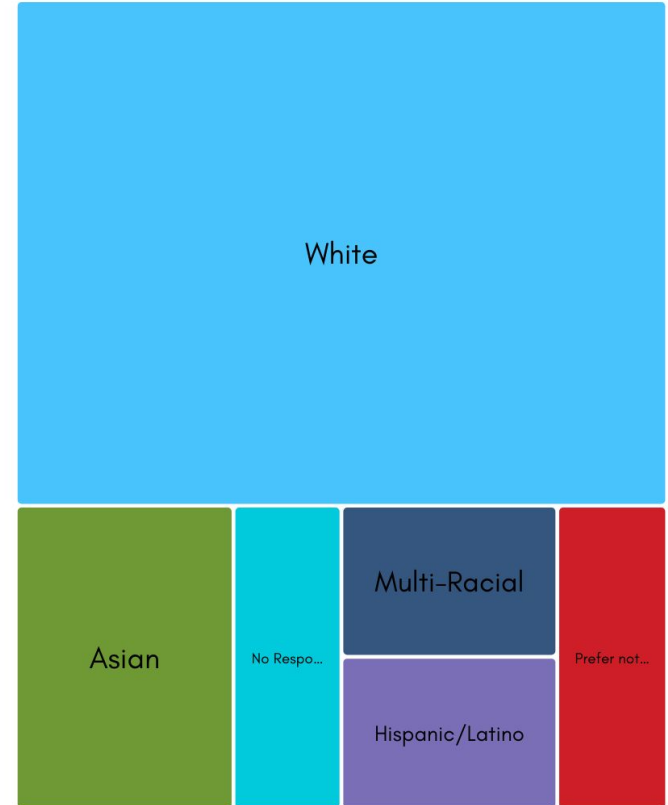
45-54 | 6 members

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?