

COUNCIL ACTION FORM

Meeting Date: December 12, 2024

Staff Contact: Leslie Herring, City Administrator

Agenda Item: Consider Resolution No. 136-2024 adopting a Governing Body Strategic Plan

Background/Description of Item

The Governing Body is creating a strategic plan to provide formal direction to staff for work activities, budgeting, and for the development of performance metrics. This plan is intended to ensure a framework for accountability, responsiveness, and efficient use of tax-payer resources. Performance metrics, communications objectives, and strategic priority identification are all anticipated outcomes of this Governing Body Strategic Plan creation process, which has been taking place throughout 2024 and was kicked off ten months ago.

The Governing Body Strategic Plan is based on the results of a statistically-valid city-wide survey. The Mayor and City Council worked with PorchLight Insights to develop topics and questions to include on the survey at its February 8, 2024 City Council meeting work session. The survey results were then compiled and analyzed by ETC Institute, which is one of the nation's leading firms in the field of local government research. For Westwood's survey, ETC partnered with PorchLight Insights, a consulting firm that specializes in data-driven decision making, and that team is also aiding the Governing Body and staff in the creation of their Strategic Plan.

The survey was mailed to all Westwood addresses – both residential and commercial – and responses were accepted by pre-paid return mail and online. Up to two responses per address were accepted and survey responses will remain confidential.

The resident survey was open from May 15 - July 12, 2024 and 306 completed surveys were received. There was a margin of error: +/- 4.4% at the 95% level of confidence, indicating that findings of the resident survey have a very high degree of statistical significance.

The survey results were presented to the Governing Body on August 8, 2024 and a strategic planning session facilitated by PorchLight Insights was held on August 24th. The ETC presentation, full report, and PorchLight Insight's analysis presentation are all available on the City's website at: <https://www.westwoodks.org/projects-and-plans/page/2024-governing-body-strategic-plan>.

Staff Comments/Recommendation

The Governing Body Strategic Plan is now ready for Council consideration and is included in the meeting packet. Staff recommend adoption by resolution.

Budget Impact N/A

Suggested Motion

I move to approve Resolution No. 136-2024 adopting a Governing Body Strategic Plan for the City of Westwood.