

MEMO

TO: Lane County Board of Commissioners

FROM: Stan Biles

RE: Preparation for July 27 Strategic Planning Session

July 21, 2011

After making some great progress during your first two meetings the foundation is set for a major breakthrough next week. On July 27 the meeting goal will be for you to select the final goal subject areas and one focus area for each goal you wish to include in your strategic plan. Once you make those decisions the staff will have the necessary direction to prepare exact goal language for your consideration.

The subgroups did not complete their discussions nor have time to prepare presentations at the last meeting. Next week we will start with each subgroup finishing their work. Each subgroup will present to you their nominated goal subject areas and recommended focus area for each. Then, the focus shifts from the subgroups to the Board for deliberation and decision-making.

At the close of the last meeting you received a peak at some of the subgroup recommendations for goal subject areas. Those receiving most support from subgroups were:

- Public Safety
- Stable County Government Funding
- Economic Development
- Public Health

Goal subject areas are general but more specific than your earlier decisions on vision, mission, and values. Once you select the areas you wish staff to prepare a draft goal for, you will be asked to select the focus area for that goal. Some examples may help. I am not advocating these but offer them as samples of what a focus area looks like for the goal subject areas listed above.

Public Safety

Sample focus areas for a goal:

- Reduce crimes committed by juveniles
- Reduce property crimes

Stable County Government Funding

Sample focus areas for a goal:

- Increase the percentage of general fund revenues generated locally
- Establish new and sustainable revenue streams

Economic Development

Sample focus areas for a goal:

- Reduce unemployment
- Increase household income

Public Health

- Reduce communicable disease
- Reduce rate of circulatory disease

Strategic Planning is “strategic” because choices are made. Almost always these are choices between at least two very good alternatives. Resources, authority, and a five-year implementation window do not allow you to move forward on every attractive focus area. You will need to decide where Lane County Government should place its focus over the next five years for each goal subject area you select. These decisions will allow your staff to go to work drafting goals.

The proposed agenda is short and to the point. I look forward to your meeting.

AGENDA

Opening Comments----Commissioners

Agenda Review----Stan Biles

Goal Subject Areas and Focus Areas Nomination----Subgroups

Goal Subject Areas and Focus Areas deliberation and decision----Commissioners

Wrap Up and Next Steps----Stan Biles/Liane Richardson

Closing Comments----Commissioners

