Tonight

• Staff will provide an overview of the City Strategic Plan to be considered for adoption

• This presentation focuses on highlights, details for your consideration can be found in two locations:
  • Docket attachments:
    • Attachment 1. Proposed FY 2017 to FY 2022 City Strategic Plan
    • Attachment 2. Strategic Plan Amendments since the June 2016 City Council meeting
  • Website: www.alexandriava.gov/StrategicPlan
Engagement Overview

**BUDGET PROCESS**
- **February 26, 2017:** Adoption of the Strategic Plan
- **March 22, 2017:** Presentation to City Council
- **April 26, 2017:** Presentation to City Council
- **May 23, 2017:** Adoption of the Strategic Plan

**Engagement Overview:**
- **January 2016:** Plan Launch
  - Online Engagement: What Matters Most?
  - Survey Results for Website Sharing
- **February 2016:** Visioning
  - Community Meeting: Identifying Ideas, Vision, and Priorities
- **March 2016:** Refine Vision & Goals
  - Community Meeting: Identifying Issues
- **April 2016:** Refine Vision & Goals
  - Community Meeting: Identifying Issues
- **May 2016:** Prioritization
  - Community Workshops: Determining the Priorities
- **June 2016:** Final Draft
  - Community Open House: Finalizing the Plan
  - Online Engagement: Final Draft Feedback
- **July 2016:** ADOPTED STRATEGIC PLAN
- **August 2016:** Implementation
  - Online Engagement: Final Draft Feedback
  - City Council Public Hearing

alexandriava.gov/StrategicPlan
Engagement by the Numbers

14 in-person and online meetings

919 views of online meeting material

537 online AlexEngage responses

159 attendees at community meetings

4 City Council meetings to-date (including this one)

100% of city departments provided input

12 staff members managed and worked on this from Planning & Zoning, Communications, and OPA over the last year

alexandriava.gov/StrategicPlan
Recent Engagement

• City Council provided their input at the June 28, 2016 legislative meeting

• In-person and online meetings were held in November and December
  • Participants were asked if they agreed with the draft Strategic Plan being the City’s direction for 2022, of the 64 who answered this question, most (49), agreed or somewhat agreed; nine disagreed or somewhat disagreed; and six were neutral

• Participants also provided specific input on the Strategic Plan, which focused one or more of the following areas:
  • Indicators and targets
  • Plans and action items
  • Accountability
  • Text edits and additions

• This feedback and input was incorporated as much as possible in the final draft
## Incorporated Changes Highlights

### Vision
- Added to the vision statement “historic”, “city of kindness”, and “neighborhoods”

### Themes
- Updated the “Unique Identity” theme into “Distinctive and Vibrant Neighborhoods” and “Flourishing, Arts, Culture, and Recreation”
- Tuned and added important language to the descriptions

### Key Indicators
- Included baseline data and targets (numerical and/or directional), clarified language and methodology, and added eight indicators

### Added new sections
- The City has added an introduction section, key indicator data sources, and acknowledgements
- Included supporting city plans, documents and policies as well as added action items for each theme