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# City Council Strategic Plan

## Goal #2 Health and the Environment



Charles Houston Recreation Center  
905 Wythe Street, Alexandria, Virginia  
November 4, 2009

# Council Strategic Planning Process

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- An effort by City Council to move the City forward in realizing the Goals of the Community
- An effort to update the Strategic Plan adopted by City Council in 2004



# Strategic Planning Goal Areas

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Goal 1: There is Quality Development and Redevelopment, Support for Local Businesses, and a Strong, Diverse, and Growing Local Economy

***Goal 2: The City Respects, Protects and Enhances the Health of its Citizens and the Quality of its Natural Environment***



# Strategic Planning Goal Areas

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Goal 3: There is an Integrated, Multimodal Transportation System that Efficiently and Effectively Gets People from Point "A" to Point "B"

Goal 4: Alexandria is a Community with Public Schools Amongst Northern Virginia's Best and Where Our Recreational Programs Provide Youth the Opportunity to Succeed

Goal 5: The City Government is Financially Sustainable, Efficient, Community Oriented and Values its Employees

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# Strategic Planning Goal Areas

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Goal 6: The City Protects the Safety and Security of its Residents, Businesses and Visitors

Goal 7: Alexandria Is a Caring Community That is Affordable and Diverse With a Rich History and Culture





# Goal #2

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**The City Respects , Protects and Enhances the Health of its Citizens and the Quality of its Natural Environment**

- Identify Objectives and Initiatives



# Strategic Planning Process

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## Definitions:

**Goals** – Broad statements of outcomes to be achieved on behalf of our community – where we wish to be at some time in the future

**Strategic Objectives** – what must be done in order to achieve our Goals

**Strategic Initiatives** – specific activities undertaken to accomplish Objectives

**Measures** – indicators that allow progress towards goals and objectives to be assessed



# Criteria for Strategic Planning Objectives and Initiatives

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- ❑ **Sustainable** – the recommendation is financially sustainable, resources exist or it is reasonable to expect they may exist
- ❑ **Measurable** – the recommendation is measurable, it is possible to assess progress, positively or negatively
- ❑ **Achievable** – the recommendation is politically achievable, a consensus exists or can be developed in support of the recommendation
- ❑ **Realistic** – the recommendation is cognizant of the “environment”, it can be accomplished given the “environment”
- ❑ **Time Bound** – the recommendation is associated with a time or schedule for completion



# Criteria for Strategic Planning Initiatives

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## Other Considerations

- ❑ Limitations on the number of strategic objectives – **maximum of three**
- ❑ Limitations on the number of strategic initiatives – **five to seven**
- ❑ Time period in which initiatives will be accomplished – **three to five years**



# Action Plan for Tonight

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- Staff suggested Initiatives
- Brainstorming for additional Initiatives
- Sorting Initiatives into Objectives



# Next Steps

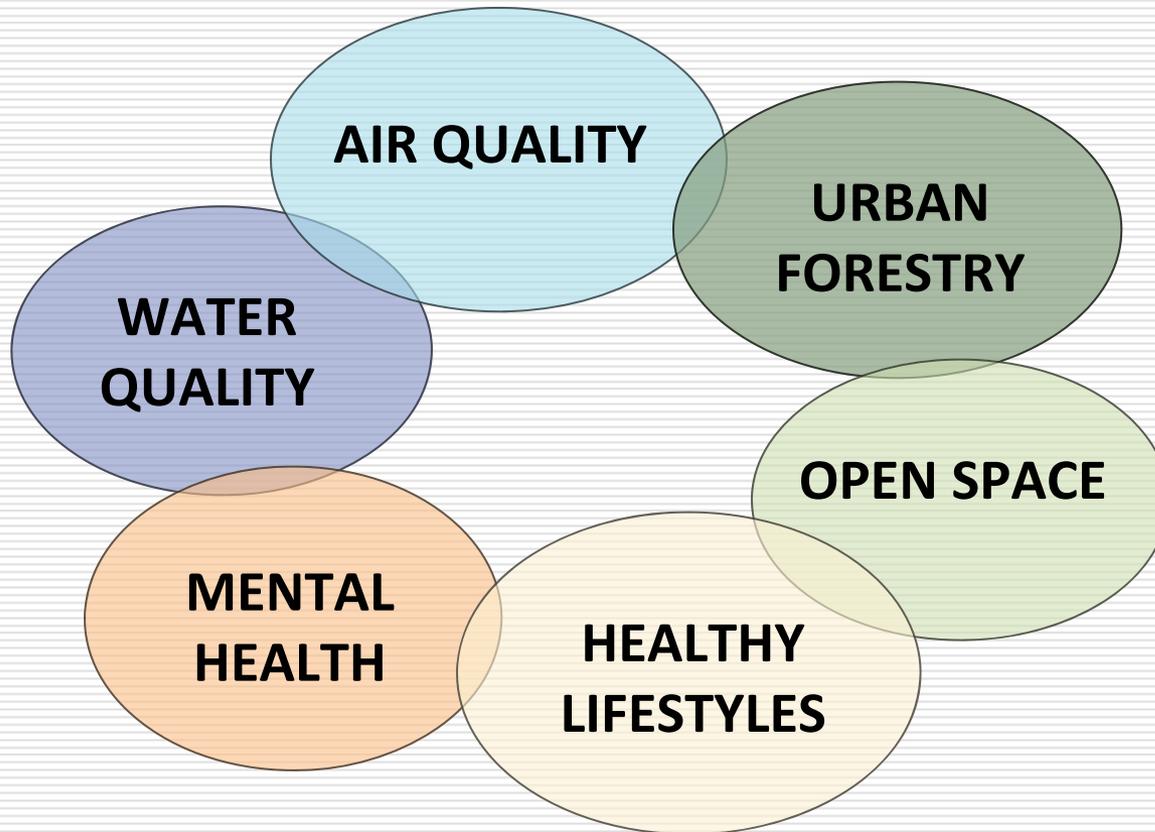
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- Community Meeting on December 1, 2009 at George Washington Middle School
- Recommendation to City Council



# Interconnectivity

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# Interconnectivity

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- Increase Open Space and Tree Canopy
  - Improve Air Quality
  - Improve Respiratory Health
  - Decrease Obesity
  - Reduce Greenhouse Gasses



# Strategic Planning Process

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□ Staff Proposed Initiatives



# Sorting Initiatives into Objectives

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## Sample Objectives:

- Increase public awareness by means of enhanced community education and outreach of environmental, physical, and mental health issues in order to change behavior resulting in healthier community and greener environment.
- All citizens will have access to parks and open spaces and enhanced tree canopy throughout the City, providing opportunities for improved health and quality of life.



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# Thank You

