

City of Alexandria, Virginia

MEMORANDUM

DATE: MARCH 16, 2016

TO: MEMBERS OF THE TRANSPORTATION COMMISSION

FROM: CARRIE SANDERS, ACTING DEPUTY DIRECTOR, TRANSPORTATION & ENVIRONMENTAL SERVICES

SUBJECT: AGENDA ITEM #6 – 2016 COUNCIL STRATEGIC PLAN

ISSUE: Provide an update to the Transportation Commission on the process for drafting an updated City Strategic Plan.

RECOMMENDATION: That the Transportation Commission receive an update on the process for drafting an updated City Strategic Plan.

BACKGROUND: The Alexandria City Council Strategic Plan was adopted in September 2004 and updated in January 2006 and June 2010. The 2010 updated City Strategic Plan was intended to be in effect until 2015. The City Strategic Plan (the “Plan”) is an opportunity for the newly installed City Council to work with members of the community to update the City’s strategic direction and priorities for the period of FY 2017- FY 2022. City Council approved the general outline for a proposed spring 2016 process to draft the Plan. This memorandum outlines the process for updating the Strategic Plan, including content, development, community engagement, and timeframe. Council feedback and direction from the numerous adopted Master Plans and Small Area Plans will inform this update of the prior City Strategic Plan.

DISCUSSION: The attached schedule shows the phases for public and stakeholder engagement. Several tracks of engagement are highlighted in the diagram including online engagement, community meetings, a community survey, board and commission meetings, and updates to City Council. Below is a description of the outlined process.

1.) **February: Plan Launch**

The Plan kicked off with a communications launch in late February 2016. The new City Strategic Plan web page serves as the clearinghouse for information on the Plan and related engagement activities. The web page includes the City’s previous strategic plans, the update’s proposed process and timeline, engagement opportunities, and the role of the community and other stakeholders in the planning process.

The website launch was paired with community outreach through eNews, social media, video, distribution of flyers/postcards, and direct outreach to key stakeholders such as

community organizations, civic and homeowner associations, and City boards and commissions.

The participation of Alexandria's boards and commissions—including the Transportation Commission—is essential to this planning process. As part of the Plan launch, boards and commissions are being informed about the upcoming process and asked to assist with disseminating information to their respective networks. Some boards and commissions will be engaged more actively in the process through community meetings and by providing insight on the existing City plans that will inform the Plan.

Simultaneously, this planning process is actively using the AlexEngage online tool to complement community meetings. The first online survey asks the community to identify what is most important and is open until March 20.

2.) March: Visioning

A community visioning meeting was held on March 14 to identify concerns, successes, and where participants would like to see Alexandria headed in the next six years.

Discussion from this session along with feedback from the first AlexEngage online forum will be analyzed and distilled into key themes that become the foundation for the Plan. Also, the results of the community public opinion survey undertaken in late 2015 and early 2016 will be known and released in March.

3.) April and May: Refining Vision and Goals

The next community meeting will be held in April or May 2016. The key themes identified during the March visioning meeting will be used to refine the Plan's vision and develop goals, keeping in mind:

- Important approved plans identified with boards and commissions
- Previous strategic plans

This meeting may be scheduled for a Saturday in order to have enough time to solicit, distill, and refine feedback all in one session. AlexEngage will be used after the meeting to replicate the community meeting for those who are interested but unable to attend the meeting.

4.) June: Prioritization

After developing the vision and goals, a community meeting will be held to determine which measured outcomes are priorities. In this meeting, the City's performance data will be shared to provide context for the discussion including results of the community survey.

AlexEngage will be used to virtually replicate the activity at the community meeting for those who are interested in participating but unable to attend. In addition, the Transportation Commission will receive an update on the Plan. Also in June, the City Council will have a legislative session wherein the draft Plan will be discussed to receive input and feedback on the content and priorities prior to developing the final draft.

5.) August: Final Draft

Over the summer, staff will work to finalize a draft based on previous community and City Council meetings. This final draft, once completed, will be released to the community for their review and comment.

In September 2016, the draft City Strategic Plan will be considered for adoption by City Council. The refined engagement schedule outlined above enables the City's Results Alexandria performance management system to align with the City's Strategic Plan by reflecting its vision, goals, and community values, and by providing measurable outcomes with targets that can help staff identify and solve problems, track progress, and celebrate successes.

ATTACHMENT: Draft Engagement Schedule