



---

---

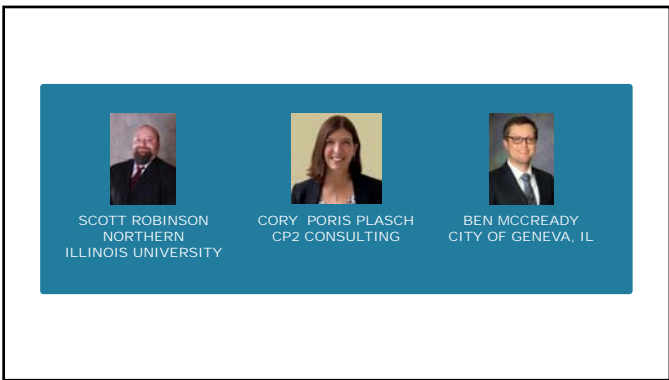
---

---

---

---

---



---

---

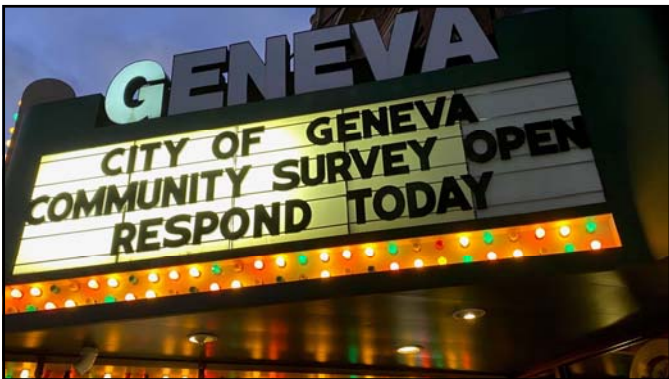
---

---

---

---

---



---

---

---

---

---

---

---



---

---

---

---

---

---

---

---

**Geneva group wants to have official say in Geneva plans**

By JOHN FRYMAN  
Daily Herald Staff Writer

Members of Geneva's Strategic Plan Steering Committee enjoy brainstorming ideas.

But the citizens advisory group wants more clout.

The committee will discuss becoming part of city government at its meeting at 7 p.m. today at city hall. The city council would have to approve the plan.

Since the strategic planning group started in 1997, membership has been strictly volunteer. That means no appointments go through the council or mayor.

Sharon Jones said her group would have more legitimacy as an appointed city body.

© 1999 The Daily Herald

THE DAILY HERALD  
Wed., April 21, 1999

---

---

---

---

---

---

---

---

**WHAT DID A K h**

A photograph of a wooden spoon filled with alphabet soup. The letters A, B, and C are clearly visible in the spoon. The soup is a red, tomato-based broth with small, ring-shaped pasta.

---

---

---

---

---

---

---

---

# WHAT IS SPAC?



---

---

---

---

---

---

---

RESIDENTS  
COMMITTEES  
SPAC  
COUNCIL  
LEADERSHIP  
CITY STAFF

---

---

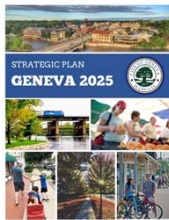
---

---

---

---

---



---

---

---

---

---

---

---



---

---

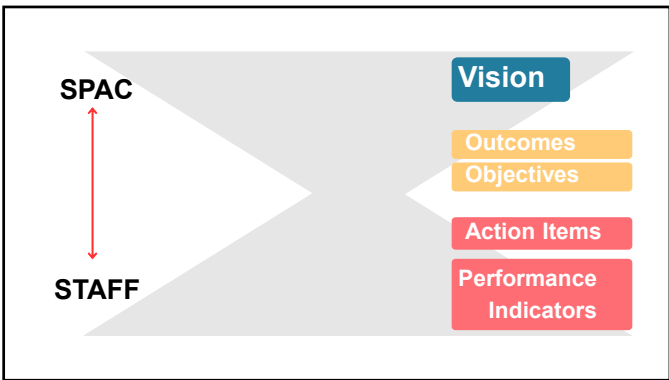
---

---

---

---

---



---

---

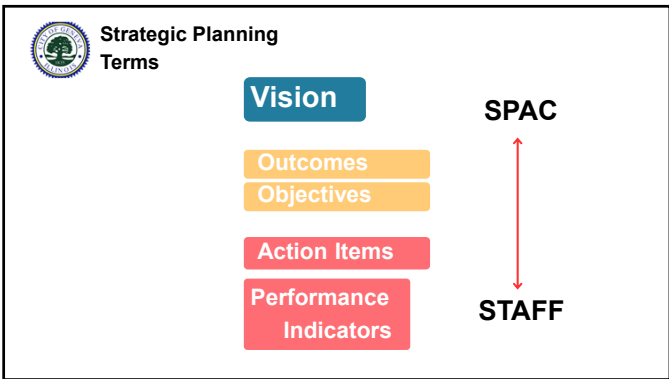
---

---

---

---

---



---

---


---

---

---

---

---

	<b>Strong Governance</b> Setting Vision and Values Collaborative																																																																								
<b>Vision</b> In 2025, Geneva's City Council and Administration are respectful and transparent to their communications. District officials work collaboratively with staff to implement the strategic plan, setting a wide array of traditional and electronic communication methods to engage residents and solicit feedback. City Council and staff find value in opportunities to partner with neighboring municipalities to promote financial stability and maximize efficiency.																																																																									
<b>Key Outcomes</b> A. Strategic plan priorities and action items reflected in the annual budget B. Transparent, predictable and efficient processes used for citizens and stakeholders C. Citizen engagement increased via use of traditional and electronic communication tools D. Maintained or improved A&Z credit rating E. Increased percentage of residents rate the City's communication efforts as "good or excellent"																																																																									
<b>Objective 1</b> The City regularly seeks opportunities to increase transparency, solicit feedback and educate its community members.																																																																									
<table border="1"> <thead> <tr> <th colspan="4">Outcome</th><th colspan="4">Action Items</th></tr> <tr> <th>A</th><th>B</th><th>C</th><th>D</th><th>E</th><th></th><th></th><th></th></tr> </thead> <tbody> <tr> <td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr> <tr> <td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr> </tbody> </table>	Outcome				Action Items				A	B	C	D	E																				<table border="1"> <thead> <tr> <th>Indicator</th><th>2016</th><th>2017</th><th>2018</th><th>2019</th><th>2020</th><th>Target</th><th>Status</th></tr> </thead> <tbody> <tr> <td>Bond Rating</td><td>Aa2</td><td>Aa2</td><td>Aa2</td><td>Aa2</td><td>Aa2</td><td>Minimum</td><td>🟢</td></tr> <tr> <td>Geneva's/Local Government Open Data</td><td>-</td><td>60%</td><td>47%</td><td>45%</td><td>60%</td><td>Increase</td><td>🟡</td></tr> <tr> <td>Geneva's/Local Government Satisfaction</td><td>2,513</td><td>2,128</td><td>2,140</td><td>2,089</td><td>2,088</td><td>Increase</td><td>🟡</td></tr> <tr> <td>Percentage of Residents rating District Officials as "Good or Excellent"</td><td>-</td><td>92%</td><td>-</td><td>90%</td><td>-</td><td>Increase</td><td>🟡</td></tr> </tbody> </table>	Indicator	2016	2017	2018	2019	2020	Target	Status	Bond Rating	Aa2	Aa2	Aa2	Aa2	Aa2	Minimum	🟢	Geneva's/Local Government Open Data	-	60%	47%	45%	60%	Increase	🟡	Geneva's/Local Government Satisfaction	2,513	2,128	2,140	2,089	2,088	Increase	🟡	Percentage of Residents rating District Officials as "Good or Excellent"	-	92%	-	90%	-	Increase	🟡
Outcome				Action Items																																																																					
A	B	C	D	E																																																																					
Indicator	2016	2017	2018	2019	2020	Target	Status																																																																		
Bond Rating	Aa2	Aa2	Aa2	Aa2	Aa2	Minimum	🟢																																																																		
Geneva's/Local Government Open Data	-	60%	47%	45%	60%	Increase	🟡																																																																		
Geneva's/Local Government Satisfaction	2,513	2,128	2,140	2,089	2,088	Increase	🟡																																																																		
Percentage of Residents rating District Officials as "Good or Excellent"	-	92%	-	90%	-	Increase	🟡																																																																		



# TOOLS TO DRIVE IMPLEMENTATION

DTEA1  
DAK REKOMM ENDDALN

DTEA2  
KKY KOUNK G1  
ARQ RQJEDALN1  
OBEK TYED

DTEA3  
DZFFDR<FID i  
BUDG ETRFEK TNG i  
ARQ RQJED

DTEA4  
DAK K i  
REKOMM ENDD i  
ALN1/AD<TED



BUDGET  
GOALS  
AGENDA ITEMS  
COMMUNICATIONS  
ANNUAL STRATEGIC PLANNING  
PUBLIC ENGAGEMENT

---

---

---

---

---

---

---

---



**AGENDA ITEM EXECUTIVE SUMMARY**

Agenda Item:	
Presenter & Title:	
Date:	Click or tap to enter a date.
<b>Please Check Appropriate Box:</b>	
<input type="checkbox"/> Committee of the Whole Meeting	<input type="checkbox"/> Special Committee of the Whole Meeting
<input type="checkbox"/> City Council Meeting	<input type="checkbox"/> Special City Council Meeting
<input type="checkbox"/> Public Hearing	<input type="checkbox"/> Other -
Associated Strategic Plan Goal/Objective:	
Estimated Cost: \$	
Budgeted?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Other Funding?	<input type="checkbox"/> Yes <input type="checkbox"/> No
If "Other Funding," please explain how the item will be funded:	
<b>Executive Summary:</b>	

---

---

---

---

---

---

---

---



**AGENDA ITEM EXECUTIVE SUMMARY**

Agenda Item:	
Presenter & Title:	
Date:	Click or tap to enter a date.
<b>Please Check Appropriate Box:</b>	
<input type="checkbox"/> Committee of the Whole Meeting	<input type="checkbox"/> Special Committee of the Whole Meeting
<input type="checkbox"/> City Council Meeting	<input type="checkbox"/> Special City Council Meeting
<input type="checkbox"/> Public Hearing	<input type="checkbox"/> Other -
Associated Strategic Plan Goal/Objective:	
Estimated Cost: \$	
Budgeted?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Other Funding?	<input type="checkbox"/> Yes <input type="checkbox"/> No
If "Other Funding," please explain how the item will be funded:	
<b>Executive Summary:</b>	

---

---

---

---

---

---

---

---

### METRICS MATTER

A key component of the City's Strategic Plan are the performance indicators. City leaders and professional staff look to these indicators to aid in decision making and planning for the future.

#### INDICATOR: PARKWAY TREES PLANTED

2016	2017	2018	2019	2020
80	100	90	80	100

The City's tree canopy provides numerous benefits and watches its quality of life. To ensure future generations benefit from a healthy and well-managed tree canopy, our community needs to proactively plant and replace its parkway trees. A parkway tree is typically installed by the City and found between the sidewalk and the street. Aside from aesthetics, a healthy parkway tree can:

- ① Save energy & reduce roadway surface temperatures
- ② Add value to homes and properties
- ③ Store carbon dioxide & reduce air pollution
- ④ Bring people together
- ⑤ Support wildlife
- ⑥ Soak up stormwater and help reduce flooding
- ⑦ Reduce noise pollution



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---



---

---

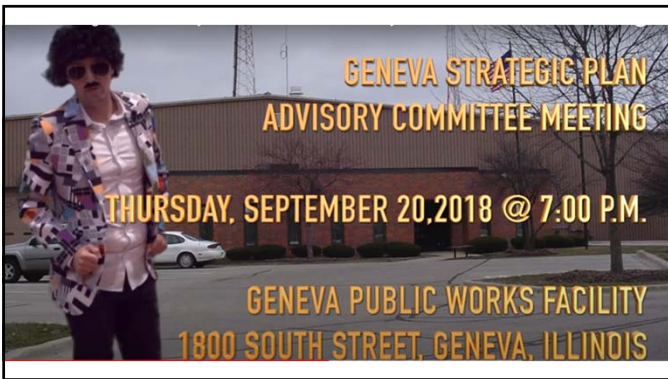
---

---

---

---

---



---

---

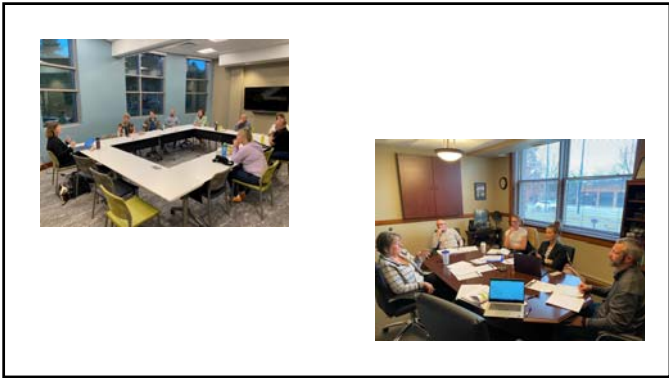
---

---

---

---

---



---

---

---


---

---

---

---

---



### UNDERSTANDING THIS DOCUMENT

Performance Indicators

Indicator	2015	2016	2017	2018	2019	2020	Target	Status
Indicator Title	\$7,133,029	\$7,343,971	\$7,504,115	\$8,056,511	\$8,765,936	\$8,334,141	Increase	●
Indicator Title	23,795	23,910	22,512	23,899	23,909	23,911	Increase	●
Indicator Title	\$916,965,793	\$976,064,130	\$1,039,041,349	\$1,047,796,276	\$1,072,305,109	\$1,095,000,433	Increase	●
Indicator Title	\$1,043,011	\$1,403,025	\$5,396,172	\$1,049,146	\$1,202,897	\$1,094,997	Increase	●
Indicator Title	\$7,361,514	\$7,476,512	\$7,762,004	\$8,108,761	\$8,368,667	Increase	●	

A descriptive title of the performance indicator for each respective Vision.

Data for each indicator displayed here. See \*\*\* for information on special circumstances and reporting periods.

This category indicates what trend is desirable and is used to determine the status.

● Negative Trend

● Neutral Trend

● Positive Trend

---

---

---

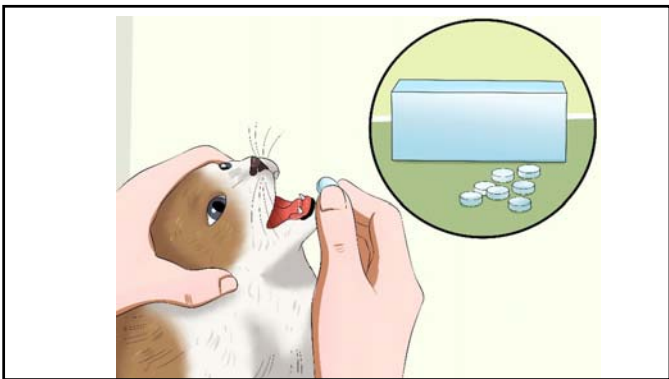
---

---

---

---

---



---

---

---

---

---

---

---

---

## PROJECT MANAGEMENT STARTS BEFORE THE PLAN DOES!

---

---

---

---

---

---

---

### Get Buy-in

Get input before the plan is developed-  
and make sure to include your front line  
staff



---

---

---

---

---

---

---



### Confirm Performance Measures

---

---

---

---

---

---

---



Redefine  
“Performance  
Measures” for  
your organization

---

---

---

---

---

---

---

Determine the  
Scale of the  
Plan in Advance



---

---

---

---

---

---

---

**UNDERSTANDING  
ORGANIZATIONAL  
CHALLENGES FOR  
IMPLEMENTATION**

---

---

---

---

---

---

---

## Develop Cross-Functional Teams



---

---

---

---

---

---

---

## Get People Involved in the Right Way



---

---

---

---

---

---

---

## The Work Breakdown Schedule

A Work Breakdown Schedule (WBS) serves as a central document that defines an action plan

A WBS lists all activities that are intended to implement the plan

The goal is a document (or series of documents) that provides a comprehensive list of planned activities

---

---

---

---

---

---

---

## WBS COMPONENTS

FOR EACH ACTIVITY ATTACH ADDITIONAL INFORMATION

- Personnel competencies (NOT specific personnel) needed to complete the task
- Budgets
- Schedule (milestones, delivery dates, etc.)
- Reporting (when and to whom)

---

---

---

---

---

---

---

T (% iG /2+ iB2% x+\$ /7 . iD# (% \$5,% i

CONSIDER ALL PARTIES CONSULTED IN CREATION OF PLAN

- Which tasks do you need to report to whom and with what frequency?
- Does reporting just mean a memo? a presentation?
- A Danger: Quasi-resolution of conflict

---

---

---

---

---

---

---

## Best Practices

- Measure Performance, not People
- Report out Regularly
  - Board
  - Staff
  - Public
- Keep Projects on Track with External Accountability
- Track and Document Changes
- Get the Right People involved at the Right Time in the Process
- Link the Strategic Plan to Annual Budget, Agenda, and other plans (CIP, Comp Plan, etc)

---

---

---

---

---

---

---