

2013 Review & 2010 Strategic Plan Review and Update

Leon Valley Conference Center
February 1, 2014

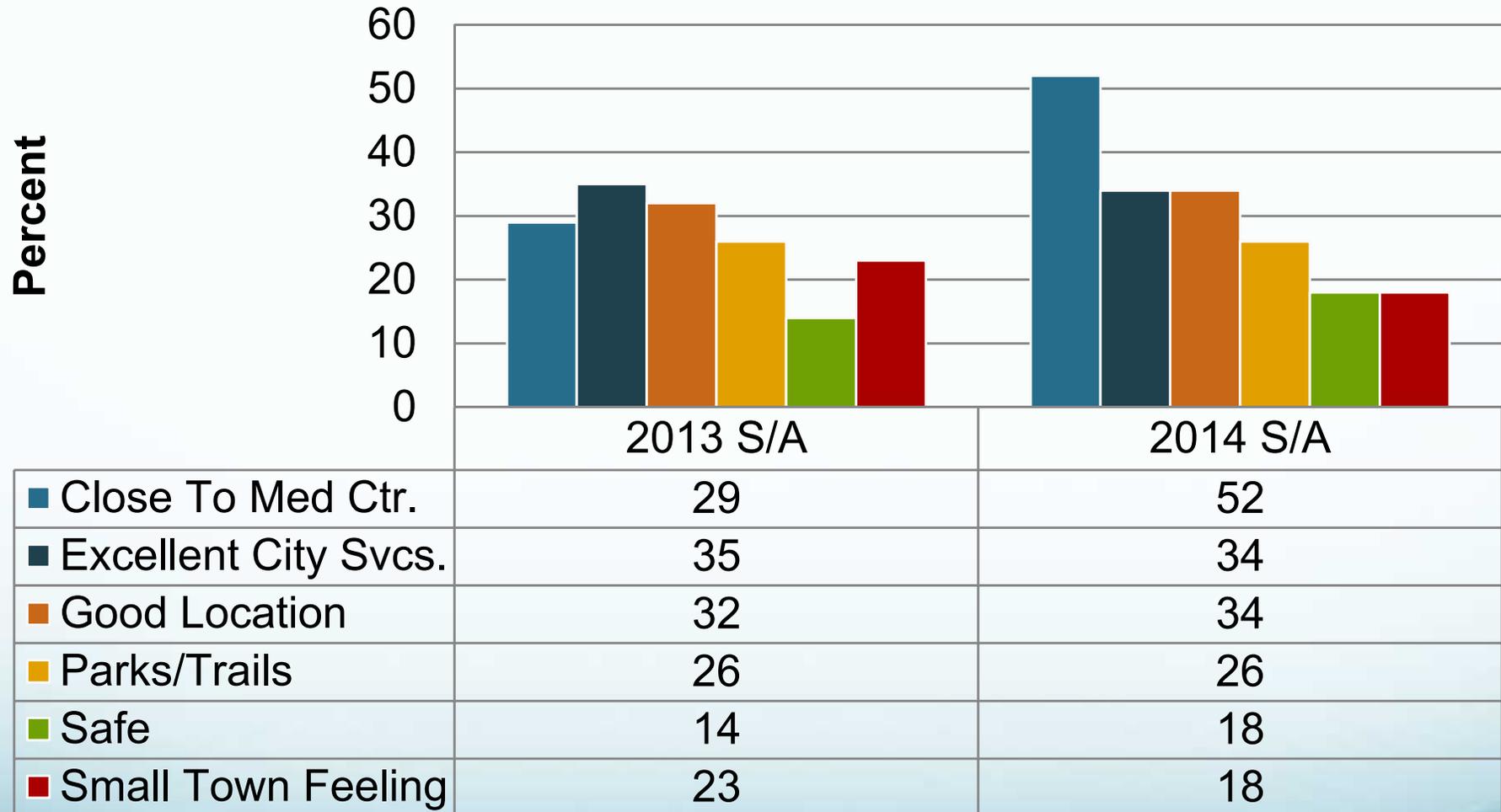
Agenda

- Review of 2013
 - City Survey
 - Rebranding
 - Special Events
 - City Communications
- 2010 Strategic Plan
 - Review the Goals of the Plan
 - Assess progress and determine revisions, if any
 - Put forth changes and determine next steps

2013 Town Hall City Survey

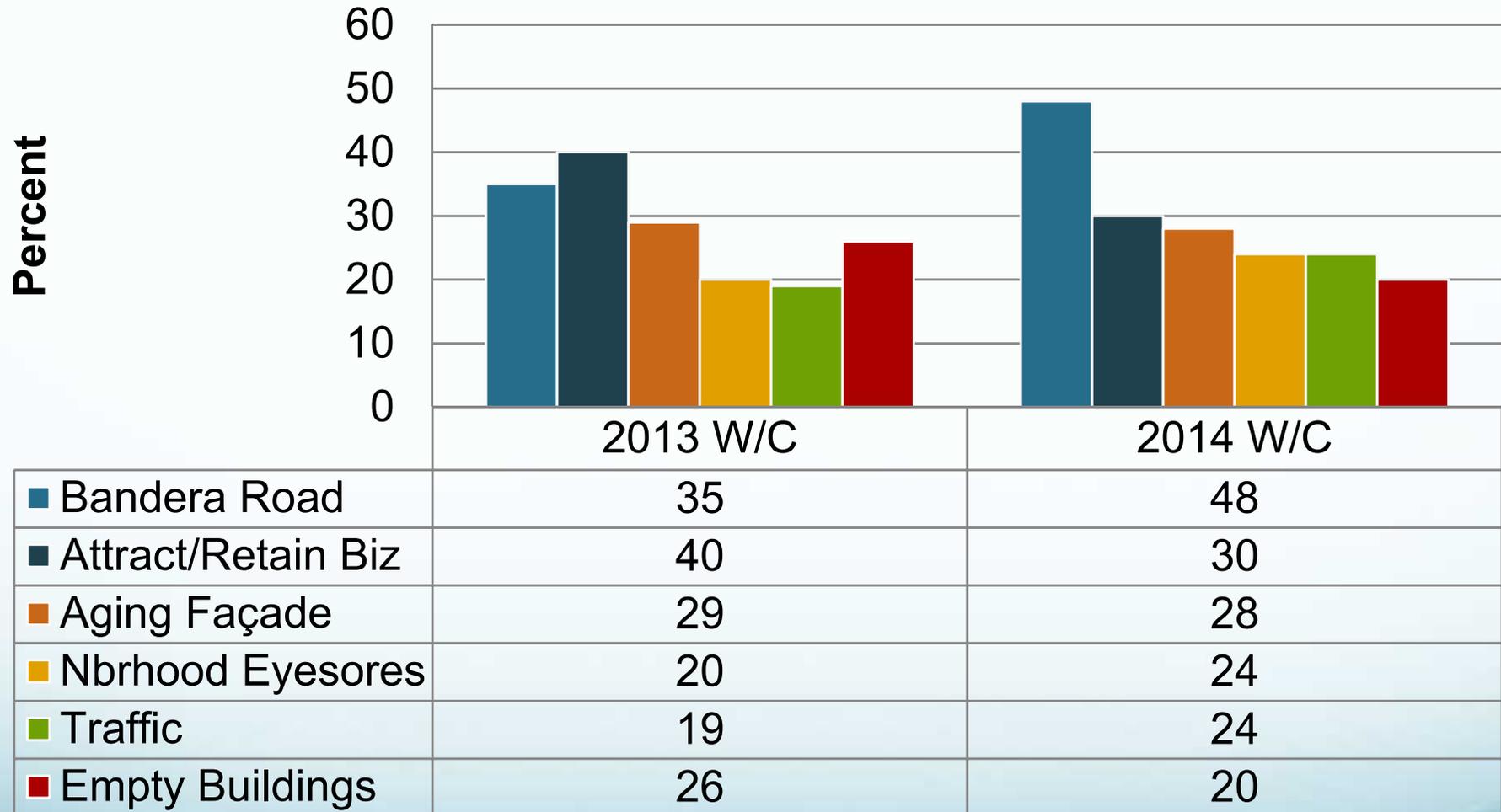
- At last year's Town Hall, City Strengths & Advantages and Weaknesses & Concerns(SAWC) were deliberated and documented in breakout groups
- Results were collected and presented to the community through an online survey
- Respondents were asked to rank the SAWC
- The results were used to support city & economic development conversations and initiatives
- A new survey was published three weeks ago to garner updated responses to the SAWC -- 130 responses in all

Leon Valley Strengths & Advantages



Leon Valley

Weaknesses & Concerns

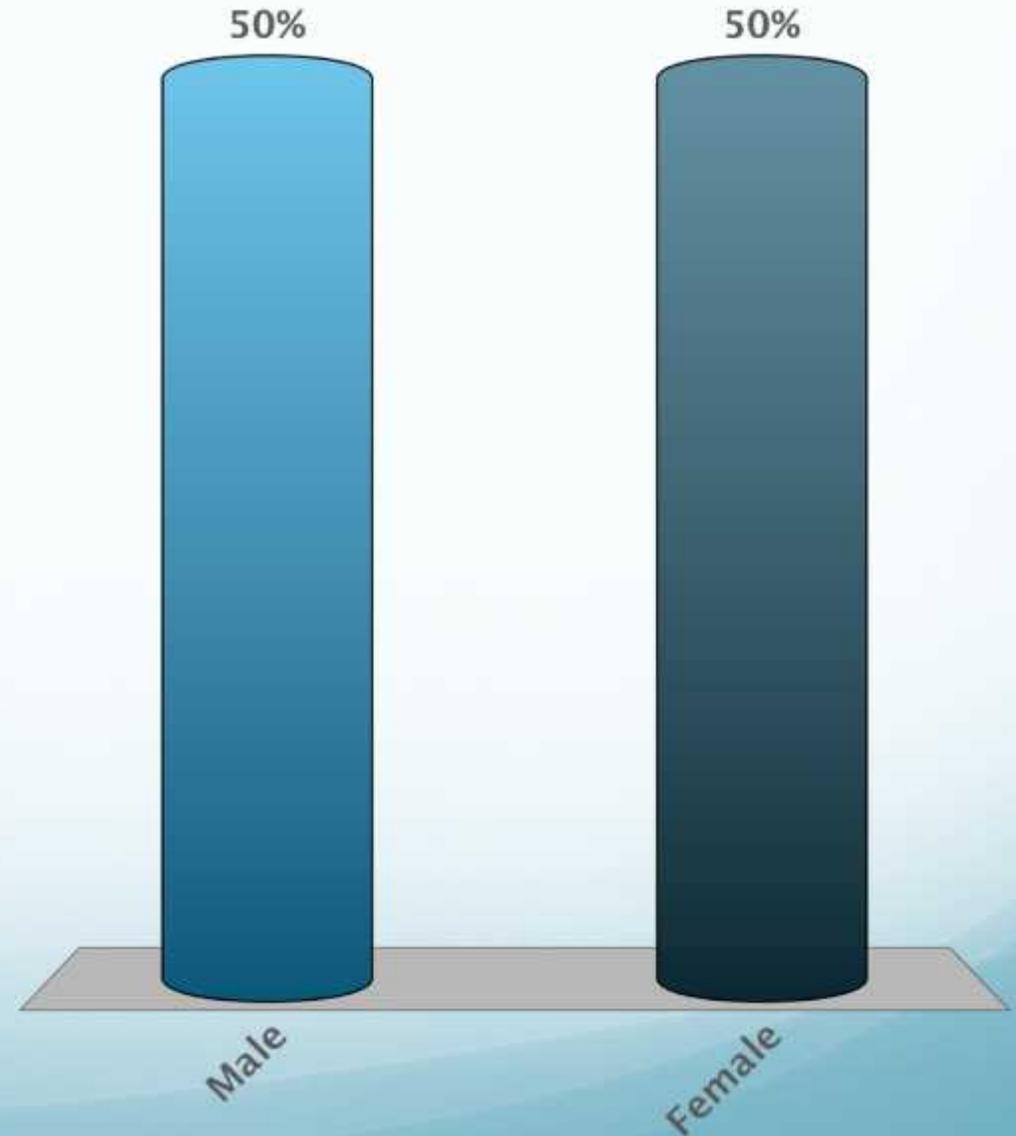


Introducing Today's Technology

- In an effort to continue to use technology to our advantage – today we introduce instant polling
- Response Cards – provided to you – to engage you in the decision-making process
- A brief explanation of the technology
 - Meant to gain aggregate data – and not track individual voting – voting is anonymous
 - Allows for immediate results in real time
 - Provides for participation from all in attendance

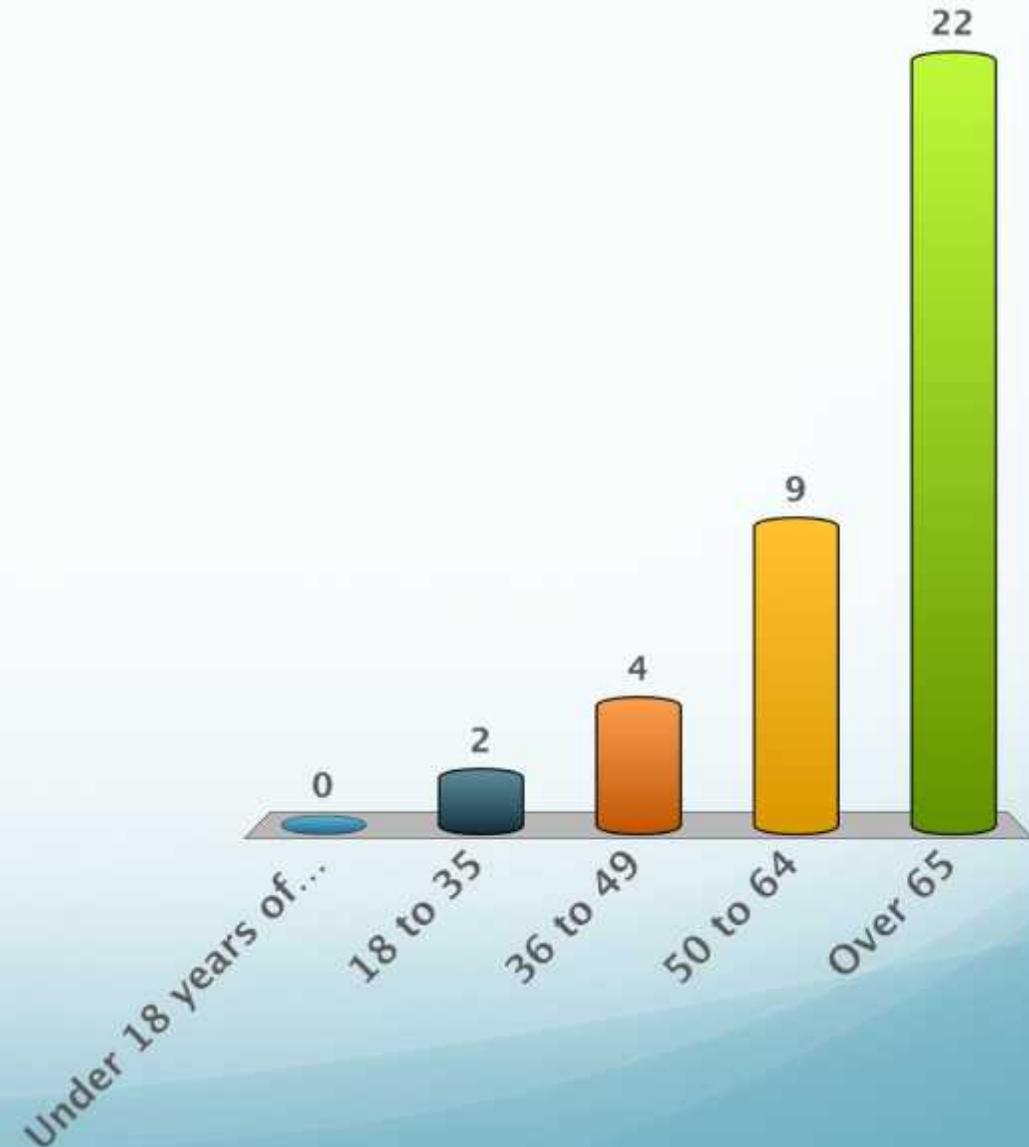
Are you male or female?

1. Male
2. Female



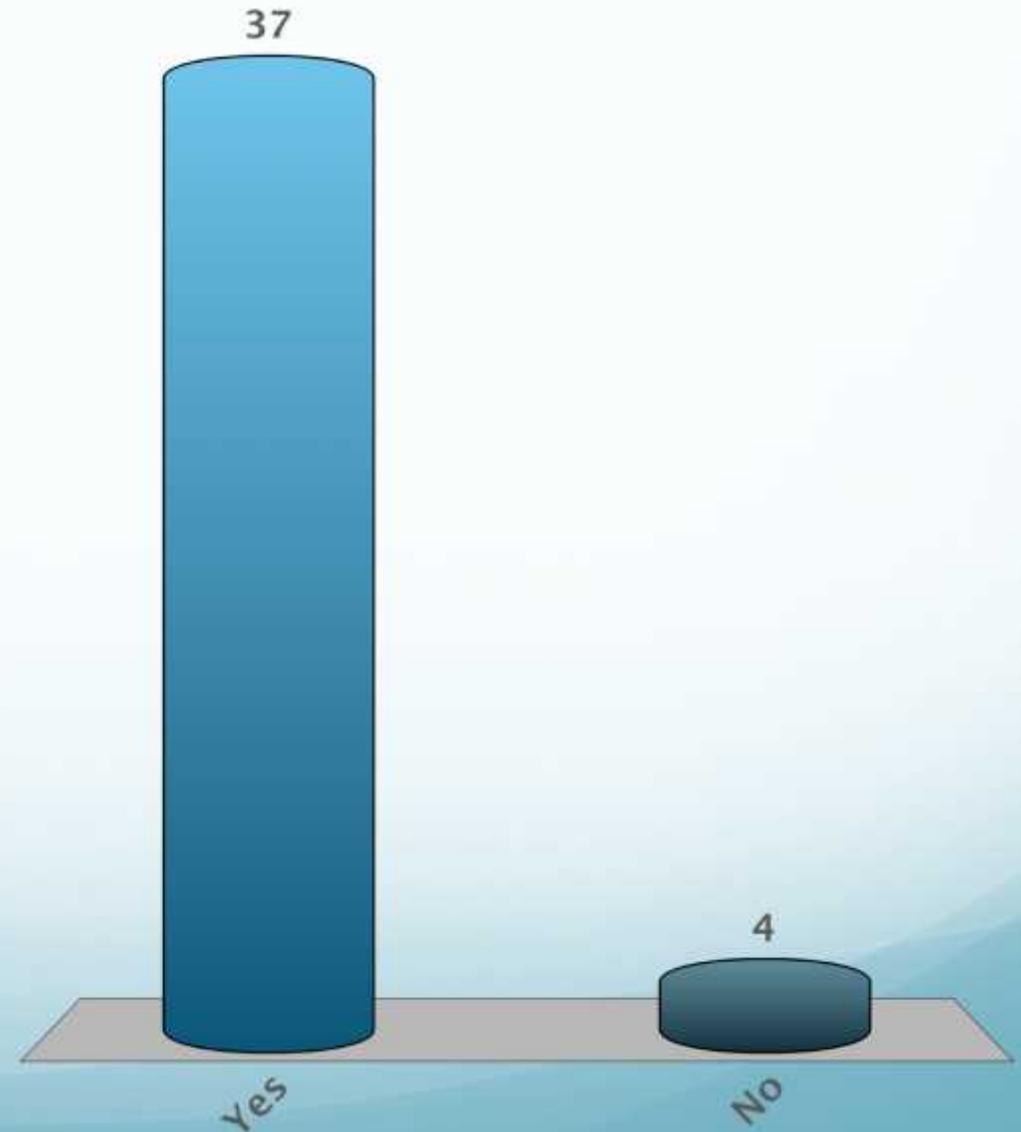
What is your age?

1. Under 18 years of age
2. 18 to 35
3. 36 to 49
4. 50 to 64
5. Over 65



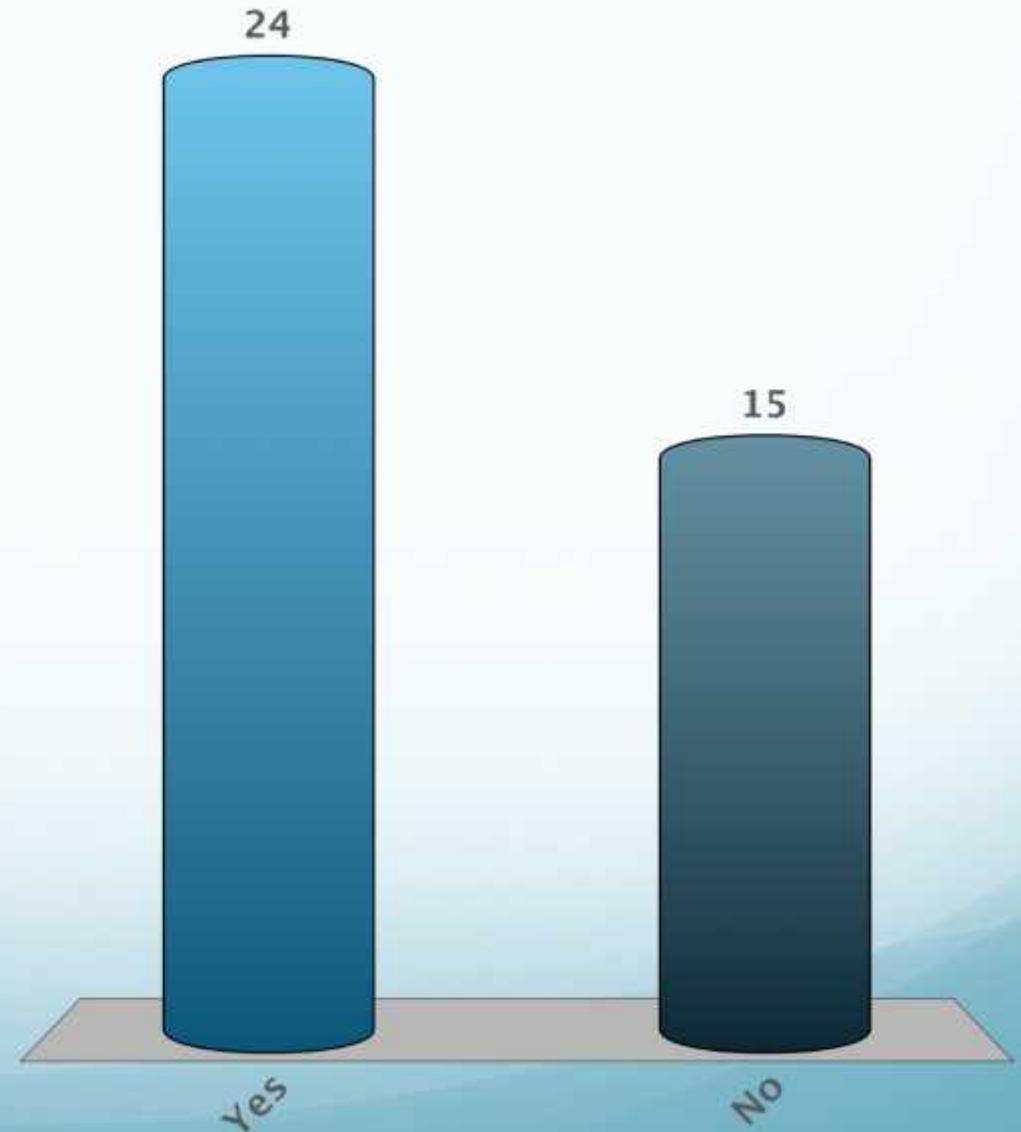
Are you a resident of Leon Valley?

1. Yes
2. No



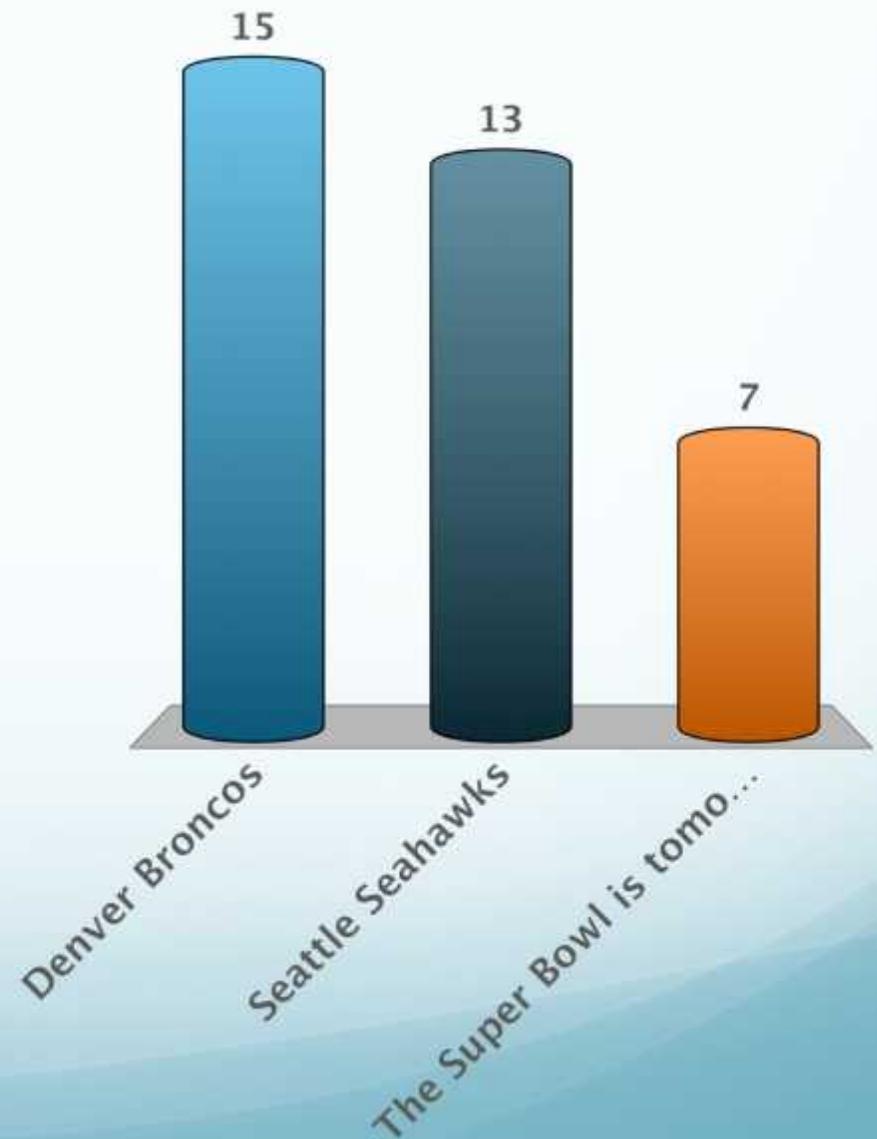
Did you participate in the current Online Survey?

1. Yes
2. No



Who will win the Super Bowl tomorrow?

1. Denver Broncos
2. Seattle Seahawks
3. The Super Bowl is tomorrow?



2013 Town Hall Rebranding

- A desire emerged to address the retail logo of Leon Valley
- A Committee was formed to address the issue
- Survey results and other input was considered
- Committee deliberated for nearly nine months
- Went through a number of designs that evolved over time
- Tag line deliberation concluded the work

The Leon Valley Retail Logo



2013 Town Hall Special Events

- Create “Signature” Leon Valley Events that distinguish the community
 - A Committee was formed
 - Proposals were solicited
- Events for 2014
 - Leon Valley 4th of July City Celebration
 - Leon Valley Jazz Fall Festival (October 4/5)
- Events will promote the new Leon Valley Brand
 - Encourage tourism
 - Provide nonprofits with the opportunity to raise funds

2013 Town Hall Communications

- A Communication Committee was setup – Amongst its initiatives:
 - Researching different avenues of transferring Information (Social Media, Radio, Commercials)
 - Explored City Wide WIFI – Determined to be costly
 - Will join forces with the Festival Committee to aid in advertising events
 - City utilizing Website, and social media feeds (ENews, Facebook, Twitter, YouTube) to transmit information
 - In process of hiring an Information Technology Person – to occur February 2014
 - Reenergizing the city's Quarterly Lion's Roar Newsletter

2010 Strategic Plan

- A review of the 2010 Strategic Plan
- Why is this important?
 - Periodic Review of a Strategic Plan is always an important consideration
 - It becomes a functional guiding post for big-picture action
 - It prevents it from collecting dust on a shelf
 - Companies and organizations more likely to use such plans to their advantage
 - Toyota Motor Manufacturing – Hoshin Planning

Toyota Hoshin Planning Process

- A three to five year Strategic “Big Picture” plan
- Reviewed periodically (daily/weekly/monthly)
- Formally reviewed annually
- Designed to propel action towards desired goals
- Vision-driven – not focused on today’s issues necessarily
- A “Plan-Do-Check-Act” system is at the heart of the process
- Leon Valley’s Strategic Plan can function similarly as well

2010 Strategic Plan Goals Review

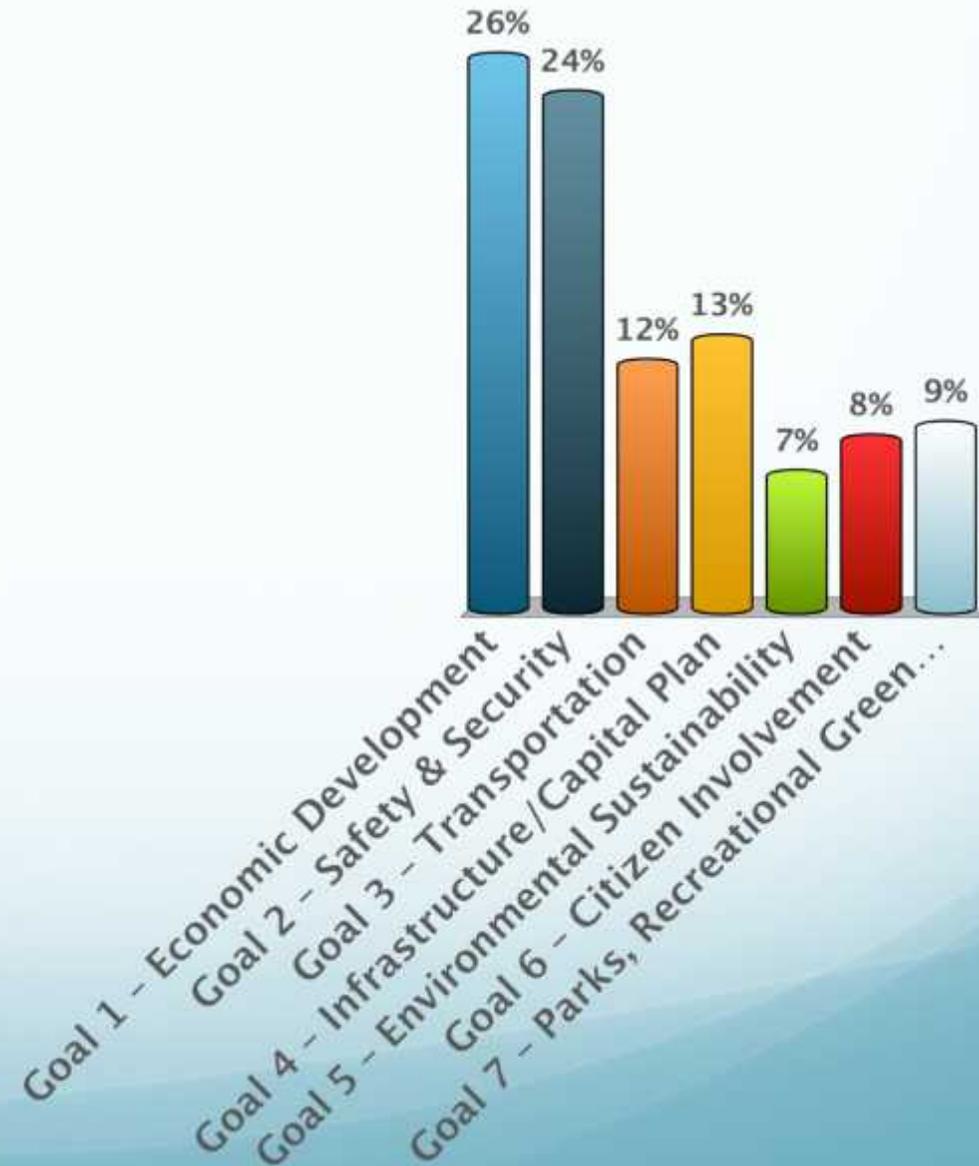
- 7 Goals in 2010 Strategic Plan
- Our review process
 - Each of the goals will be presented by a Leon Valley Staff Person
 - A review of each of the objectives under the goal will be addressed, including the following assessments:
 - Objectives completed
 - Objectives in progress
 - Objectives set aside, or yet to be completed
 - Any other data pertinent to the issue at hand

2010 Strategic Plan Goals Presentation

- Goal 1 – Economic Development
- Goal 2 – Safety & Security
- Goal 3 – Transportation
- Goal 4 – Infrastructure/Capital Plan
- Goal 5 – Environmental Sustainability
- Goal 6 – Citizen Involvement
- Goal 7 – Parks, Recreational Green Space and Cultural Opportunities

Rank the top Three (3) Goals in Descending Order of Priority

1. Goal 1 – Economic Development
2. Goal 2 – Safety & Security
3. Goal 3 – Transportation
4. Goal 4 – Infrastructure/Capital Plan
5. Goal 5 – Environmental Sustainability
6. Goal 6 – Citizen Involvement
7. Goal 7 – Parks, Recreational Green Space and Cultural Opportunities



Group Exercise

- We Will Break Into Seven Assigned Groups
- Each Group Will Be Assigned One of the Seven Goals
- Review the Goal and report out the following
 - Level of Agreement with the completion of objectives as reported
 - Possible reordering/revision/addition/subtraction of remaining objectives
 - Possible elimination of the Goal itself (Mission Accomplished)
- Finally, determine if a new goal, or goals, should be considered as part of the Strategic Plan
- Prepare to report out to the rest of the group

Report Out

- Each Group will make its presentation
 - As presentations are made, we will tally and note the specific recommendations from each of the groups
 - We will then review each of the groups' recommendations, and ask for votes of agreement/disagreement
 - From there, time-permitting, we will ask additional questions as desired and necessary

Goal 1 – Do you agree on completion of objectives?

1. Yes
2. No

Re-Rank the Top Three (3) Goals in Descending Order of Priority

1. Goal 1 – Economic Development
2. Goal 2 – Safety & Security
3. Goal 3 – Transportation
4. Goal 4 – Infrastructure/Capital Plan
5. Goal 5 – Environmental Sustainability
6. Goal 6 – Citizen Involvement
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Was today's Session Useful?

1. Yes
2. No

Would You Encourage Others to Attend Future Sessions?

1. Yes
2. No

Did You Appreciate the Instant Voting?

1. Yes
2. No

Next Steps

- We will compile our results
- We will place them on an online survey to gain additional input
- We will hold specific meetings with stakeholders germane to the Plan
- We will hold another session to report out the results, prior to formal approval by the City Council

Questions?

Thank you for your participation!