Planning Napa County’s Future Strategic Plan

2019-2022
What is a Strategic Plan?
Why should we have one?
Characteristics of a Strategic Plan
Proposed Work Plan
Get Connected and Get Involved
Why have a Strategic Plan?

• Set direction and priorities
• Get everyone on the same page
• Guide decision-making
• Drive alignment
• Communicate your message
Characteristics of a Strategic Plan

1. Involves stakeholder input
2. Creates Vision
3. Sets priorities to achieve Vision
4. Defines specific goals and specific actions to achieve priorities
5. Requires integration, daily, all levels
6. Monitors performance and progress
7. Allows for flexibility
INITIATIVE 01 | QUALITY OF LIFE
Healdsburg respects and values the diversity of its community and strives to protect and enhance the quality of life for its citizens.

INITIATIVE 02 | ECONOMIC DIVERSITY & INNOVATION
Strengthen Healdsburg’s economy and tax base through economic development efforts that support diversifying the business mix, generating jobs, proactively retaining and attracting businesses, streamlining processing, enhancing customer service and maintaining a business friendly reputation.

INITIATIVE 03 | EFFECTIVE & EFFICIENT GOVERNMENT
The implementation of best business practices to ensure municipal government is operating in an efficient and effective way while providing high quality customer service.

INITIATIVE 04 | FISCAL RESPONSIBILITY
Through long term fiscal planning develop a structurally balanced budget, maintain adequate reserves for economic uncertainty and capital replacement, fund ongoing costs with ongoing revenues, maintain competitive compensation and set fees for services that are based on the cost of providing the service.

INITIATIVE 05 | INFRASTRUCTURE & FACILITIES
Healdsburg will initiate action necessary to catch up on the deferred maintenance of City facilities and infrastructure including streets, sidewalks, parks, utility lines and buildings and develop a program for long-term maintenance that includes a system for establishing priorities among projects and maintenance services.
Proposed Work Plan

June & July 2018:
Preparation, Formation & Education

• Draft high level timeline / work plan
• Engage Department Heads and Managers
• Engage Board of Supervisors
• Identify existing documents to inform the plan
Proposed Work Plan

August & September 2018: Exploration & Information

- Conduct outreach with public & private stakeholders
- Review existing, and summarize recent, stakeholder feedback
- Create future state analysis
Proposed Work Plan

October 2018: Compilation & Dissemination

- Host retreat with Department Heads
- Review stakeholder feedback
- Confirm mission, vision, & values
- Identify major goals & related objectives
- Create draft plan
- Update Board of Supervisors
November & December 2018: Presentation & Adoption

- Present draft strategic plan to the Board of Supervisors
- Make final edits
- Adopt strategic plan
Get Connected

COUNTY OF NAPA STRATEGIC PLAN
Learn about the county's Strategic Plan and how you can be a part of the planning process
Get Connected

• Social Media (Facebook, Twitter, etc.
• Questions/Comments to CEO@CountyofNapa.org
• (707) 253-4800
Get Involved

Task Force of five Department Heads appointed by the Board of Supervisors
Get Involved

Obtaining key stakeholder feedback is key

- Internal Stakeholders
- People on all sides of issues
- Members of the Public
- Grassroots Collaboratives
- Municipalities
- Organized Groups

Want feedback from

Existing Data and Information

@countyofnapa
Get Involved

Online Survey

www.countyofnapa.org
August 24 – September 17
Results posted in December

Community Meetings

Individuals with similar interests to have focused discussion
August - October
The Strategic Plan will be an agenda item on the following Board of Supervisors Meetings.

- July 31
- October 16
- December 18
Planning Napa County’s Future

Thank you

Additional questions?

CEO@CountyofNapa.org

(707) 253-4800