



A Tradition of Stewardship  
A Commitment to Service

Agenda Date: 12/18/2018  
Agenda Placement: 9B  
Set Time: 9:00 AM  
Estimated Report Time: 4 Hours

## NAPA COUNTY BOARD OF SUPERVISORS Board Agenda Letter

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**TO:** Board of Supervisors  
**FROM:** Minh Tran - County Executive Officer  
County Executive Office  
**REPORT BY:** Marissa Murphy-Becerra, Training and Organizational Development Officer - 707-253-4477  
**SUBJECT:** Board of Supervisors Strategic Planning Session 3 (Presentation of Strategic Work Plan)

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### **RECOMMENDATION**

County Executive Officer requests discussion and adoption of the County's proposed Three Year Strategic Plan (2019-2022).

### **EXECUTIVE SUMMARY**

The County has partnered with Dr. B.J. Bischoff of Bischoff Performance Improvement Consulting to work with County staff, the Board, and the community to facilitate the development of a Strategic Plan for Napa County, and guide the adoption and integration of the strategic plan throughout the organization. In addition to establishing the priorities for the next three years, the Strategic Plan will establish a path forward for making informed decisions to meet the current and future needs of the County of Napa's residents, businesses, and visitors.

This meeting is the third public meeting related to the Strategic Planning process (in 2018), and will serve as the presentation of the draft Plan to the Board for discussion for adoption of the plan.

### **FISCAL IMPACT**

Is there a Fiscal Impact?	Yes
Is it currently budgeted?	Yes
Where is it budgeted?	The costs to implement the plan will be included in the annual budget for the 3 years.
Is it Mandatory or Discretionary?	Discretionary

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Discretionary Justification:	Adoption of a Strategic Plan will inform future Board decisions.
Is the general fund affected?	Yes
Future fiscal impact:	The costs associated with the Strategic Planning process are one-time. The implementation costs will be included in the annual budgets for the 3 years of the plan.
Consequences if not approved:	The County will not have a Strategic Plan.
Additional Information:	

### **ENVIRONMENTAL IMPACT**

ENVIRONMENTAL DETERMINATION: The proposed action is not a project as defined by 14 California Code of Regulations 15378 (State CEQA Guidelines) and therefore CEQA is not applicable.

### **BACKGROUND AND DISCUSSION**

In the Spring of 2017, the Napa County Board of Supervisors launched an 18-month process to create a three-year strategic plan to guide and prioritize county actions. During 2017, the county leadership obtained feedback from the public through a variety of public meetings in Napa, Calistoga, Yountville, St. Helena, and American Canyon to determine what people value about Napa County; and their vision for Napa County over the coming years. Leaders of all County's departments met to discuss ways that Napa County could implement the public's vision of the future. At a May 2017 public meeting, the Board of Supervisors discussed the county's strengths, weaknesses, opportunities, and threats. The Board also discussed their concerns and vision for Napa County in the following areas: diversity; housing; environment; safety; transportation; government; development; lifestyle; agriculture; and health and wellness. Efforts to complete a strategic plan were paused due to the 2017 wildfires.

In July of 2018, the Board of Supervisors appointed a Task Force comprised of County department heads to help lead the process of completing the three-year Napa County strategic plan. The members of this Task Force included the following individuals:

- | Ron Abernethy, Public Defender
- | Danis Kreimeier, Director of Library Services and Community Outreach
- | Steve Lederer, Director of Public Works
- | David Morrison, Director of Planning, Building, and Environmental Services
- | John Robertson, Sheriff

Between July and December 2018, the Board of Supervisors, supported by the Task Force, Napa County Executive Office, dozens of County employees, and Bischoff Consulting, led a process that involved gathering of an unprecedented amount of public input. During the 18-month strategic planning period, County leadership provided opportunities for residents to provide their feedback in English and Spanish through a wide variety of methods to ensure broad public participation in all aspects of the planning process. More than 4,000 Napa County residents participated in the following ways to provide their input on the county's future:

- | An online survey with 2,712 respondents
- | 10 large group meetings—2 in each of the County's 5 Supervisorial Districts (5 in 2017 and 5 in 2018)
- | 30 issue-focused meetings

- | 17 community conversations and small group meetings convened by the Napa County Library
- | Public comment during 5 meetings of the Board of Supervisors
- | Individual interviews and small group meetings with key county and community leaders
- | Unsolicited emails, phone calls, and comment cards submitted by members of the public

County staff summarized the information gathered to create the County's draft 2019-2022 Strategic Plan. Once adopted, the plan will be the road map the County will use to work collaboratively with our constituents to guide and shape the future of Napa County for the next three years. The plan is built on five pillars, identified through the extensive outreach process, which will drive our success. The pillars are:

- | Healthy, Safe, and Welcoming Place to Live, Work, and Visit
- | Livable Economy for All • Vibrant and Sustainable Environment
- | Collaborative and Engaged Community
- | Effective and Open Government

Each pillar contains a set of ambitious goals, supported by specific strategic actions. The draft Strategic Plan outlines the commitment of the County to work collaboratively with our community members and partners toward achieving these goals, as well as its commitment to regularly share the results of our progress.

The notes from the public meetings and the survey results are available on the County website at [countyofnapa.org](http://countyofnapa.org).

### **SUPPORTING DOCUMENTS**

A . Napa County Strategic Plan 2019-2022

CEO Recommendation: Approve

Reviewed By: Molly Rattigan