STRATEGIC PLANNING UPDATE

January 23, 2023

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STRUCTURE

- **Our Strategic Plan** is designed to outline the direction (WHAT) and the motive (WHY)
- **Our Action Plan** will outline the HOW

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FOUNDATION

- Community Survey
- Financial and Workforce Conditions
- Council Vision, Values, Goals and Outcomes

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COUNCIL VISION & VALUES

We are all Eugene. We value all people, encouraging respect and appreciation for diversity, equity, justice, accessibility, and well-being. We recognize and appreciate our differences and embrace our common humanity as a source of our strength. We are responsible stewards of our physical assets and natural resources. We will sustain our clean air and water, beautiful parks and open spaces, livable and safe neighborhoods, and foster a thriving downtown, including stable and accessible infrastructure. We encourage a strong, safe, sustainable, and vibrant economy, fully utilizing our educational and cultural assets. We listen to, serve, and include all who live, work, and play here; seeking ways to foster unity and stronger connections across Eugene. We respond and take actions so that every person has an opportunity to thrive in Eugene.

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COUNCIL GOALS & OUTCOMES

- **Safe Community for Community Wellbeing**
  A community where all people are safe, valued, and welcome, and our systems and infrastructure are resilient and secure.
- **Sustainable and Accountable Development**
  A community that meets its present environmental, economic, and social needs while planning for and investing in the ability of future generations to meet their own needs.
- **Accessible and Thriving Culture, Parks and Recreation**
  A community where arts and outdoors are integral to our social and economic well-being and are welcoming to all.
- **Equitable, Effective, Accountable Municipal Government**
  A responsive government that is transparent and open; we listen and work collaboratively and fairly with the community, providing accessible, equitable, effective, and efficient services to achieve measurable and positive outcomes.
- **Fair, Stable and Adequate Financial Resources**
  An innovative government whose ongoing financial resources are based on a fair and equitable system of revenues and are adequate to maintain and deliver municipal services.

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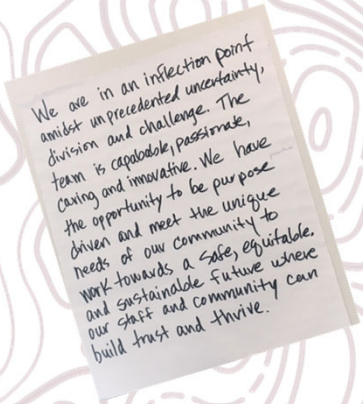
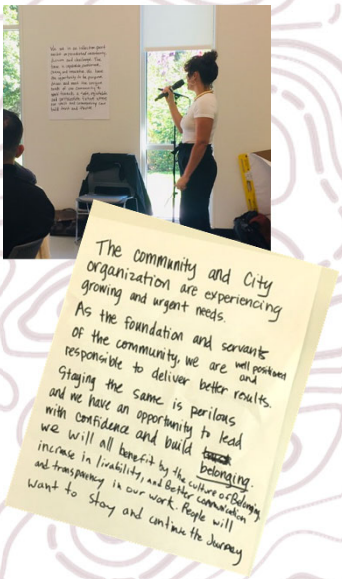


City of Eugene **ROSE**

Why Us? Why Now?



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City of Eugene **ROSE**

The community is at an inflection point, facing urgent needs amidst unprecedented uncertainty and challenge. We need to approach those needs in a new way. This team is passionate, capable, caring and innovative. As public servants, we are responsible for delivering better results. We have the opportunity to meet our unique needs to **build a safe community where everyone belongs.**

We can achieve this by tapping the collective wisdom and talent of our community to ensure clear direction, allocation of resources, and better outcomes. People will want to stay and continue the journey.

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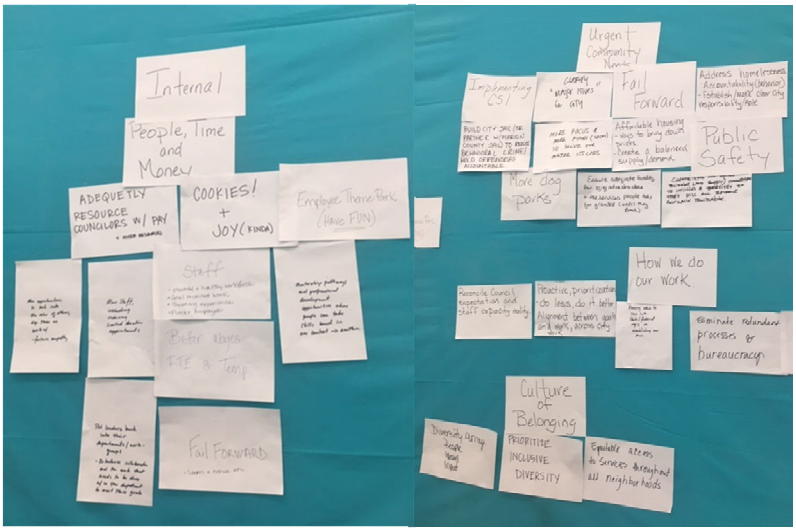
What could make Eugene even better?



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our **FOCUS AREAS**

+ Urgent Community Needs
+ Communication and Outreach
+ Culture of Belonging
+ How We Do Our Work
+ People, Time and Money

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+ URGENT COMMUNITY NEEDS

Definition: *We prioritize crises that are, or may degenerate into problems impacting health, safety and welfare.*

Supports: *Safe Community for Community Wellbeing*

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+ COMMUNICATION AND OUTREACH

Definition: *We are a City that informs, listens and understands what the community wants and needs. A community that understands, participates and has confidence in what their city is doing.*

Supports: *Equitable, Effective, Accountable Municipal Government*

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+ CULTURE OF BELONGING

Definition: *We are cultivating a community where everyone feels included, respected, and valued as they are. A community united in uplifting the diversity of identities and experiences to provide equitable access to resources and opportunity.*

Supports: *Accessible and Thriving Culture, Parks and Recreation*
Equitable, Effective, Accountable Municipal Government

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+ HOW WE DO OUR WORK

Definition: *The City organization is most effective when there are clearly defined priorities and outcomes, flexibility for staff talent and room for innovation, where we can measure progress and shift when needed.*

Supports: *Equitable, Effective, Accountable Municipal Government*

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+ PEOPLE, TIME AND MONEY

Definition: *We will establish a sustainable foundation for council support and to ensure employee retention and development to create capacity to accomplish strategic goals.*

Supports: *Fair, Stable and Adequate Financial Resources*

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REVIEW > REFINE > REPORT

1. Confirm Focus Areas WE ARE HERE

2. Refine goals and confirm metrics to measure progress
   - SMARTIE
   - Adopted Plans, Actions
   - Resource needs

3. Action Planning to support goals

4. Share out and report progress at regular intervals

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RESULTS

- Safe Community for Community Wellbeing
- Sustainable and Accountable Development
- Accessible and Thriving Culture, Parks and Recreation
- Equitable, Effective, Accountable Municipal Government
- Fair, Stable and Adequate Financial Resources

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