

Strategic Planning Discussion

The logo for ADDISON, featuring the word "ADDISON" in a bold, blue, sans-serif font centered within a white circle. This circle is set against a blue background that is part of a larger graphic design on the right side of the slide, which includes diagonal lines and a grey triangle.

Purpose of Work Session

- Staff Will Provide a Brief Overview of Strategic Planning
- Staff Will Review Recent Strategic Planning Efforts in Addison
- Staff Will Summarize the Strategic Planning Efforts of Comparator Cities
- Staff Will Seek Council Direction on Addison's Future Strategic Planning Efforts

Strategic planning is a process in which an organization's leaders define their vision for the future and identify their organization's goals and objectives.

Benefits of Strategic Planning

The primary benefits derived from strategic planning are:

- Helps an organization to be proactive instead of just responding to situations
- Helps formulate better strategies using a logical, systematic approach
- Enhances communication between employers and employees
- Aligns efforts toward established goals and objectives
- Empowers individuals working in the organization

Recent Addison Efforts

Since 2016, Addison's City Council has met annually to discuss strategic questions and identify key priorities for the Town.

A consultant from Strategic Government Resources (SGR) has led these interactive discussions and aided the Council in identify Strategic Pillars and Milestones.

The Council has annually adopted a resolution containing Strategic Pillars and Milestones to provide clear direction to Staff as they developed their budgets and activities for the next fiscal year.

This process has taken place in late May or June of each year. The results are formally adopted by resolution. A quarterly report of progress toward each initiative is provided to Council.

Pillar: Gold Standard in Customer Service

Milestone: Promote and Protect the Addison Way

Initiative: Conduct a Resident Survey

Status: The Resident Survey was conducted in December of 2021. The Survey Report was presented to Council on March 8, 2022.

Comparator City Survey Data

The Town uses these 13 municipalities as Comparator Cities:

Allen

Carrollton

Coppell

Farmers Branch

Flower Mound

Frisco

Grapevine

Irving

Lewisville

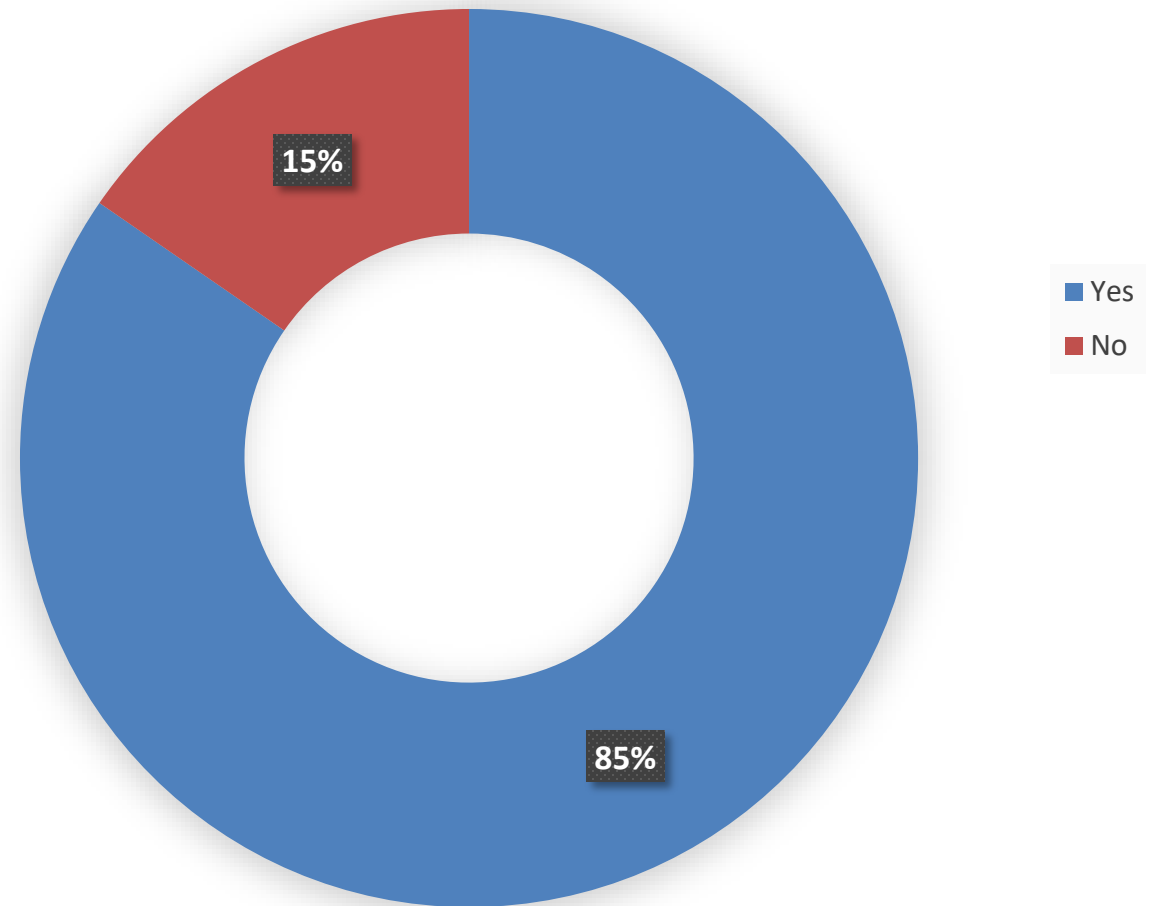
McKinney

Plano

Richardson

University Park

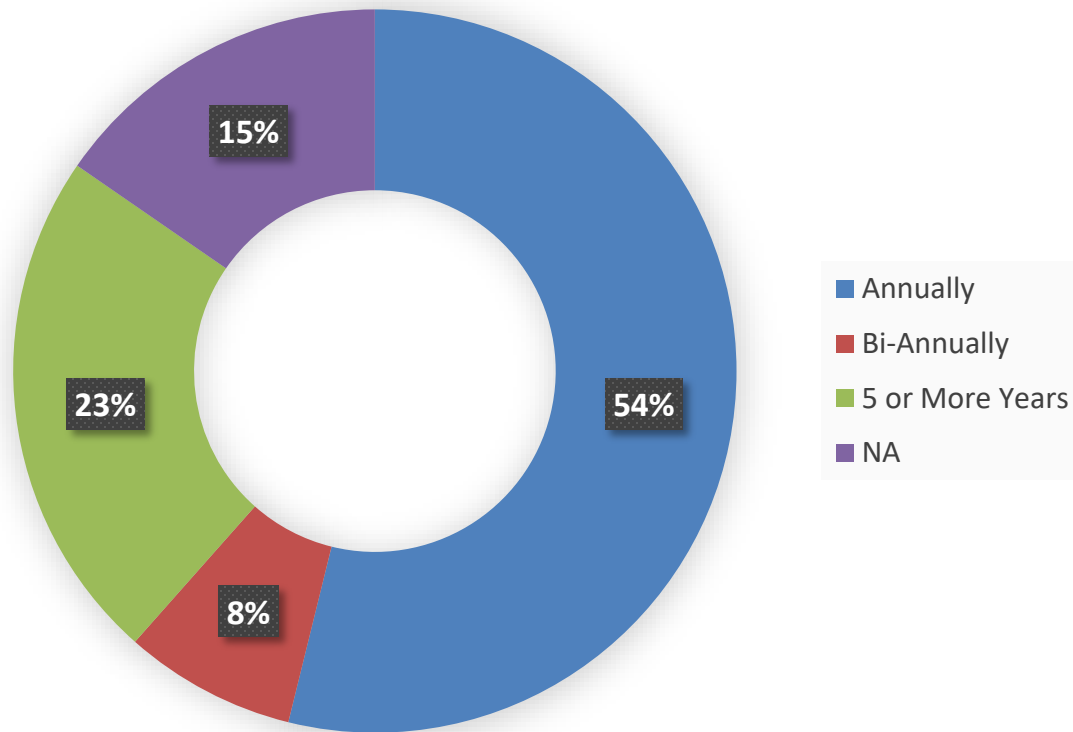
Does Your Council Participate in the Development of a Strategic Plan for your Community?



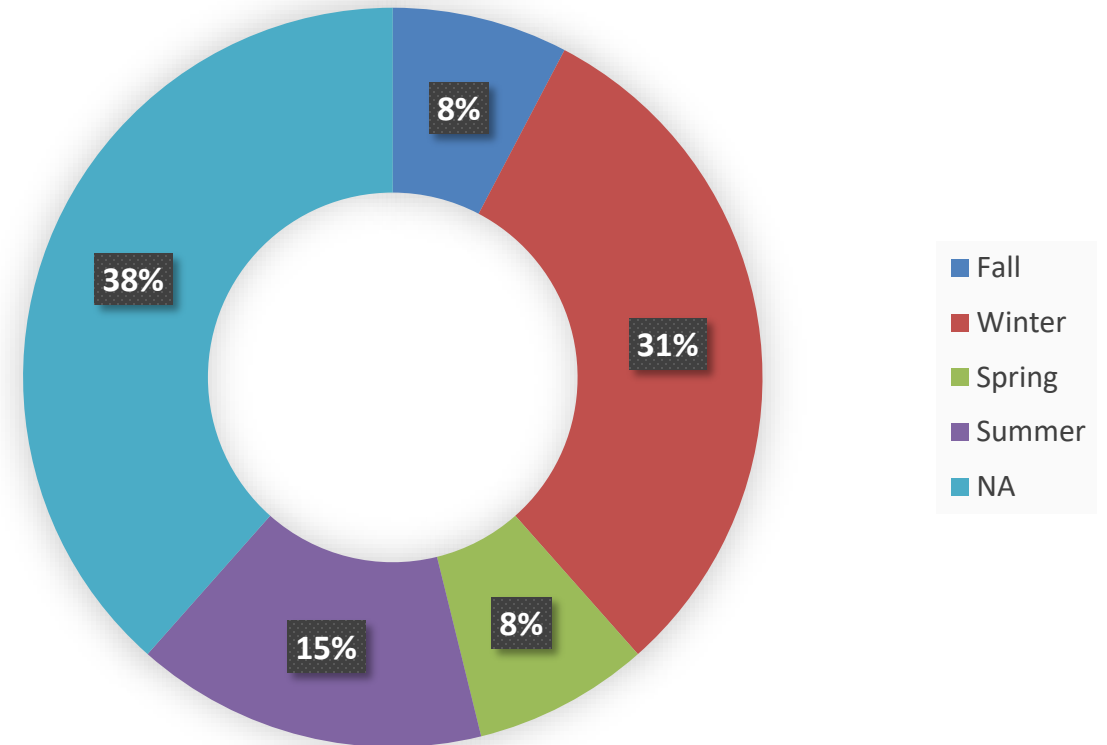
Comparator City Survey Data



Strategic Planning Frequency

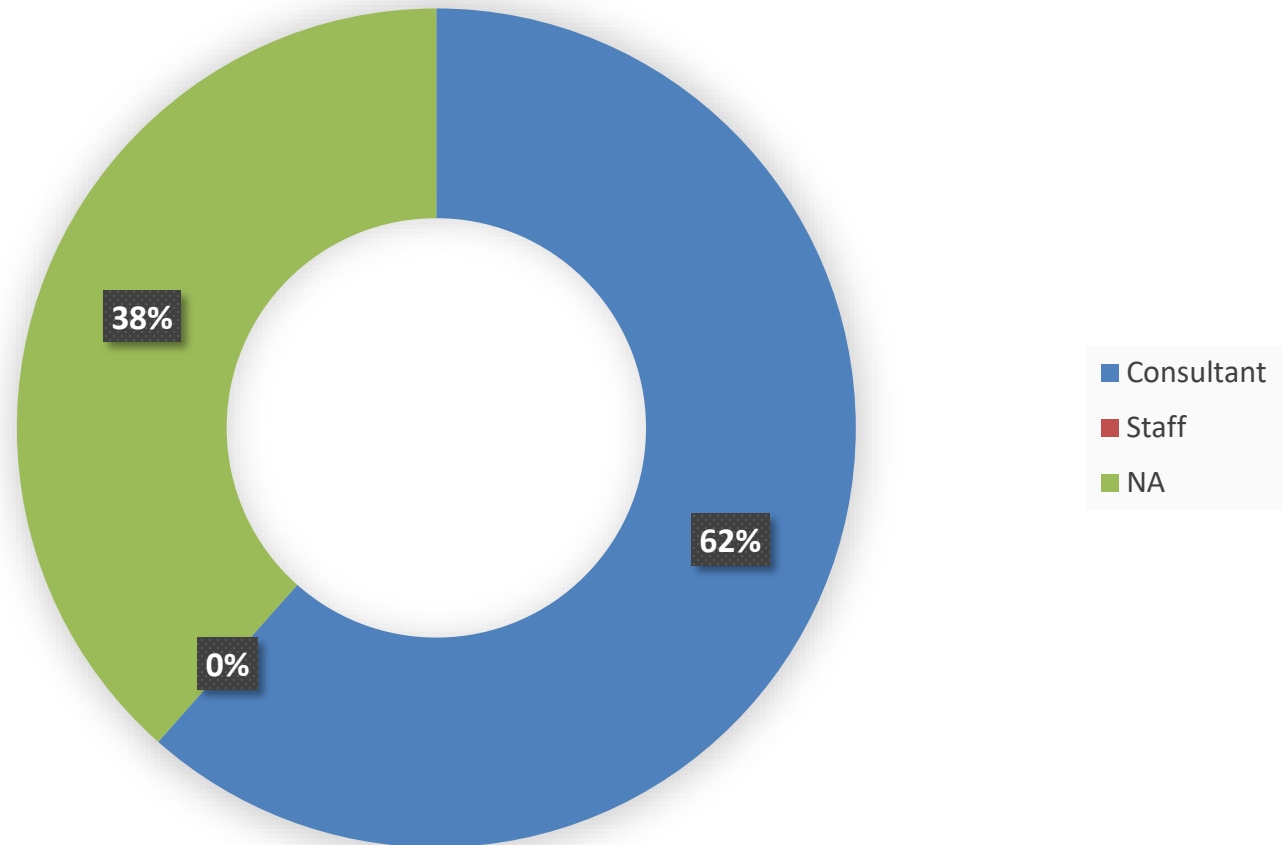


What Time of Year Do you Plan?



Comparator City Survey Data

Who facilitates the process?



Common Strategic Planning Process Components

- Work Session(s)
- SWOT Analysis
- Revisit Mission and Values
- Discuss Priorities
- Council Establishes “Big Picture” (Pillars and Milestones)
- Staff Develops Initiatives
- Formal Adoption (stand alone document or within budget document)
- Link budget projects and programs to Strategic Plan

Comparator City Survey Data

Common Strategic Planning Goals

- Economic Development
- Infrastructure Investment
- Customer Service
- Financial Stewardship
- Public Safety

Addison's Strategic Pillars

- Innovative in Entrepreneurship and Business
- Excellence in Asset Management
- Excellence in Transportation Systems
- Gold Standard in Customer Service
- Gold Standard in Financial Health
- Gold Standard in Public Safety
- Optimize the Addison Brand

Staff Seeks Council Direction

Does Council wish to alter the Strategic Planning Process for next year?

If so, in what ways?