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## **Strategic Planning Session**

Presented By: Spencer Foster, LAA

## Purpose of Tonight's Meeting

By the end of this ½ hour, the goal is to have the following:

- A shared understanding of mission, vision, and values
- 3-5 strategic priorities for the year



# What is a Strategic Plan?

- A roadmap that identifies a long-term vision of what the city wants to become and priorities and initiatives that will be their focus over the next 3-5 years.

\*We will be doing this on a miniature level tonight and in a few weeks and discussing priorities and initiatives for this next year.

## How Does a Strategic Plan Help?

- Establishes organizational priorities
- Fosters accountability
- Communicates expectations
- Informs budget decisions



# Expectations and Alignment



- Strategic planning is about focus, not creating more work
- This is not a budget meeting or a day-to-day operations review
- The goal: clarity, alignment, and accountability

At the end of this year, what would success look like for Coalville as a city?

# Mission (Present-Focused)



## MISSION

- Why does the city exist and who does it serve?
- What is the city's core role in residents' daily lives?

Example: "Coalville City exists to provide safe, efficient, and transparent services that support a high quality of life for residents"

## Vision (Future-Focused)



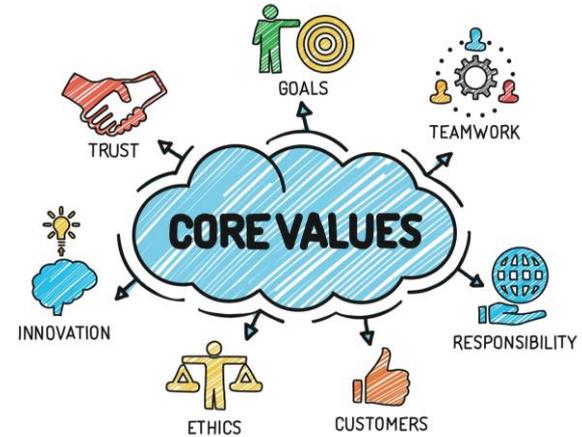
- Where is the city headed in 5-10 years?
- If Coalville is thriving in 2035, what does that look and feel like?

“If you don’t know where you are going, you’ll end up someplace else.” – Yogi Berra

# Values (How we Operate)

- How decisions are made.
- Common municipal values:

Transparency, Stewardship,  
Responsiveness, Collaboration,  
Fiscal Responsibility



What is one value each of you believe should guide the city?

# Strategic Priorities (What Matters Most)

What are the biggest challenges or opportunities Coalville must address in the next 1-3 years?

Challenges related to:

- Growth & development
- Infrastructure & roads
- Public safety
- Fiscal sustainability
- Governance & staffing
- Community character



# Prioritization

For each item in the last slide:

- Is this high impact?
- Does it require policy-level direction?
- Would progress stall without Council involvement?

|   |  |
|---|--|
| <b>What we have and want to keep<br/>– Continue</b> | <b>What we don't have and want<br/>– Start</b> |
| What we have and don't want<br>– Stop               | What we don't have and don't want              |

\*Select 3-5 Strategic Priorities as a result

# Annual Goals & Action Planning

For each strategic priority, let's define 1-3 annual goals.



| Element           | Description                       |
|-------------------|-----------------------------------|
| Action Step       | Specific Task                     |
| Responsible Party | Council, Mayor, Staff, Consultant |
| Timeline          | Month or Quarter                  |
| Resources Needed  | Budget, Staff Time, Consultant    |
| Status Metric     | How Progress is Tracked           |



# Accountability, Follow-Up, & Communication

## Internal Follow-Up:

- Assign a lead owner for each priority
- Schedule quarterly check-ins
- Tie progress reviews to Council agendas or work sessions

## External Communication:

- How should residents know we're making progress?



## Wrap-Up & Next Steps

- Strategic Planning Session 1-2 Page Summary
- LAA Assistance with Specific Strategic Priorities
- Council & Staff Accountability for Strategic Priorities
- Follow-up Sessions Needed?

Questions?