



Together mapping
the community's future

City of Washougal

SPAC

Strategic Planning Advisory Committee

Agenda

- Introductions and April 19th minutes review
- Finalize Values Statement
- SWOC discussion
- Social Media
- Process check in
- June 21 SPAC Meeting –
 - Finalize SWOC
 - Introduction to Vision Statement process

Strategic Plan Timeline

Draft
Mission Statement
 Feedback and data review

Discuss/revise SWOC
 Finalize **Values**
 Introduce **Vision**

Introduce priorities
 Joint workshop
 with City Council

Review
 Strategic Plan
 draft

March	April/May	June	July	August/Sept.	Oct.
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SPAC
 Kickoff
**Operating
 Principles**

Introduce SWOC Analysis
 Finalize **Mission Statement**
 Draft **Values**

Review and
 discuss draft
**Vision
 Statement**

Discuss and
 finalize
**Strategic
 Goals**

**City Council
 Strategic
 Plan
 Adoption**

Mission Statement (draft)

"Our mission is to provide leadership and effective fiscally responsible services that ensure a safe, healthy and economically vibrant community."

Strategic Planning Advisory
Committee, April 2012

Values Statement discussion

Totals	Community Value Ranking
8	Accessible recreational opportunities
5	Affordability
10	Community involvement
1	Honor diversity
6	Mobility / transportation options
20	Quality education
22	Safe community
11	Small town feel
1	Stability / longevity
22	Strong economy
4	Sustainable environment

Totals	Organizational Value Ranking
19	Accountability
0	Agility
13	Customer orientation
21	Excellent services
0	Fairness
1	Innovation
24	Integrity
2	Open communication
1	Preparedness
0	Pursuit of excellence
4	Respect
17	Strong leadership
4	Team work
4	Value our employees

Values prioritization out of a possible 110 points each for Community and Organization

Community Values

- Safe community 22
- Strong economy 22
- Quality education 20
- Small town feel 11
- Community involvement 10

Organizational Values

- Integrity 24
- Excellent services 21
- Accountability 19
- Strong leadership 17
- Customer orientation 13

Strengths, Weaknesses, Opportunities, and Challenges

	Helpful Achieving the objective	Harmful Achieving the objective
Internal origin Attributes of the organization	<p style="text-align: center;">S</p> <p style="text-align: center;">Strengths</p>	<p style="text-align: center;">W</p> <p style="text-align: center;">Weaknesses</p>
External origin Attributes of the environment	<p style="text-align: center;">O</p> <p style="text-align: center;">Opportunities</p>	<p style="text-align: center;">C</p> <p style="text-align: center;">Challenges</p>

SWOC analysis

- Strengths
 - what do we do well?
- Weaknesses
 - where can we improve?
- Opportunities
 - what opportunities are available?
- Challenges
 - what threats do you see?

SWOC analysis

Key categories emerged:

Adaptability, communication, customer service, the economy, internal efficiency, constituent engagement, the environment, staff expertise, new or expanded functions, fiscal, infrastructure, partnering, processes, reputation, resources, staff and strategy

Assessing strengths

- Staff resiliency, expertise and longevity
- Cooperative, task and solution driven
- Funding prudence and accountability
- Excellent customer service
- Building beyond-border partnerships

Addressing **weaknesses**

- Staff levels – coverage and scope issues
- Loss of institutional knowledge
- Communication across departments
- Succession planning
- Revenue uncertainty
- Records retention and documentation
- Aging technology infrastructure
- Information technology

Realizing **opportunities**

- Engage citizens
- Leverage social media
- Promote tourism, parks and recreation
- Community-based partnerships
- Economic development (CWEDA)

Overcoming **challenges**

- Reputation improvement / enhancement
- Engaging seniors and youth
- Receiving state and federal funding
- Overcoming resistance to change
- Creating favorable business climate
- Physical barriers (RXR tracks/SR-14)

Crafting the Vision

See packet handout
for instructions and a
variety of Vision
Statement examples

Introducing Social Media

While the Internet is no longer a “Wild West,” people in power are still trying to figure out how best to approach online communities and their social tools.

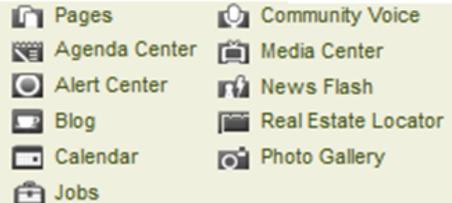
There may not be any clear answers, but social [media] is certainly not going to go away.

~ Zachary Sniderman

<http://mashable.com/2011/07/25/government-social-media/>

Whose using the tools?



CITY	SOCIAL MEDIA BEING USED	CITY	SOCIAL MEDIA BEING USED
Anacortes, WA	<ul style="list-style-type: none"> Email PDF form links Emergency Alerts 	Lake Forest Park, WA	<ul style="list-style-type: none"> Email PDF form links Customizable citizen Dashboard Variety of RSS Feeds   
Bonney Lake, WA	<ul style="list-style-type: none"> Email PDF form links Newsletter Subscriptions Social Media - Blog & Facebook Bonney Lake Reporter Press Releases & Legal Notices City Blog: www.citybonneylake.org/cityblog Facebook: www.facebook.com/CityBonneyLake Twitter: www.twitter.com/CityBonneyLake www.twitter.com/BLPoliceDept 	Lynden, WA	<ul style="list-style-type: none"> Email PDF form links
Camas, WA	<ul style="list-style-type: none"> Email PDF form links Mayor's blog Upcoming Events RSS Feeds Connect with Us City Newsletters via Email 	Mill Creek, WA	<ul style="list-style-type: none"> Email PDF form links Calendar with active email link
Centralia, WA	<ul style="list-style-type: none"> Email PDF form links Email alerts for Agenda & Minutes, Calendar, Employment, News 	Monroe, WA	<ul style="list-style-type: none"> Email PDF form links Emergency and Public hearing Alerts including Nixle connections for Monroe and adjacent communities 
East Wenatchee, WA	<ul style="list-style-type: none"> Email PDF form links 	Sunnyside, WA	<ul style="list-style-type: none"> Email PDF form links Mobile phone connections with Apps Download Listen Live Facebook Twitter 

Social Media



People are not just demographics anymore

Relationships are powerful and can provide opportunity for engagement

“Conversations
happen even if
you don't
initiate
them”

www

Social Media is simply a
conversation

**What is
SOCIAL
MEDIA?**



that is supported by online tools

... and those conversations are powered by



Blogs

Micro blogs

Online Chats

RSS Feeds

Widgets

Social Networks

Social Bookmarks

Message Boards

Podcasts

Video Sharing Sites

Photo Sharing Sites

Virtual Worlds

Wikis

... and so much more

This new communication model is now a

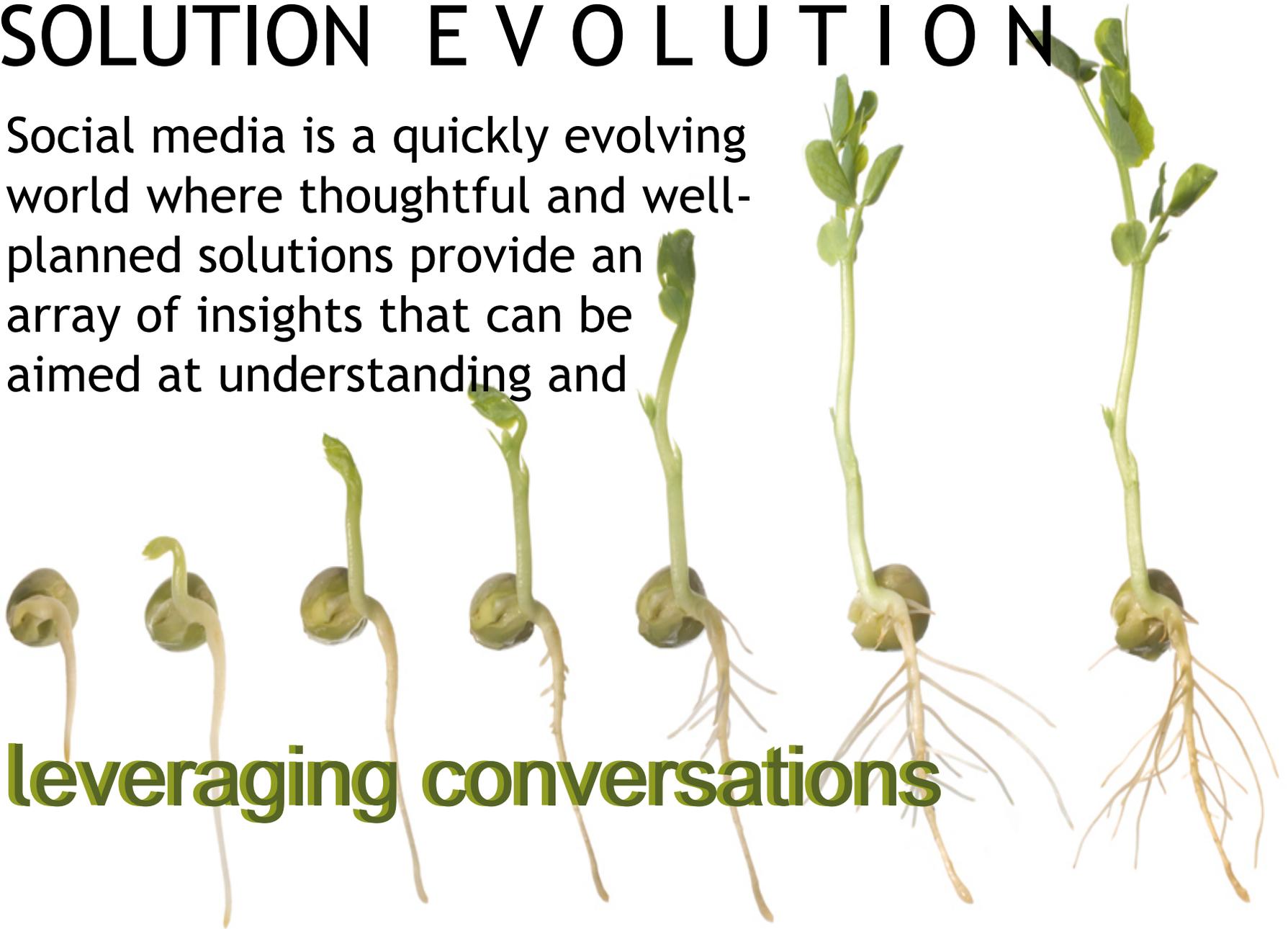
dialogue

and is a fundamental shift in the way we communicate

SOLUTION EVOLUTION

Social media is a quickly evolving world where thoughtful and well-planned solutions provide an array of insights that can be aimed at understanding and

leveraging conversations





Content is
the new
democracy

and people
want to
be heard

Are you willing & ready to listen?

City of Washougal

SPAC

Process check in

Future deliverables

- June 21 Finalize SWOC
Vision Statement introduction
- July 19 Vision Statement draft discussion
Priorities introduced
- July/Aug Joint SWOC Workshop with City Council
- August 2 Strategic Goals discussion
- August 18 Strategic Goals finalized
- Sept. 20 Review Strategic Plan draft
- October Adopt Strategic Plan