

President's Strategic Plan Committee

Meeting #1

December 7, 2016



Agenda

- Committee Goals Objectives
- Review of Current Strategic Plan
- Proposed Schedule
- Introduction of Staff Strategic Plan Committee
- Review SCAG Stakeholder Assessment
- Review Proposed Survey
- Next Steps

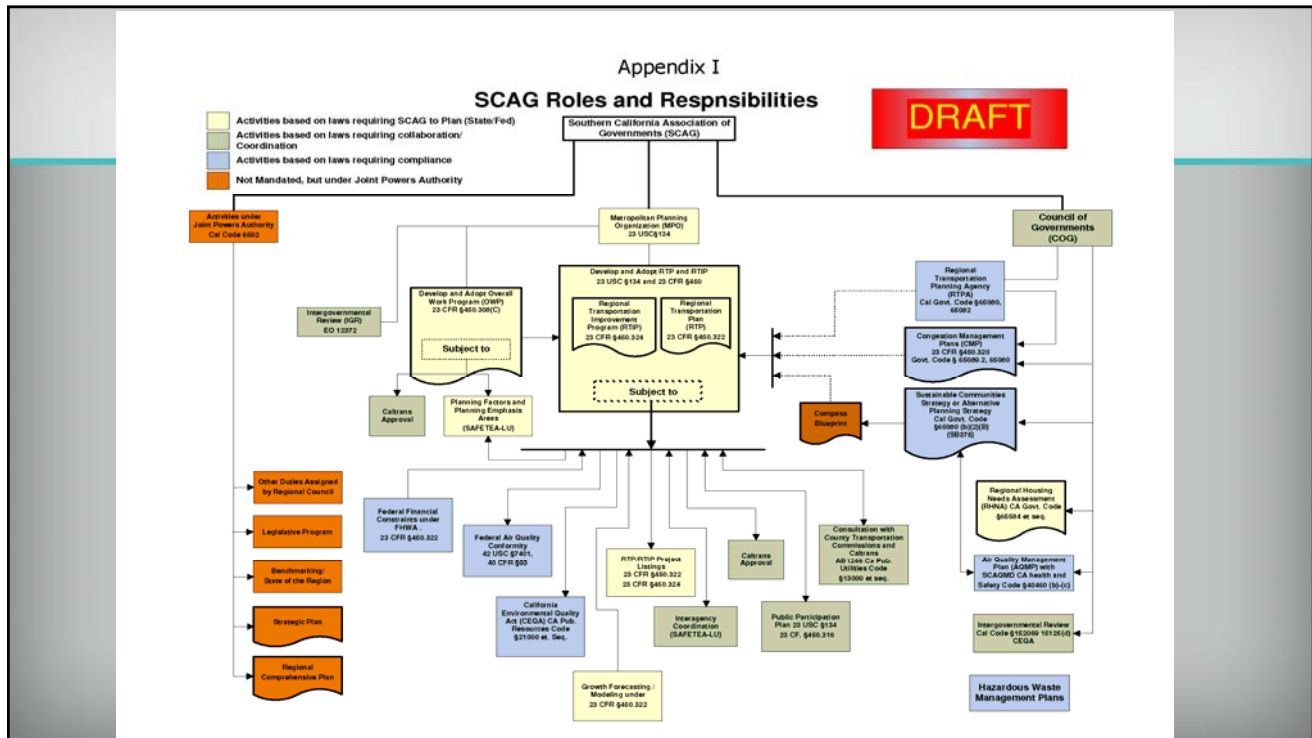
Committee Goals

- Goals
 - Set the Strategic Direction for the next decade
 - Review Existing Strategic Plan for relevance in 2016 and beyond
 - Focus on revising mission and revisiting currently adopted goals

SCAG Strategic Plan Background

- Adopted at the 2009 General Assembly
- Developed over a 1-Year Process
 - Organizational Survey
 - Guidance & Advance Team
 - Task Team
 - Regional Council & GA
- Sixteen (16) Regional Council Members
- Forty one (41) Staff Members at all levels across entire agency





Background Continued

- 2009 Plan meant to be a long range plan
- Laid the foundation for agency accomplishments for last seven years
- Intended to be updated periodically

Background Continued

- Strategic Plan Committee formed June 2013
- Comprised of SCAG Past Presidents, Ovitt, Pettis, McCallon, O'Connor and President, Becerra met and updated Plan which included staff input.
- Updated in November 2013 – approved by RC

The Four Components of the Strategic Plan

1. Vision
2. Mission
3. Core Values
4. Goals



A lot can change in seven years...

THEN AND NOW

Then and Now – Top 3 U.S. Companies

2009

ExxonMobil

Walmart 

 **Microsoft**

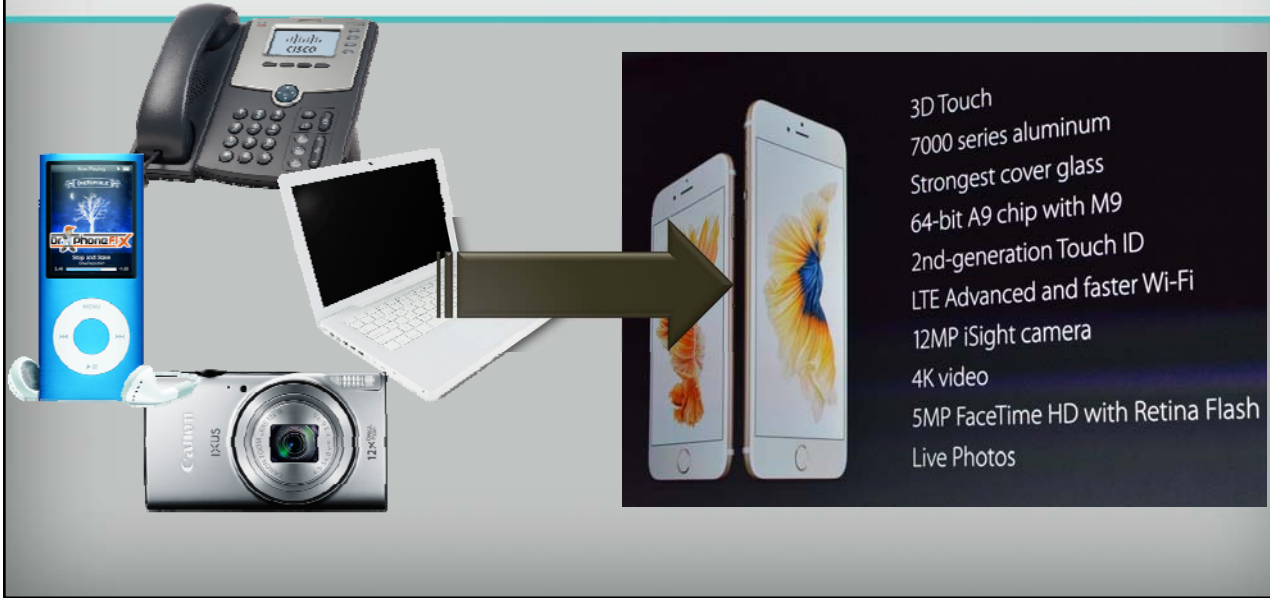
2016



Alphabet

 **Microsoft**

Then and Now – Technology



Then and Now – Transportation





Then and Now - SCAG



Convener

- GA Attendance #'s
- Economic Summit
- Demographic Workshop
- Housing Summit

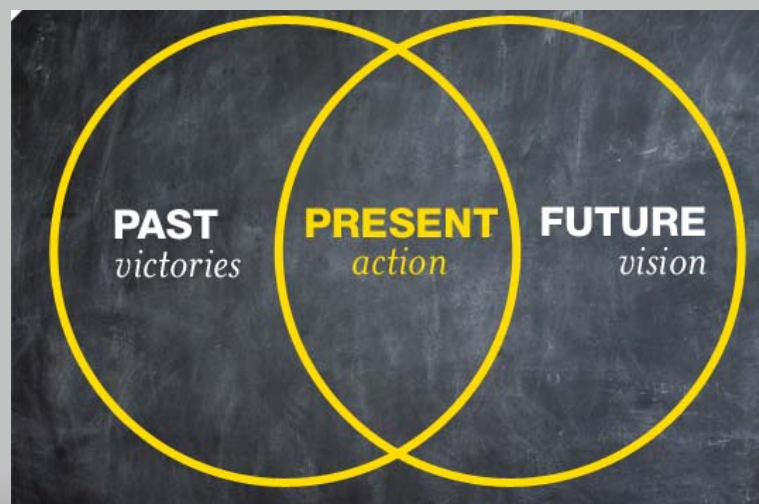
Innovative Planning Initiatives

- Goods Movement
- Transportation Finance
- Active Transportation Program
- Sustainability Program

Voice for the Region

- Advocacy efforts in Sacramento and Washington DC

Does our current strategy represent who we are and where we are going?



Vision

An international and regional planning forum trusted for its leadership and inclusiveness in developing plans and policies for a sustainable Southern California

Mission

Under the guidance of the Regional Council and in collaboration with our partners, our mission is to facilitate a forum to develop and foster the realization of regional plans that improve the quality of life in Southern California

Core Values

- Collaboration
- Service
- Trust
- Revolutionary
- Sustainability
- Empowering
- Rewarding

CORE VALUES

Collaboration

We foster collaboration through open communication, cooperation and a commitment to teamwork

Service

Our commitment to service and leadership is second to none

Trust

The hallmark of our organization is trust and is accomplished through a professional staff, transparency in decision making and objectivity and accuracy in our day-to-day work

Revolutionary

We are revolutionary in our thinking to achieve a cutting edge work program that is emulated by others

Sustainability

We work with our partners and local governments to achieve a quality of life that provides resources for today's generation while preserving an improved quality of life for future generations

Empowering

The empowering of staff occurs to reward initiative, confidence and creativity while promoting inclusionary decision-making

Rewarding

We promote a work environment that allows for professional and personal growth, recognizes astounding achievement, and makes a positive difference in the lives of the staff and the community

Goals

Goal #2

Obtain regional Transportation Infrastructure Funding and Promote Legislative Solutions for Regional Planning Priorities

Goal #3

Enhance the Agency's Long Term Financial Stability and Fiscal Management

Goal #1

Improve Regional Decision Making by Providing Leadership and Consensus Building on Key Plans and Policies

Goal #4

Develop, Maintain and Promote the Utilization of State of the Art Models, Information Systems and Communication Technologies

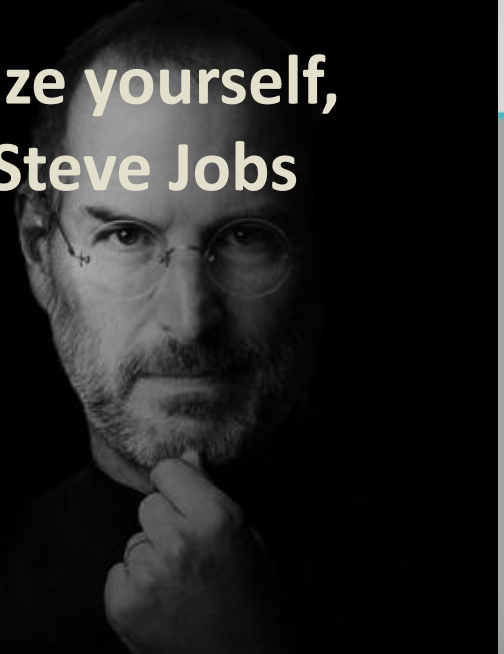
Goal #5

Optimize Organizational Efficiency and Cultivate an Engaged Workforce

“If you don’t cannibalize yourself, someone else will.” – Steve Jobs



Think different.



Proposed Draft Schedule

- Meeting #1 (December) – Review Timeline, Stakeholder Assessments and Draft Surveys
- Meeting #2 (January) – Review Environmental Assessment
- Meeting #3 – (February) – Review Vision, Mission and Values
- Meeting # 4 (March) – Review Goals
- Meeting #5 (April) – Present Updated Strategic Plan to EAC
- Present Updated Plan to RC
- Present Updated Plan to 2017 General Assembly

Staff Strategic Plan Committee

- 14 Volunteer Members
 - Meeting twice a month
 - Representative of all departments, tenure and level
- Required Reading
 - Great by Choice – Jim Collins
 - How to Fly a Horse: The Secret History of Creation Invention and Discovery – Kevin Ashton
- First Assignments
 - Mapping of Stakeholders
 - Survey Development

Stakeholder Mapping

Questions:

- What is a stakeholder?
- Who are SCAG's constituencies and stakeholders?
 - Who does SCAG serve and affect?
 - Who influences SCAG?
 - What are SCAG's functions?
 - What does the future hold?

Approach

Start with the present condition, inform the future condition.

- What is SCAG's Current Mission?
- What are SCAG's key functions and responsibilities?
- What are SCAG's products?
- Who/What Influences SCAG and How?

Process: Stakeholder Relationships

- Two fundamental categories:
 - *Who/What does SCAG influence?*
 - *Who/What influences SCAG?*
- *"Wide Net" – All Possible Constituencies and Stakeholders*
- *How do they relate to our functions & each other?*
- *Categorize and Organize.....*

Outcome:

Who Influences SCAG?

- Core Partners
- Regular Partners
- Influencers



Outcome:

Who is impacted by SCAG?

- Core Partners
- Regular Partners
- Influencers



Strategic Plan Survey

Big Picture Goal of the Survey

- To better understand concerns in the region and how SCAG can work to improve the quality of life for Southern Californians

Strategic Plan Survey

Question Categories

- Stakeholders and Your Concerns
- Stakeholder Engagement
- SCAG's Work and Effectiveness

Strategic Plan Survey

Outreach, Timeline, and Format of Results

- Potential Survey Respondents: RC Members, Member/Partner Jurisdictions, Other Stakeholders
- Timeline: Six Weeks from Release

Strategic Plan Survey

Outreach, Timeline, and Format of Results

- Format of Results: Use of ranking and rating questions will help respondents to think through their answers in exactly the way that we need – to get to the heart of the matter

Strategic Plan Survey

Questions?

Is there anything we're missing?