

# STRATEGIC PLAN 2021 CLATSOP COUNTY

# **OVERVIEW**

Updated: January 2024

# **STRATEGIC PLAN OVERVIEW**

#### What is a Strategic Plan?

- Our roadmap
- Defines our vision, mission, and guiding values
- Guides coordinated efforts of elected officials and County staff



#### Why have one?

- Match priorities with resources
- Adapt to community's changing needs
- Be transparent and accountable





# FRAMEWORK

# **STRATEGIC PLANS**

- New plans are adopted every 3 to 5 years
- About a 16-month planning process

#### **Components:**

- Situation Assessment
- Vision, Mission, & Guiding Values
- Focus Areas
- Priorities for the First Fiscal Year

# **ANNUAL UPDATES**

- Adopted every fiscal year
- Annual planning process is from September to February

#### **Components:**

• Fiscal Year Priorities

# **FISCAL YEAR PRIORITIES EXPLAINED**

#### **Objectives**

Topics, issues, or solutions

• What the Board wants to address

#### Tiers

Levels of importance

- Tier 1 = High priority. Immediate action.
- Tier 2 = Medium priority. May take more than one fiscal year.
- Tier 3 = Low priority. May be addressed in a future fiscal year.

#### Actions

Plans or strategies

• How the Board wants to address an objective

#### Results

Measurable outcomes

• The end result of an action



# **STRATEGIC PLANNING PROCESS**

#### Jul Aug Sept Oct Nov Dec Jan Feb Mar Apr May Jun

#### Implementation of Fiscal Year Priorities

(July 1 - June 30)

#### Annual SP Process

(September - February)

#### **Activities**

- Strategic plan review
- Board work sessions (about 3)
- Adopt upcoming fiscal year priorities



<u>Output</u> Annual Update to Strategic Plan

Secure Fiscal Year Priorities to County Budget

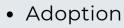
(February - June)

#### SP Process Every 3 to 5 Years

#### (About a 16 Month Process)

#### **Planning Phases**

- Launch outline the planning process
- Data Gathering community outreach activities
- Analysis review and summarize findings
- Composition draft new strategic plan





# **CLATSOP COUNTY'S STRATEGIC PLAN 2021**

### SITUATIONAL ASSESSMENT

#### **Internal Factors**

- Strengths
  - County's cash reserves
  - New County Manager
  - Positive feedback from internal and external evaluations of County services
  - Willingness to evaluate and improve
- Areas for Improvement
  - Governance: evaluation, documentation, and decision-making
  - Community and stakeholder engagement
  - Homelessness, child care, and disaster preparedness services

#### **External Factors**

- Demographic and Social:
  - Large aging population
  - Child care desert
  - Addiction
  - Lack of affordable housing
- Technological:
  - Lack of broadband infrastructure and maintenance
- Economic:
  - Continued population growth
  - Historical reliance on natural resource and tourism industries
  - Unequal income distribution
- Environmental:
  - Interest in sustainable practices for renewable resources
  - Climate change
- Political:
  - Political polarization
  - Limited partnerships with agencies and interest groups



# **CLATSOP COUNTY'S STRATEGIC PLAN 2021**

# VISION

In a world of change and uncertainty, people trust Clatsop County to provide public services and facilities in an effective, efficient, and equitable manner.

### MISSION

Clatsop County will:

- Identify the broad services it understands community members want and are willing to support
- Provide those services effectively, efficiently, equitably, within budget, and in partnership with other public, non-profit, and private sector service providers

### **GUIDING VALUES**

- Engagement and Collaboration
- Effectiveness and Efficiency
- Equity
- Transparency and Accountability

### **FOCUS AREAS**

