



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

Actions

Plans or strategies

- How the Board wants to address an objective

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.

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



Output

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
- Adoption



Output

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

	Governance	
	Infrastructure	
	Economic Development	
	Environmental Quality	
	Social Services	