

# Mountain View Strategic Plan 2022 - 2025

## Council Visioning & Planning Session

Saturday, February 6, 2021

via Zoom

## Purpose & Desired Outcomes

- Officially kickoff visioning and planning process with Council
- Begin to define/refine the vision and mission for the City of Mountain View
- Assess whether current Council Major Goals are still relevant

## Discussion Guide

### 1. Introductions and Overview (15 mins)

- a. About CivicMakers
- b. What we will cover today?
  - i. Concepts on Vision, Mission and Strategic Priorities (like current Council Major Goals)
  - ii. No decisions or wordsmithing
  - iii. No discussion of specific projects
- c. Why do we need a strategic plan?
  - i. A strategic plan conveys a clear direction forward for the organization, which can facilitate better decision making and promote accountability at all levels.
  - ii. Strategic planning is a fundamental leadership and management tool for organizations.
- d. How does this strategic planning differ from the City's typical Major Goal Setting process?
- e. Overview of the strategic planning process
  - i. Approach and Terms
  - ii. Strategic planning timeline
  - iii. Community engagement plan
- f. Ground rules

## 2. Visioning (40 mins)

- a. **SHARE** (10 mins)
  - i. Review definition of “vision”
  - ii. Share Council feedback regarding vision
- b. **EXERCISE** (30 mins) - See-Hear-Feel Activity
  - i. VOTING: Provide feedback on a draft vision
  - ii. DISCUSSION: Are there areas of misalignment? Is anything missing?

## 3. Mission (25 mins)

- a. **SHARE** (5 mins)
  - i. Review definition of “mission”
  - ii. Share Council feedback for refining mission
- b. **EXERCISE** (20 mins) - Review current and draft mission
  - i. POLL: Draft mission statement
  - ii. DISCUSSION: Current mission vs draft mission

## 4. Strategic Priorities (Major Goals) (25 mins)

- a. **SHARE** (5 mins)
  - i. Review definition of “strategic priorities”
  - ii. Share Council feedback for revising Major Goals (strategic priorities)
- b. **EXERCISE** (20 mins) - Review current Major Goals (strategic priorities)
  - i. DISCUSSION: Considering the visioning exercise and feedback on the current Council Major Goals, are these still relevant? What’s changed? What’s missing?

## 5. Next steps (15 mins)

- a. **Discussion:**
  - i. Review our conversation about vision, mission, and priorities? What are your takeaways?
  - ii. What are your a-ha moments from going through today’s dialogue?
  - iii. What are your hopes for this Strategic Planning process?