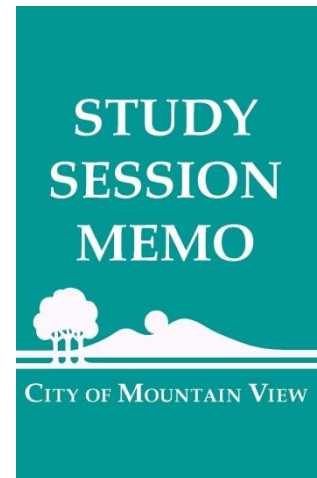


DATE: February 24, 2015
TO: Honorable Mayor and City Council
FROM: Kimbra McCarthy, Deputy City Manager
VIA: Daniel H. Rich, City Manager
TITLE: Fiscal Year 2015-16 Goal-Setting



PURPOSE

The purpose of this Study Session is for the City Council to begin the process of developing priorities for Fiscal Year 2015-16 by identifying a limited number of theme-based major goals.

BACKGROUND

The City Council established a goal-setting process in Fiscal Year 2013-14 which consisted of Council identifying three high-level thematic goals (“major goals”) with specific projects and initiatives identified by staff and advisory bodies that fulfill those goals over a two-year period. The two-year cycle was adopted in recognition that many significant projects require more than a year to complete.

The Council Major Goals for Fiscal Years 2013-14 and 2014-15 include:

- Retain and Improve Green Space and Canopy
- Improve Bicycle and Pedestrian Mobility
- Use Technology to Enhance Customer Service, Efficiency, and Advance the Mission of the Organization

The list and status of the existing Major Goals and Major Initiatives and Projects is provided for reference in Attachment 1.

DISCUSSION

The Council Subcommittee on Goal-Setting (Subcommittee) met on December 2, 2014 to establish the timeline for Fiscal Year 2015-16 Council goal-setting, as well as the format for the Council Study Session.

The Subcommittee's recommendation was to continue the established format from the most recent goal-setting process and identify broad theme-based major goals that can be aligned with the significant work done by departments. Using this approach to goal-setting, staff is able to identify specific efforts to fulfill major goals, in addition to other projects/initiatives that are separate and distinct from the Council major goals.

Based upon the Subcommittee's recommendation, the Fiscal Year 2015-16 goal-setting process will entail:

- A February 24, 2015 three-hour Study Session to identify major goals/high-level themes over a two-year period. This includes receiving an update on the status of the City's existing goals;
- Following the February 24, 2015 session, staff will solicit feedback and specific ideas from Council advisory bodies and City departments for actions that support the goals;
- A second Study Session held on April 14, 2015 to finalize major goals and review specific action items that support the goals; and
- Council formal adoption of goals with the budget in June 2015.

The Subcommittee's recommended format for the February 24, 2015 kick-off Study Session includes:

- Three-hour session facilitated by staff;
- Brief staff presentation summarizing the purpose of the session, desired outcomes, description of the process, and background information on priorities/projects currently under way, including Precise Plan items;
- Time for Council to discuss the desired outcomes for the process and ask questions;
- Exercise for Councilmembers to briefly discuss and then each write short thematic goals on sheets of paper that will be attached to a wall and then sorted into groups by determining and naming the broader theme that is shared by each group of goals; and

- Following the sorting, identification of themes, and Council dialogue, if there are more than three to five themes and consensus cannot be reached on the highest priorities, a dot-voting exercise will be conducted to determine the priority themes.

A proposed agenda for the goal-setting exercise is provided as Attachment 2.

The goal-setting process this year presents an opportunity, if desired by Council, to align the Council major goals with implementation actions contained in the General Plan and the San Antonio, North Bayshore, and El Camino Real Precise Plans. The Precise Plans serve to inform Council policy direction and decision-making, and may be a helpful starting point for Council discussion of major goal themes and specific projects/initiatives heading into Fiscal Year 2015-16 and beyond.

A list of the implementation actions for the Precise Plans is provided as Attachment 3.

RECOMMENDATION

Identify two to four preliminary theme-based major goals by the end of the Study Session. Staff recommends that Councilmembers give thought in advance to their top goals in order to facilitate discussion at the Study Session.

NEXT STEPS

Council advisory bodies will be asked to provide input on specific projects/initiatives related to the preliminary goals throughout March 2015. Staff will prepare a draft list of specific projects/initiatives that fulfill the proposed major goals as well as assess staff workloads and other budgetary impacts of pursuing those projects/initiatives before returning to the second Council goal-setting Study Session on April 14, 2015.

PUBLIC NOTICING

Agenda posting and notices to all Council advisory body members and neighborhood associations.

KMcC/5/CAM/610-02-24-15SS-E

- Attachments:
1. Status of Fiscal Years 2013-14 and 2014-15 Council Major Goals and Major Initiatives and Projects
 2. Agenda for Goal-Setting Exercise
 3. San Antonio, North Bayshore, and El Camino Real Precise Plan Implementation Actions