



STAFF REPORT TO THE CITY COUNCIL

DATE: Regular Meeting of July 11, 2017

TO: Members of the City Council

SUBMITTED BY: David Biggs, City Manager

SUBJECT: Report on Strategic Planning Workshop and Hercules Strategic Plan 2017

RECOMMENDATION: Receive and File Report on Strategic Planning Workshop and Adopt the Hercules Strategic Plan 2017

COMMISSION/SUBCOMMITTEE ACTION AND RECOMMENDATION: Not Applicable

FISCAL IMPACT OF RECOMMENDATION: There is no direct fiscal impact from the recommended actions, though many components of the proposed Hercules Strategic Plan 2017 would have a positive fiscal impact if the strategies and objectives were to be accomplished.

DISCUSSION: The City of Hercules last developed a Strategic Plan on an internal basis in 2012 and this Strategic Plan was adopted by the City Council on April 24, 2012. An update of the Strategic Plan was initiated in late 2016, and an outside facilitator was selected to assist in this effort in early 2017. The firm of Management Partners facilitated the update process including a day-long workshop on April 22, 2017. Part of the update process included a community survey and an employee survey which was developed by staff and Management Partners and administered through Survey Monkey. The results these surveys were reviewed and utilized as part of the workshop. The Mayor and City Council, together with the City's Executive Management Team, worked together to update and enhance the Strategic Plan in the Workshop. Attached is the final report from the Workshop as prepared by Management Partners.

The final report on the day-long workshop prepared by Management Partners serves as the basis for the proposed Hercules Strategic Plan 2017 which has been developed for City Council consideration. The community and employee surveys were utilized in updating the Strengths Weaknesses Opportunities and Threats section which were refined by staff. The City Council reviewed the Vision and Mission, with the Mission modified as reflected in the Report and Hercules Strategic Plan 2017. The Goals, Strategies and Objectives reflect the outcomes from the workshop.

If adopted, the Hercules Strategic Plan 2017 Goals and Strategies will cover the next three to five year period, subject to occasional review and adjustment. The objectives are of a more immediate nature and are generally designed to be accomplished in a year or less. The objectives will be updated at

least annually prior to the preparation of the budget for each fiscal year. This will allow the City's spending plan to be focused towards the achievement of the overall Goals, Strategies, and Objectives set forth in the Strategic Plan.

ATTACHMENTS:

1. Management Partners Report from April 22, 2017, Workshop
2. Hercules Strategic Plan 2017