

# REPORT

To the Honorable Mayor and City Council  
From the City Manager

June 22, 2009

## **SUBJECT**

Redwood City Strategic Plan

## **RECOMMENDATION**

Provide input to staff on Strategic Plan

## **BACKGROUND**

Council has directed staff to develop the first ever Redwood City Strategic Plan. On January 26, 2009, Council adopted the framework for the Strategic Plan. Staff has further refined the framework and added more information and language where there had only been placeholders. Please refer to the Recommended Budget Amendments for fiscal year 2009-2010 document, under the Strategic Plan tab for the full staff report and draft Strategic Plan.

The Strategic Plan is a living, breathing document and will be continuously refined and improved over the next fiscal year or two. As such, for the purpose of discussion on June 22, staff is seeking Council input, thoughts, and reactions to the draft plan materials:

- Vision
- Mission
- Council Guidelines and Protocol

Staff is not requesting consensus or decisions on the language at this time, but instead wishes to capture individual Council reactions and comments in order for the staff committee to regroup, look for common themes and bring back a revision of the Vision, Mission, and Council Guidelines and Protocol.

Secondly, staff is requesting that Council confirm the six broad Strategic Initiatives listed in the draft Strategic Plan.

Finally, staff asks that Council affirm that the draft Strategic Goals as stated in the draft Strategic Plan are moving in the right direction, and provide any comments or reactions to staff.

Staff will begin developing objectives for the new fiscal year, under each goal statement, and will be prepared to share those with Council at the Sept. 14, 2009 budget study session. In the event that additional budget reductions will be required, staff will suggest appropriate modifications to strategic goals.

## **ALTERNATIVES**

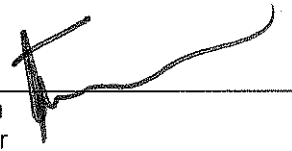
Council could modify language in the draft Strategic Plan and/or direct staff to alter the next steps in the refinement / implementation process.

**FISCAL IMPACT**

There is no financial impact associated with the Council's discussion of the Strategic Plan. However, going forward, implementation of the Plan requires significant budget resources, while giving direction and focus to the budget process itself.



Magda González  
Deputy City Manager



Peter Ingram  
City Manager

**ATTACHMENTS**

None

**RELATED DOCUMENTS IN CITY CLERK'S OFFICE**

None