

Vienna Town Council Strategic Plan Work Session

March 7, 2024



Work Session Goal

- Affirm vision statement
- Establish strategic goals and outcome statements
- Agree on path forward

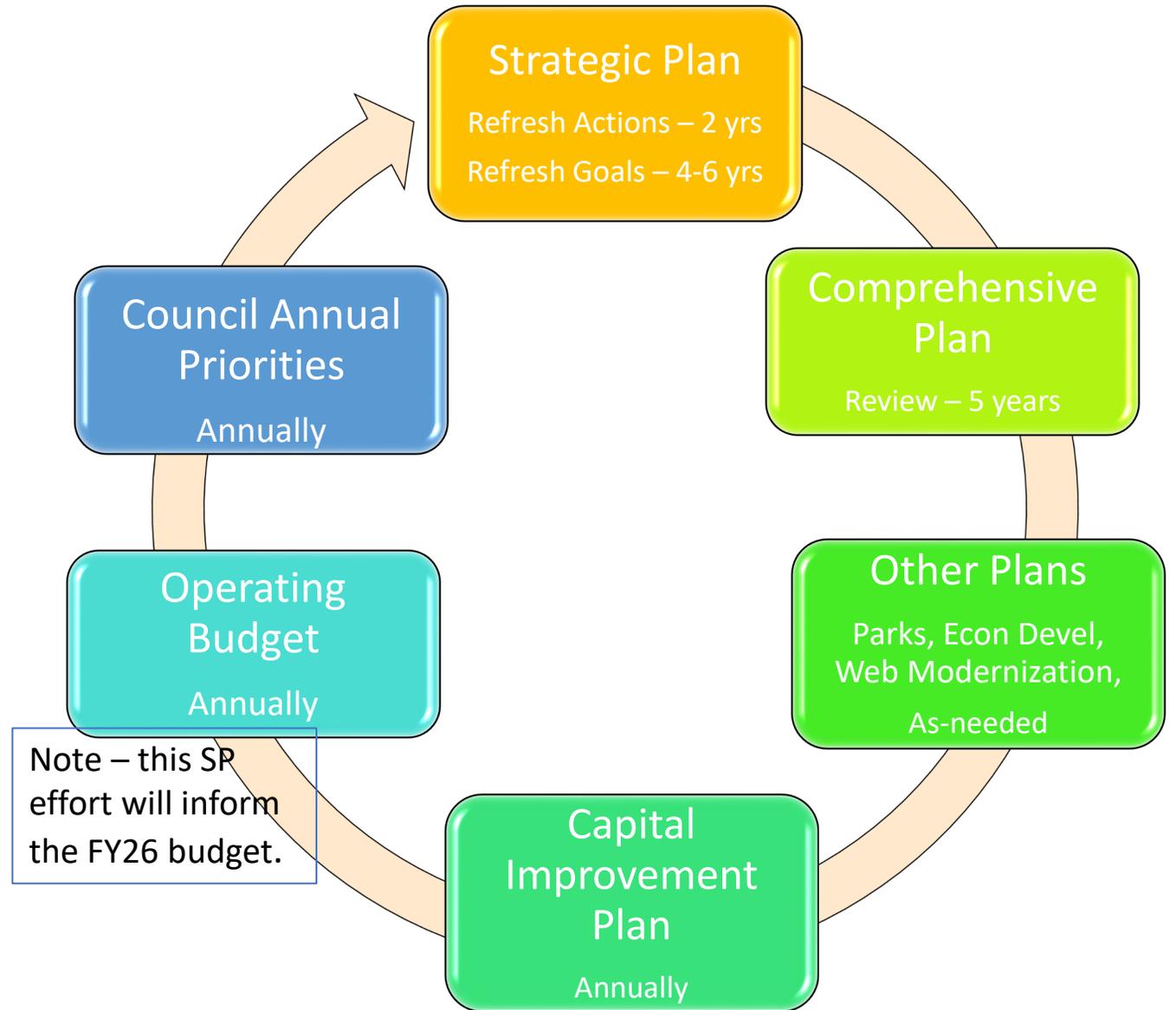
Agenda

- Visioning / Team Dynamic Exercise
- Purpose of the Strategic Plan / Relationship to other Planning efforts
- Survey Results
- 2019 Strategic Plan Results
- Vision Statement
- Goal Development
- Process Timeline
- Wrap-up

Planning Documents

Purpose, Relationships, and Planning Horizons

- **Strategic Plan:** Overarching future vision and goals. Unifies and informs other Planning Efforts and Budget/CIP
- **Comprehensive Plan:** Defines future development patterns, and how the town will physically change over time.
- **Other Special Purpose Planning Efforts:** Parks, Economic Development, Walkways, etc. Focused on specific sectors or goals. Informed by the Strategic Plan.
- **Capital Improvement Plan:** 5-year Capital Projects and funding plan. Updated each year and informed by the Strategic Plan and Comp Plan.
- **Operating Budget** – Adopted annually. How the SP and other plans are funded.
- **Annual Priorities:** Town Council focus areas adopted each year. Aligned with the strategic plan.



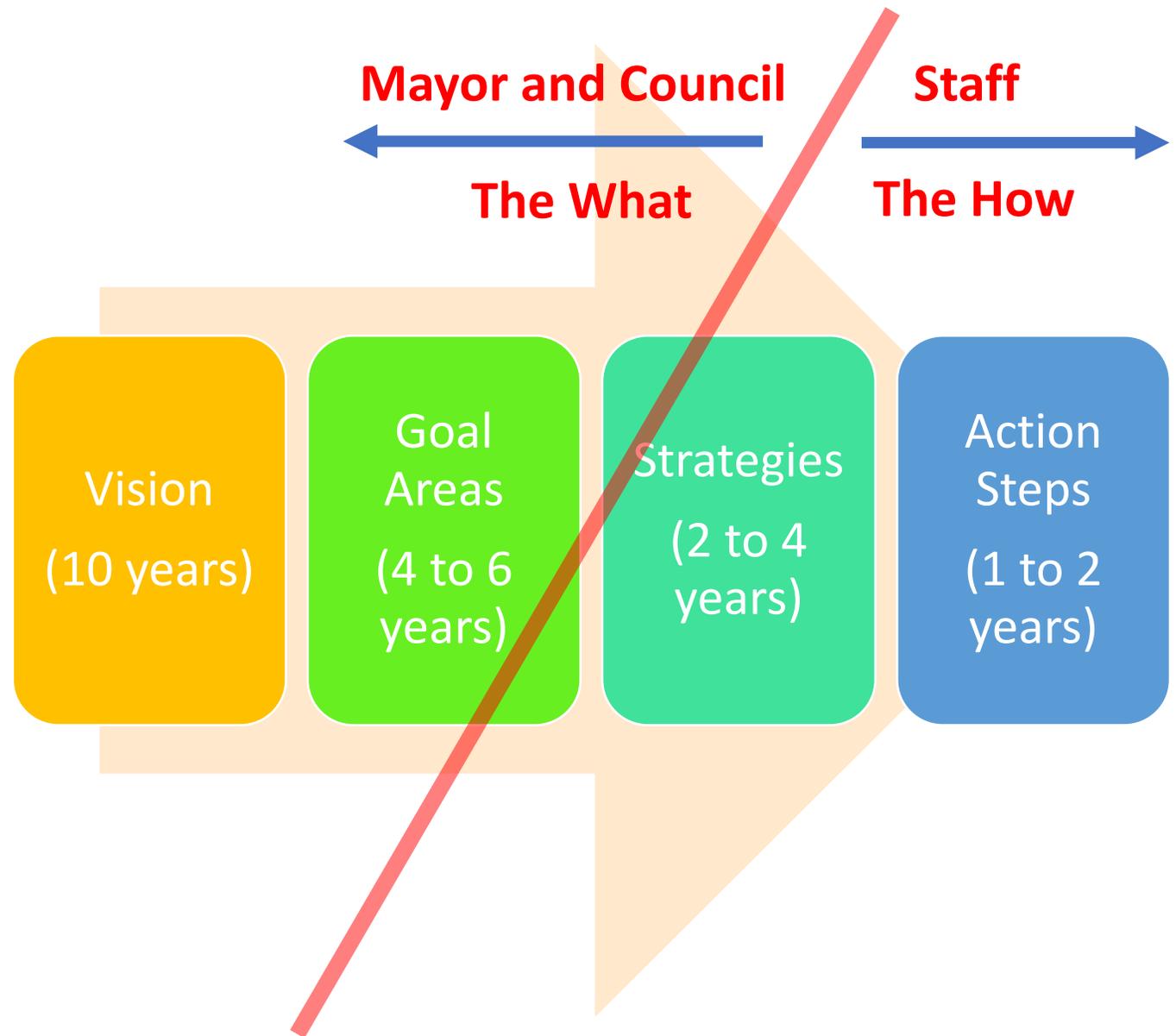
Strategic Plan Components and Planning Horizon

- **Vision** – Big Picture - where do you want the Town to be in 10 to 20 years.
- **Goal Areas** – To accomplish the vision, what are the main objectives that need to be accomplished.
- **Strategies** – Within each goal area, what strategies need to be employed.
- **Action Steps** – Within each strategy, what specific steps, by who, by when, and for how much.



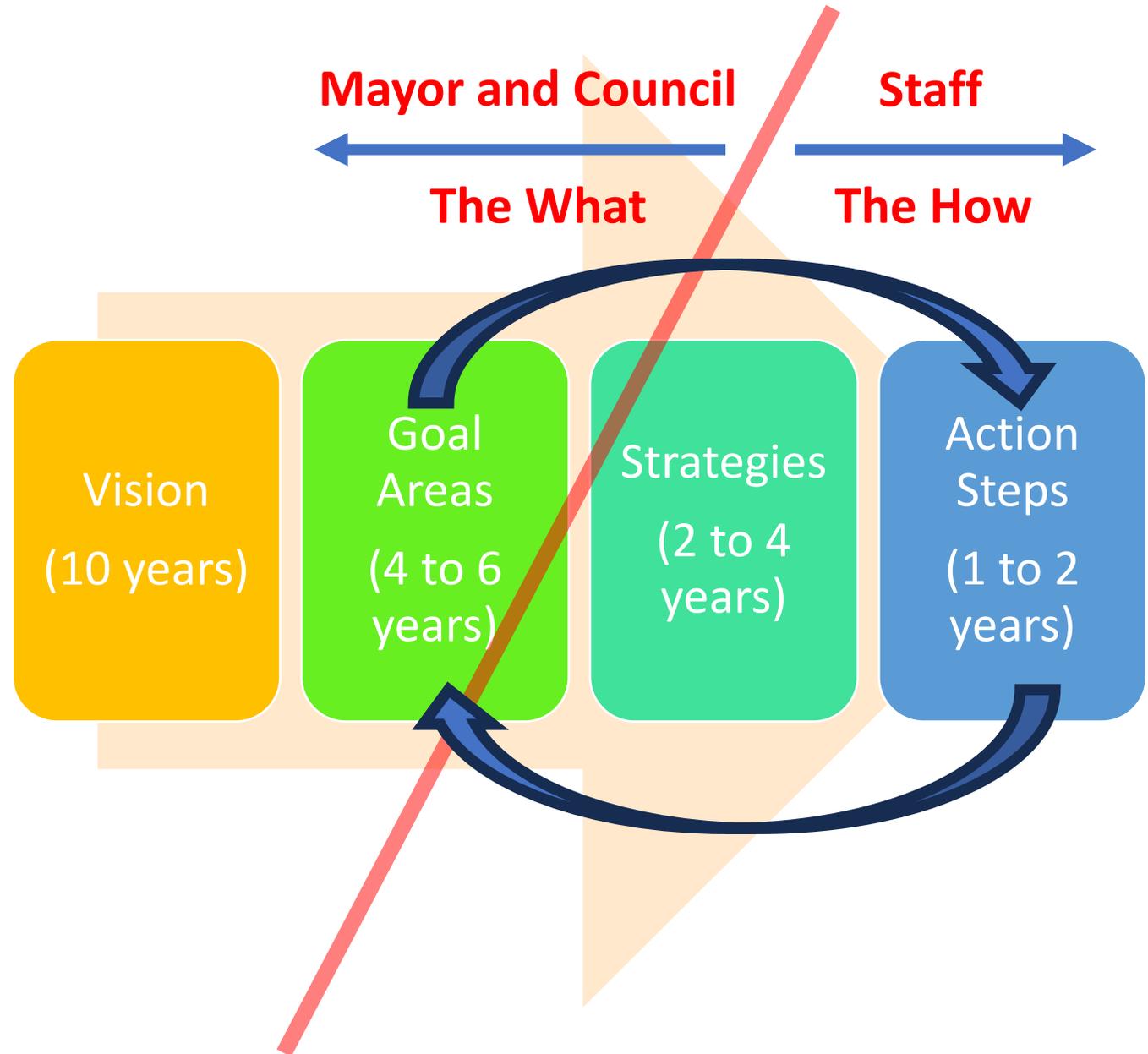
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Strategic Plan Components

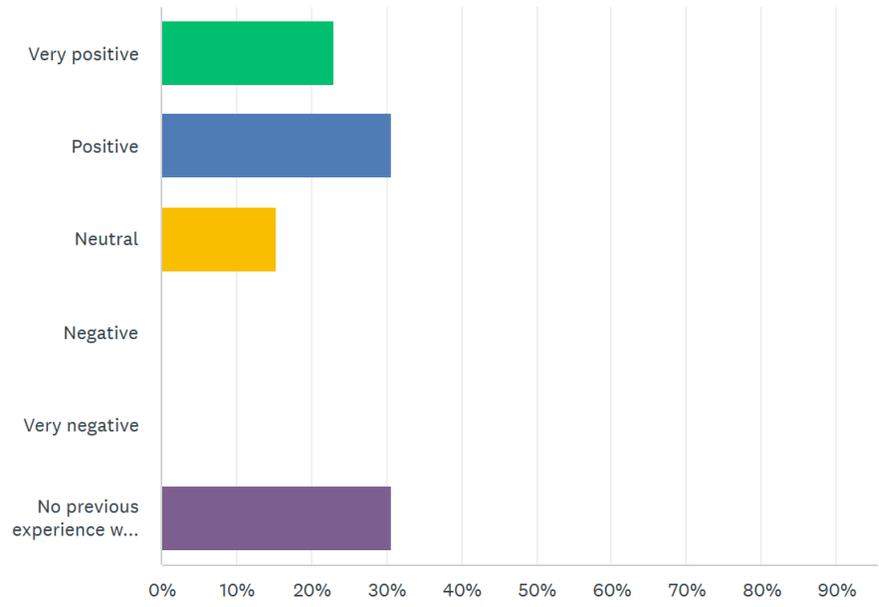
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Survey Results

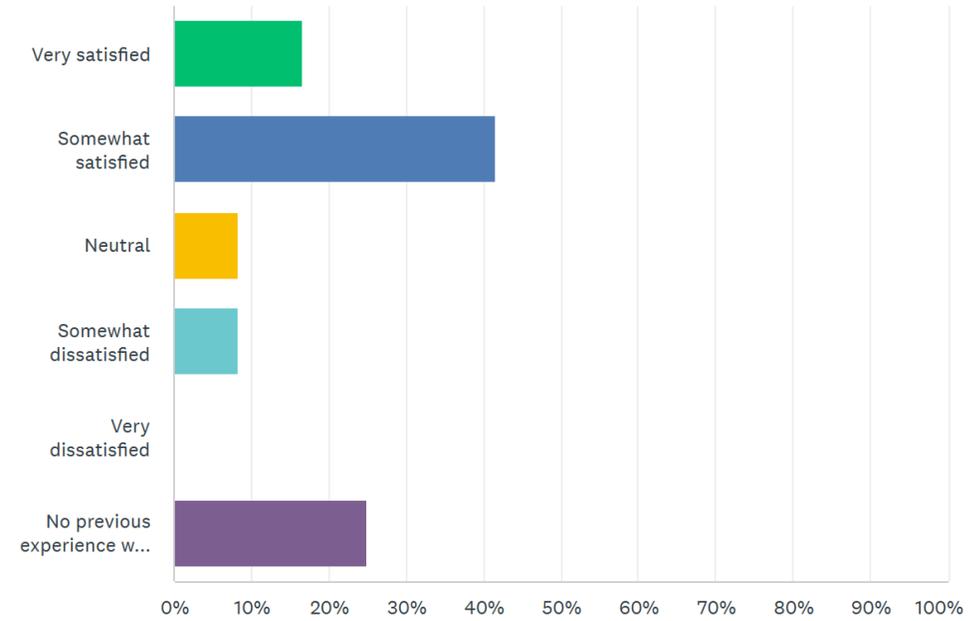
General Experience: How would you describe your overall experience with previous strategic efforts (the process for developing a meaningful plan)?

Answered: 13 Skipped: 0



Outcome Satisfaction: How satisfied are you with the outcomes of previous strategic planning efforts (did the effort result in meaningful goals that everyone supported)?

Answered: 12 Skipped: 1

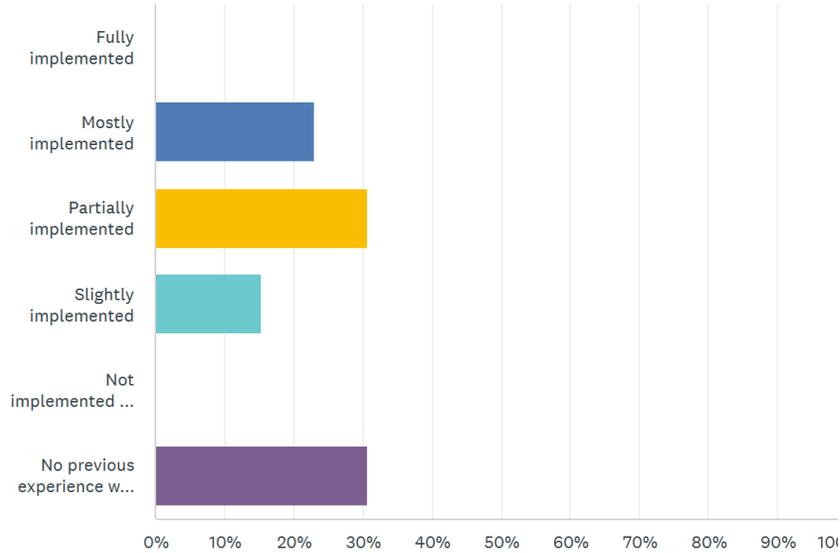


Q4

Customize Save

Implementation: To what extent were the strategies developed during the planning effectively implemented?

Answered: 13 Skipped: 0



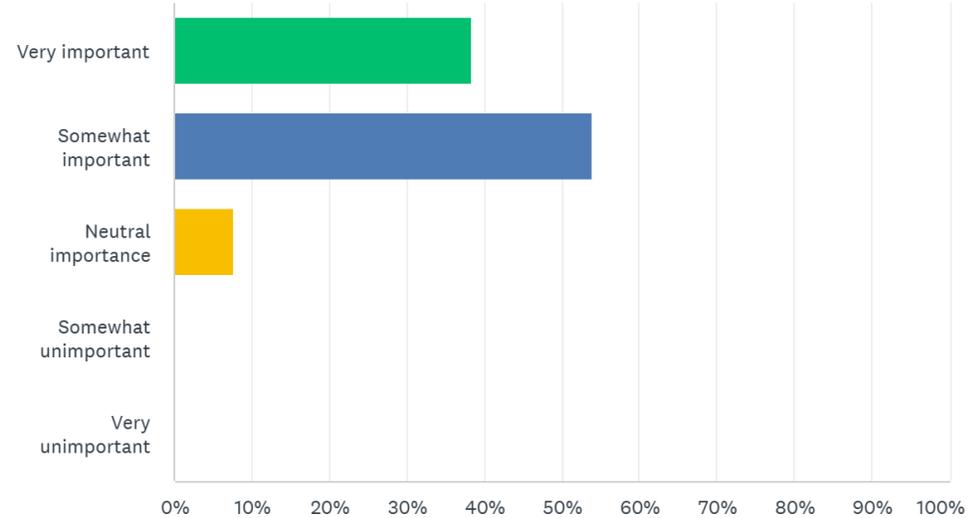
Survey Results

Q10

Customize Save as

Community and stakeholder engagement: How important do you think it is to involve stakeholders in the process?

Answered: 13 Skipped: 0



Survey Results

Survey Questions

- **Strengths**
- **Weaknesses**
- **Impact**
- **Priorities**
- **Success**

Response Themes

- Shared Vision
- Clarity in direction
- Buy-in by all
- Hear from everyone
- Aspirational but realistic
- Set priorities
- Limited resources
- Manageable
- Community focused
- Address needs of vulnerable
- Proactive v. Reactive.
- Integrate diverse perspectives
- Embrace change and continuous improvement
- Less is more

2019 Strategic Plan

adopted April 29, 2024

- By the Numbers

- 8 Goals
- 32 Strategies
- 131 Action Steps
 - 32 complete
 - 69 in-progress
 - 15 not started
 - 4 Incomplete/stopped
- Updates provided in each annual budget report.



Town of Vienna
2019 Strategic Plan
Honing Excellence
in an Exceptional Hometown



Vision Exercise

- Write on sticky notes (5 minutes)
 - Elements you like and any additions to the vision statement (yellow sticky)
 - Elements you don't like and any deletions to the vision statement (blue sticky)
 - Focus on content and clarity of vision – not wordsmithing.
 - Discussion

Goals and Goal Statement Exercise

- Work at tables
 - 8 tables (one per goal area)
 - 2 Council members + town staff at each table
 - Rotate to different table every 8 minutes (staff does not rotate)
 - Build on previous tables work
 - 8 rounds – break after the 4th round
- Draft Goals will be developed based on the one-on-one calls and will be sent out in advance of the March 7 meeting.
- Focus on content and clarity of the desired outcomes – not on wordsmithing (that will come later).

Process Timeline



Thank you

- Pros and cons on the session – what did you like with the session and what improvements would you suggest.