

Meeting Agendas/Info

CITY COUNCIL COMMUNICATION:	ITEM _____
01-591	OFFICE OF THE CITY MANAGER CITY OF DES MOINES, IOWA
AGENDA: DECEMBER 3, 2001	SYNOPSIS - Recommendation to the City Council to amend the Strategic Planning Commission ordinance to establish a new commission every five years that works intensively on an update to the Strategic Plan for approximately six months. The next Commission should be appointed in approximately 12 to 18 months.
SUBJECT: STRATEGIC PLANNING COMMISSION	FISCAL IMPACT - N/A
TYPE: RESOLUTION <u>ORDINANCE</u> RECEIVE/FILE	RECOMMENDATION - Approval.
SUBMITTED BY: ERIC A. ANDERSON CITY MANAGER	BACKGROUND - At the March 26, 2001 City Council meeting, the Strategic Planning Commission presented a report on the effectiveness of the implementation of the Citywide Strategic Plan adopted in 1996 and updated in 1998. The report included both successes of the plan as well as goals yet to be accomplished. The report also made suggestions about Des Moines' overall strategic planning process. The Executive Committee of the Commission met with the Mayor and City Manager prior to the completion of the 2001 report to discuss changes to the structure of the existing commission and ideas for a new strategic planning effort. The Strategic Planning Commission recommended that the existing ordinance be amended to have a new Strategic Planning Task Force or Committee formed every five years. The committee would work for six to eight months and prepare a strategic plan for a five-year period. Although the committee may meet periodically throughout the plan's life to monitor its implementation, the committee would not meet

regularly after the plan is adopted. Ongoing strategic planning efforts, such as establishing departmental performance measures, conducting citizen satisfaction surveys, and televised budget workshops, should continue during the five-year time period.

Strategic Planning Commissioners are striving to make the citizen participation portion of strategic planning a major event. The goal is to bring enthusiasm and intensity to the update of goals and strategies so that citizens think about the future of the community and the strategies that will help achieve those goals. More people will respond to a short-term planning process than to an ongoing commission.

The 2001 Strategic Planning Commission report to Council recommended that a new committee begin doing strategic planning in January 2002 to conclude the plan in June 2002. The plan would be presented to Council for adoption in late summer for use in the next budget cycle beginning fall of 2002 for Fiscal Year 2004. The plan would have a life span of approximately five years so that a new commission would be appointed in 2007 to begin the next cycle of strategic planning.

I agree with the goal of making the Commission's work an intensive and short-term effort. I think a citizen commission that takes a large view of the future of the community and provides Council policy and budget direction is imperative. I had instructed the Community Development Department to develop projections on future demographic trends, technological advances, and building trends for use by the Commission as it began its work. However, at this time I recommend that we delay before beginning a new strategic planning effort.

This past summer the Mayor put forth a proposal to explore different approaches to metropolitan government. A petition drive has been conducted over the past few weeks to establish a Charter Commission that would further explore the proposal. The Charter Commission should result in a recommendation on government and a vote of the people of Polk County.

I believe that constituting a new Strategic Planning Commission should wait until the Charter Commission has been allowed to do its work, approximately 12 to 18 months. It will be difficult, and possibly counter productive, to emphasize strategic planning for the City of Des Moines at a time when the entire county is looking at its future. An ideal time to begin a citizen planning effort in Des Moines is after the Charter Commission has made its recommendation and a vote has been taken. Regardless of the vote, Commission members will be

provided with a great deal of information about what citizens of Polk County and Des Moines want for the governance of our community. The Commission will have certainties to work with rather than unknowns.

The City has also been working with Iowa State University and Des Moines Neighbors on identifying key issues facing Des Moines and developing performance measures. A citizen survey, based on the goals of the Strategic Plan, is also to be administered as a part of that effort. This information will also be extremely helpful for the next strategic planning committee as it begins its work in approximately 12 to 18 months.

I would be pleased to consider any comments the existing Strategic Planning Commission has on this year's budget based on the existing Strategic Plan and the 2001 report on the successes of its implementation.
