Public First - CSB Strategic Planning - Matching Public Needs with Public Resources to Create Public Value 7/1/2012 10/1/2012 1/1/2013 4/1/2013 7/1/2013 10/1/2013 Approve Trends, Budget **Board of Supervisors** Customers & Collaborators Identify Opportunities Identify & Challenges Identify Review Strategies w/ Strategic Issue County **Publish** Critical Formulate and Adopt proposals, **Mandates** Strategic Plan Status Reports Strategies Strategic Strategic actions & work Mission Identify Plan programs and Values Strengths and Weaknesses Resources, Strategy& Performance Stakeholder Input Public Engagement Survey Public Results: Priorities Conduct Analysis & Survey Priorities Report to Develop Survey **Employee** Board and Create plan for ment Issues & the Public ongoing public Implement, monitor and distribute findings **Priorities** input into priorities Survey Department Align program **Identify Performance** Monitor Program & Create Action Plans **Head Review** objectives Standards Individual Performance **Public Survey** Departments **Conduct Process Improvement** Align Align budget Department Dept. priorities with **SWOT** Mission and aligned **Analysis** Goals with department countywide goals FY2012-13 FY 2013-14 Budget Development FY2014-15 Budget Budget Budget Approve Approve **Targets Budget Submit** Kick off FOR FOR

County of Santa Barbara "Public first" Strategic Planning Process - Sample

When	What	Who	
September 11, 2012	Hearing - Decision to start Strategic Planning	Board of Supervisors	
September 19-30, 2012	Stakeholder Outreach	CEO	
September 12, 2012	Develop Public Priorities Survey	CEO	
October 1-5, 2012	Test Public Priorities Survey with staff and managers	CEO	
October 29 - Nov. 9, 2012	Conduct Public Priorities Survey	CEO	
November 9, 2012	Compile Public Priority Survey Analysis and Report	CEO	
December 10, 2012	Budget Kick-off	CEO B & R	
December 11, 2012	Hearing - Public Priority Survey Report Findings	Board of Supervisors	
2013			
January 8, 2013	Hearing - Mandates, Mission and Values	Board of Supervisors	
January 15, 2013	Departmental Mandates, Mission and Values	Department Directors	
January 22, 2013	Hearing - External Opportunities and Challenges	Board of Supervisors	
January 29, 2013	Departmental External Opportunities and Challenges	Department Directors	
February 2013	Budget Development	CEO B&R	
February 5, 2013	Hearing - Internal Strengths and Weaknesses	Board of Supervisors	
February 12, 2013	Departmental Internal Strengths and Weaknesses	Department Directors	
February 19, 2013	Hearing - Identifying Strategic Issues	Board of Supervisors	
February 26, 2013	Identifying Departmental Strategic Issues	Department Directors	
March 2013	Budget Submission	Department Directors	
March 5, 2013	Hearing - Formulating Strategies to Manage Strategic Issues	Board of Supervisors	
March 12, 2013	Formulating Departmental Strategies to Manage Strategic Issues	Department Directors	
March 19, 2013	Hearing - Review and Adopt Strategic Plan	Board of Supervisors	
March 26, 2013	Review and Finalize Departmental Strategic Plan	Department Directors	

April 2013	Align Departmental Program Objectives with County Issues and Strategies	Department Directors
April 2013	Identify Departmental Performance Standards	Department Directors
April – June 2013	Conduct required Departmental Process Improvements to implement objectives, plans and standards	Department Directors
May 2013	Create Departmental Action Plans to implement program objectives	Department Directors
May 2013	Hearing – Ongoing public input processes	Board of Supervisors
June 2013	Budget Hearings informed by Strategic Planning	Board of Supervisors