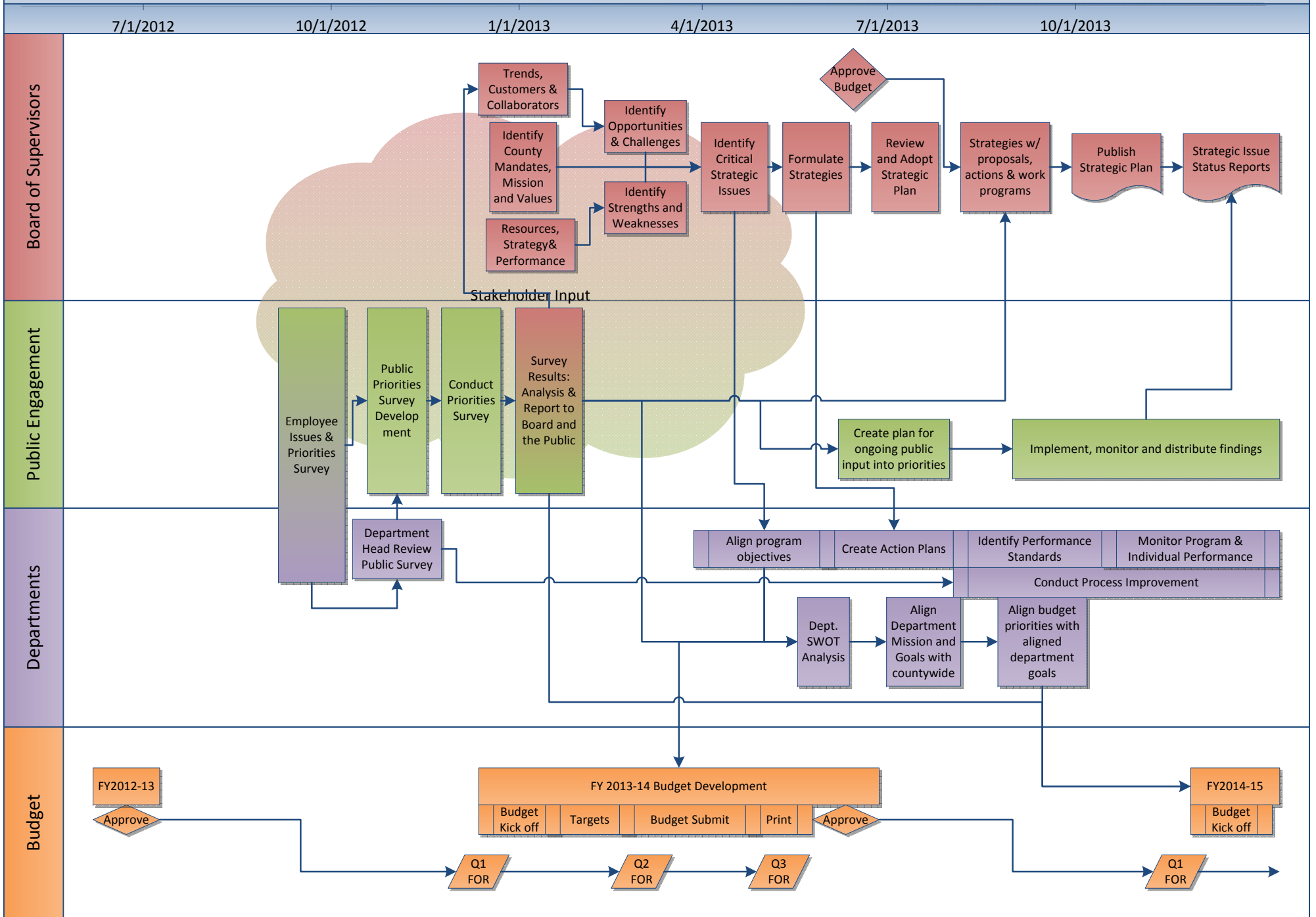


Public First - CSB Strategic Planning – Matching Public Needs with Public Resources to Create Public Value



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