

# AGENDA ITEM TRANSMITTAL REPORT

**DEPARTMENT:** County Administrator

**SUBMITTED BY:** Bob Deis

**FOR BOARD ACTION ON:** 12/11/07

**AS:** ( ) CONSENT ( X ) REGULAR

**THIS ITEM REQUIRES:** (Check appropriate boxes)

- |  |  |
|--|--|
| ( ) <b>Hearing</b> _____<br>Date Time            | ( ) <b>4/5 Vote</b>                      |
| ( ) <b>Requests Gold Resolution</b>              | ( ) <b>Appropriation Transfer</b>        |
| ( ) <b>Public Appearance Anticipated</b>         | ( ) <b>Position Alloc List Change(s)</b> |
| ( ) <b>County Counsel Approval Date</b> __/__/__ | <b>By:</b> _____                         |

**AGENDA SHORT TITLE:** Adoption of Final Sonoma County Strategic Plan

**REQUESTED BOARD ACTION:**

1. Approve Final Version of Sonoma County Strategic Plan
2. Direct County Administrator to prepare Implementation Plan for Board review and approval

\_\_\_\_\_  
**Signature of Department Head**

**Special Instructions to Clerk of the Board:**

**FOR AGENDA COMMITTEE USE**

**County Administrator's Office Recommendation:**

- |                            |  |
|----------------------------|--|
| ( ) <b>Approval</b>        | ( ) <b>Submitted with Comment</b>        |
| ( ) <b>Not Recommended</b> | ( ) <b>Policy Determination by Board</b> |

**Analyst Comment:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
**Signature of County Administrator**

**Agenda Committee Action:**

- ( ) **Consent Calendar**  
( ) **Regular Calendar**

**Date Scheduled:** / /  
**Time Scheduled:** \_\_\_\_\_  
(If required)

**COUNTY OF SONOMA  
AGENDA ITEM  
SUMMARY REPORT**

**Clerk of the Board Use Only**  
**Meeting Date** / / **Held Until** / /  
**Agenda Item No:** \_\_\_\_\_ **Agenda Item No:** \_\_\_\_\_

**Department:** County Administrator

( ) **4/5 Vote Required**

**Contact:**  
Don Schwartz

**Phone:**  
565-2431

**Board Date:**  
12/11/07

**Deadline for Board Action:**

**AGENDA SHORT TITLE:** Adoption of Final Sonoma County Strategic Plan

**REQUESTED BOARD ACTION:**

1. Approve Final Version of Sonoma County Strategic Plan
2. Direct County Administrator to prepare Implementation Plan for Board review and approval

**CURRENT FISCAL YEAR FINANCIAL IMPACT**

**EXPENDITURES**

**ADD'L FUNDS REQUIRING BOARD**

**Estimated Cost** \$

**Contingencies** \$  
(Fund Name:)

**Amount Budgeted** \$

**Unanticipated Revenue** \$  
(Source:)

**Other Avail Approp** \$  
(Explain below)

**Other Transfer(s)** \$  
(Source:)

**Additional Requested:** \$

**Add'l Funds Requested:** \$

**Explanation (if required):**

**Prior Board Action(s):**

August, 2007: Board approved Sonoma County Draft Strategic Plan and Strategic Plan Public Outreach Scope of Services.

January, 2007: Presentation and Discussion of Strategic Planning Analysis Phase Report

December, 2005: Board approved contract with The Results Group to support preparation of a Countywide Strategic Plan.

**Alternatives - Results of Non-Approval:**

The Board could edit the proposed Final Plan or direct staff to take a different approach regarding implementation of the Strategic Plan.

**Background:** (Attachments to TRG Report are on file with the Clerk of the Board)

In August, 2007 the Board of Supervisors approved the Sonoma County Draft Strategic Plan and authorized a series of public meetings to solicit public comment on the Draft Plan. Subsequently, the Board sponsored a series of public meetings from late August through October where the Draft Plan was presented and comments were received. These meetings included a series of five community meetings, one in each Supervisorial District, as well as meetings targeted to the following groups:

1. Sonoma County Mayors and Councilmembers
2. Press Democrat Editorial Board
3. Sonoma County Employee Representatives
4. Sonoma County Business Alliance
5. Community Based Organizations
6. County Advisory Boards and Commissions, and Community Based Organizations
7. Santa Rosa City Council
8. County Office of Education

Despite significant outreach and publicity, attendance at the meetings was less than expected. Staff believes that this is largely due to the general nature of the Draft Strategic Plan. The Plan is intentionally high-level and does not include specific proposals that are more likely to generate public interest. The implementation Phase will produce more specificity and interest as we produce specific actions to address strategic goals. Overall, approximately 500 residents attended these meetings, including 200 at the Business Alliance meeting.

In addition to the meetings, the Draft Strategic Plan, Workgroup Reports from the Analysis Phase, and other supporting materials were published on the County's web site in English and Spanish. Numerous comments were received through the web site and considered in revisions to the Draft Strategic Plan.

The results of the public outreach efforts are presented in the attached Stakeholder Engagement Report prepared by The Results Group, which coordinated the efforts under contract with the County. The public comments largely reinforced the approach proposed in the Draft Plan. Thus, the Findings and Goals in the Final Strategic Plan have not changed from the Draft. Public comments were particularly supportive of upstream investments, increased collaboration with other jurisdictions, non-profits, and the Latino and Senior communities, and the value of data-driven long-term planning.

Some comments noted areas of concern. The most common were that the Plan does not address some key issues in detail, such as healthcare and water supply, and that it is a high-level document, without a great deal of specifics on implementation. As we have communicated from the beginning of the process, the plan was intentionally constructed around a limited number of strategic issues in an effort to focus our resources, make it immediately actionable, and achieve meaningful successes in the near term. Details will come in the Implementation Phase.

**Attachments:** Final Sonoma County Strategic Plan; Stakeholder Engagement Report (without Attachments)

**On File With Clerk:** Attachments to Stakeholder Engagement Report: (A) Notes by Audience; (B) Participants by Meeting

**CLERK OF THE BOARD USE ONLY**

**Board Action** (If other than "Requested")

**Vote:**

**Background:** (Continued)

The final Strategic Plan includes changes in response to the comments. These include:

- a. Recognizing the important role that Community-Based Organizations play in the delivery of services (p. 4).
- b. Clarifying what is, and is not, in the Plan, and providing references to sources of further information on topics not addressed in the Plan (p. 4).
- c. Recognizing that the County values our employees (p. 5).
- d. Reframing the discussion on emerging populations (pgs. 2 and 10).
- e. Clarifying Strategies and Objectives (pgs. 8-12).
- f. Updating the Next Steps (p. 16).

Staff proposes several steps following approval of the Final Version of the Strategic Plan. These include the preparation of an Implementation Plan by the County Administrator, in coordination with the Departments. The Implementation Phase will include a series of projects on the highest priority topics in the Plan. Some of these topics, such as health care costs for employees and retirees, investments to reduce long-term criminal justice costs, an evaluation of county campus facilities, and increasing the county's capacity to meaningfully engage the public, are underway. Others will require new initiatives. The overall efforts will need to balance with on-going operations and the county's ability to take on numerous major initiatives. The County Administrator will bring an Implementation Plan to the Board by late Spring or early Summer, 2008.

A second step following approval of the Strategic Plan will be formalizing the materials. This will include creating a comprehensive document with the Final Version of the Strategic Plan, and the supporting documents from the Analysis Phase.

Third, public engagement efforts will continue throughout implementation. On December 4, 2007 the Board approved two positions which will enhance the county's ability to engage the public on a variety of topics. Working with departments, this will include outreach to communities particularly affected by the Strategic Plan. Staff anticipates that the focus on specific proposals in the Implementation Phase will create the opportunity for and interest in greater public participation. Staff will maintain the Strategic Planning web site as a tool for communicating with the public.

**Background:** (Continued)

