



Midpeninsula Regional
Open Space District

R-14-13
Meeting 14-01
January 8, 2014

AGENDA ITEM 5

AGENDA ITEM

Strategic Plan Goals and Objectives Revisions for Fiscal Year 2014-15

GENERAL MANAGER'S RECOMMENDATION

Approve recommended revisions to the Strategic Plan Goals and Objectives for FY2014-15.

SUMMARY

The Board of Directors completed a review and revisions to the 2011 Strategic Plan goals and objectives at a study session on November 8, 2013. The recommended revisions reflect progress made by the District since 2011, and establish strategies for Fiscal Year (FY) 2014-15. The revised goals and objectives are being brought back to the Board for formal approval. Once approved, they will help inform development of the FY2014-15 Action Plan and Budget.

DISCUSSION

On November 8, 2013, the Board of Directors held a special public meeting to review and reaffirm, or adjust as necessary, the goals and objectives of the 2011 Strategic Plan to guide the District's focus for FY2014-15. At this meeting, staff presented 2011 Strategic Plan progress information, the status of Action Plan projects, and the results of an environmental scan of key potential internal organizational changes, as well as potential external changing social, economic, and political factors that could affect the District. Following staff's presentation, the Board reviewed and made changes to the goals and objectives of the strategic plan summary to reflect progress that has been made to date and to establish strategic goals and objectives for the next fiscal year. The changes agreed to by the Board at the meeting are shown in Attachment 1. The change for Goal 2, Objective 1 concerning the Community Advisory Committee was referred to staff to develop specific wording. Staff's recommended wording is highlighted for the Board's consideration.

Unless the Board has additional revisions, the Strategic Plan goals and objectives for FY 2014-15 will be as follows:

Goal 1 – Promote, establish and implement a common conservation vision with partners
Objective 1 – Enhance collaboration with partners

Objective 2 – Implement an integrated approach to conservation on the Peninsula, South Bay and San Mateo Coast

Objective 3 – Implement a Regional Open Space Vision Plan

Goal 2 – Connect people to open space and a regional vision

Objective 1 – Conclude the work of the Community Advisory Committee on the Vision Plan and explore roles for a future community advisory group

Objective 2 – Continue to develop and implement a long-term public outreach strategy

Objective 3 – Involve all District departments in public outreach and communication

Goal 3 – Strengthen organizational capacity to fulfill the mission

Objective 1 – To implement public access, acquisition, and restoration priorities, prepare for a voter-approved revenue measure

Objective 2 – Evaluate additional discretionary revenue opportunities (grants, etc.)

Objective 3 – Identify staffing needs to most effectively implement the Vision Plan, re-evaluate the current business model, and adapt the funding model accordingly

The Strategic Plan is intended to be a dynamic document that is re-evaluated by the Board and staff annually prior to the development of the annual Action Plan and Budget.

FISCAL IMPACT

There is no fiscal impact directly associated with approving revisions to the Strategic Plan goals and objectives. However, Strategic Plan revisions will inform the development of the FY2014-15 Action Plan and Budget.

PUBLIC NOTICE

Public notice was provided as required by the Brown Act.

CEQA COMPLIANCE

This proposed action is not a project under the California Environmental Quality Act (CEQA) and no environmental review is required.

NEXT STEPS

Adjustments to the Strategic Plan will help guide staff's development of the Action Plan and Budget for FY2014-15, for future Board consideration.

Attachment(s)

1. Recommended revisions to the Strategic Plan Goals and Objectives

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FY 2014-15 Strategic Plan Update

Goal 1 - Promote ~~and~~, establish and implement a common conservation vision with partners agencies

Objective 1 - Enhance collaboration ~~between~~ with partners

Objective 2 - ~~Begin implementation of~~ Implement an integrated approach to conservation on the Peninsula, South Bay and San Mateo Coast

Objective 3 - ~~Begin implementation of~~ Implement a Regional Open Space Vision Plan

Goal 2 - Connect people to open space and a regional vision

Objective 1 - Conclude the work of the Community Advisory Committee on the Vision Plan and explore roles for a future community advisory group

Objective 2 - ~~Continue~~ Continue to develop and implement a long-term public outreach strategy across all socio-economic sectors of the surrounding communities

Objective 3 - Involve all District departments in public outreach and communication

Goal 3 - Strengthen ~~financial and staffing resources~~ organizational capacity to fulfill the mission

Objective 1 - ~~Pursue a voter-approved revenue measure~~ To meet implement public access, acquisition, land protection and restoration, and public access priorities, prepare for a voter-approved revenue measure

Objective 2 - Evaluate additional discretionary revenue opportunities (grants, etc.)

Objective 3 - Identify staffing needs to most effectively implement the Vision Plan, ~~and~~ re-evaluate the current business model, and adapt the funding model accordingly