



## Transportation Committee

Meeting Date: August 4, 2022

Agenda Item No. 12

### SACOG's Strategic Planning Update

#### Information

**Prepared by:** James Corless

**Attachments:** Yes

**Approved by:** Kristina Svensk

**Referring Committee:** Not Applicable

#### 1. Issue:

SACOG is updating and refining the agency's strategic plan in 2022.

#### 2. Recommendation:

None; this item is for information only.

#### 3. Background/Analysis:

SACOG staff has been working to update and refine the agency's long-term strategic plan in 2022 based on input from the SACOG board, staff and partners. Earlier this year, SACOG contracted with Third Plateau Social Impact Strategies and Daniel Kaufman to conduct an assessment and evaluation of SACOG's strategic direction and assist with an update of the agency's strategic plan.

#### 4. Discussion/Analysis:

While the SACOG board and staff have worked hard over the past five years to sharpen the agency's goals and objectives, staff decided it was timely to revisit and reassess things given some of the significant changes that have occurred over the past two years and the immense challenges that we see coming in the years ahead. The SACOG board retreat in April provided an important opportunity to reflect on who we are as an agency, our role in the region and where we're going. It was particularly important to explore the value of the "Triple Bottom Line" goals of economy, equity and the environment in order to guide the agency's work. Daniel Kaufman interviewed many SACOG board members since the spring and has engaged with SACOG staff and partners over the past several months. These have been important inputs into the update of SACOG's strategic plan and have yielded some initial drafts of a vision statement and mission statement for the agency (see Attachment A). At your August committee meetings, we hope to have a discussion that touches on the draft vision and mission and summarizes the next steps in the strategic planning process. This feedback will be used to develop an updated version of the agency's Strategic Plan that will be reviewed by the board's Strategic Planning Committee on August 29, and will be taken up by the board in October.

#### 5. Fiscal Impact/Grant Information:

This work is included in the agency's budget and overall work program.

#### 6. This staff report aligns with the following SACOG Work Plan Objectives: