



SACOG's Strategic Plan

Action

Prepared by: James Corless

Attachments: Yes

Approved by: James Corless

Referring Committee: Policy & Innovation

1. Issue:

A final draft of a Strategic Plan for SACOG has been developed and staff is seeking approval from the SACOG board.

2. Recommendation:

The Policy & Information Committee recommends that the board approve the SACOG Strategic Plan.

3. Background/Analysis:

SACOG staff has been working to revisit and update the agency's strategic plan in 2022 based on input from the SACOG board, staff and stakeholders. SACOG contracted with Third Plateau Social Impact Strategies and Daniel Kaufman to facilitate the board and staff retreats earlier this year along with board member interviews that informed an assessment and evaluation of SACOG's strategic direction and a draft strategic plan.

4. Discussion/Analysis:

While the SACOG board and staff have worked hard over the past several years to sharpen the agency's goals and objectives, staff believed 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. At board committee meetings in early August, staff presented draft mission and vision statements for the agency and received helpful board input which allowed staff to craft a single mission statement from three alternatives that were proposed. The board's Strategic Planning Committee met on August 29, and then the full board met on September 15, and had constructive discussions about the full draft Strategic Plan document. Over the course of these discussions, board member feedback included the following:

- General agreement and support for the vision statement as drafted.
- Support for the triple-bottom line goals of equity, economy and environment.
- Support for a shorter version of a mission statement from the three options that were presented to committees in early August.
- Several questions were raised about whether the terms "equitable, sustainable and prosperous" in the draft mission statement will have staying power. Staff considered this but believes these terms have an important tie back to the triple bottom line goals and allow the mission statement to be concise.
- A question was raised about whether the draft mission statement clearly describes what SACOG

does and, in particular, whether it should reference transportation. The Strategic Planning Committee had a good discussion about this. Several board members noted that SACOG's role is broader than transportation and three of the four priority areas in the document are transportation-related. Other board members noted that if transportation is part of the mission statement, then land use, housing, and air quality should also be included.

- Under Priorities consider revising the header for Priority #1 (Build Vibrant Places) to be more concise.
- Consider changing "Data and Analysis" to "Information" and "Collaboration" to "Integration" in the last section.
- Add "region" after Sacramento in the last sentence.
- Revise the text under Priority #1 (Build Vibrant Places) to make it clear that SACOG is working with local governments and partners to provide more options for communities that are more walkable and that are not as reliant on driving, rather than trying to move people out of communities that are more car-dependent.

A final draft of the strategic plan that is attached to this item includes line edits that reflect the comments above.

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: