



***Strategic Planning  
Outreach  
Session #1***

**October 6<sup>th</sup>, 2015  
4:00 pm**

***Town of Yucca Valley***

# 2015 Strategic Planning Outreach

## Meeting Agenda

- Why Strategic Planning? 4:00
- Resource Recap 4:10
- Goals for Today's Outreach 4:15
- Public Engagement 4:20 – 5:30
  - Priority Boards
  - Councilmember Interaction
  - Questions for Consideration  
and Public Comment

10/13/2015

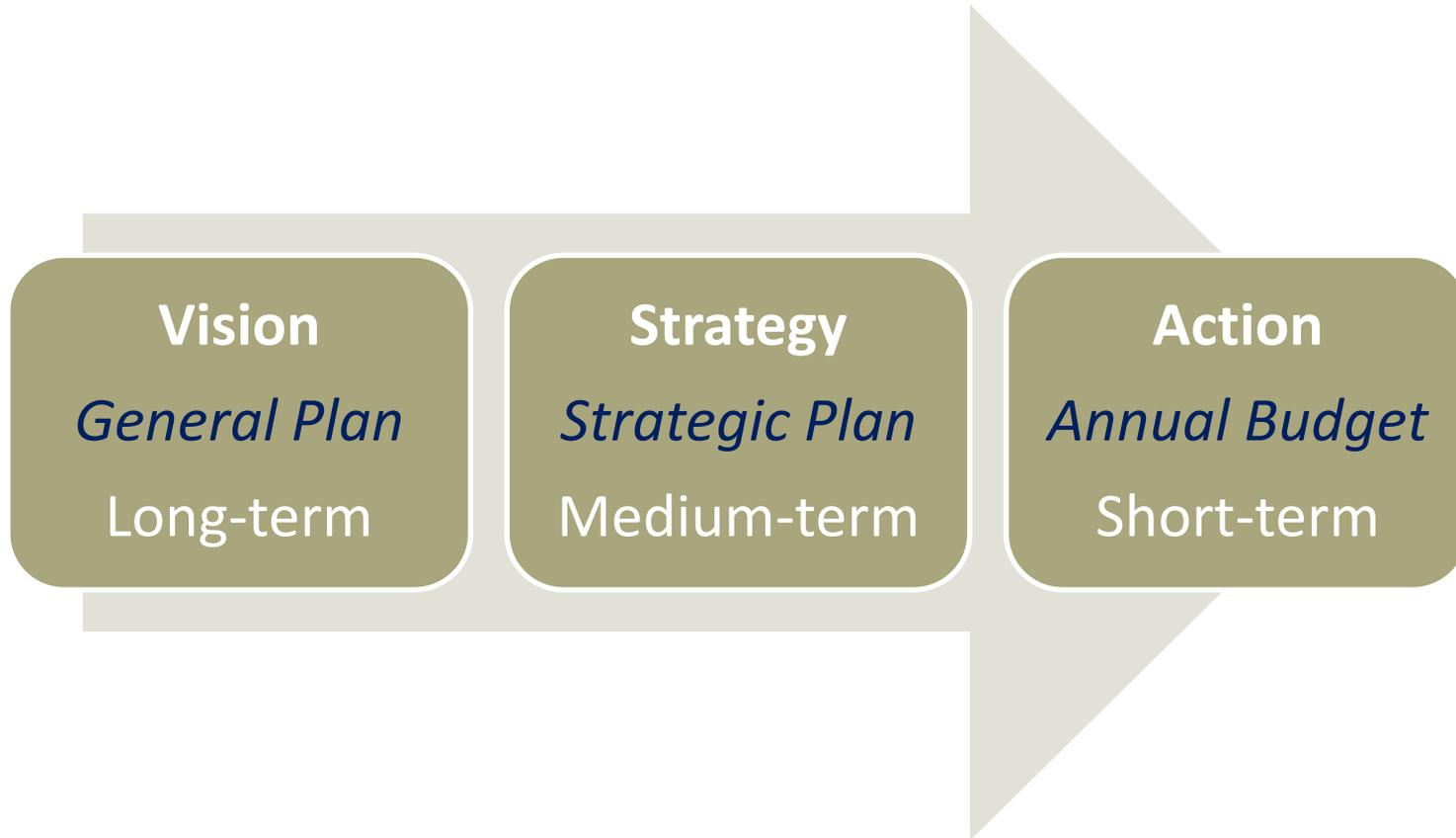


# *Why Strategic Planning?* ...beginning with the End in Mind

- To establish **priorities** considering the community's perspectives
- To **connect** strategic priorities to funding and operations
- To guide decision-makers and staff
- To generate **awareness** for residents, businesses and employees
- To communicate a **plan for success**



# *What Strategic Planning Is..*

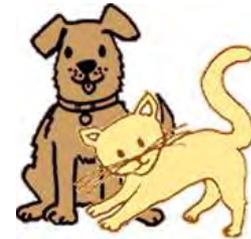


# *What Strategic Planning is **Not**...*

- A never-ending wish list
- A plan on a shelf
- A one-time event
- Separate from Town operations
- Separate from Town Budget allocations

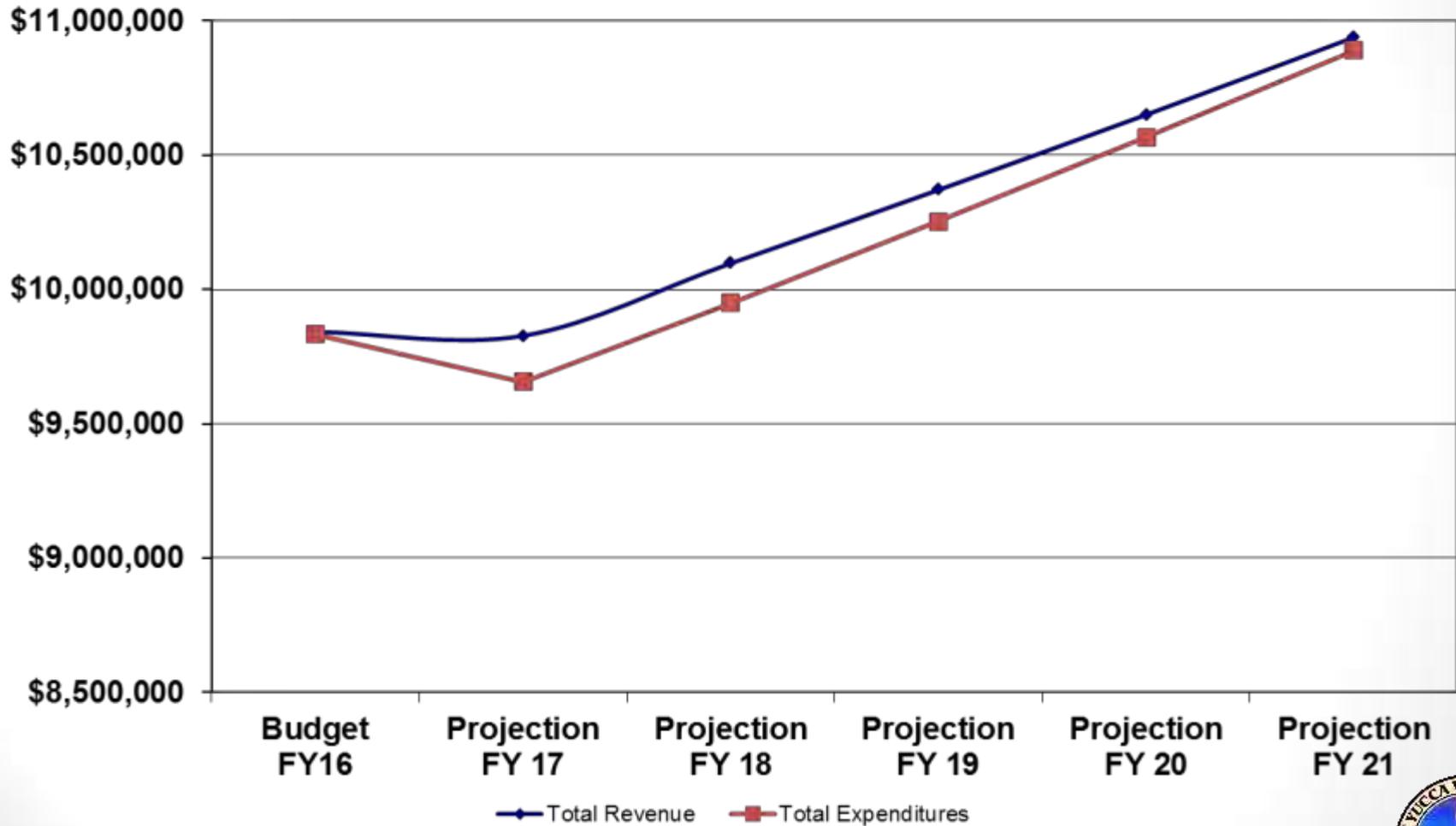


# Town Responsibilities





## Town of Yucca Valley General Fund Projection Revenue vs Expenditure Trend



10/13/2015



# Goals of Today's Outreach



- ❖ Opportunity to hear from **you** on items of interest
- ❖ Opportunity to practically demonstrate **your** priorities and ideas
- ❖ Provide **your** input to assist the Town Council in their preparation of the Town's Strategic Plan
- ❖ Give **your** thoughts on if the Town should seek additional resources, and where to put them
- ❖ Paint **your** picture of Yucca Valley



# *Today's Outreach Tools*



- ❖ **Message Boards** – Opportunities in Prioritizing
- ❖ **“Keep it ...or Kick it”** – Tell us what you like... as well as what you don't...
- ❖ **Open Idea Boards** – Free flow of your thoughts
- ❖ **Question/Comment Cards** – For future discussion
- ❖ **Bend the Elected's Ear** – Council members will be participating today...use the opportunity to provide verbal feedback to them as well...





# *Strategic Planning Outreach Session #2*

**October 20<sup>th</sup> 2015  
4:00 pm**

- Additional Opportunities for Input
- Answers to Comments/Questions provided today
- Initial Work on Strategic Plan Definitions
- Opportunity for Public Comment