



**Strategic
Planning**

*Goals &
Objectives*

November 17, 2015

Town of Yucca Valley

Strategic Plan Theme



Strategic Plan and Objectives

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Strategic Plan

Goals and Objectives

Moving Forward...Together

Town

Objective 1 – Engaged

Objective 2 – Accountable

Objective 3 – Efficient

Moving Forward...Together

Community

Objective 4 – Secure

Objective 5 – Welcoming

Objective 6 – Balanced

Moving Forward...Together

Region

Objective 7 – Leader

Objective 8 – Advocate

Objective 9 – Partner



Strategic Plan

Strategies and Action Plans

OBJECTIVE 1 – ENGAGED

The Town understands and appreciates the necessity to be Engaged with the residents, businesses and visitors in Yucca Valley. The opportunities and benefits of continuous dialog with the various stakeholders in the community provides a forum for beneficial communication both to and from the Town. With an Engaged organization, the decision making process is strengthened for all involved.

STRATEGY 1 Establish an effective communication system to ensure critical information is shared in a timely and efficient manner.

ACTIONS:

Priority 1

- Review and evaluate the Town's existing website. Propose modifications as needed.
- Utilize the Town's social media platforms on a multi-weekly basis.
- Continue utilization of the Community Newsletter to share information on all aspects of the Town's operations.

Priority 2

- Review valid polling options on critical issues to provide appropriate guidance to staff and Council.

Strategic Planning – Next Steps....

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- Review of Goals November 17th
 - Development of Draft Plan Ongoing
 - Finalization and Approval December 15th
 - Incorporation into Budget FY 2016-18 +

