DRAFT FOR DISCUSSION

CITYOF NAIMO

STRATEGIC PLAN 2019



"The essence of strategy is choosing what not to do."

Michael Porter

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PROCESS OF PLANNING



PREPARING THE PLAN



1. PREPARING NOTES FROM WORKSHOP

Consultant summarizes discussion from survey, notes and flipcharts and prepares draft language on themes and focus areas



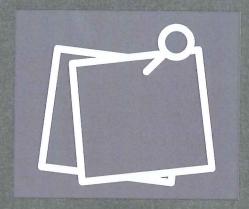
2. COUNCIL REVIEWS DRAFT

Council reviews the proposed strategic themes and focus areas from the survey and workshop to ensure they reflects Council priorities. The focus of this is to ensure that they are confident the proposed focus areas will advance the strategic themes.



3. MANAGEMENT PROPOSES INITIATIVES

Once the focus areas are identified by Council, Management outlines current and proposed initiatives for review/ approval/comment by Council. Council will determine if the initiatives meet their needs and recommend 'more/less, faster/slower'



NOTES FROM WORKSHOP

See mindmap handout

IAP2 Spectrum of Public Participation

Many Councils and Boards focus on the most effective ways to work with their community the following is a spectrum that establishes how important alignment is between the goals of public participation and the commitments made to the public

IAP2 Spectrum of Public Participation

Inform

To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions

We will keep you

informed.

Consult



To obtain public alternatives and/or decisions.

feedback on analysis,

We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.

· Public comment

- · Focus groups
- Surveys

Involve



To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.

We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.

- Workshops
- · Deliberative polling

Collaborate



To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.

We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.

We will implement what you decide.

decision-making

public.

in the hands of the

Empower

Example Techniques

Public

Goal

Participation

Promise To

The Public

- · Fact sheets
- · Web sites
- · Open houses

- · Public meetings

- · Citizen advisoru
- committees Consensus-building
- Participatory decision-making
- · Citizen juries
- · Ballots
- · Delegated decision

Comments?

SUGGESTIONS FOR CHANGES

Answer here				
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