OB Strategic Planning

Pre 2015
Goal setting only – no community engagement

2015 First Strategic Planning Process
Community engagement and strategic issues identified

2017 Minor Updates
Minor tweaks to plan based upon newly elected officials

2018
Development pressures sparked resident concerns

2019
New process developed for enhanced community engagement resulting in new strategic plan adopted 2019
Strategic Planning Process

Integration of enhanced community conversations into the City Commission’s strategic planning process

Community Conversations
OB Life - Engage community on issues important to them

OB Life Report
City Commission receive completed report of public input

Commission Workshop
Facilitated planning workshop to identify strategic issues and priority objectives

Strategic Plan
Strategic Plan Adopted

Tracking & Accountability
Link agenda items to plan Quarterly Progress Reports

Engagement Input Visioning Plan Track
Subject Matter Experts
Senior department level staff and industry specific professionals

Meeting Themes
Residents identified 6 key areas of interest

Engagement Tools
- Video Meeting
- Real Time Polling
- Table Top Exercises
- Questions and Answers
- Fish Bowl Questions

Follow-up
- Video Posted to OpenGov platform
- Fish Bowl Report
- Meeting Summary Report

Wrap-Up
- Summary Presentation
- Final Report
- Real Time Word Clouds

Strategic Planning
Commission utilizes document to develop strategic issues and priority objectives
Adoption of Plan
Meeting Themes

Meeting themes from Community Issues

OB Life Community Engagement

Development projects on the City’s main corridor created negative headlines and community concerns. City Commission directed staff to engage citizenry and to receive feedback. Staff developed a community engagement program consisting of a series of six monthly meetings and a wrap-up meeting.
Instant Feedback Word Clouds
Utilization of word clouds provided immediate feedback on issues.

What do you like most about living in Ormond Beach?

What is the most important outcome for the environment?
3 Keys for **Successful Community Conversations**

Ensuring your Community Conversations are successful

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**01 Marketing**
- Social Media, Email, Local Newspapers, Chamber of Commerce and other community groups

**02 Meetings**
- Professional Facilitator
- No “Open Mic”
- Start and end on time

**03 Expectations**
- Outline participant expectations
- City Commitment for follow-up
- Meet deadlines
Engagement & Marketing

Notices sent to all residents

Engagement Tool and Table Top Exercise Materials
Subject Matter Experts
Internal and External Professionals

Presentations
Core team of senior level staff developed format for presentations. They identified polling questions and earmarked key takeaways essential for success. Guest speakers included industry area experts.
Speaker Show Case

Over 21 presentations were made during the OB Life community engagement series

Career Source, Chamber of Commerce & Econ. Devpmnt. Dir.

Fire Chief – Fire Service & Emergency Preparedness
Community Participation

Residents engaged in the process

OB Life

Old friends catching up

Participation in Table Top Exercise
A variety of engagement tools were employed

**Video**
- Video meetings
- Facebook Live
- Post immediately after meeting for accessibility & transparency

**Community Participation**
- Electronic Polling
- Tabletop Exercises
- Fish Bowl Questions

**On-Line Engagement**
- Open Gov & Financial Transparency
- Respond to Fish Bowl questions within 10 business days
- Post all Q&A questions within 10 business days
### Success By The Numbers

#### How did we do?

<table>
<thead>
<tr>
<th>Number</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>700</td>
<td>Questions answered and posted through on-line OpenGov Platform.</td>
</tr>
<tr>
<td>650</td>
<td>Residents attended one or more of the six community meetings.</td>
</tr>
<tr>
<td>500</td>
<td>Over 500 pages of information and community feedback gathered.</td>
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</tbody>
</table>
Community Success
Community Engagement led to greater resident participation and satisfaction

1. **Positive Community Feedback**
   Residents gave the OB Life initiative a rating of 4.3 out of 5 signaling a positive experience for those in attendance.

2. **Open Gov/Transparency**
   These online platforms are now regularly used to provide information to our residents and the ability to survey them on developing issues such as recycling and the sales tax initiative.

3. **Positive Editorial Reviews**
   Both the daily and weekly newspapers provided great coverage and had positive editorials about the community engagement process.
Maintain Momentum

How to ensure your plan doesn’t just sit on the self.

**Strategic Issue Champion**
- Identify Elected Official Champion
- Identify Staff Champion

**Timeline/Deliverables**
- Identify realistic timelines
- Identify deliverables
- Quarterly Progress Reports

**Budget**
- Fund top tier priorities
- Include Strategic Planning document into budget
Never Doubt . . .
	hat a small group of thoughtful, committed citizens can change the world; indeed, it’s the only thing that ever has.

— Margaret Mead