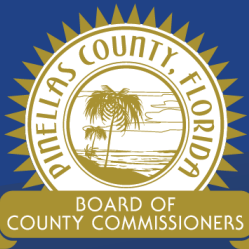


# Updating the Strategic Plan for FY25-FY30



**Kevin Knutson**

**Assistant County Administrator**



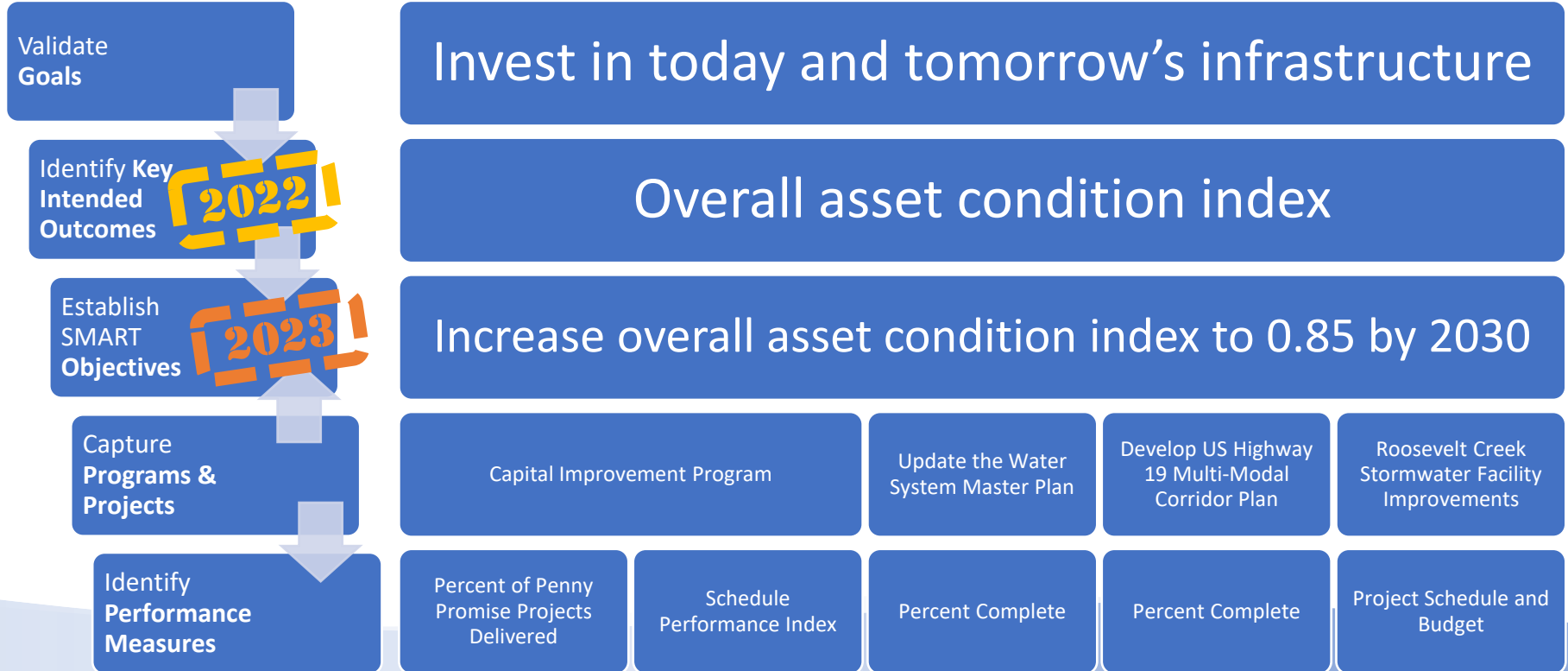
Our Vision: To Be the Standard for Public Service in America



# Strategic Plan Framework



## *Illustrative Example:*



# Objectives

- **Review and update the mission, vision, values, and goals**
- **Establish 3-5 SMART Objectives for each Goal**
- **Engage employees and community in updating goals**
- **Improve clarity of strategic direction**

# Milestones: Update BCC Strategic Plan



# Community Input & Engagement

to Better Understand Key Priorities



## Modern Tools

- Nationally Benchmarked Community Survey
- Online Polling

## Passive Monitoring

- Social and Traditional Media
- Sentiment Research

## Direct Engagement

- Focus Groups to Refine Outreach Messaging
- Existing Boards and Committees

## Key Questions:

- What do you depend on County government to do for you?
- What issues are most important to your future in Pinellas County?
- What priorities should guide Pinellas County in the next 5 years?
- Was this engagement valuable to you?