Updating the Strategic Plan for FY25-FY30



Kevin Knutson Assistant County Administrator

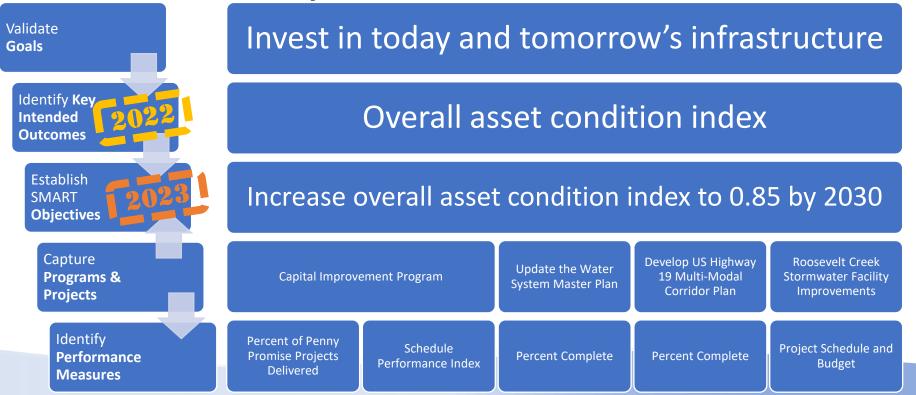


Our Vision: To Be the Standard for Public Service in America

Strategic Plan Framework



Illustrative Example:







- 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

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

Milestones: Update BCC Strategic Plan

January

•26 - BCC Strategic Planning Work Session

February

•8 – Data collection opens for the NCS •Conduct focus groups •Strategic Planning Update at BCC

March

- •8 Open participation survey begins
- •22 Survey data collection closes

Pinella Count

April/May

- •Survey and Strategic Plan Update at BCC
- •Begin polls, live events, and topical roundtables

June/July

•Complete community engagement • Prepare Strategic Plan and

August/September

• Present Strategic Plan as part of budget process



Community Input & Engagement to Better Understand Key Priorities



Modern Tools	Passive Monitoring	Direct Engagement	Key Questie • What do
 Nationally Benchmarked Community Survey Online Polling 	 Social and Traditional Media Sentiment Research 	 Focus Groups to Refine Outreach Messaging Existing Boards and Committees 	 On Courto do fo What issimporta future ir County? What pr guide Pi the next Was this valuable

ons:

- lo you depend intý government or you?
- sues are most ant to your in Pinellas
- priorities should Pinellas County in (t 5 years?
- is engagement e to you?