



MEETING No. 4

PRESIDENT'S STRATEGIC PLAN COMMITTEE

SOUTHERN CALIFORNIA
ASSOCIATION OF GOVERNMENTS
818 West 7th Street, 12th Floor
Los Angeles, CA 90017
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Wednesday, April 5, 2017
3:00 p.m. – 4:00 p.m.

SCAG Main Office
818 W. 7th Street, 12th Floor
Policy Committee Room A
Los Angeles, CA 90017
(213) 236-1800

(Available via Teleconference)

REGIONAL COUNCIL OFFICERS

President
Michele Martinez, Santa Ana

First Vice President
Margaret E. Finlay, Duarte

Second Vice President
Alan Wapner, Ontario

Immediate Past President
Cheryl Viegas-Walker, El Centro

COMMITTEE CHAIRS

Executive/Administration
Michele Martinez, Santa Ana

Community, Economic &
Human Development
Bill Jahn, Big Bear Lake

Energy & Environment
Carmen Ramirez, Oxnard

Transportation
Barbara Messina, Alhambra

If members of the public wish to review the attachments or have any questions on any of the agenda items, please contact Ludlow Brown at (213) 236-1976 or via email at BROWN@scag.ca.gov.

Agendas and Minutes for the President's Strategic Plan Committee are also available at: <http://www.scag.ca.gov/committees/Pages/default.aspx>

SCAG, in accordance with the Americans with Disabilities Act (ADA), will accommodate persons who require a modification of accommodation in order to participate in this meeting. SCAG is also committed to helping people with limited proficiency in the English language access the agency's essential public information and services. You can request such assistance by calling (213) 236-1908. We request at least 72 hours notice to provide reasonable accommodations and will make every effort to arrange for assistance as soon as possible.

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LOCATION / TELECONFERENCE INFORMATION

President's Strategic Plan (PSP) Committee
 SCAG Los Angeles – Policy Committee Room A
 Wednesday, April 5, 2017
 3PM – 4PM

**For Brown Act Requirements, please post the Agenda at your Teleconference Locations
 (Pursuant to Government Code Section 54953)**

List of Members	Participating at the following locations
<p>1. Hon. Michele Martinez, Chair (Santa Ana, representing Orange County)</p>	<p>SCAG Los Angeles Office 818 W. 7th Street, 12th Floor – Policy Room A Los Angeles, CA 90017</p>
<p>2. Hon. Margaret Finlay (Duarte, representing Los Angeles County)</p>	<p>SCAG Los Angeles Office 818 W. 7th Street, 12th Floor – Policy Room A Los Angeles, CA 90017</p>
<p>3. Hon. Cheryl Viegas-Walker (El Centro, representing Imperial County)</p>	<p>SCAG Los Angeles Office 818 W. 7th Street, 12th Floor – Policy Room A Los Angeles, CA 90017</p>
<p>4. Hon. Pam O'Connor (Santa Monica, representing Los Angeles County)</p>	<p>SCAG Los Angeles Office 818 W. 7th Street, 12th Floor – Policy Room A Los Angeles, CA 90017</p>
<p>5. Hon. Margaret Clark (Rosemead, representing Los Angeles County)</p>	<p>[Unable to attend]</p>
<p>6. Hon. Carmen Ramirez (Oxnard, representing Ventura County)</p>	<p>SCAG Los Angeles Office 818 W. 7th Street, 12th Floor – Policy Room A Los Angeles, CA 90017</p>
<p>7. Hon. Jan Harnik (RCTC, representing Riverside County)</p>	<p>Teleconference: 73-510 Fred Waring Drive Palm Desert, CA 92260</p>
<p>8. Hon. Alan Wapner (SBCTA/SBCOG, representing San Bernardino County)</p>	<p>[Unable to attend]</p>

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**PRESIDENT STRATEGIC PLAN (PSP) COMMITTEE
AGENDA – MEETING NO. 4
APRIL 5, 2017**

CALL TO ORDER

(The Honorable Michele Martinez, Chair)

PUBLIC COMMENT PERIOD – Members of the public desiring to speak on items on the agenda, or items not on the agenda, but within the purview of the Committee, must fill out and present a speaker’s card to the Assistant prior to speaking. Comments will be limited to three (3) minutes. The Chair may limit the total time for all comments to twenty (20) minutes.

DISCUSSION ITEM

Page No.

- | | | |
|---|---------------------|----------|
| 1. <u>SCAG Strategic Plan Update: Vision Statement Development</u>
<i>(Darin Chidsey, Chief Operating Officer)</i> | Presentation | 1 |
| 2. <u>Strategic Plan – Next Steps</u> | Discussion | |

FUTURE AGENDA ITEM/S

ANNOUNCEMENT/S

ADJOURNMENT



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President's Strategic Plan Committee

Vision Statement Development

April 5, 2017



Vision Statement Development

- Staff Strategic Planning Committee
 - 8 initial concepts
 - 5 draft final statements
- Distributed to all SCAG staff for ranking and feedback 3/23/17
- 1 week turnaround

Vision Statement Survey

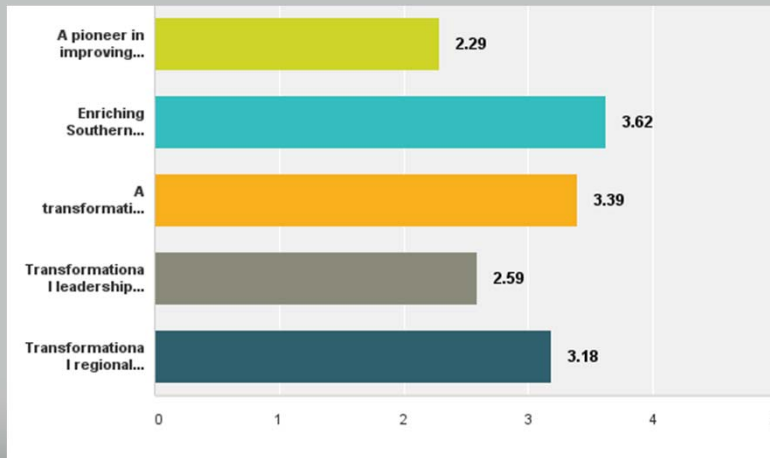
- 74 Survey responses from SCAG staff
- 60% response rate!
- 11 written comments received

Five Draft Vision Statements

- A pioneer in improving Southern California through widespread influence and transformational leadership for a thriving, resilient region.
- Enriching Southern California's future through collaboration, innovation, and regional empowerment.
- A transformational leader in envisioning and planning for a vibrant, diverse and sustainable Southern California.
- Transformational leadership and inclusive collaboration for a thriving Southern California.
- Transformational regional planning to shape Southern California's future through empowerment, innovation and collaborative leadership.

Survey Results

Q1: Please Rank the Vision Statements from Most to Least Favorite



Survey Results

Highest Score

Differences in the top three scores were minimal...

	1	2	3	4	5	Total	Score
A pioneer in improving Southern California through widespread influence and transformational leadership for a thriving, resilient region.	10.00% 7	15.71% 11	12.86% 9	15.71% 11	45.71% 32	70	2.29
Enriching Southern California's future through collaboration, innovation, and regional empowerment.	43.84% 32	8.22% 6	20.55% 15	20.55% 15	6.85% 5	73	3.62
A transformational leader in envisioning and planning for a vibrant, diverse and sustainable Southern California.	23.94% 17	26.76% 19	21.13% 15	21.13% 15	7.04% 5	71	3.39
Transformational leadership and inclusive collaboration for a thriving Southern California.	4.29% 3	20.00% 14	27.14% 19	27.14% 19	21.43% 15	70	2.59
Transformational regional planning to shape Southern California's future through empowerment, innovation and collaborative leadership.	19.72% 14	29.58% 21	18.31% 13	14.08% 10	18.31% 13	71	3.18

Draft Vision Statements Rankings

1. Enriching Southern California's future through collaboration, innovation, and regional empowerment - **3.62 score**
2. A transformational leader in envisioning and planning for a vibrant, diverse and sustainable Southern California – **3.39 score**
3. Transformational regional planning to shape Southern California's future through empowerment, innovation and collaborative leadership – **3.18 score**
4. Transformational leadership and inclusive collaboration for a thriving Southern California – **2.59 score**
5. A pioneer in improving Southern California through widespread influence and transformational leadership for a thriving, resilient region – **2.29 score**

Vision Statement Feedback

Transformational has too many syllables.

"Transformational leader.." sounds like ego.

I really like the use of the word pioneer.

I don't like the use of the word transformational.

Use of "resilient" is valuable.

Empowerment is one of those words that sound good but actually says nothing of substance.

I don't think we should describe ourselves.. I think we should state what we do for So. Cal. - Enrich, Transform, etc.

Vision Statement Next Step

- Fine tuning language
- Ensure aspirational tone
- Based on additional feedback:
 - “foster innovative solutions that realize the potential of a thriving Southern California.”

Next Step: Mission Statement

“Action” Statement Examples – What SCAG does...

- **Expand** transportation choices
- **Strengthen** the economy
- **Promote** healthy living
- **Conserve** essential resources
- **Convene** stakeholders
- **Collaborate** and solve problems