



SOUTHERN CALIFORNIA
ASSOCIATION OF GOVERNMENTS
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MEETING No. 1

PRESIDENT'S STRATEGIC PLAN COMMITTEE

Wednesday, December 7, 2016
9:00 a.m. – 11:00 a.m.

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

(Available via Teleconference)

If members of the public wish to review the attachments or have any questions on any of the agenda items, please contact Tess Rey-Chaput at (213) 236-1908 or via email at REY@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.

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

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President Strategic Plan Committee
Members – December 2016

Chair	1. Hon. Michele Martinez	<i>Santa Ana</i>	Orange County
	2. Hon. Margaret Finlay	<i>Duarte</i>	Los Angeles County
	3. Hon. Alan Wapner	<i>Ontario</i>	San Bernardino County
	4. Hon. Cheryl Viegas-Walker	<i>El Centro</i>	Imperial County
	5. Hon. Pam O'Connor	<i>Santa Monica</i>	Los Angeles County
	6. Hon. Margaret Clark	<i>Rosemead</i>	Los Angeles County
	7. Hon. Jan Harnik	<i>Palm Desert</i>	Riverside County
	8. Hon. Carmen Ramirez	<i>Oxnard</i>	Ventura County

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LOCATION / TELECONFERENCE INFORMATION

President's Strategic Plan (PSP) Committee
 SCAG Los Angeles – Policy Room B
 Wednesday, December 7, 2016
 9:00 a.m. – 11:00 a.m.

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

Members	Participating at the following locations
1. Hon. Michele Martinez, Chair (Santa Ana, representing Orange County)	Teleconference: 302 W. 2 nd Street, #458 Santa Ana, CA 92701
2. Hon. Margaret Finlay (Duarte, representing Los Angeles County)	SCAG Los Angeles Office 818 W. 7 th Street, 12 th Floor – Policy Room B Los Angeles, CA 90017
3. Hon. Cheryl Viegas-Walker (El Centro, representing Imperial County)	Teleconference: 1275 Main Street El Centro, CA 92243
4. Hon. Pam O'Connor (Santa Monica, representing Los Angeles County)	SCAG Los Angeles Office 818 W. 7 th Street, 12 th Floor – Policy Room B Los Angeles, CA 90017
5. Hon. Margaret Clark (Rosemead, representing Riverside County)	SCAG Los Angeles Office 818 W. 7 th Street, 12 th Floor – Policy Room B Los Angeles, CA 90017
6. Hon. Jan Harnik (Palm Desert, representing Los Angeles County)	Teleconference: 73510 Fred Waring Drive Palm Desert, CA 92260
7. Hon. Carmen Ramirez (Oxnard, representing Ventura County)	SCAG Los Angeles Office 818 W. 7 th Street, 12 th Floor – Policy Room B Los Angeles, CA 90017

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PRESIDENT STRATEGIC PLAN (PSP) COMMITTEE

AGENDA – MEETING NO. 1

DECEMBER 7, 2016

CALL TO ORDER & PLEDGE OF ALLEGIANCE

(Hon. 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. SCAG Strategic Plan Update
(Darin Chidsey, Chief Operating Officer)

Attachment

1

FUTURE AGENDA ITEM/S

ANNOUNCEMENT/S

ADJOURNMENT

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REPORT

DATE: December 7, 2016
TO: President's Strategic Plan (PSP) Committee
FROM: Darin Chidsey, Chief Operating Officer; chidsey@scag.ca.gov; (213) 236-1836
SUBJECT: SCAG Strategic Plan Update

EXECUTIVE DIRECTOR'S APPROVAL: 

RECOMMENDED ACTION:

For Information Only - No Action Required.

EXECUTIVE SUMMARY:

In 2009, SCAG adopted a 10-Year Strategic Plan to guide the agency. More than seven (7) years after its initial adoption, SCAG has made progress on many of the Strategic Plan's goals. On June 9 – 10, 2016, the Executive/Administration Committee (EAC) held a retreat to discuss SCAG President Michele Martinez's initiatives during her tenure. After review of the current Strategic Plan, the EAC determined that many of the goals were no longer strategic but operational best practices and directed staff to initiate an update the Strategic Plan. In November 2016, President Martinez appointed members to the President's Strategic Plan (PSP) Committee to guide this update. To support this effort, a Staff Strategic Plan (SSP) Committee was also formed.

At today's meeting, staff will provide an overview of SCAG's current Strategic Plan and present the following: proposed timeline and work plan for updating the Strategic Plan; analysis on SCAG's stakeholders; and draft survey to be distributed to those stakeholders.

BACKGROUND:

In June 2006, the Regional Council "Force for Change" Committee began a strategic planning process which culminated in the hiring of a new Executive Director in January 2008 which set a new course for SCAG.

In July 2008, a Strategic Plan Committee was formed, led by Supervisor Gary Ovitt, which comprised of sixteen (16) Regional Council members and forty-one (41) staff members. The goal was to produce a multi-year Strategic Plan that would focus SCAG's vision and priorities and improve the organization in its operations. After much collaboration, the committee identified and developed its recommendations to implement a Strategic Plan.

In February 2009, the Strategic Plan's Mission, Vision and Values were approved by the Regional Council while its Goals and Objectives were approved in March 2009. In April 2009, the Regional Council approved the 2009 Strategic Plan and subsequently, adopted at the May 2009 General Assembly.



REPORT

Since then, the 2009 Strategic Plan provided a framework for the agency's Work Plan and continued success. It continues to be used to frame issues brought to the Regional Council and all other Policy Committees to develop budget and Overall Work Program, align staff work plans, performance and measurable goals.

In 2013, then President Greg Pettis appointed four (4) of SCAG's Immediate Past Presidents to the Strategic Plan Working Group (SPWG) to consider updates to the Plan and highlight the significant accomplishments during the life of the Plan. After the SPWG made minor adjustments, the Regional Council adopted the Plan on November 7, 2013.

More than seven (7) years after its initial adoption, SCAG has made progress on many of the Strategic Plan's goals. On June 9 – 10, 2016, the Executive/Administration Committee (EAC) held a retreat to discuss SCAG President Michele Martinez's initiatives during her tenure. After review of the current Strategic Plan, the EAC determined that many of the goals were no longer strategic but operational best practices. As one of the President's initiatives, the EAC directed staff to initiate an update to the Strategic Plan.

In November 2016, a President's Strategic Plan (PSP) Committee was formed, comprised of the following members:

1. Hon. Michele Martinez, Santa Ana (Orange County)
2. Hon. Margaret Finlay, Duarte (Los Angeles County)
3. Hon. Alan Wapner, Ontario (San Bernardino County)
4. Hon. Cheryl Viegas-Walker, El Centro (Imperial County)
5. Hon. Pam O'Connor, Santa Monica (Los Angeles County)
6. Hon. Margaret Clark, Rosemead (Los Angeles County)
7. Hon. Jan Harnik, Palm Desert (Riverside County)
8. Hon. Carmen Ramirez, Oxnard (Ventura County)

To support the work of the PSP and insure that staff from all levels of the organization is included in the strategic planning process, a Staff Strategic Planning Committee (SSP) was formed, comprised of the following members:

1. Jason Greenspan, Manager of Sustainability
2. Frank Wen, Manager of Research and Analysis
3. Stephen Fox, Senior Regional Planner
4. Alison Linder, Senior Regional Planner
5. Akiko Yamagami, Senior Regional Planner
6. John Asuncion, Senior Regional Planner
7. Kimberly Clark, Regional Planner Specialist
8. Rye Baerg, Associate Regional Planner
9. India Brookover, Assistant Regional Planner
10. Joseph Briglio, Regional Affairs Officer
11. David Salgado, Regional Affairs Officer



REPORT

12. Andrew Mora, Budget and Grants Analyst
13. Nicole Katz, Senior Administrative Assistant
14. Margaret de Larios, Public Affairs Specialist

The SSP Committee—through a thoughtful and research-driven process—will explore broader management strategies in the rapidly changing planning world and ways to foster innovation. The committee, scheduled to meet approximately two (2) times per month, began by reviewing the current Strategic Plan and the roles and responsibilities it defines for the agency. The SSP has developed a recommended planning timeline schedule for the full strategic planning process with the goal of submitting a revised Strategic Plan to the General Assembly in May 2017 for consideration.

As preliminary steps in conducting an environmental assessment of SCAG, the SSP formed two (2) subcommittees to develop a comprehensive matrix of agency stakeholders and a survey to be distributed to the stakeholders. The stakeholder matrix is designed to map out who influences SCAG activities, and identify who are impacted by these activities. The goal of the survey is to gauge what people in the region care most deeply about and define SCAG's role in addressing related challenges. With feedback from the full SSP, the survey subcommittee refined a strategy, crafted questions and reached-out to the stakeholders. The design included both multiple-choice and open-ended questions for three (3) main groups: Regional Council members, member/partner agencies and other stakeholders.

At today's meeting, staff will provide an overview of SCAG's current Strategic Plan and present the following: proposed timeline and work plan for updating the Strategic Plan; analysis on SCAG's stakeholders; and draft survey to be distributed to those stakeholders.

FISCAL IMPACT:

Stipend, travel and meeting expenses budgeted in the 2016-17 General Fund

ATTACHMENTS:

1. PowerPoint Presentation: "Strategic Plan Update" [will be distributed under separate cover]
2. Draft Survey Questions [will be distributed under separate cover]