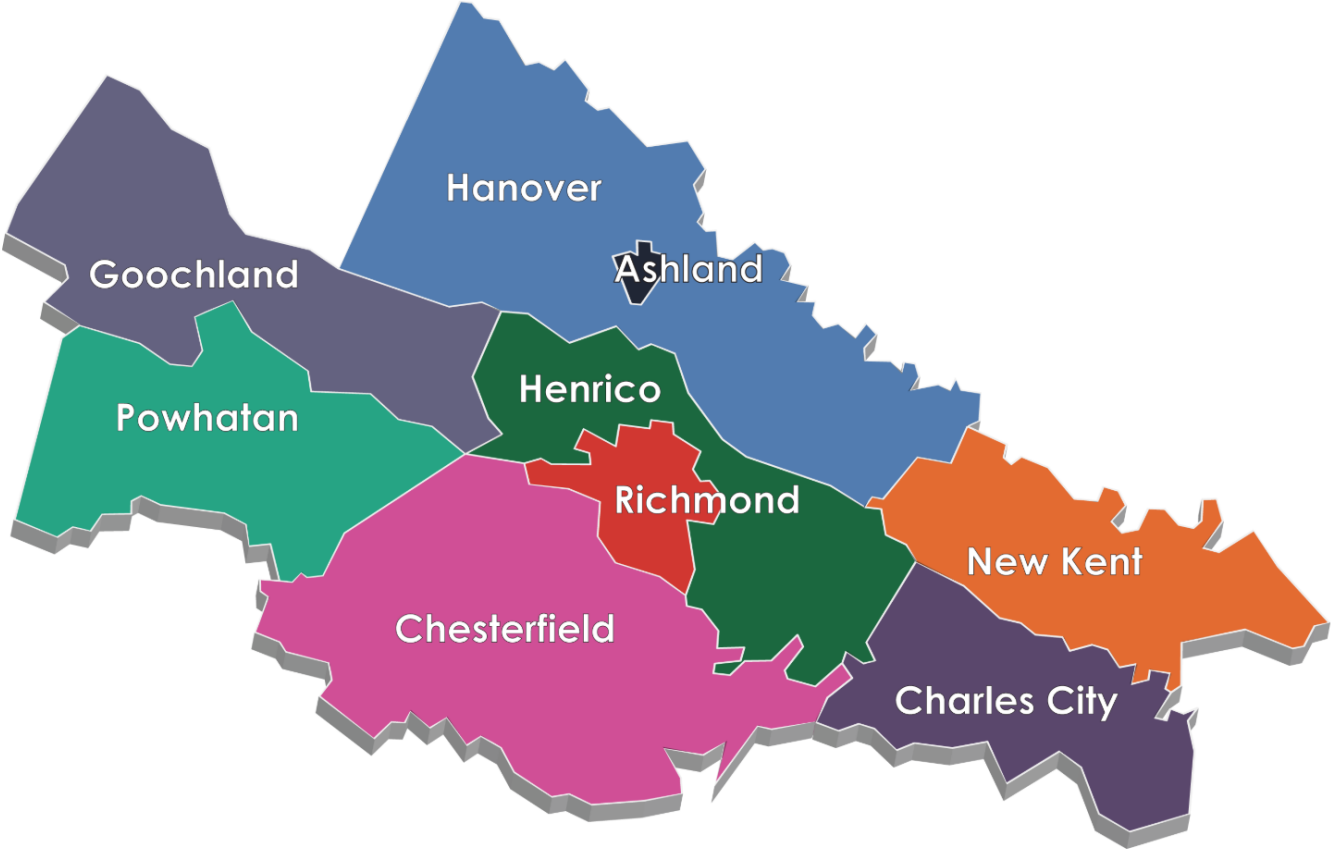


RRPDC

Strategic Planning Update

July 13, 2018

Richmond Region Planning District – 50 Years



What is a Strategic Planning Process?

Engage

Determine Position

Strategic Issues:
What makes you relevant

Market Data:
Opportunities and threats

Customer Insights:
Current satisfaction.
Future demand.

Employee Input:
Strengths & weaknesses

SWOT:
Synthesize and summarize

Phase I

“collect & analyze”

Inspire

Develop Strategy

Mission:
Core purpose

Values:
Core beliefs

Vision:
Image of Success

Competitive Advantage:
Unique value added

Organization Strategy:
Approach to succeed

Goals & Objectives:
Framework

Phase II

“develop mission & vision”

Execute

Build the Plan

Use SWOT:
to set priorities

Organization Goals:
to set short term focus

KPI's:
to track progress

Department Goals:
to cascade accountability

Team Goals:
to cascade accountability

Financials:
to measure results

Phase III

“develop goals & actions”

Evaluate

Manage Performance

Rollout:
Communicate. Brand.

Calendar:
Schedule for progress

Training & Tools:
Equip team to succeed

Adapt Quarterly:
Review and Modify

Update Annually:
Review and Reset

Phase IV

“implement & monitor”

Vision: Describes what the Organization Seeks to Do and Become

Mission: Provides a Clear View of What the Organization is Trying to Accomplish for its Customers

“Values: Help an Organization Define its Culture and Beliefs”

Strategic Objectives: Convert the Mission into Performance Targets

Focus Areas: Align the Organization to Impact Areas that Customers Value

Core Products/Services: Describe the Work that the Organization Delivers

Governance Model: Defines the Relationships between the Key Stakeholders

Our Strategic Vision

“Better Together”

Core Products & Services



FUNDING SERVICES



PLANNING SERVICES



PROJECT MANAGEMENT



PUBLIC RELATIONS



FACILITATION



RESEARCH

Priority Focus Areas

THRIVING NEIGHBORHOODS

- *Public Safety*
- *Human Services & Housing*
- *Natural Resources*
- *Land Use*
- *Technology*
- *Community Development*

ECONOMIC PROSPERITY

- *Education*
- *Social Stability*
- *Workforce Preparation*
- *Job Creation*

QUALITY OF LIFE

- *Healthy Community*
- *Quality Place*
- *James River*
- *Coordinated Transportation*

“Partnering to enable outcomes that matter for our Region”

Our Values



Think “Big Picture”

We see the region as a whole, think long term and take a multi-disciplinary approach. No Silos.



Wow through Service

We strive for excellence. We anticipate needs and work as an extension of the customers we serve.



Facilitate Change

We imagine the future and bring the necessary information to the region to assure a desirable path.



Do More with Less

As stewards of public resources, we look for new technologies and creative ideas to deliver efficient and effective solutions



Promote Representation

We set a standard for inclusiveness. We represent the interests of the region and seek to promote equity for all.



Learning Continuously

We are committed to elevating talent – Within our organization, across our communities and with our partners .

Our Strategic Objectives

CREATE VALUE FOR THE REGION

- Expanding Regional Partnerships/Collaborations
- A Regional Steward Of Sustainable Prosperity

PRIORITIZE BASED ON CUSTOMER NEEDS

- Achieving Maximum Customer/Partner Satisfaction
- Products & Services Supporting Customers Priorities

PROMOTE REGIONAL SUCCESS

- Fostering Positivity. #RVA-BetterTogether
- Marketing that Promotes Regional Successes and Collaboration

BUILD A REGIONAL RESOURCE CENTER

- Building a Great Network of Experts and Resources
- Core Products enabled by Technology that are Easily Accessible

STRENGTHEN THE ORGANIZATION

- Talented Staff that Delivers Operational Excellence
- Strong Board Engagement with Best Practices in Governance

Our Implementation Plan

Q1

Q2

STRATEGY & GOALS

- Goals for PDC
- Workplan

- Scorecard/Metrics Design
- Reporting

GOVERNANCE

- Topic Schedule
- Committee Design

- Agenda alignment
- Charter/bylaws review

REGIONAL PRIORITIES

- Project Portfolio Design
- Portfolio Reporting

- PDC Internal Meetings
- Project Reviews

STAKEHOLDERS

- Customer Meetings
- Partner Meetings

- Stakeholder Priorities
- Stakeholder Reporting

FINANCIALS & CONTROLS

- Accrual Accounting
- Budget 18-19

- Work Code Design
- Banking/Acctg. RFP's

PEOPLE & CULTURE

- Satisfaction Survey
- Organization Design

- Job Descriptions/Bands
- Training/Development

Our Implementation Plan

Q1

Q2

FACILITIES

- Office Redesign & Moves
- Sublease/MOU

- Insurance RFP/Assets
- Safety/ADA Assessment

TECHNOLOGY

- Upgrade Copy/Work Room
- Technology RFP

- Computer Evaluation
- Grant Management RFP

OPERATIONS

- Policy Review
- Compliance/Risk Review

- Policy Redesign/Rewrite
- Compliance Controls

MARKETING & PUBLIC ENGAGEMENT

- Brand RFP
- Brand Identity

- Website Redesign
- Social Media

REPORTING

- Board
- Financial

- Project/Priority/Program
- People/Culture

TBD

-
-

-
-

Governance Update

July 13, 2018

Consider a Governance Structure to match our Strategic Plan

**EXECUTIVE
COMMITTEE**

STRATEGY & GOALS

GOVERNANCE

REGIONAL PRIORITIES

PEOPLE & CULTURE

STAKEHOLDERS

STANDING COMMITTEE

**AUDIT & FINANCE
COMMITTEE**

FINANCIALS &
CONTROLS

EXPANDED STANDING COMMITTEE

**OPERATIONS
COMMITTEE**

OPERATIONS

TECHNOLOGY

FACILITIES

**PUBLIC OUTREACH
COMMITTEE**

MARKETING & PUBLIC
ENGAGEMENT

AD HOC COMMITTEES

People/Culture Update

July 13, 2018

Engage our Team to build a Culture to match our strategy

National Survey Data

5 Most Important Factors

- Job Security
- Benefits
- Compensation
- Opportunities to use skills and abilities
- Feeling safe in the work Environment

Not Important Factors

- Green workplace
- Networking opportunities
- Career development opportunities
- Paid training and tuition reimbursement
- Professional Development

Next 5 Important Factors

- Relationship with Manager
- Recognition of Job Performance
- Communication with Senior Management
- The Work
- Autonomy and Independence in the job

Survey our Organization for their Input

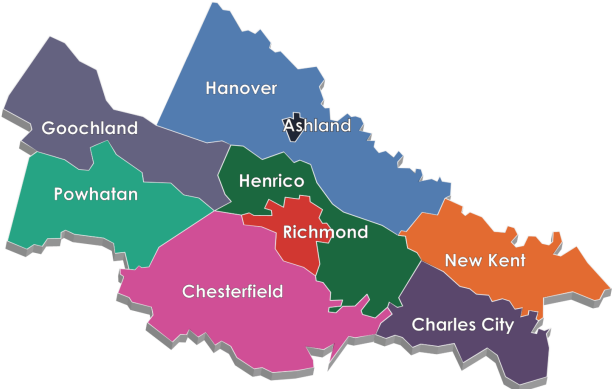
Public Engagement Update

July 13, 2018

We need to leverage this time to enhance our story and strengthen our public engagement



50th Anniversary

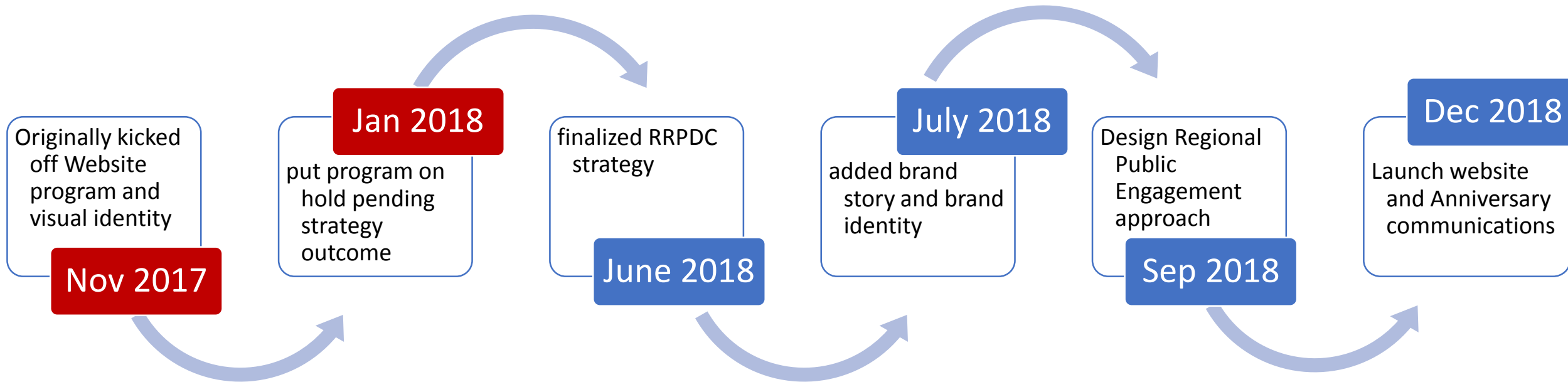


Clear Alignment

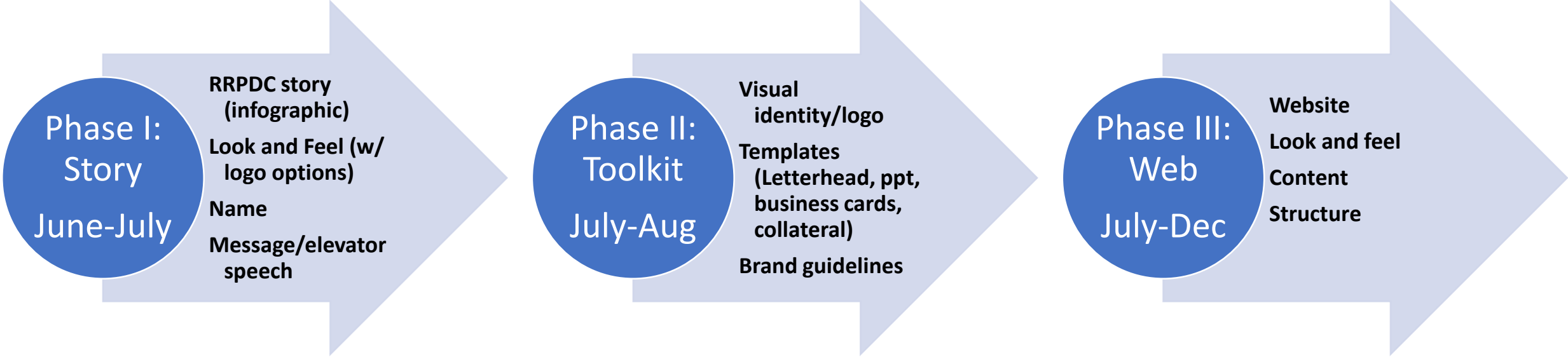


New Strategic Plan

We are rethinking our branding approach to ensure better integration with our strategic plan



Brand Communications Plan



Sample Content in development

PROUD TO BE WHERE IT ALL COMES TOGETHER



RICHMOND
Achieving true prosperity through partnership.



ASHLAND
Preserving the diversity of the past while embracing the possibilities of the future.



CHARLES CITY COUNTY
Four centuries, three cultures, two rivers, one county.

CHESTERFIELD COUNTY
A first-choice community for quality of life.



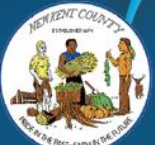
GOOCHLAND COUNTY
Everything from rural attractions to the Fortune 500.



POWHATAN COUNTY
Promoting community and prosperity.



HENRICO COUNTY
Where success happens.



NEW KENT COUNTY
Perfectly located between 2 of the country's most dynamic metro areas



HANOVER COUNTY
Full of tradition, ripe with opportunity.

RRPDC LOGO

For the past 50 years, RRPDC has been the catalyst for more effective ways for government, business and philanthropic leaders to work together on outcomes that make a difference.

CELEBRATING OUR REGION'S LEGACY OF COOPERATION

Ever since Virginia was first settled, cooperation and collaboration among neighbors has been the vital force propelling us forward. This is especially true of the 9 localities that comprise the greater Richmond area.



By lending their unique perspectives and talents, the representatives of Ashland, Charles City, Chesterfield, Goochland, Hanover, Henrico, New Kent, Powhatan and Richmond have come together to tackle important issues and opportunities such as:

- Preserving history
- Maintaining waterways
- Pioneering new approaches in public education
- Making transportation work for everyone
- Creating a magnet for 21st Century businesses and workers

HERE A FEW OF THE GREAT THINGS THAT HAVE HAPPENED THANKS TO REGIONAL COLLABORATION.



Trolley lines made it easier to tour key Civil War battlefields.



Henricus Park preserves the historic settlement for schoolchildren, residents and tourists to enjoy.



The James River Advisory Council helps keep the river healthy, vibrant and accessible.



The Central Virginia Emergency Management Alliance helps create and coordinate a region-wide approach to emergency preparedness.

AS WE LOOK FORWARD TO OUR NEXT 50 YEARS...

RRPDC is committed to helping create and maintain partnerships that keep our region and each of its 9 localities moving ahead by:

- Creating healthy, thriving neighborhoods
- Maintaining a well-built, sustainable infrastructure
- Preserving history, culture and resources that make our region special
- Seizing opportunities to enhance economic prosperity and elevate the quality of life for all