



# Adoption of COG's Updated Strategic Plan:

## *Recommendations of the Strategic Planning Committee*

*Presented by Bruce R. Williams - Chair  
COG's Strategic Planning Committee  
October 13, 2004*





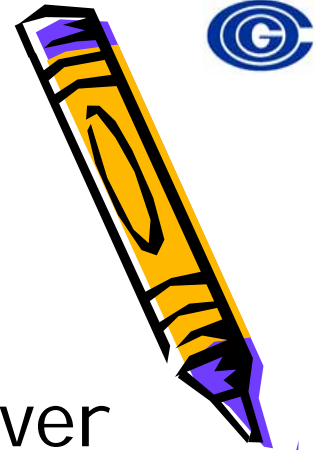
# Presentation Overview

- Brief Process Summary
- Strategic Planning Committee  
Recommended Updates to COG's Strategic  
Plan
- Strategic Plan Linkage to FY 2006 COG  
Work Program and Budget
- R45-04



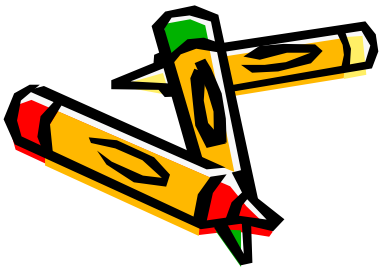
# COG's Strategic Plan - Brief History

- November, 1999 – Board adopts first-ever Board-directed Strategic Plan
- July 2002-2003 – Board retreats focus on progress and updates
- July 2004 – Board retreat provides detailed feedback to complete 2004 COG Strategic Plan update
- September 2004 – Recommended plan updates shared with COG Board



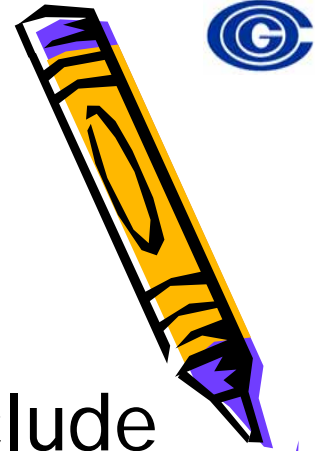
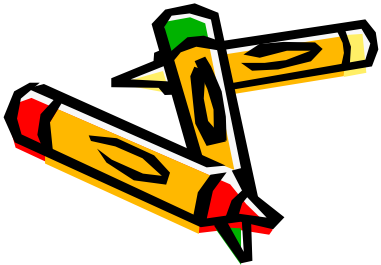


# Recommended Updates to COG's Strategic Plan



# Strategic Plan Streamlined

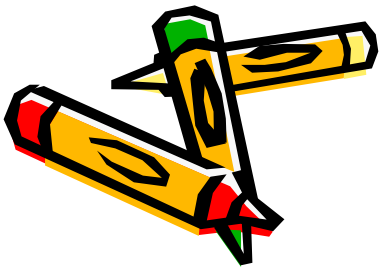
- COG's updated Strategic Plan will include *only* Vision, Mission, and Goals
  - Retains much of 1999 plan, plus 2002/2003 retreat recommendations
  - Captures the intrinsic nature of COG.
  - Generally plan will not change from year to year.
- Goals implemented via COG's annual work program strategies and projects.





# July Retreat Feedback

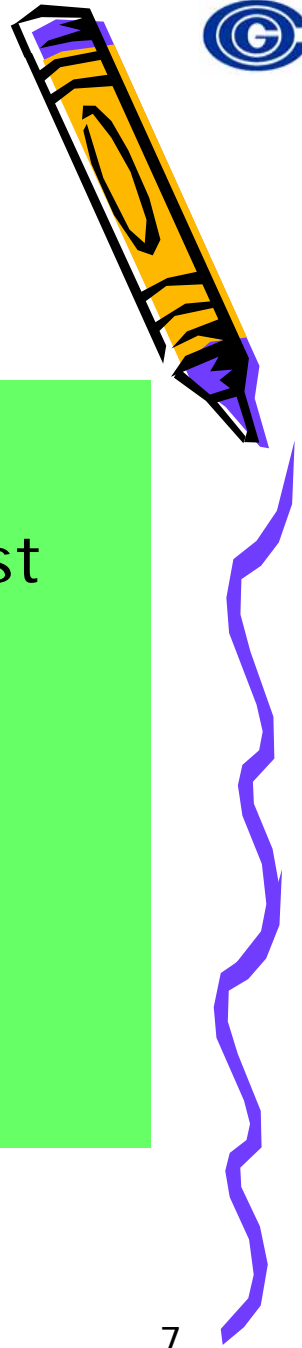
- Concurrence with streamlined plan approach and work plan integration.
- Retention of 1999 phrasing in COG Vision statement.
- Detailed goal review:
  - Enhancements/editorial improvements to transportation, energy, housing, health, communication, advocacy, value-added services, staffing and support goals.





# COG's Vision

- The elected officials of the Metropolitan Washington Council of Governments (COG) envision the National Capital Region as the best place to live, work, play and learn.
- COG promotes regional partnerships, develops best practices, and applies cutting-edge technologies to facilitate realizing this vision.
- COG fosters regionalism -- proposing and facilitating regional solutions.





# COG's Mission

- COG is the premier forum to identify, discuss, and resolve regional issues to enhance the quality of life in the National Capital Region.
- COG convenes local governments and other stakeholders to initiate collaborative regional analysis.
- COG develops, implements, and coordinates intergovernmental policies, plans, partnerships, and programs.
- COG educates all stakeholders and the public about the issues, analyses, and solutions developed through its role as regional catalyst.

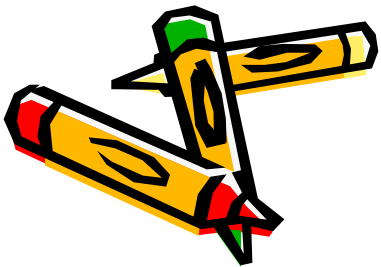






# COG's Goals

- COG's goals are statements of broad policy
- Either issue-oriented or institution-oriented
- Indefinite duration
- Will change only due to major event or major change in COG role's

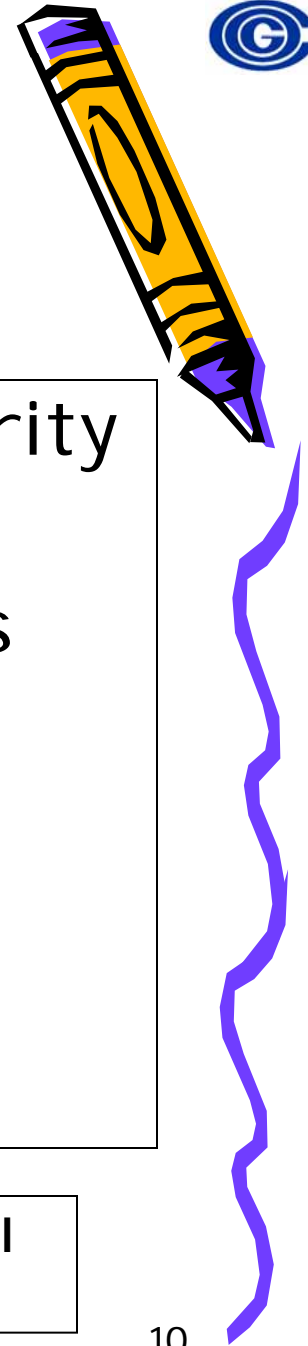




# Proposed Issue-Oriented Goals

- Growth
- Environment
- Energy
- Transportation
- Housing
- Economic Development

- Homeland Security
- Public Safety
- Human Services
- Health
- Education



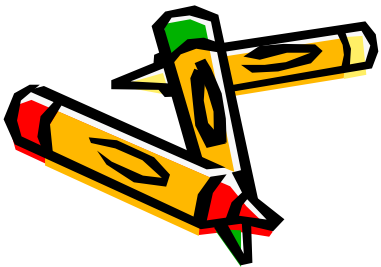
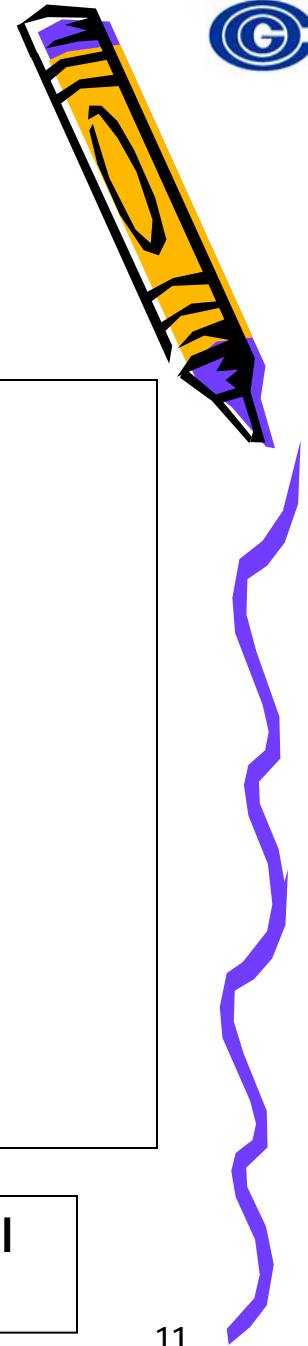
Note - Goal order will be alphabetical in final plan document.



# Proposed Institution-Oriented Goals

- Regional Catalyst
- Communication
- Policy Coordination
- Adequate Funding
- Fiscal Management
- Staffing and Support

- Advocacy
- Value-Added Services
- Emerging Technology
- Partnerships

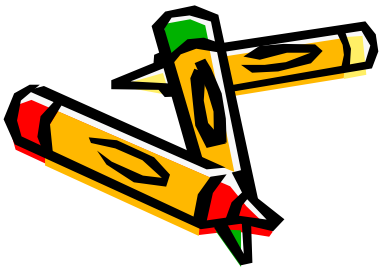


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## Integration of Strategic Plan and 2006 Work Program

- The Board Committee on Finance met this morning to review the staff proposal for COG's FY 2006 Work Program and Budget
- The FY 2006 Work Program includes the Strategic Plan Vision, Mission, Goals and strategies for goal implementation.
- In November the Board will be requested to adopt this work program with the integration of the Strategic Plan.





# Recommendation

- Adopt Resolution R45-04
- November, 2004 -Board adoption of FY 2006 Work Program and Budget with integration of Strategic Plan goals and strategies

