

## **PWB Strategic Plan Update April 2016**

### **Plan**

The Water Bureau is proceeding to update its most recent bureau strategic plan to guide major bureau initiatives and top level efforts over next two fiscal years (2016-17 and 2017-18). Following that, the bureau plans to conduct a more in depth strategic planning process including structured stakeholder input elements in 2017-18 to inform a new multi-year plan to begin in FY 2018-19.

### **Why This Approach?**

The bureau's most recent strategic plan is out of date and Director Stuhr desires a completed plan to guide bureau efforts in short term while several key planning, organizational and stakeholder feedback processes are completed. The outcome of these efforts over the next two years should inform the development of a new plan.

These include:

- Hiring of a new deputy director position assigned to facilitate and manage the bureau's strategic plan (Summer/Fall 2016);
- Completion of a public opinion survey regarding the bureau's key service levels and customer service programs (Spring 2016);
- Post-survey evaluation and revision of the bureau's key service levels (Summer 2016);
- Hiring and full staffing of the public information and communications function and completion of a communications strategic plan (Summer 2016);
- Additional public opinion survey and focus group work (2017)

The Water Bureau anticipates that the person filling the pending deputy director position will lead the next bureau strategic planning process, resulting in a new multi-year strategic plan in FY 2018-19.

### **Process for Update**

Director Stuhr has assigned a small group to work with the Executive Management Team to review and propose content to update in last strategic plan. Review and redrafting is underway. A draft for PUB review is anticipated in June.

Structure of the plan will remain similar to existing plan featuring a short list of strategic objectives, each with a supporting list of tactics the bureau will pursue over the next two years.