



2030 STRATEGIC PLAN

A 10-YEAR VISION FOR THE CITY OF FREDERICK

Introduction | Plan Framework | Planning Process | Timeframe
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Introduction | Why a Citywide Strategic Plan

What is a strategic plan?

Strategic planning is a process whereby the community, elected officials, and city staff develop a vision of what they would like the city to be in ten years and list the steps needed to achieve the vision in order of importance.

How is this useful to the City?

The plan will:

- Prioritize action items needed to achieve the ten year vision
- Identify the City departments responsible for accomplishing the action items
- Guide the annual budget process
- List metrics of success



Introduction | Why a Citywide Strategic Plan

How does this plan tie into other City plans?

Comprehensive Plan

The Strategic Plan will provide a shared city vision for the Comprehensive Plan.

Annual Budget

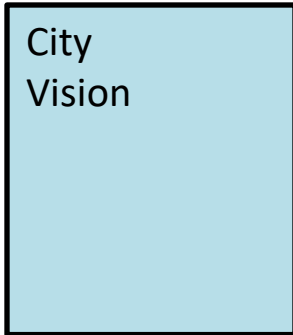
The Strategic Plan guides the budget preparation process.

Capital Improvement Plan (CIP)

The Strategic Plan prioritize CIP requests based on how the project accomplishes specific goals and objectives.



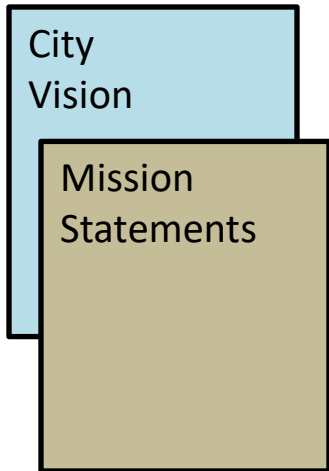
Plan Framework | Structure



Statement that defines the values and ten year outlook for the City of Frederick

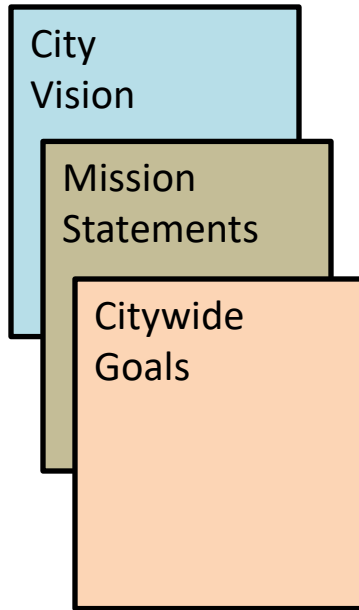


Plan Framework | Structure



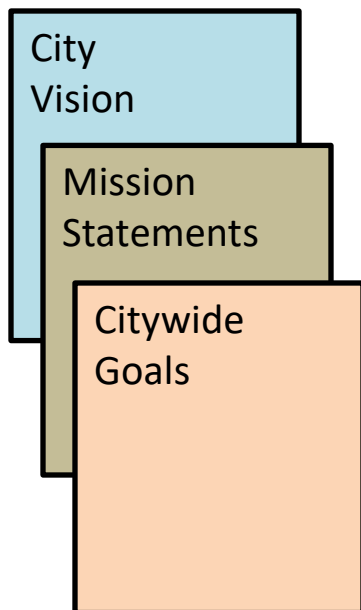
Citywide and departmental mission statements that summarize why we do what we do

Plan Framework | Structure

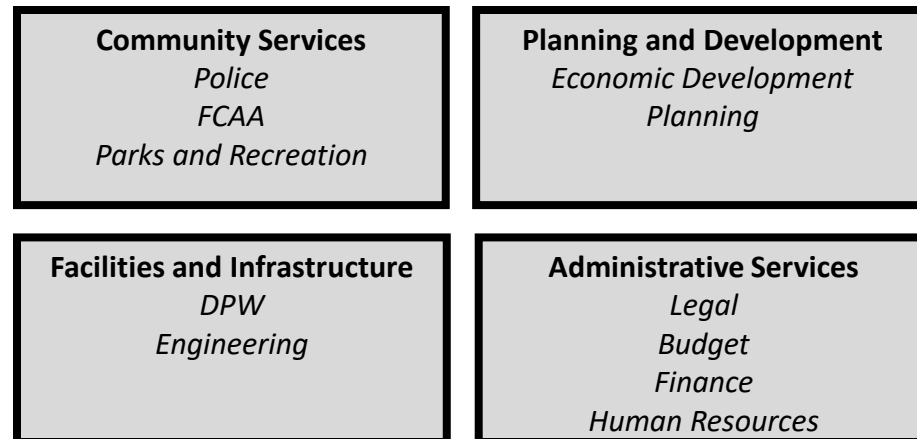


A list of high level target statements, grouped by the four city functional areas*, designed to collectively achieve the City's vision

Plan Framework | Structure

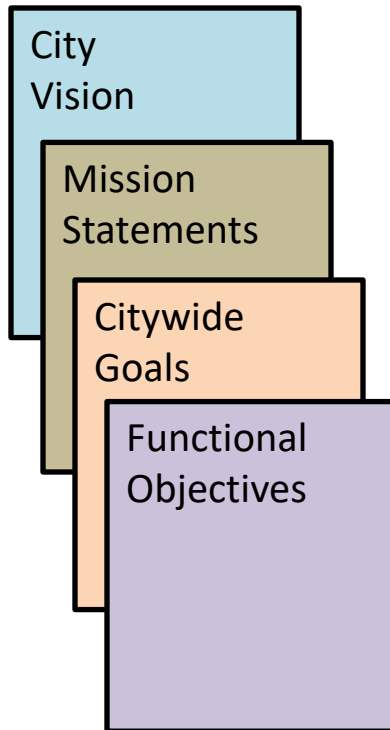


Four City Functional Areas*



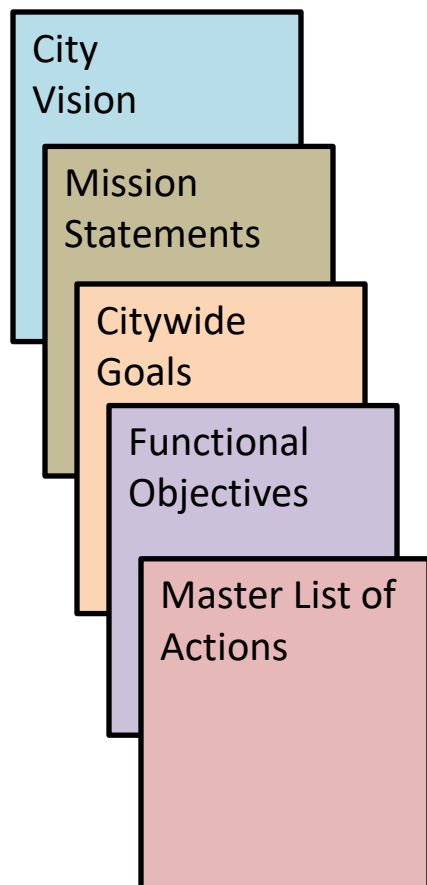
A list of high level target statements, grouped by the four city functional areas*, designed to collectively achieve the City's vision

Plan Framework | Structure



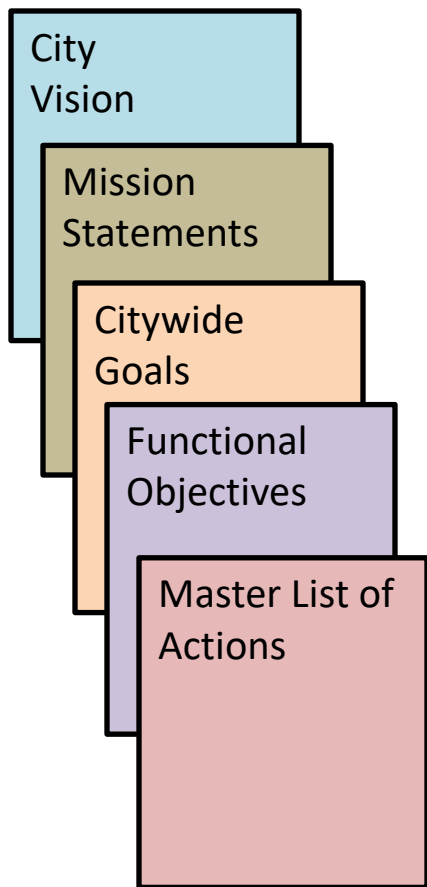
List of changes/initiatives required to achieve each of the citywide goal statements

Plan Framework | Structure



A comprehensive list of specific actions that achieve the functional objectives
Prioritized** by impact, cost, and timeframe
Assigned to departments for execution

Plan Framework | Structure



| Prioritization Methodology ** | |
|-------------------------------|---|
| A ¹ | Immediate Need, Required Life Safety or State mandated action |
| A | High Community Impact, meets multiple goals |
| B | Medium Community Impact, meets single goal |
| C | Low Community Impact |
| D | Aspirational item |

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Plan Framework | Structure



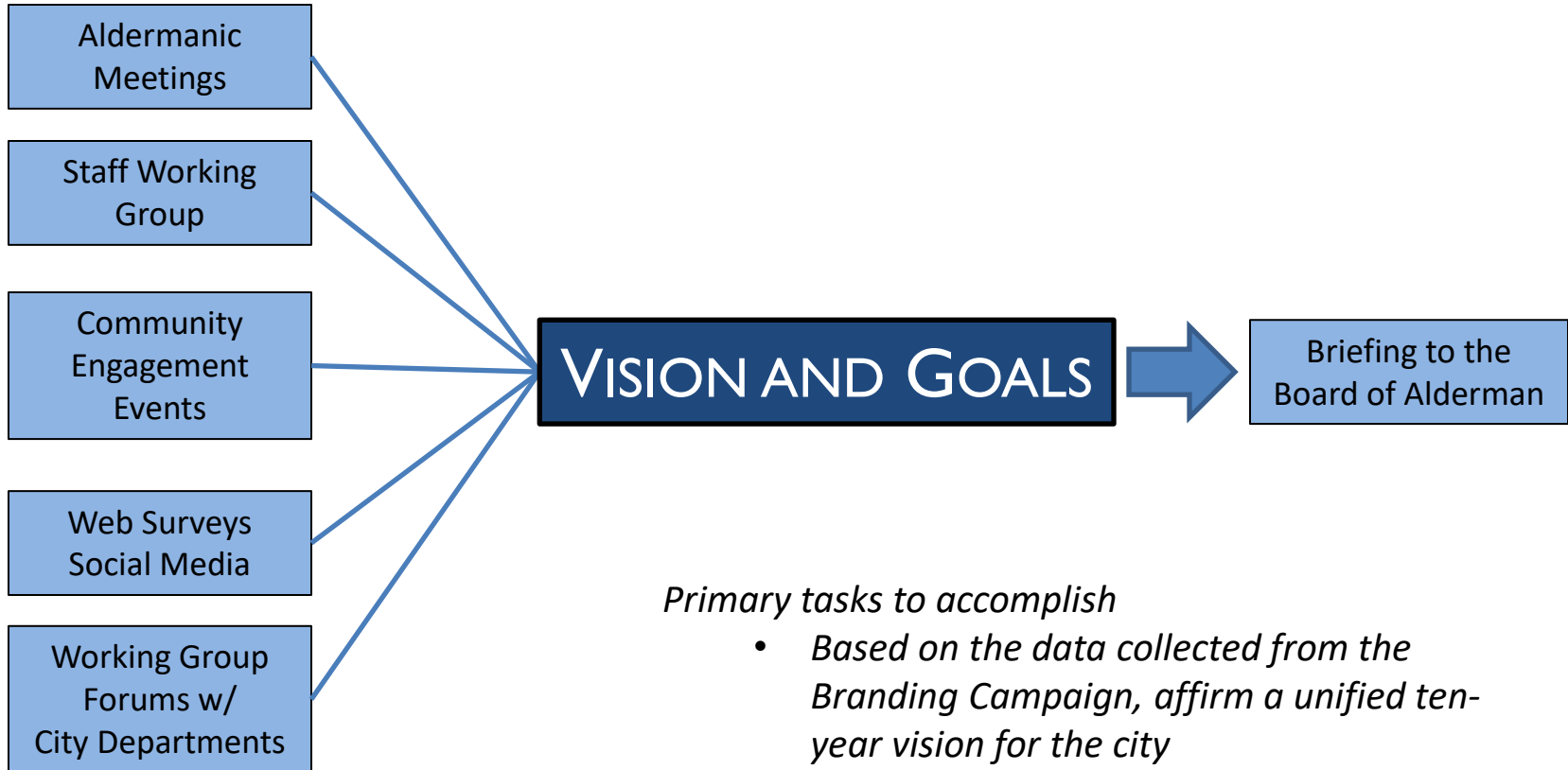
An annual list of actions to be achieved within one fiscal year derived from the Master List of Actions with metrics of success

Plan Framework | Revision Schedule

| Plan Element | Review & Revisions |
|--|--|
| City Vision Statement | Every 10 years |
| City and Departmental Mission Statements | Every 10 years |
| Citywide Goals | Every 4 years |
| Functional Objectives | Annually <i>Prior to Annual Implementation Plan</i> |
| Master List of Actions | Rolling updates |
| Annual Implementation Plan | Twice Annually <i>1st - Prior to Budget preparation</i> <i>2nd - After the Budget is adopted</i> |



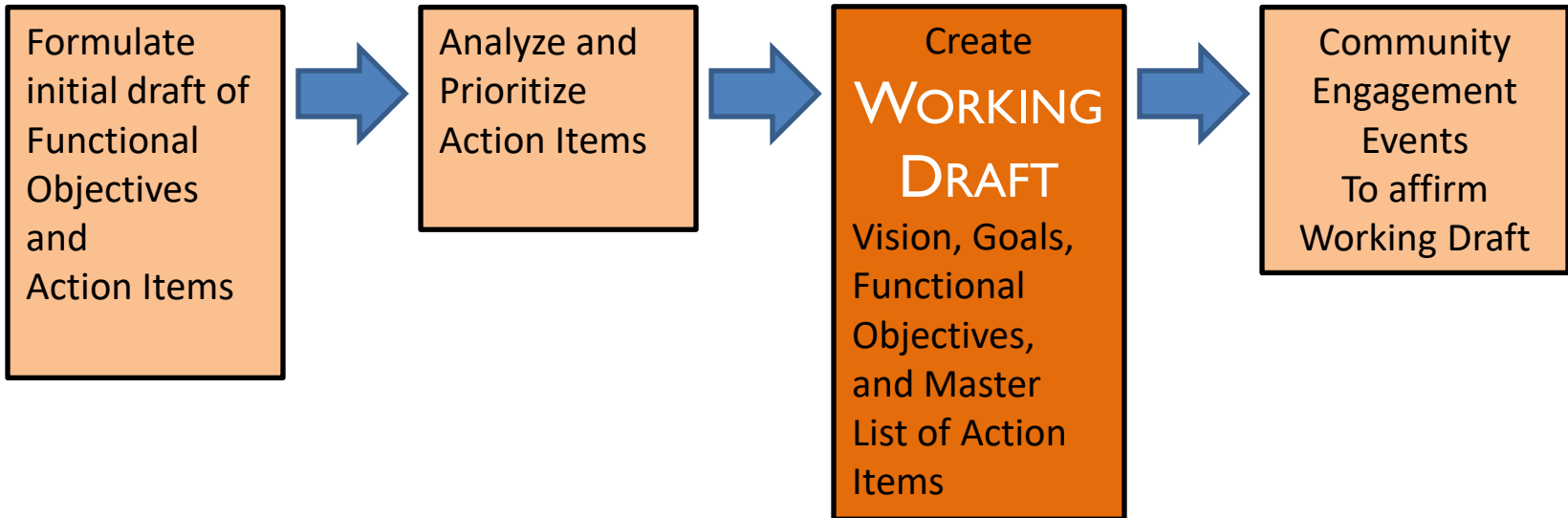
The Planning Process | Phase 1



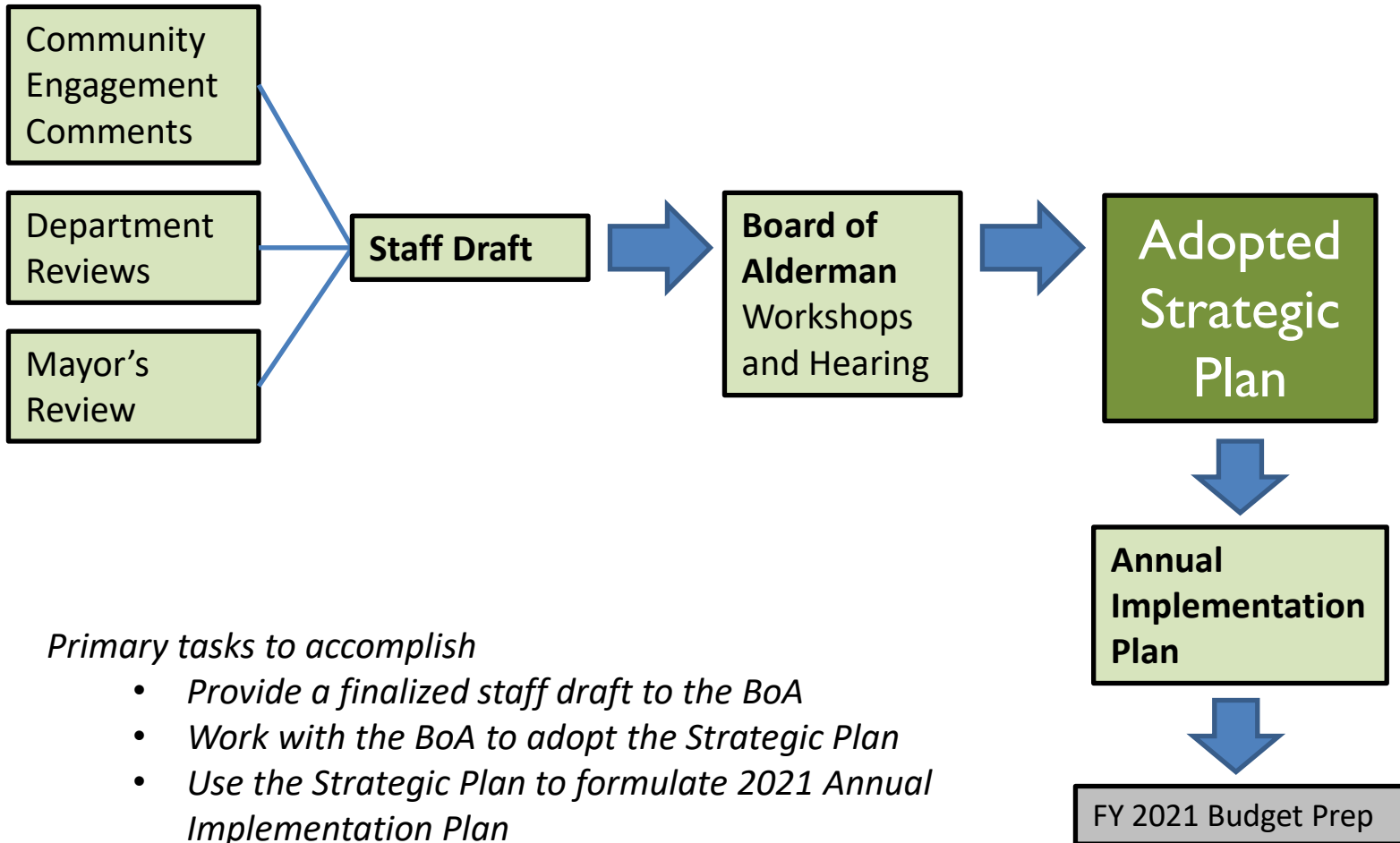
Primary tasks to accomplish

- *Based on the data collected from the Branding Campaign, affirm a unified ten-year vision for the city*
- *Identify top goals from the community meetings, elected officials, and city departments*

The Planning Process | Phase 2



The Planning Process | Phase 3



Project Timeline

