



SOUTHERN CALIFORNIA
ASSOCIATION OF GOVERNMENTS
818 West 7th Street, 12th Floor
Los Angeles, CA 90017

T: (213) 236-1800

F: (213) 236-1825

www.scag.ca.gov

MEETING No. 5

PRESIDENT'S STRATEGIC PLAN COMMITTEE

***Tuesday, May 31, 2017
3:00 p.m. – 4:30 p.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 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
Margaret E. Finlay, Duarte

First Vice President
Alan D. Wapner, Ontario

Second Vice President
Bill Jahn, Big Bear Lake

Immediate Past President
Michele Martinez, Santa Ana

COMMITTEE CHAIRS

Executive/Administration
Margaret E. Finlay, Duarte

Community, Economic &
Human Development
Rex Richardson, Long Beach

Energy & Environment
Carmen Ramirez, Oxnard

Transportation
Curt Hagman, San Bernardino County

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LOCATION / TELECONFERENCE INFORMATION

President’s Strategic Plan (PSP) Committee
 SCAG Los Angeles – Policy Committee Room B
 Wednesday, May 31, 2017
 3PM – 4:30PM

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

List of Members	Participating at the following locations
1. Hon. Michele Martinez, Chair (Santa Ana, representing Orange County)	SCAG Los Angeles Office 818 W. 7 th Street, 12 th Floor – Policy Room A Los Angeles, CA 90017
2. Hon. Margaret Finlay (Duarte, representing Los Angeles County)	SCAG Los Angeles Office 818 W. 7 th Street, 12 th Floor – Policy Room A Los Angeles, CA 90017
3. Hon. Cheryl Viegas-Walker (El Centro, representing Imperial County)	SCAG Los Angeles Office 818 W. 7 th Street, 12 th Floor – Policy Room A Los Angeles, CA 90017
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 A Los Angeles, CA 90017
5. Hon. Margaret Clark (Rosemead, representing Los Angeles County)	SCAG Los Angeles Office 818 W. 7 th Street, 12 th Floor – Policy Room A Los Angeles, CA 90017
6. Hon. Carmen Ramirez (Oxnard, representing Ventura County)	Teleconference: Oxnard City Hall 300 W Third Street (4th Floor Conference Rm) Oxnard, CA 93030
7. Hon. Jan Harnik (RCTC, representing Riverside County)	Teleconference: 73-510 Fred Waring Drive Palm Desert, CA 92260
8. Hon. Bill Jahn (Big Bear Lake, representing San Bernardino County)	SCAG Los Angeles Office 818 W. 7 th Street, 12 th Floor – Policy Room A Los Angeles, CA 90017
9. Hon. Alan Wapner (SBCTA/SBCOG, representing San Bernardino County)	[Unable to Attend]

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**PRESIDENT STRATEGIC PLAN (PSP) COMMITTEE
AGENDA – MEETING NO. 5
WEDNESDAY, MAY 31, 2017**

CALL TO ORDER

(The Honorable 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.

ACTION/DISCUSSION ITEM

Page No.

- | | | |
|--|-------------------|----------|
| 1. <u>SCAG Strategic Plan Update: Vision and Mission Statement Development</u>
<i>(Darin Chidsey, Chief Operating Officer; Jason Greenspan, SCAG Staff)</i> | Attachment | 1 |
| 2. <u>Strategic Plan – Next Steps</u>
<i>(Darin Chidsey, Chief Operating Officer; Jason Greenspan, SCAG Staff)</i> | Discussion | |

FUTURE AGENDA ITEM/S

ANNOUNCEMENT/S

ADJOURNMENT



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President's Strategic Plan Committee

SCAG Strategic Plan Update

May 31, 2017



The Four Components of the Strategic Plan

1. Vision
2. Mission
3. Core Values
4. Goals



SCAG Strategic Plan Background

2009

- 2009 General Assembly Adoption
- 1-Year Process
- 16 Regional Council Members
- 41 Staff Members at all levels across entire agency
 - Org Survey
 - Guidance and Task Teams
 - RC and General Assembly

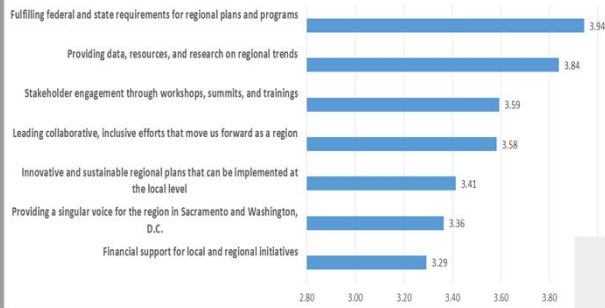
2017

- Presidents Strategic Planning Committee (PSPC) 8 Regional Council Members
- Staff Strategic Planning Committee (SSPC) 12 Staff Persons
- Stakeholder Mapping & Survey
- Staff Focus Groups
- Mission and Vision Statement Development

Strategic Plan Timeline



Survey Results Summary



How effective is SCAG at providing the following services?

What is the value of SCAG's services to you?



Focus Groups: Vision and Mission

- Excellent Participation & Responses
- Reflected on Values and Role
- Agency's Future
- Aspirational Vision

Vision and Mission

- Development Process
 - Stakeholder survey
 - Focus Groups
 - Staff Survey
 - President's Committee
- **VISION** - Bold, crisp, concise, aspirational
- **MISSION** - Purposeful, responsive

Vision & Mission Statement

TAGLINE

Innovating for a Better Tomorrow



VISION

Southern California's Catalyst for a Brighter Future

MISSION

To Foster Innovative Regional Solutions through Inclusive Collaboration, Visionary Planning, Regional Advocacy, Information Sharing, and the Promotion of Best Practices.

Next Steps

Summer 2017

- Core Values
- Goals

September 2017

Adopt Strategic Plan!



Thank You