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

<table>
<thead>
<tr>
<th>List of Members</th>
<th>Participating at the following locations</th>
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</table>
| 1. Hon. Michele Martinez, Chair  
(Santa Ana, representing Orange County) | SCAG Los Angeles Office  
818 W. 7th Street, 12th Floor – Policy Room A  
Los Angeles, CA 90017 |
| 2. Hon. Margaret Finlay  
(Duarte, representing Los Angeles County) | SCAG Los Angeles Office  
818 W. 7th Street, 12th Floor – Policy Room A  
Los Angeles, CA 90017 |
| 3. Hon. Cheryl Viegas-Walker  
(El Centro, representing Imperial County) | SCAG Los Angeles Office  
818 W. 7th Street, 12th 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. 7th Street, 12th Floor – Policy Room A  
Los Angeles, CA 90017 |
| 5. Hon. Margaret Clark  
(Rosemead, representing Los Angeles County) | SCAG Los Angeles Office  
818 W. 7th Street, 12th 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. 7th Street, 12th 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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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/DISCUSION ITEM

1. SCAG Strategic Plan Update: Vision and Mission Statement Development
   (Darin Chidsey, Chief Operating Officer; Jason Greenspan, SCAG Staff)

2. Strategic Plan – Next Steps
   (Darin Chidsey, Chief Operating Officer; Jason Greenspan, SCAG Staff)

FUTURE AGENDA ITEM/S

ANNOUNCEMENT/S

ADJOURNMENT
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

- **November/December 2016**: Strategic Plan Kickoff
- **January/February 2017**: Stakeholder Mapping
- **January/February 2017**: Stakeholder Survey Distributed
- **March/April 2017**: Draft Vision & Mission
- **March/April 2017**: Staff Focus Group Meetings
- **March/April 2017**: Staff Committee Structure Formalized
- **May/June 2017**: Final Vision & Mission
- **May/June 2017**: Survey on Draft Vision & Mission
- **May/June 2017**: PSP Direction on Draft Vision & Mission
- **July/August 2017**: Final Values and Goal Setting
- **September 2017**: Executive Retreat
- **September 2017**: Final Values and Goals with PSP
- **Final Strategic Plan**
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