



# Press Release

## City of Edmonds

DATE: August 26, 2011  
For Immediate Release

**To:**           **City Council**  
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### City of Edmonds Kicks Off City-wide Strategic Planning Process

Edmonds, WA – The City of Edmonds will kick off a City-wide Strategic Planning process on September 14, 2011 from 6:30 – 8:30 p.m. The City Council, Planning Board and Economic Development Commission Workshop or Retreat #1 is open to the public and will take place within the City Council Chambers located at 250 – 5<sup>th</sup> Avenue North. The retreat and strategic planning process will be facilitated by Tom Beckwith of Beckwith Consulting Group which is located in LaConner Washington.

The proposal to develop a strategic plan is one of six recommended higher priority initiatives presented to the City Council in early 2010 by the City’s Economic Development Commission and Planning Board. To understand why a community-wide strategic planning effort is such a priority, it’s important to understand what a strategic plan is and as importantly, what it is not.

The foundations of strategic planning are statements the City makes that describe WHO we are, WHERE we want to go, HOW we will strive for our goals and MEASURE success over time. While the City of Edmonds plans on many levels, primarily for elements tied to the City Comprehensive Plan, and while these elements involve strategic planning for particular areas, an overall city strategic plan is different: it serves as a community’s roadmap and is used to prioritize initiatives, resources, goals, and department operations and projects. As such, it helps prioritize and organize efforts based on community consensus within an observable and trackable timeline. In this way, a strategic plan guides near-term progress towards achieving long-term visions.

Having an adopted strategic plan is as important to a community’s future as architectural plans are to building a home. A Strategic Plan is a crucial tool for city decision makers and can be used to shape decisions by establishing a framework for setting priorities and informing leadership about citizens’ priorities. It is a tool that helps ensure the most effective use of a city’s limited resources by focusing the resources on key priorities. Developed in concert with its citizens and various stakeholders, a strategic plan helps city leaders allocate limited resources to programs that matter most to a community.

Following the September 14, 2011 retreat, the City and its consultants will be working to engage the entire Edmonds community in developing a strategic plan over a nine-month timeframe. Establishing a process that

ensures broad community input is essential to the credibility of a strategic plan and its success. By conducting interviews, hosting open houses and workshops, meeting folks one-on-one, and conducting surveys, the City is hoping to use community input to develop a strategic plan that helps city leadership to make decisions with the confidence that they are responding to the citizens' stated desires. Web pages devoted to the strategic planning process will be created to provide information readily accessible to the public and notices of community meetings and events related to the process will also be posted on the City's government channel. For additional information, please contact Stephen Clifton, Community Services and Economic Development Director at 425-771-0251 or [Clifton@ci.edmonds.wa.us](mailto:Clifton@ci.edmonds.wa.us).