



ARC Board Meeting **Strategic Framework Update**

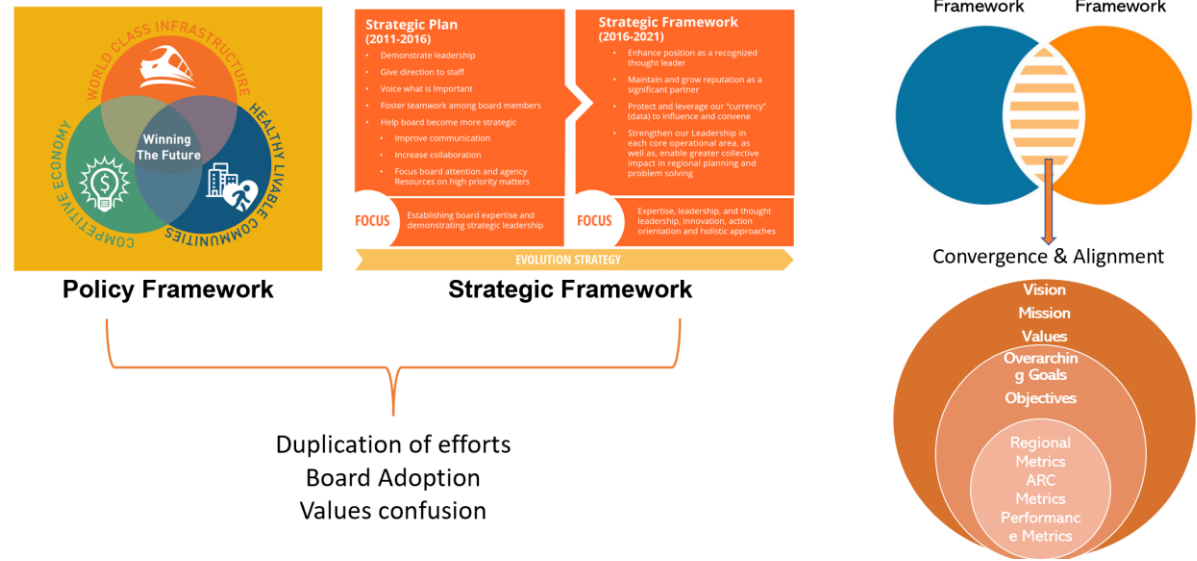
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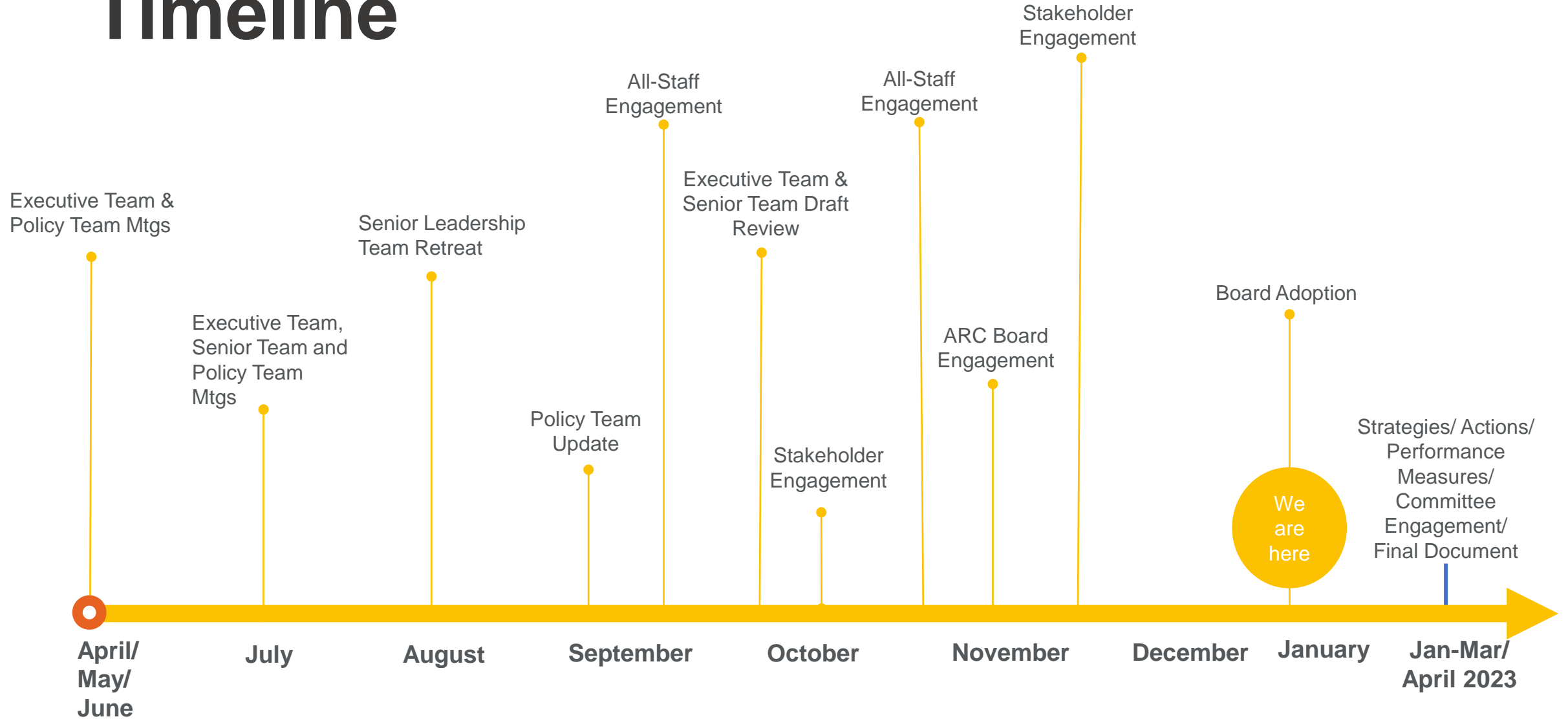
Why Update the Strategic Framework?

- Current framework timeframe ended in 2021
- Duplication with Policy Framework Process
- Staff not connected to a single vision, mission or unified goals

Situation Analysis



Timeline



Strategic Framework

B
O
A
R
D

A
P
P
R
O
V
A
L

STRATEGIC DIRECTION
Keeps us motivated

● VISION | *Our aspiration*

● MISSION | *What we do to get there*

● GOALS | *What we focus on*

STRATEGIC EXECUTION
Keeps us focused

● OBJECTIVES | *How we realize it*

● STRATEGIES-INITIATIVES |

STRATEGIC MANAGEMENT
Holds us accountable

PROGRAM MANAGEMENT

PROJECT MANAGEMENT

INDIVIDUAL PERFORMANCE MANAGEMENT

VALUES VALUES VALUES VALUES VALUES

Board Work Session Draft

VISION

One Great Region.

MISSION

Build thriving communities for all within the Atlanta region through collaborative, data-informed planning, and investments.

GOALS

Healthy, safe, livable communities throughout the Atlanta region.

Strategic investments in people, infrastructure, mobility, and preserving natural resources.

Regional services delivered with **operational excellence** and **efficiency**.

Diverse stakeholders engage and take a regional approach to solve local issues.

A **competitive economy** that is inclusive, innovative and resilient.



Work Session Feedback

1. **Stakeholder Engagement** – solicit ARC Board members to provide additional stakeholders for ARC staff to contact for feedback.
2. **Be Intentional** about every word in our mission statement and goals.
3. **Consider using “support” and/or “foster”** instead of “**build**” in mission statement.
4. **Consider adding “innovation” and “accountability”** as values or to the values statements.
5. **ARC Visibility and Awareness** – explore additional ways to show ARC’s value to the communities we serve to further our message and educate our publics.

Additional External Stakeholder Feedback

1. **Mission and Goals** accurately reflect ARC's functions and focus.
2. **Clearly define** each goal in the full strategy document.
3. Goals should **include natural environment** focus as well.
4. Consider including **workforce, higher education and/or redevelopment** (i.e. HBCU's) as goal initiatives.



Mission

Mission

Build thriving communities for all within the Atlanta region through collaborative, data-informed planning, and investments.

City of Decatur



Mission

Foster thriving communities for all within the Atlanta region through collaborative, data-informed planning, and investments.

City of Decatur

Goals

Strategic Goals

1. **Healthy, safe, livable communities** throughout the Atlanta region.
2. **Strategic investments** in people, infrastructure, mobility, and preserving natural resources.
3. Regional services delivered with **operational excellence and efficiency**.
4. **Diverse stakeholders engage** and take a regional approach to solve local issues.
5. A **competitive economy** that is inclusive, innovative and resilient.

Values

Values Defined

- **Integrity** - In our conduct, communication, and collaboration with each other and the region's residents, we will act with consistency, honesty, **transparency**, fairness and **accountability** within and across each of our responsibilities and functions.
- **Equity** – We represent a belief that there are some things which people should have, that there are basic needs that should be fulfilled, that burdens and rewards should not be spread too divergently across the community, and that policy should be directed with impartiality, fairness and justice towards these ends.
- **Excellence** – A commitment to excellence and doing our best in every facet of the agency to ensure our colleague's success and to approach the region's challenges with a sense of curiosity that allows **innovative practices** and actions to be created, having maximum positive impact to the communities we serve.

Final Draft

VISION

One Great Region.

MISSION

Foster thriving communities for all within the Atlanta region through collaborative, data-informed planning, and investments.

VALUES

- Integrity
- Excellence
- Equity

GOALS

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