

Strategic Direction Framework

January 2009 through June 2010

Adopted on February 24, 2009

El Dorado County, California

El Dorado County
Board of Supervisors

John Knight
District 1

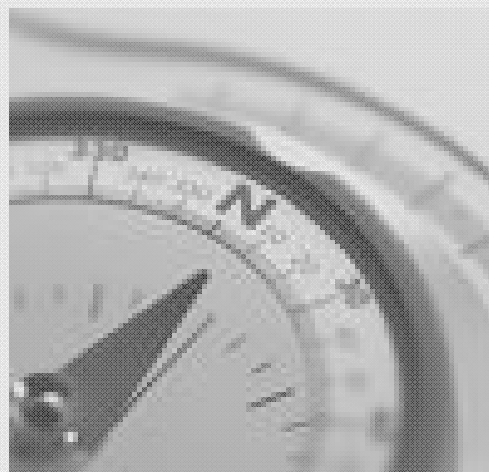
Ray Nutting
District 2

James R. "Jack" Sweeney
District 3

Ron Briggs
District 4

Norma Santiago
District 5

Gayle Erbe-Hamlin
Chief Administrative Officer



VISION STATEMENT

***EL DORADO COUNTY WILL
REMAIN THE LEADER IN
SUPPORTING OUR SAFE,
HEALTHY, AND VIBRANT
COMMUNITIES, WISELY
MANAGING OUR NATURAL
RESOURCES, AND
PRESERVING OUR LOCAL
HERITAGE.***

The Vision Statement answers the question, “What does the El Dorado County organization aspire to be?”

MISSION STATEMENT

***EL DORADO COUNTY
GOVERNMENT WILL
PROVIDE EFFICIENT,
COURTEOUS, AND
EFFECTIVE SERVICES AND
INFRASTRUCTURE FOR THE
SAFETY, PROTECTION, AND
WELL-BEING OF OUR
RESIDENTS, BUSINESSES
AND VISITORS.***

The Mission Statement answers the question, “What is the purpose of the El Dorado County organization?”

CUSTOMER SERVICE STATEMENT

***ALL CUSTOMERS WILL
RECEIVE QUALITY SERVICE
AND ACCURATE
INFORMATION IN A
COURTEOUS,
PROFESSIONAL, AND
TIMELY MANNER.***

The Customer Service Statement answers the question, “What should all customers (internal and external) expect from us?”

18 Month Strategic Direction

- El Dorado County’s strategic priorities include Governance, Financial Stability, Financial Solvency, Organizational Integrity and Accountability, Economic Development, Public Infrastructure, Public and Customer Satisfaction. These broad categories represent the heart of the County’s Vision, Mission, and Customer Service philosophy as applied in this challenging economic climate.



Governance
Financial Stability
Financial Solvency
Organizational Integrity and
Accountability
Economic Development
Public Infrastructure
Public and Customer Satisfaction



Goals and Objectives

- **Model Governance by Policy**
 - By February 23, 2009 formally affirm the Board shall adhere to:
 - County Charter Section 211: Communications with Employees
Board of Supervisor’s directions, recommendations or instructions to boards, commissions, department heads, or officers shall be by formal Board action. This section does not limit an individual Supervisor’s right to obtain information or request advice or assistance in accordance with normal operating policies.
 - By March 15, 2009 submit language clarifying Board’s policy role and relationship to CAO to the Charter Review Committee
- **Achieve Financial Stability**
 - By FY 2009/10 adopt an operating budget which does not exceed annual ongoing revenues
 - Maximize all revenue opportunities

- **Maintain Financial Solvency**
 - By FY 2009/10 adopt, monitor monthly and formally report to the Board at least quarterly, or as problems are noted, a monthly cash flow plan in order to better manage cash flow needs
- **Ensure Organizational Integrity**
 - By April 30, 2009 hold a BOS workshop to provide input to the CAO regarding projects and activities to be prioritized in the FY 2009/10 Budget process
 - By April 30, 2009 hold a BOS workshop to define and prioritize core County functions or projects that are consistent with our Strategic Direction
 - By FY 2009/10 adopt a budget that supports and balances provision of core functions of county business
 - By December 2009 identify and quantify significant organizational needs that are at risk of failing or not supporting core business needs of the County or may negatively impact our Strategic Direction
 - Identity within the FY 09/10 Budget key performance measures around the Board's highest priorities and expectations. Establish a quarterly review and reporting process.
- **Encourage Economic Development**
 - By June 30, 2009 hold a BOS workshop that reviews the interaction between the General Plan and Economic Development. Priority will be given to revising Policy J-2 that outlines a process and set of incentives that prioritizes and attracts industrial and commercial projects to the County
 - By May 2009 evaluate the use and distribution of County promotional funding
 - By June 30, 2009 implement Board direction related to the 5 Year General Plan review and establish work plan for FY 2009/10 that prioritizes support for economic development
 - Maximize our ability to access the Federal stimulus funds for El Dorado County
- **Evaluate Public Infrastructure Investment**
 - Review economic development goals relative to the Capital Improvement Program (CIP)
 - Review the Accumulated Capital Outlay (ACO) Program relative to economic development and energy savings benefits
 - Review the Parks Program relative to strategic planning goals around recreation
- **Provide courteous, helpful and professional service**
 - By February 2009 incorporate public and customer service expectations in all employee evaluations including Department Heads

