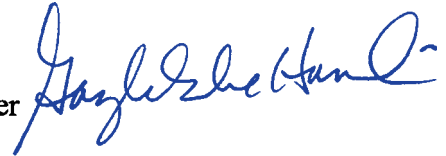


**EL DORADO COUNTY CALIFORNIA**  
*Chief Administrative Office*

February 8, 2009

Memo To: Board of Supervisors

From: Gayle Erbe-Hamlin, Chief Administrative Officer



Subject: February 10, 2009 Agenda Item #22

**RE: Strategic Direction Framework**

On January 20, 2009 I presented the Board with an outline of an 18 Month Strategic Direction Framework. At that time the Board directed me to incorporate that Framework with the previously adopted Strategic Plan Framework and return to the Board on February 10, 2009. In the interim period, the Board has set a series of workshops relative to Development Services and General Plan Implementation. I have incorporated these three efforts together in a very basic format in the attached document based on Board direction to get out of the weeds and just present the flowers. I will be available February 22, 2009 to go over the document and answer any questions.

# Strategic Direction Framework

January 2009 through June 2010

El Dorado County, California

El Dorado County  
Board of Supervisors

John Knight

*District 1*

Ray Nutting

*District 2*

James R. "Jack" Sweeney

*District 3*

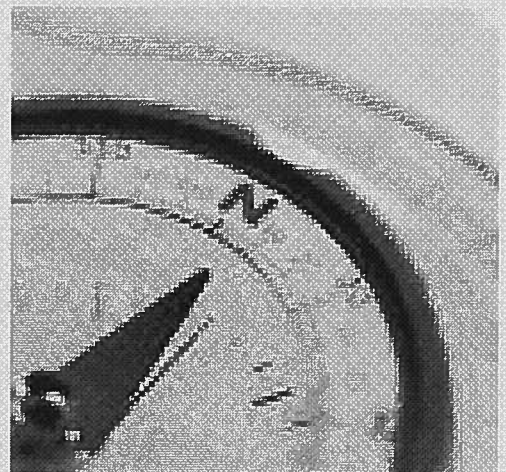
Ron Briggs

*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**

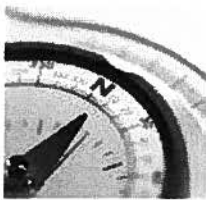
***ALL CUSTOMERS WILL  
RECEIVE QUALITY SERVICE  
AND ACCURATE  
INFORMATION IN A  
COURTEOUS,  
PROFESSIONAL, AND  
TIMELY MANNER.***

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

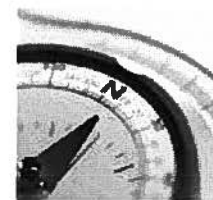
# 18 Month Strategic Direction

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- 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

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- **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 2010/11 adopt an operating budget which does not exceed annual ongoing revenues
- **Maintain Financial Solvency**
  - By FY 2009/10 adopt a monthly cash flow plan in order to better manage cash flow needs

- **Ensure Organizational Integrity and Accountability**
  - 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
  - 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 County
  - Identify within the FY 09/10 Budget key performance measures around the Board's highest priorities and expectations.
- **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 July 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 a work plan for FY 2009/10 that prioritizes support for economic development
- **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

**ADOPTED BY THE BOARD OF SUPERVISORS ON \_\_\_\_\_.**