



TO: T.C. Broadnax, City Manager

FROM: Mary Morrison, Organization Development Manager, Human Resources
Joy St. Germain, Director, Human Resources

COPY: City Council and City Clerk

SUBJECT: **Resolution approving the City of Tacoma Strategic Direction for 2014.**
Requested City Council Date: March 18, 2014

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SUMMARY:

The City Council discussed and prioritized the policy-related objectives at their February 21, 2014 Planning Work Session. By establishing a Strategic Direction for the City, Council can focus its efforts and resources strategically and provide guidance to the City Manager in directing staff. The Revised Strategic Direction with 2014 Policy Objectives are provided in Exhibit A.

COUNCIL SPONSORS:

Mayor Strickland

STRATEGIC POLICY PRIORITY:

The Strategic Direction aligns with all of the statements below as it is the document that defines these policy priorities:

- Strengthen and maintain a strong fiscal management position.
- Strengthen and support human services, public education, and diverse higher learning opportunities in Tacoma.
- Foster neighborhood, community, and economic development vitality and sustainability.
- Plan for and improve public infrastructure that meets the transportation needs of all Tacoma residents and visitors.
- Encourage and promote an open, effective, results-oriented organization.

BACKGROUND:

- Each year the City Council participates in a work session for the purpose of: acknowledging events and accomplishments of the year before; identifying potential strategic priorities for the current year; setting the stage for strategic planning and work for the next year and beyond; and, providing a clear sense of direction to the City Manager and City staff. On February 21, 2014, the City Council held its 2014 Planning Work Session at the Center for Urban Waters in Tacoma to review significant events and accomplishments in 2013, and to discuss emerging issues related to transportation and public safety. In addition, they discussed their 2014 Objectives and next steps for strategic planning for 2015 and beyond.



ISSUE:

In order for the City Council's policies to be carried out, it is beneficial for the City Manager and staff to have a clear understanding of the Council's priorities and strategic direction so that staff and funding resources can be used to meet the Council's objectives. The Council's strategic direction is referenced in proposed legislation for Council consideration and also utilized as a tool during the biennial budget discussions and process.

ALTERNATIVES:

If the Council does not approve a strategic direction for the City Manager and staff to refer to and follow, the needs of the City and its citizens may not be met and resources may not be aligned with the Council's priorities.

RECOMMENDATION:

The recommendation is for the City Council to approve its Strategic Direction for 2014, which will be used to provide direction to the City Manager and staff and aligning City resources with the direction.

FISCAL IMPACT:

There is no fiscal impact in identifying the City Council's Strategic Direction.