

# 2017 BCDC STRATEGIC PLAN REVISION SUMMARY OF INPUT RECEIVED



# SOURCES OF INPUT

- Surveys
  - Staff
  - Commissioners
  - Public
- Workshops
  - Staff (February 13, 2017)
  - Commissioner/Public (March 2, 2017)
- Staff assessment of 2013-2016 Strategic Plan achievements
  - Regulatory, planning, administrative
- Process guidance from BCDC Senior Staff (“Steering Committee”)



# INITIAL HIGH-LEVEL RECOMMENDATIONS

- **Process Recommendations**
  - On how to implement the new strategic plan
  - Suggestions on the strategic plan's format and level of detail
- **Priorities for inclusion in updated strategic plan**
  - Continued from previous plan
  - Gaps to address



# PROCESS RECOMMENDATIONS

- Goals and objectives
  - More detailed and measurable
  - Move toward front of document; make more prominent and accessible
  - Develop new goals and objectives (rather than refining the existing ones).
- Rising Seal Level (RSL)
  - Identify the appropriate level for addressing RSL
  - Incorporate the Final Recommendations on RSL from the 2016 Commissioner Workshop Series



# PROCESS RECOMMENDATIONS (CONT.)

- Ensure the Strategic Plan's utility:
  - Make it “strategic” and focused on priorities rather than comprehensive
  - Include a “How to use this Plan” section
  - Share the Plan with Commissioners and all staff; ensure it is part of training and onboarding
  - Better tie-in the Plan to day-to-day work
  - Schedule regular check-ins with staff and Commissioners to discuss progress
  - Revisit the mission statement periodically to ensure it remains relevant



# STRATEGIC PLANNING PRIORITIES

## Continue from previous plan

- RSL
- Organization Health and Performance
- Cooperation and Governance
  - Inter- and intra-agency coordination
  - Jurisdictional
- Outreach
- Permitting Procedures
- Proactive Planning
- Enforcement



# STRATEGIC PLANNING PRIORITIES (CONT.)

## Gaps to address

- Restoration
- Explicitly identify and address environmental justice (EJ) objectives
- More robust stakeholder and public outreach
- RSL - Integrate the Final Recommendations from the Commissioner Workshop Series



# NEXT STEPS

# DRAFTING TEAM

- Tasked with revising the 2013 Strategic Plan based on this input
- BCDC Staff
  - Todd Hallenback, Anniken Lydon, Christine Nutile, Matthew Trujillo, Larry Goldzband
- Meet periodically with BCDC Senior Staff and select Commissioners (March 21<sup>st</sup>)
  - Anne Halsted, Aaron Peskin, Dave Pine, Pat Showalter, Zach Wasserman (Chair), Alex Zwissler
- Prepare a Draft Strategic Plan Revision for review by mid-April (meeting weekly)



# KEY REVISIONS UNDERWAY

- Developing a new and streamlined introductory section
- Three main goals
  - Goal 1 - captures BCDC's efforts to continually improve its **daily work** to become the nation's premier coastal zone management agency
  - Goal 2 - speaks to BCDC leading the Bay Area's efforts to increase its **resilience** in the face of **rising sea level**
  - Goal 3 - addresses BCDC's **organizational health** and **expanding its staff** to meet these challenges
- 2017 Strategic Plan will be more specific and measurable
  - Develop objectives and key actions together
  - BCDC will publish a new work plan



# KEY MILESTONES

- April 17
  - All Staff meeting to discuss Draft Strategic Plan Update
- April 18
  - Drafting Team, Senior Staff, and select Commissioner meeting to discuss Draft Strategic Plan Update
- April 24
  - Second staff workshop – review Draft Strategic Plan Update
- May 4
  - Commissioner meeting to discuss Draft Strategic Plan Update
- June 1
  - Commissioner meeting to discuss adoption of the Strategic Plan Update



# DISCUSSION



# THANK YOU!

ERIC PONCELET  
[EPONCELET@KEARNSWEST.COM](mailto:EPONCELET@KEARNSWEST.COM)  
415-697-0566

MATT MARVIN  
[MMARVIN@KEARNSWEST.COM](mailto:MMARVIN@KEARNSWEST.COM)  
415-697-0567

