

February 14, 2024

Rockaway Beach
City Council
Workshop





SSW CONSULTING

**CITY OF ROCKAWAY
BEACH**

STRATEGIC PLAN

February 14, 2024

Presentation Overview

1. About SSW Consulting
2. About Strategic Planning
3. Local Government Experience
4. Proposed Process for Rockaway Beach





About SSW Consulting

Communities + organizations are where we spend our lives - we believe they should be supportive, inclusive and provide the systems where we can all thrive

Strategic Planning: Uniting people toward a clear future

Facilitation: Fostering the relationships that get work done



SSW CONSULTING



“

Goals. There's no telling what you can do when you get inspired by them. There's no telling what you can do when you believe in them. And there's no telling what will happen when you act upon them.

- JIM ROHN

STRATEGIC PLANNING

Defined goals and actions to drive your vision forward in alignment with your mission and values
- **and a plan to help you get there.**

Engagement that results in:

- **Unity** around a mission, vision, values, and goals
- **Shared goals** reached through collaborative discussion and a specific plan to reach them
- **Alignment** between the various plans that guide your organization





Why is it
important?

- **GETS THE JOB DONE**
Helps us take action
- **COMPLEX CHALLENGES**
Complex, interconnected challenges make the work messy, strategic planning helps us see the big picture
- **DEFINES THE CULTURE**
Articulates what an organization is, who it serves, what it does, and why/how it does it
- **CLEAR DESTINATION + PRIORITIES**
Helps us understand where the organization is going, how it's going to get there, and what success looks like

Culture of strategic management

- KEEP PEOPLE ENGAGED
- ENSURE THE PLAN STAYS RELEVANT- UPDATE REGULARLY
- COMMUNICATE CONSISTENTLY + OFTEN
- HIGHLIGHT + CELEBRATE PROGRESS
- IDENTIFY + ADDRESS CHALLENGES (TOGETHER)

lactic.
culture n.
ture at a

LOCAL GOVERNMENT EXPERIENCE

City of Hood River

City of Tualatin

City of Stayton

City of Hermiston

City of Hillsboro

City of Forest Grove

City/County Insurance Services

Happy Valley

Hood River County

Mercer Island, WA

City of North Plains

City of Talent

City of Wilsonville

City of Beaverton

City of Monmouth

City of Canby

City of Mankato, MN

City of Keizer

City of Florence

City of McMinnville

City of Albany

City of Cornelius

City of Gresham

Multnomah County Drainage District

City of Oregon City

City of Sandy

City of Scappoose

City of Tigard

Bend Parks and Recreation District

City of Bend

City of Yachats

Columbia Memorial Hospital

City and Borough of Sitka, AK

City of Glendale, CA

City of the Dalles

City of Independence

Washington County

Clackamas County

City of Vernonia

Canby Fire District

Polk County Fire District

City of Gladstone

City of Milwaukie

City of Lake Oswego

City of Vancouver, WA





Columbia Memorial
Hospital Strategic
Plan



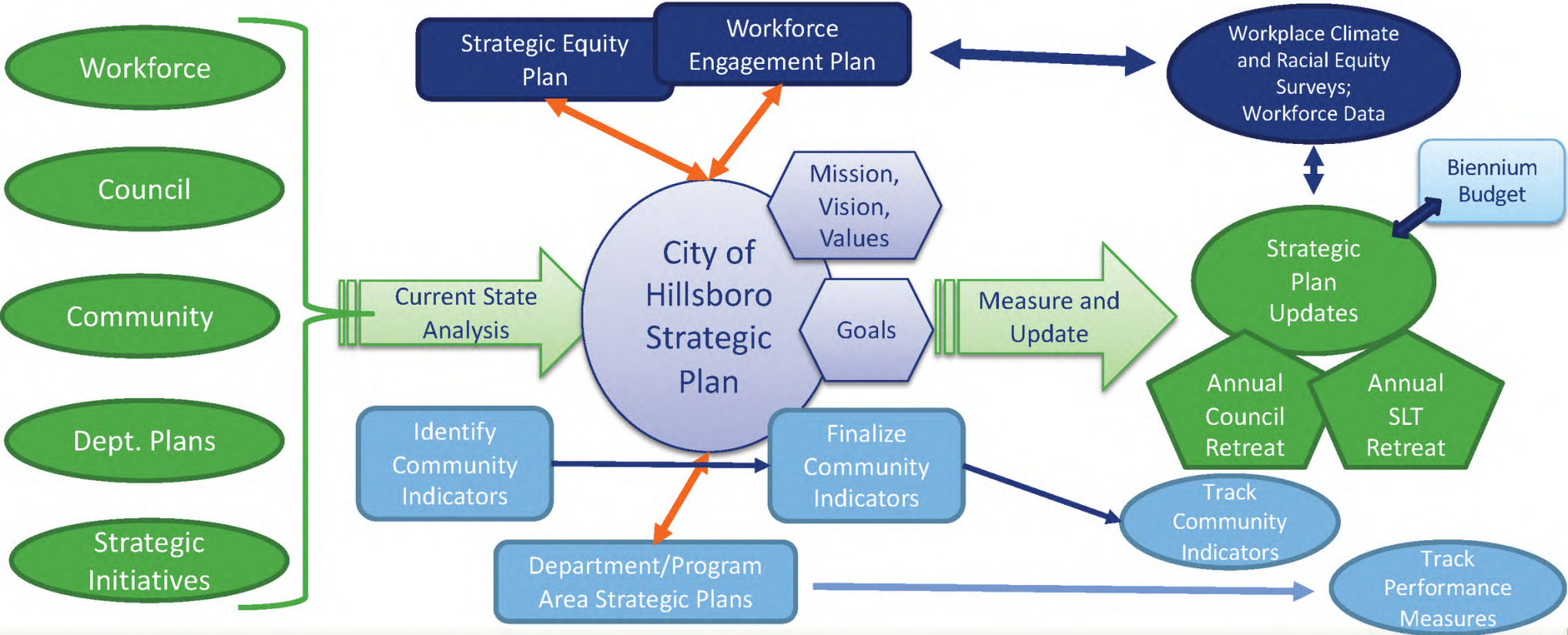
City and Borough of
Sitka, Alaska
Strategic Plan



City of Hermiston
Community Vision

**A few
examples**

City of Hillsboro - Integrated Strategic Planning Process



WHERE TO START...

ONE SIZE FITS ALL?
NO!



ROCKAWAY BEACH PROJECT GOALS



- Develop a five-year vision and strategic plan for the community
- Identify the values that will guide the organization in achieving the vision and supporting the mission.
- Build a cohesive team amongst the organization and Council that is aligned around shared five- year goals.
- Conduct inclusive community engagement to inform the development of the plan and build support for implementation.

STRATEGIC PLANNING PROCESS



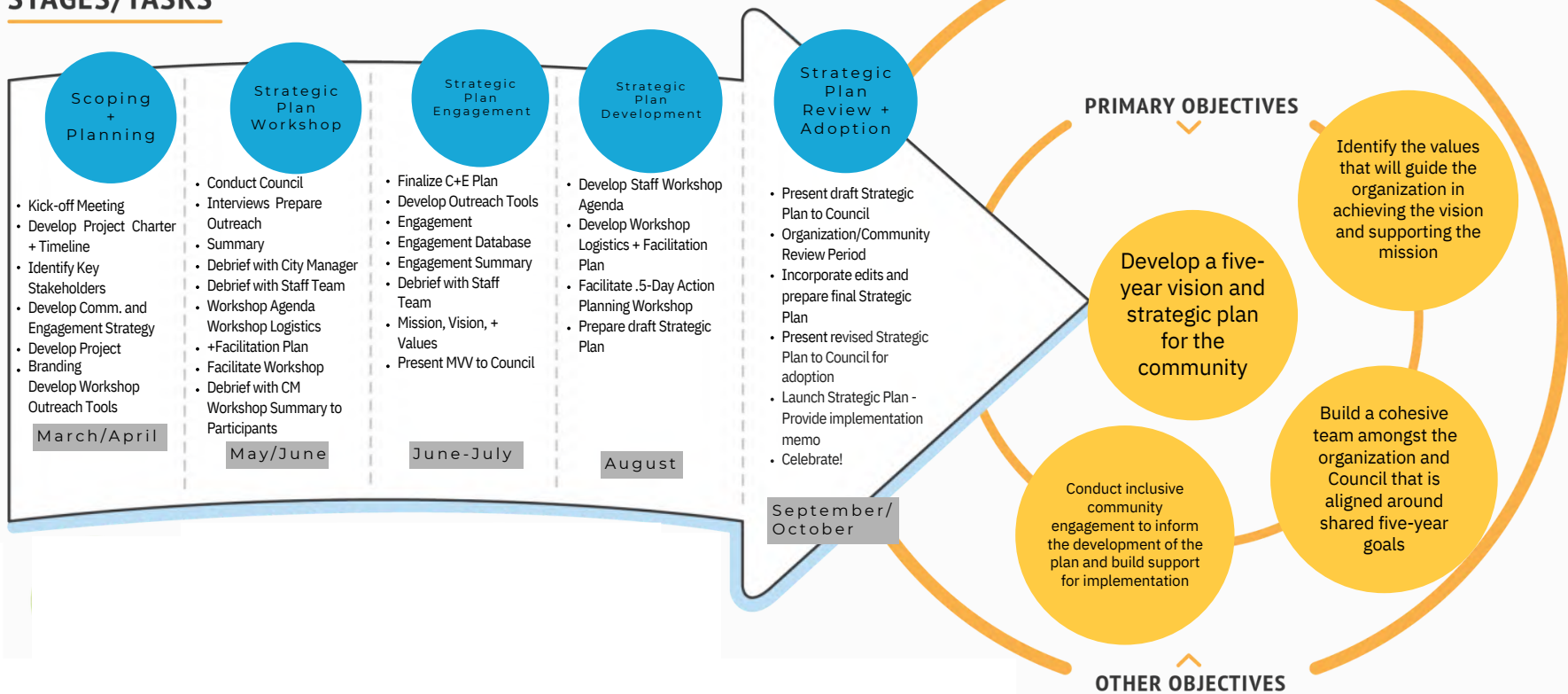


City of Rockaway Beach Strategic Plan

STAGES/TASKS

TEAM/ RESOURCES

- Luke Shepard, City Manager
- Melissa Thompson, City Recorder
- Mayor + City Council
- Boards + Commissions
- RB Community
- City staff
- Others?



Q+A



SSW CONSULTING

SSW CONSULTING

644 N. State Street, Ste.1, Lake Oswego, OR 97034

PHONE

503.305.5067

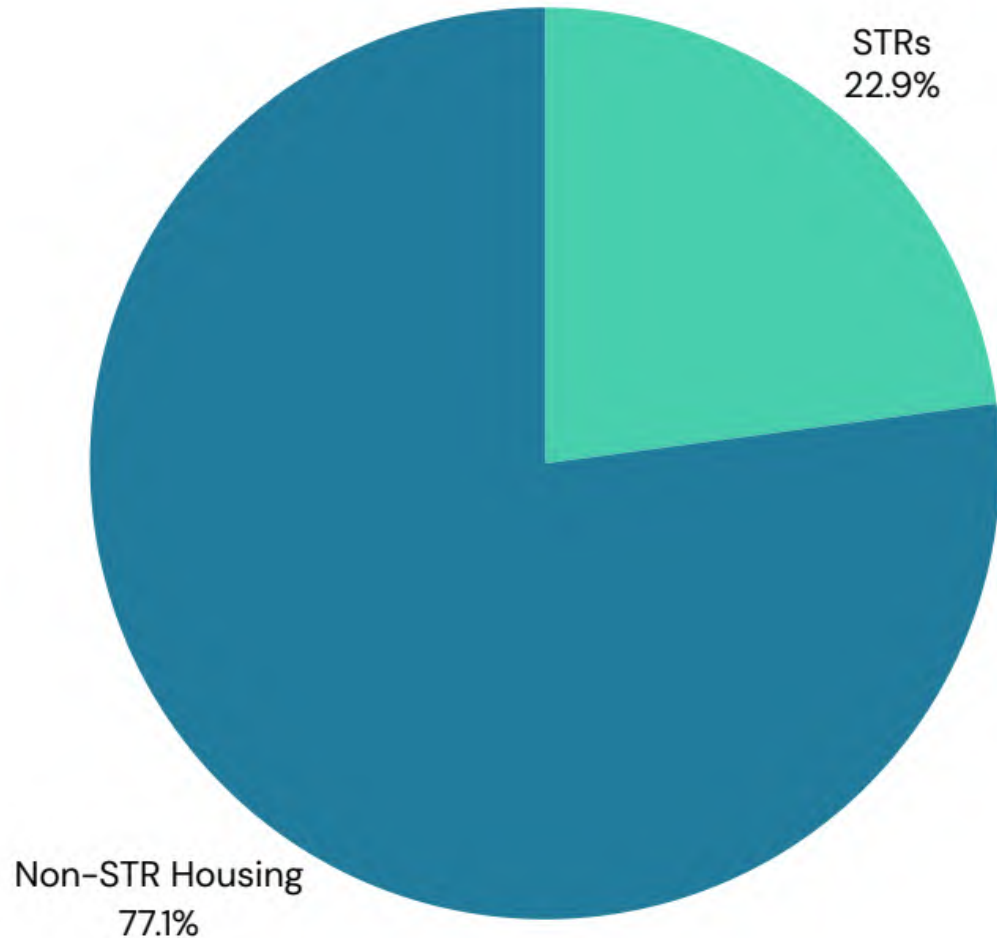
EMAIL

sara@sarasingerwilson.com

2024 General Election

- 2024 General Election is November 5, 2024
- The City Recorder is the City Elections Official.
- All positions will be on the ballot.
- Candidate Information Packet will be available by June 1, 2024.
- First date for candidates to file is June 5, 2024.
- The required number of signatures for candidates to file by nominating petition (obtaining voter signatures) is 11.
- Last day to file is August 27th. The City Recorder recommends having all required paperwork submitted to her by August 19th to ensure there is adequate time for signature verification.
- The names of candidates who have filed for open positions, along with their filing status, will be posted online.

OUR HOUSING STOCK



There are currently **482** STRs in Rockaway Beach.

Of the properties that have been developed for residential use, STRs make up 22.9% of our available housing stock.

February 14, 2024

Rockaway Beach
City Council
Workshop

