


# City of Coconut Creek InterOffice Memorandum

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**To:** Mayor and Commission

**Date:** June 23, 2021

**From:** Karen M. Brooks 

**Subject:** Transmittal of Vision 2030

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## Introduction

Vision 2030 is a complete update of the strategic planning processes that have been in place in Coconut Creek for over twenty years. Building on the foundation of long-range strategic thinking, Vision 2030 started in 2019 with the selection of SBrand Solutions to assist the City in preparing the Strategic Plan. The Vision 2030 document is reflective of robust community input, critical and strategic thinking from City staff, and best practices and industry standards across the country.

## Process and Methodology

The core foundation of the methodology was community engagement. Additionally, SBrand performed reviews and research. Several approaches were used to gather information and feedback:

- Review of past surveys and community input
- Review of City and community documents
- Research of best practices
- Initial community survey and interviews in 2020
- Gathering of feedback at the 2020 Butterfly Festival
- Ongoing social media posts and website engagement
- Reactivated community survey and interviews in 2021
- Two Community Meetings
  - Visioning session
  - Plan Review session
- Three Meetings of a volunteer Advisory Group to guide the plan
- Staff implementation meeting with Administrative Officers to add details and begin developing the Implementation Plan
- Weekly meetings with key staff to handle logistics and refine the process
- Presentation by SBrand Solutions at a Commission Meeting in April to gather Commission feedback and comments

## **Vision 2030 Documents**

The results of community engagement feedback, staff meetings, and community meetings has been captured in the Vision 2030 document.

Furthermore, with input from the community, the Vision Statement and Mission Statement were both updated to be clear, concise, and reflective of the current values of Coconut Creek. A visual design of Vision 2030 was also created by a graphic artist based on community feedback and is included in this document. This graphical representation helps to anchor Vision 2030 and convey what is important to preserve as the City moves into the future. It also illustrates our strategies for success such as innovation, green initiatives, and diversity.

Vision 2030 is a living document that will align with the budget, and serve as a road map for future decisions and a guide for the growth and progress that will happen over the next ten years in Coconut Creek. Vision 2030 will work both as a communication tool and a guide for focus and accountability.

The next step in this process will be developing the Implementation Plan, a document that will convert the policy and visionary approach and translate it into actionable objectives with measurable results. While not a part of Vision 2030, (because the Implementation Plan changes regularly as action steps are completed and new information is added), it is a tool that will allow for reporting and updating.

## **Summary**

SBrand Solutions and staff are very proud of the Vision 2030 document and have a heartfelt “thank you” to the City Commission and community for their enthusiasm and willingness to work hard to create this document. The preparation, thoughtfulness, and support for this plan is indicative that the City and community are poised to tackle future opportunities and challenges with success.