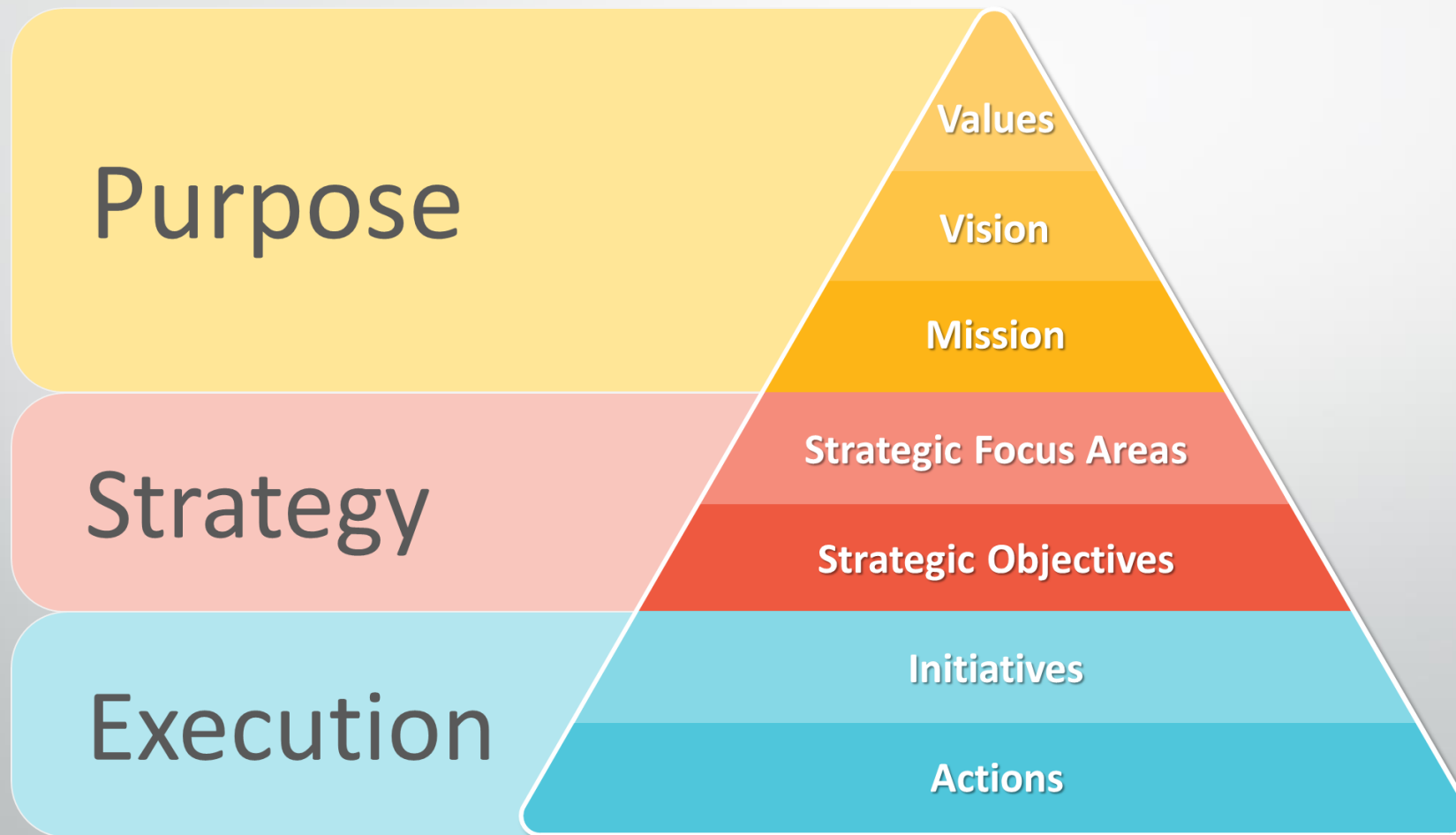




2023 Strategic Plan

100 Years

Strategic Planning Pyramid



Purpose

The Purpose section of the strategic planning pyramid consists of the fundamentals that guide the County staff.



Values

Vision

Mission

- Our VALUES shape our Culture and provide a foundation for the future
- Our VISION is what we want to be
- Our MISSION is how we are pursuing our Vision

Strategy

The Strategy element of the strategic planning pyramid guides decision-making and aligns staff.



Strategic Focus Areas

Strategic Objectives

- Our STRATEGIC FOCUS AREAS are broad categories within our mission set
- Our STRATEGIC OBJECTIVES are what we do to accomplish the mission

Execution

The Execution part of the strategy pyramid provides the specific action items necessary to accomplish the mission.



Initiatives

Actions

- Our INITIATIVES are specific and measurable deliverables that support the STRATEGIC FOCUS AREAS
- Our ACTIONS are the tasks executed to accomplish each INITIATIVE



Purpose

Values

Vision

Mission

VALUES (Collier LEADS)

- Leadership
- Ethics
- Accountability
- Dedication
- Service



Purpose

Vision Statement

"To be the best community in America to live, work, and play"

- The current vision statement is on target
 - It is integral to Collier County's branding
 - Viable and aspirational
 - Conveys a readily identifiable VISION



Purpose

Values

Vision

Mission

Mission Statement

"To deliver high-quality and best-value public services, programs, and facilities to meet the needs of our residents, visitors, and businesses today and tomorrow"

- The current mission statement is on target
 - It is integral to Collier County's branding
 - Inspiring, clear, inclusive, and attainable mission

Quality of Place

To preserve and enhance the health, safety, welfare, quality, character, and heritage of our neighborhoods and communities.

Objectives:

- Support and enhance our commitment to robust public safety services
- Support access to health, wellness, and human services
- Preserve and enhance the character of our community
- Protect our natural resources
- Provide quality public amenities and recreational opportunities
- Promote Collier County as an exceptional tourism destination

Strategy

Strategic Focus Areas

Strategic Objectives

Infrastructure and Asset Management

To plan, build, and maintain our critical infrastructure and assets to ensure their sustainability and resiliency for current and future needs.

Objectives:

- Plan and build public infrastructure and facilities to effectively, efficiently, and sustainably meet the needs of our community
- Optimize the useful life of all public infrastructure and resources through proper planning and preventative maintenance
- Prepare for the impacts of natural disasters on our critical infrastructure and natural resources
- Use the Annual Update and Inventory Report (AUIR) and other planning tools to establish and implement plans that concurrently provide public infrastructure
- Develop and utilize partnerships to ensure that government facilities meet public expectations
- Provide services and programs that sustainably manage the County's waste

Community Development

To balance the needs of community growth and development with the protection of our natural resources and environment.

Objectives:

- Implement prudent and inclusive policy development through effective planning for transportation, land use, and growth management
- Design and maintain an effective transportation system to reduce traffic congestion and improve the mobility of our residents and visitors
- Encourage diverse economic opportunities by fostering a business-friendly environment
- Support comprehensive affordable housing opportunities
- Operate an efficient and customer-focused permitting process
- Develop integrated and sustainable plans to protect and manage water resources

Strategy

Strategic Focus Areas

Strategic Objectives

Responsible Governance

To maintain and strengthen public trust and confidence through open and transparent operations, ethical leadership, and meaningful community engagement.

Objectives:

- Lead by example with positive and purpose-driven actions
- Promote data-driven decision-making through performance management, continuous improvement, and measurable results
- Safeguard taxpayer money by promoting fiscal stewardship and sound budget oversight
- Encourage active community engagement and participation
- Foster a high-performing work culture with transparency and accountability
- Maintain a fully responsive, best-in-class Emergency Management capability
- Recruit, develop, assess, and retain a high-quality workforce
- Support the Collier County Constitutional Officers in the execution of their responsibilities

Execution

Initiatives

Actions

Annually Review

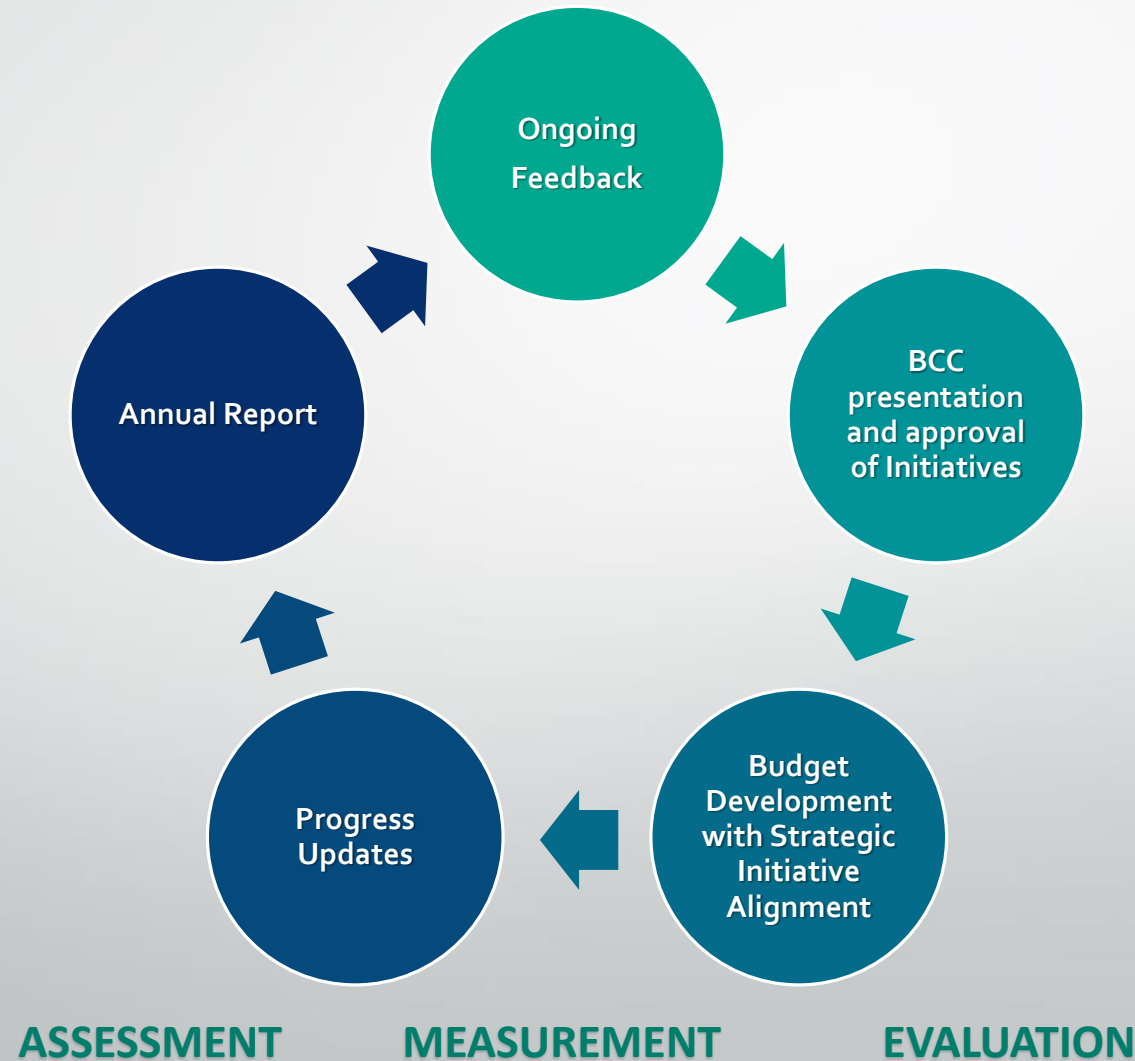
- Resume periodic resident survey and incorporate feedback
- Ongoing resident engagement and outreach
- Update Initiatives/action items
- Align initiatives/action items with budget
- Review progress, adjust, and report

Execution

Initiatives

Actions

Annual Review Process



Execution

Initiatives

Actions

Communication Strategy

- Strategic Plan and progress reports will be appropriately communicated to the Board and placed on the County website
- Internal communication plan will be implemented
 - Current staff training
 - New hire orientation
 - Easy to understand Strategic Plan materials will be communicated throughout the organization
- Annual update process will foster continuous improvement