



RRPDC

A New Beginning

DRAFT STRATEGY DOCUMENTS

Agenda

- **Background**
- **Key Findings**
- **Vision/Mission/Values**
- **Strategy**
- **Priority Areas/Core Products**
- **Governance Model**
- **Processes to Bring the Strategy to Life**
- **Next Steps**

What Is the Richmond Region Planning District?

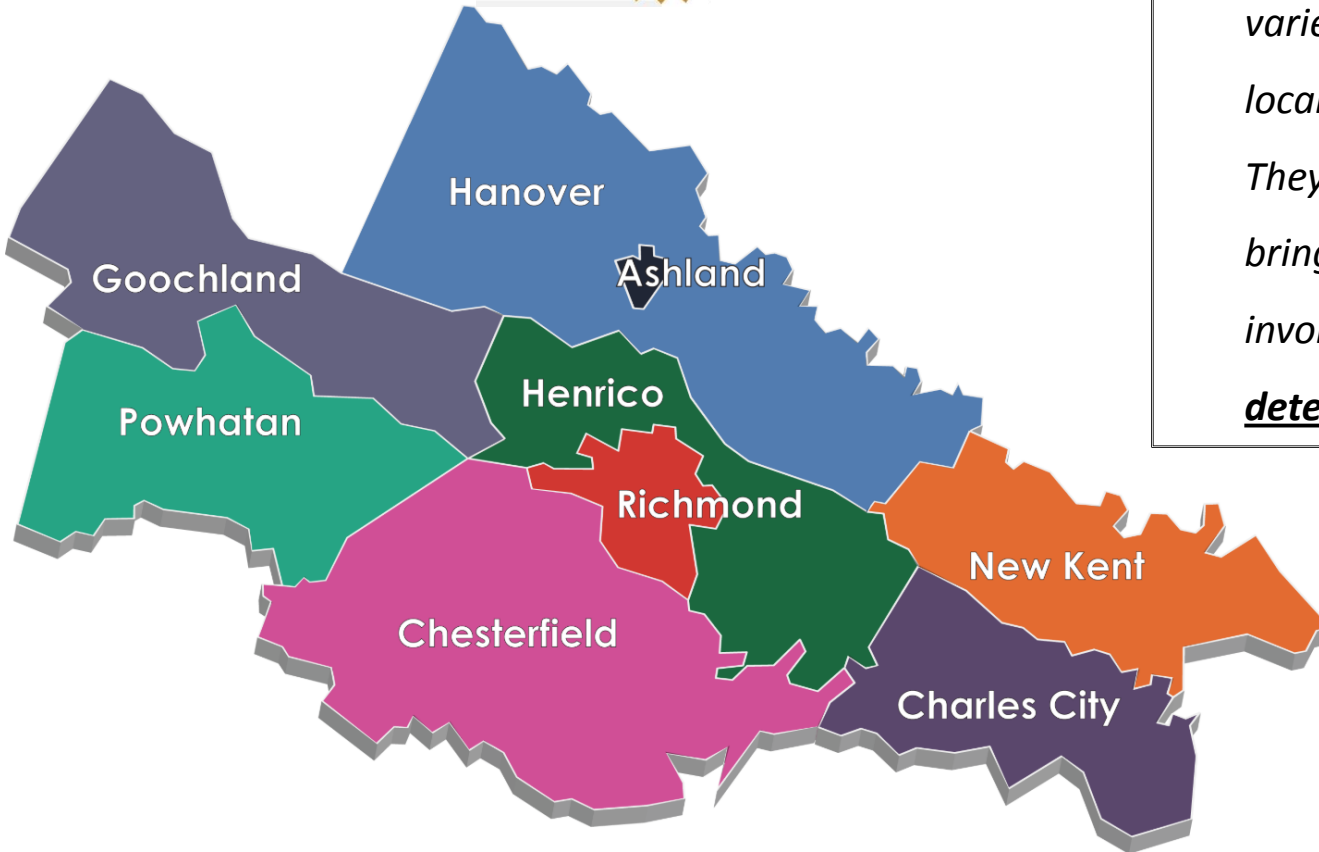


Planning District Commissions (PDCs):

Are voluntary associations of local governments that provide a variety of technical and programmatic assistance to these localities relating to issues of regional significance.

They are intended to foster intergovernmental cooperation by bringing together local elected and appointed officials and involved citizens to discuss common needs and determine solutions to regional issues.

– VA Code



What is Strategic Planning?

A strategic plan maps where the organization is headed

A strategic plan consists of:

- Vision and Mission statements
- Values
- Strategic Objectives
- Strategic Focus Areas
- Core Products and Services
- Governance Model

A strategic plan is management's guide to achieve the outcomes that:

- ✓ Satisfy customers
- ✓ Grow the business
- ✓ Respond to changing market conditions
- ✓ Capitalize on new opportunities
- ✓ Achieve performance and financial targets
- ✓ Manage and strengthen the organization's position

Our Strategic Plan is based on a thorough analysis

RRPDC (Owners)

- Original Legislation
- Futures Committee Mtgs (6)
- ED Interviews (10+)
- Staff Interviews (6)
- PDC Workplans (2)
- CEDS (3)

LOCAL (Customers)

- CAO Interviews (9)
- CAO Reviews (9)
- CAO Meetings (3)
- Local Strategic Plans (9)
- Local Org Structures (9)

REGIONAL (Partners)

- Regional Priorities CRC (8)
- Collaboration Interviews (9)
Hodges Partnership
- PDC Community Profile
SIR
- Regional Plans (67)
Richmond's Future
Chesterfield Committee on the Future
Robins Foundation Report
Community Foundation Report
United Way Report
Partnership Housing Affordability
RMHF/Robert Wood Johnson
- Adjacent PDC Plans
Crater Region

NATIONAL (Peers)

- Virginia Assoc. of PDC's
- Regional PDC Plans (20)
- National Strategies (9)

There are **Key Questions** that we asked to define our work

Key QUESTIONS

- What is our Purpose?
- What Business are we in?
- Who are the key Customers/Stakeholders?
- What Products/Services do we offer?
- How will we define Success and Failure?
- Where are we now?
- Where do we want to be in the future?

We had a number of **Key Findings** from our research

Key FINDINGS

- The PDC has a Broad Charter, but it is Not Leveraged to the Full Advantage for the Region
- Customers are Critical and the PDC needs to clearly establish their role
- The PDC must be a Trusted Resource for regional issues
- A clear set of Products/Services and a robust Prioritization Model need to be added
- There's a strategic list of Regional Project Ideas where the PDC could be more effectively leveraged
- Regional Collaboration has traction...and RRPDC needs to develop more intentional and focused efforts
- RRPDC needs to strengthen Brand and Operating Practices and hone Talent, Skills, and Governance

A Vision for our Region – A Mission for our Organization

Vision: Describes what the Organization Seeks to Do and Become

“Better Together”

Driving Shared Priorities Within Our Communities
Steward Of Regional Collaborations
Facing Challenges Together

Mission: Provides a Clear View of What the Organization is Trying to Accomplish for its Customers

“Partnering to enable outcomes that matter for our

Region”
“Thriving Neighborhoods”
“Economic Prosperity”
“Quality of Life”

Values that support the critical work we do

"Values: Help an Organization Define its Culture and Beliefs"



Think "Big Picture"



Facilitate Change



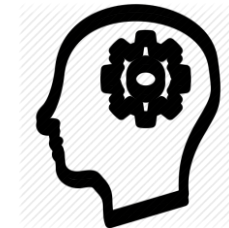
Promote Representation



Wow through Service



Do More with Less



Learning Continuously

We will drive our Performance based on Strategic Objectives

Strategic Objectives: Convert the Mission into Performance Targets

CREATE VALUE FOR THE REGION

- Expanding Regional Partnerships/Collaborations
- A Regional Steward Of Sustainable Prosperity

PRIORITIZE BASED ON CUSTOMER NEEDS

- Achieving Maximum Customer/Partner Satisfaction
- Products & Services Supporting Customers Priorities

PROMOTE REGIONAL SUCCESS

- Fostering Positivity. #RVA-BetterTogether
- Marketing that Promotes Regional Successes and Collaboration

BUILD A REGIONAL RESOURCE CENTER

- Building a Great Network of Experts and Resources
- Core Products enabled by Technology that are Easily Accessible

STRENGTHEN THE ORGANIZATION

- Talented Staff that Delivers Operational Excellence
- Strong Board Engagement with Best Practices in Governance

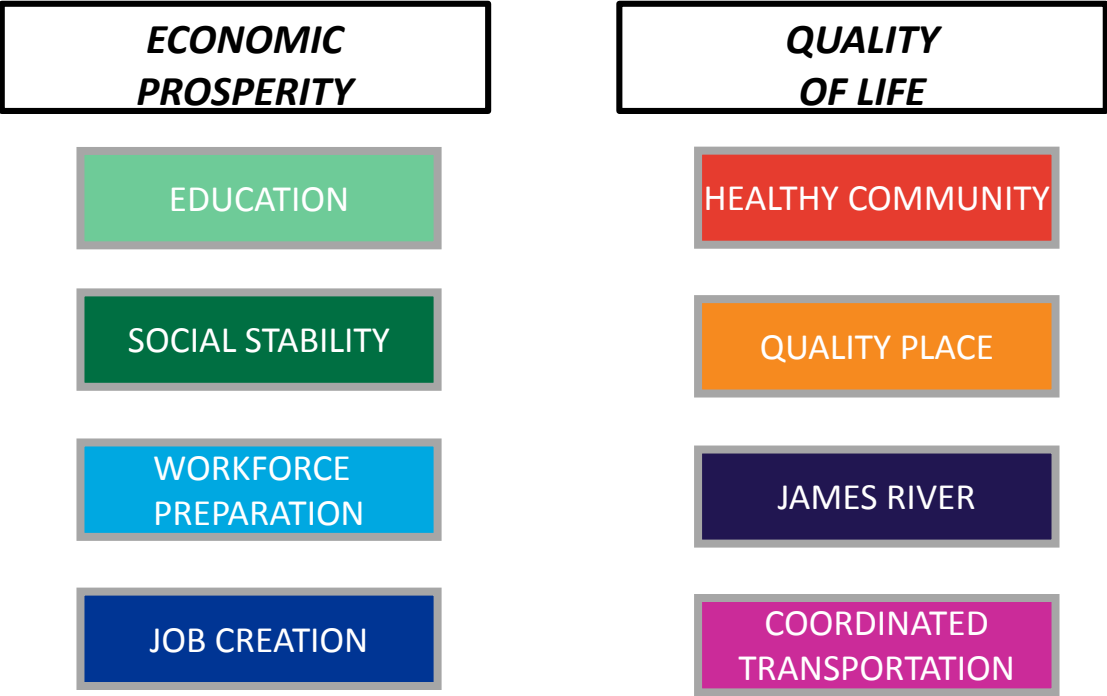
PDC Priorities are aligned to Local and Regional Focus Areas

Focus Areas: Align the Organization to Impact Areas that Customers Value

Locality – FOCUS AREAS



Capital Region Collaborative – FOCUS AREAS



Core Products and Services that serve our Customers

Core Products/Services: Describe the Work that the Organization Delivers



FUNDING SERVICES

- GRANT WRITING
- GRANT RESEARCH
- NEW FUNDING SOURCES



PLANNING SERVICES

- TRANSPORTATION
- ECONOMIC IMPACT
- EMERGENCY MANAGEMENT
- TECHNOLOGY



PROJECT MANAGEMENT

- QUALITY IMPLEMENTATIONS
- PROJECT PLANNING & REVIEWS
- STRATEGIC SITES PLANS
- ECONOMIC DEVELOPMENT SUPPORT



PUBLIC RELATIONS

- REGIONAL COMMUNICATIONS/MARKETING
- CITIZEN OUTREACH & SURVEYS
- SOCIAL MEDIA & CHANNELS



FACILITATION

- CONVENER
- IDENTIFY EXPERTS
- NETWORK OF RESOURCES
- LEADERSHIP DEVELOPMENT



RESEARCH

- DEMOGRAPHICS
- GIS/MAPPING
- DATA
- BEST PRACTICES
- BENCHMARKS

Portfolio of Recent/Current Projects

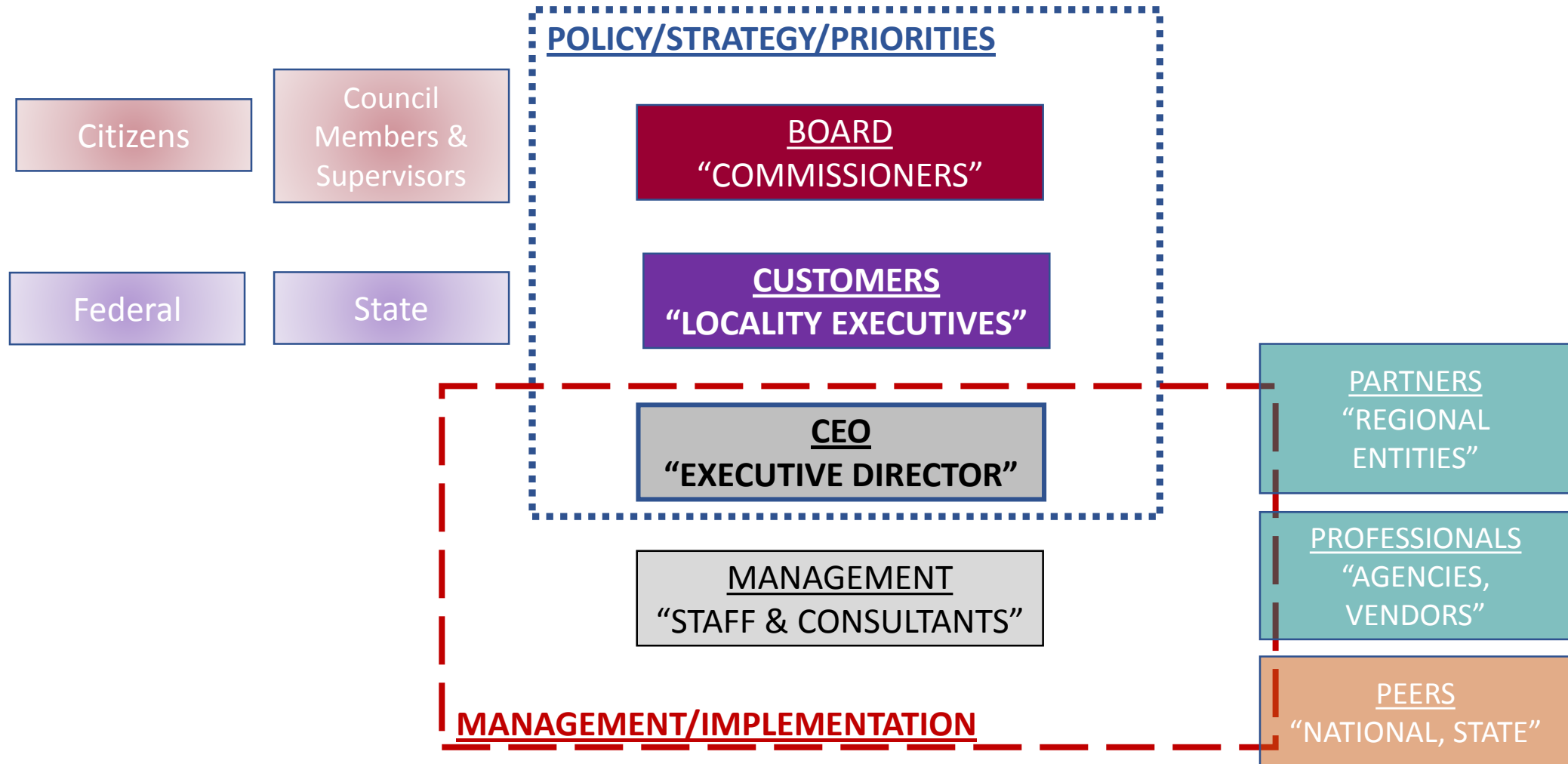
	FOCUS AREA	SOURCE	PROJECT	SCORE	PRODUCT	BENEFITS
1	<i>JAMES RIVER</i>	Customer	Potterfield Bridge South Bank Improvements	00	<i>FUNDING</i>	RICHMOND
2	<i>PUBLIC SAFETY</i>	Customer	Emergency Management Grants	00	<i>FUNDING</i>	Region
3	<i>TRANSPORTATION</i>	Customer	Transportation Demand Model	00	<i>PROJECT MGMT</i>	RICHMOND
4	<i>PUBLIC SAFETY</i>	Customer	Emergency Preparedness Guide Update	00	<i>PROJECT MGMT</i>	Region
5	<i>PUBLIC SAFETY</i>	Customer	Hazard Mitigation Plan	00	<i>PLANNING</i>	Region
6	<i>QUALITY PLACE</i>	Customer	Parks & Recreation Plan	00	<i>PLANNING</i>	ASHLAND
7	<i>TRANSPORTATION</i>	Customer	Commerce Corridor Study	00	<i>PLANNING</i>	Multiple
8	<i>QUALITY PLACE</i>	Customer	Championing Regional Collaboration - #OneRegionRVA	00	<i>PUBLIC RELATIONS</i>	Region
9	<i>COLLABORATION</i>	Customer	Capital Region Collaborative	00	<i>FACILITATION</i>	Region
10	<i>COLLABORATION</i>	Customer	Qtrly Public Information and HR Officer Meetings	00	<i>FACILITATION</i>	Region
11	<i>LAND USE</i>	Customer	Short Term Rental Ordinance	00	<i>RESEARCH</i>	Multiple
12	<i>LAND USE</i>	Customer	Zoning Ordinance Update	00	<i>RESEARCH</i>	GOOCHLAND
13	<i>COLLABORATION</i>	Customer	Regional Indicators Project	00	<i>RESEARCH</i>	Region
14	<i>SOCIAL STABILITY</i>	Customer	Mapping (Housing Choice Voucher & Early Childhood Centers)	00	<i>RESEARCH</i>	Region
15	<i>SOCIAL STABILITY</i>	Customer	Broadband Deployment Strategies	00	<i>RESEARCH</i>	Region

Illustration of additional **Potential Project Ideas**

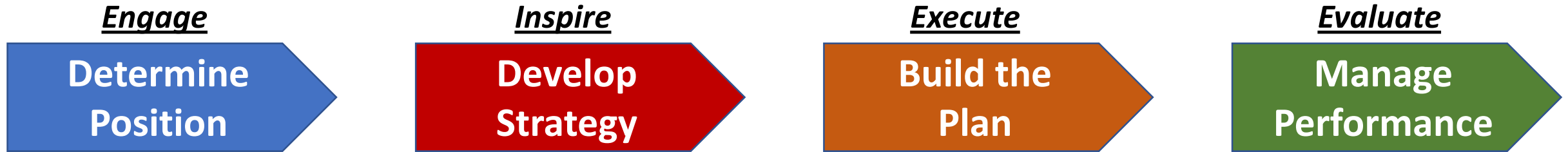
	FOCUS AREA	SOURCE	PROJECT	SCORE	PRODUCT	BENEFITS
	<i>TRANSPORTATION</i>	Customer	Regional Funding for Transportation Projects	00	<i>FUNDING</i>	Region
	<i>JAMES RIVER</i>	Customer	Regional River Plan	00	<i>FUNDING</i>	Region
	<i>QUALITY PLACE</i>	Customer	Develop Marketing Plan for Regional Successes	00	<i>PUBLIC RELATIONS</i>	Multiple
	<i>JOBS</i>	Customer	Emergency Mgmt/Continuity Plans for Small Business	00	<i>PLANNING</i>	Multiple
	<i>EDUCATION</i>	Customer	Kindergarten Registration Data Mapping	00	<i>RESEARCH</i>	Region
	<i>QUALITY PLACE</i>	Customer	Best Practices for Age Wave/Empty-nester retention plan	00	<i>RESEARCH</i>	Locality
	<i>QUALITY PLACE</i>	Customer	Develop Regional Signage Plan	00	<i>PROJECT MGMT</i>	Region
	<i>QUALITY PLACE</i>	Customer	Inventory of Parks & Recreation Assets	00	<i>PLANNING</i>	Locality
	<i>EDUCATION</i>	Customer	Data on high school Graduate Outcomes	00	<i>RESEARCH</i>	Locality
	<i>WORKFORCE</i>	Customer	Assessment of gaps in Regional Technical Training	00	<i>FACILITATION</i>	Multiple
	<i>INFRASTRUCTURE</i>	Customer	Inventory of Utility Infrastructure	00	<i>PLANNING</i>	Locality
	<i>ECONOMIC DEVT.</i>	Customer	Business Attraction Marketing Plan	00	<i>PUBLIC RELATIONS</i>	Locality
	<i>SOCIAL STABILITY</i>	Customer	Affordable Housing Opportunities	00	<i>RESEARCH</i>	Locality
	<i>TECHNOLOGY</i>	Customer	Broadband Gaps & Options	00	<i>FACILITATION</i>	Multiple

A Governance Model that defines clear roles and relationships

Governance Model: Defines the Relationships between the Key Stakeholders



Next Steps:



WHAT COMES NEXT?

- *Current Work – Reformatted to Priorities and Products*
- *Financial Plan, Budget and Work Plan for FY2019*
- *Enhanced Engagement with CAO's and Managers*
- *Board Governance – Reformatted Agendas and Meeting Structures*
- *RRPDC Brand, Strategy, Website (Development & Launch)*
- *Implementation Planning, Recommendations*
- *Implementation Plan Timeline and Progress Tracking Reports*