



Office of the City Manager

January 25, 2017

To: Honorable Mayor and Members of the City Council

From: *Dee* Dee Williams-Ridley, City Manager

Subject: Berkeley Strategic Plan Community Survey

As you know, the City is in the process of developing a Strategic Plan that will articulate the long-term goals that the City government will achieve on behalf of the community and the short-term projects designed to advance those goals. The main purpose of the Strategic Plan is to help City Council and staff throughout the organization to prioritize limited time and resources.

Community input on the goals of the Strategic Plan is important. Later today, staff will launch a survey using [Berkeley Considers](#), the City-branded version of the Peak Democracy platform that we'll be using for online engagement.

The survey is an opportunity for community members to communicate what they think are the most important issues facing Berkeley. Community input will inform the goals and priorities included in the Berkeley Strategic Plan.

The survey will be available online through February 28, 2017. Staff will use the City's website, social media, and outreach to City commissions and community-based groups to promote the survey widely.

Staff requests that you please assist in distributing the survey announcement and link to the community (a suggested announcement to include in your email follows).

Staff will provide City Council with the latest updates on the Berkeley Strategic Planning process at the upcoming January 31st Council Worksession.

For more information about the Berkeley Strategic Plan, please contact Timothy Burroughs, Assistant to the City Manager, at 510-981-7437 or via e-mail at [tburroughs@cityofberkeley.info](mailto:tburroughs@cityofberkeley.info).

cc: Ann-Marie Hogan, City Auditor  
Senior Executive Team

## **Suggested Email Announcement to Distribute to Community Members**

### **Provide Input to Help Guide City Government Priorities**

Use the City's new online engagement tool – Berkeley Considers – to provide input on the Berkeley Strategic Plan, a blueprint to guide City priorities for improving our service to the community.

The survey, which will take less than 10 minutes to complete, is an opportunity for you to communicate what you think are the most important issues facing the Berkeley community. The input from you and others' will inform the goals and priorities included in the Berkeley Strategic Plan, which will serve as a guide for how we allocate our time and resources over the next two years and beyond.

Access the Strategic Plan survey on [Berkeley Considers](#) through Tuesday, February 28<sup>th</sup>.

We also invite you to participate in an upcoming City Council Work Session to learn more about the Strategic Plan and to provide input in person.

#### **City Council Special Meeting: Worksession: the Berkeley Strategic Plan**

Tuesday, January 31, 2017 at 5:30pm

City Council Chambers –

[2134 Martin Luther King, Jr. Way](#)

Wheelchair accessible

We look forward to your input. For more information about the Berkeley Strategic Plan, please contact Timothy Burroughs – [tburroughs@cityofberkeley.info](mailto:tburroughs@cityofberkeley.info).