

TJPDC Strategic Plan

Notes from November 29, 2007 retreat

(Additions, Revisions and Deletions. Objectives without changes are not shown)

TJPDC Mission: Forging Sustainable Solutions to Regional Issues

Keep lifting up the Sustainability Accords.

1. DEVELOPMENT

Goal: Establish a diversified funding stream to provide adequate, stable and sustainable resources to support the TJPDC's work

Objectives

- Continue to increase the percentage of TJPDC's budget from contract work with localities, public agencies, and private organizations (*Assess progress on this item*)
- *Become a grant resource and clearinghouse for the region, possibly through hiring a grant writer to be shared with localities or developing and organizing a network of outside contract grant writers available to localities*
- Raise the profile of PDC and MPO work so that these entities are seen as the preferred contractor for any state or federal agency working in the region (*add this to the job description for the Communications Director or Communications Team*)
- Use the non-profit arm as a mechanism for privately funded grants and private donations (*explore opportunities for a cross-over position for grant-writing and development*)

2. STAFFING

Goal: Attract and retain a highly qualified, passionate and productive staff.

Objectives

- ~~Establish clear, consistent, open communication~~ *Keep staff aware of external and internal events and issues. Use the Communications Director as a key mechanism for internal communication.*
- *Use TJPDC as a training ground for planners (incubate staff for localities)*
- *Task Directors and Program Managers with identifying and training their replacement*
- *Consistently reward increased responsibilities with increases in status and compensation*
- *Conduct exit interviews for all departing employees, using a third party*

3. PLANNING

Goal: Establish TJPDC as the regional planner of choice for localities and other partners

Objectives

- *Develop a document identifying services that the PDC can do for localities, on a contract basis or by securing grant funding. Emphasize processes that accelerate planning.*

- *Convene a regional session for public officials at least once a year on a specific issue (something attention-getting and startling!)*
- *Address the impact of the BRAC/DIA relocation*

4. PARTNERING

Goal: Cultivate formal and informal partnerships to forge sustainable solutions to regional issues

Objectives

- *Develop a relationship with the Army and JAG School*
- *Work on a common project with other regional agencies, selected through the Regional Directors Council*

5. PROJECT AND PROGRAM MANAGEMENT

Goal: Effectively manage projects and programs to meet or exceed all requirements on schedule and within budget.

Objectives

- *Include an information dissemination plan in every project plan*

6. IMPLEMENTATION

Goal: Implement projects defined in plans developed by TJPDC.

Objectives

- *Provide a forum for localities to share challenges and solutions on a selected topic via roundtable sharing at the beginning of Commission meetings*

7. COMMUNICATION AND MARKETING

Goal: Impact public and private decisions, policy and implementation through effective communication and marketing of TJPDC's mission, projects, and products.

Objectives

- Improve and document ~~public involvement process~~ *external communication* to include a ~~web-based model~~ *an on-line collaboration space with multi-function capability*
- ~~Develop and conduct public awareness survey to be used at beginning and end of analysis time period~~
- *Develop lists, tables, or fact sheets on regional topics identifying the challenges and responses by localities*
- Create, implement and evaluate a comprehensive communications and marketing strategy, *focusing on relationships with key players in the region, including the news media*