



# Planning Process

Sunriver Oregon  
2019

# Introduction

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# Planning and Prioritization

Why aren't we more organized?

- It takes too much time.
- We don't know how.
- We want to do it “perfectly”.
- Our world moves fast, how can we anticipate?

# Planning and Prioritization

The price of not being organized?

- Missed deadlines.
- Overlooked Opportunities.
- Wasted time.
- Upset patrons due to poor or slow service.
- Wasted money.
- Fractured Board.

# Planning and Prioritization

Efficient and Effective Boards Develop Plans and Prioritize Goals, Collaboratively with Staff.

# Planning and Prioritization

- The Planning Process Steps
- Mission, Vision, and Value
- Goals, Objectives, Performance Measures and Targets

# Vision Statement

- How do you want your District, your Services to be seen?
- Do you have a Vision for your District?
- Do Board Members (The Board) agree with Staff on the Vision?
- Is your Vision future orientated?
- Is the Vision achievable?
- What is the lifetime of your Vision?

# Vision Statement

- To utilize technology to enhance service delivery.
- To model excellence.
- To dedicate ourselves to continuous improvement.
- To continue to pursue alternate funding strategies.
- To minimize our environmental impact.
- To encourage involvement, innovation and creativity.
- To promote public education and public engagement.



# Mission Statement

- Create a clearly stated and simplistic Mission Statement.
- Accurately describe the organization.
  - What is the purpose of your organization?
  - Why do you exist?
  - For whom does it serve?
  - How does it serve?

# Mission Statement

## ▪ Safety & Performance

- Employee and volunteer safety shares top priority with getting the job done well. Everyone who comes to work goes home from work, and everyone is expected to perform their jobs at the highest level possible. We will create safer communities by reducing the risk of emergencies through prevention and preparedness programs.
- Despite our best efforts of prevention, when response is required, it will be effective and purposeful. We will seek innovations and external partnerships to increase efficiencies and maximize resources, and will serve as role models for implementing change in our industry.

## ▪ Customer Service

- Serving our community is a privilege. Whether it's a true emergency or a situation where a citizen has simply exhausted their personal resources, we will exceed the expectations of our community.

## ▪ Professionalism

- We recognize that we are accountable to the public we serve and will be good stewards of the finances and resources entrusted to us. We will conduct ourselves in a manner that brings credit to the organization and the fire service while both on and off duty. We put people first, treating our coworkers with dignity and respect. When diverse opinions emerge, we are consensus builders who do what is best for our community and organization. In the same manner, we strive to maintain collaborative labor-management relations.

# Values or Guiding Principles

- How are we going to function together?
- How are we going to treat internal and external customers?
- Golden Rule.
- What we learned in Kindergarten- “Sandbox Rules”.

# Values or Guiding Principles

- Guide our actions with integrity, courage, respect and accountability.
- Anticipate and respond to the needs of our community.
- Communicate openly and share knowledge.
- Inspire leadership.
- Model excellence in safety, health and wellness.
- Be fiscally responsible.

# The Planning Outline

- S.W.O.T
- Major Goals
- Objectives/Targets
- Tasks
- Performance Measures/Timelines

# Strengths, Weaknesses, Opportunities and Threats

## Strengths

- What do you (we) do well?
- What do you (we) feel great about?

# Strengths, Weaknesses, Opportunities and Threats

## Weaknesses

- What isn't working well?
- Where/What do you (we) feel needs improvement?

# Strengths, Weaknesses, Opportunities and Threats

## Opportunities

The identification of opportunities for the organization follows the assessment of strengths and weaknesses. These opportunities are not solely focused on existing services, but on expanding and developing new possibilities both inside and beyond the traditional service area.



# Strengths, Weaknesses, Opportunities and Threats

## Threats

There are conditions in the internal and external environment that are not under an organization's control. However, by being aware of them, the organization can develop plans and programs to either mitigate or respond when a threat becomes reality. By recognizing possible threats, an organization can greatly reduce the potential for loss.

# Goals

## Major Organizational Areas

- Operations
- Finance
- Safety
- Capital
- Customer Service

# Objectives

What is the Objective?

- How will I know when completed/successful?
- Should it be done?

# Targets

Define service outcomes in the form of measurable  
*Performance Objectives and Targets*

# Performance Measures

## Examples:

- Dispatch to arrival within five minutes 90% of the time
- Average Customer Satisfaction score of 4.6 out of 5
- Interruption in service delivery less than 1% of time
- Delivery of 97% of requested feet per acre.

A background image of a dense forest of evergreen trees shrouded in a thick layer of white fog or mist. The scene is captured from a low angle, looking up at the trees. The overall tone is soft and somewhat somber.

# Final Thoughts

## Failure to Plan, Assures Failure

# Thank you!

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# What will 2019-2020 Bring

