



# FREQUENTLY ASKED QUESTIONS

## **What is a Strategic Plan?**

A Strategic Plan is an Organization's "Road Map" for Growth and Success.

## **Why is a Strategic Plan created?**

A Strategic Plan is created to aid an organization's leadership to be more intentional in the types of decisions that are made in managing its resources and operations for future growth and development.

## **What is the impact of developing a Strategic Plan?**

- With a formal plan in place, the organization is positioned for a greater level of success with defined measurable goals and objectives.
- A Strategic Plan outlines the organization's priorities and the timeframe in which goals should be achieved.
- A Strategic Plan allows the City's constituents/partners/employees/investors to provide input on the services and/or products desired for a better quality of life for residents and/ or businesses.

## **Who benefits from a Strategic Plan?**

All stakeholders within the community.

## **Who is involved in preparing the Strategic Plan?**

Everyone. Specifically, City of Miami Gardens Residents, Businesses, Non-profit Agencies, Faith Based organizations, City Staff and Elected Officials.

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### What are the steps involved in preparing an organization's Strategic Plan?

The process consists of four (4) phases:

#### **Phase 1: Pre-work**

City Council members outline the overarching policy objectives for the future growth of the city.

#### **Phase 2: Current State**

- City Planning Teams identify the gaps in their respective departments and the strengths that will support future plans for growth and sustainability.
- Current revenue sources are evaluated to determine if they are sufficient to support current and future operations.
- Public meetings and targeted focus groups are scheduled with residents, businesses and service providers/faith-based organizations to obtain the community's needs, wants and desires for the continued success of the City of Miami Gardens.
- Virtual surveys will be distributed to gain additional understanding of the current environment of the City and what is desired for its overall sustainable success.

#### **Phase 3: Future State**

- City Planning Teams will use the community and stakeholder feedback, as well as their own investigation results, to brainstorm and collaborate on implementation strategies that will guide the City into the future for growth and sustainability.

#### **Strategic Plan Presentation**

- The Final Plan will be introduced to the City Council members for review and adoption.

#### **Phase 4: Implementation**

- The City will begin to implement the approved goals created in the Strategic Plan.