MEMORANDUM

Date: March 23, 2021

To: Council

From: Danielle Manton, City Clerk

Re: Items further to the March 23, 2021 Council Workshop Agenda

Presentations

1. Brooke Lambert re: Strategic Plan 2020-2023 Public Value Statement Priorities and Feedback
Cambridge Connected Strategic Plan
Council Workshop – March 23, 2021
• The strategic plan update began in January 2020
• Council approved goals and objectives in January 2021
• To date, more than 1,900 contributions have been received through surveys, focus groups, workshops or one-on-one
• Goal is to achieve a focused and actionable plan that will inform decision making for the next 3 years
“A future-focused city with character and heart”

PUBLIC VALUE
We will emphasize the importance of sustainability, leadership, collaboration, transparency and engagement as we deliver service excellence and promote pride of place.

PEOPLE
Goal: Foster a community with heart, where everyone belongs and is cared for.

PLACE
Goal: Embrace and celebrate our city’s unique character while enhancing the spaces where people connect.

PROSPERITY
Goal: Build a vibrant and resilient city where current and future generations will live well.
Delivering Public Value

We will emphasize the importance of sustainability, leadership, collaboration, transparency and engagement as we deliver service excellence and promote pride of place.

**Principles**

**SUSTAINABILITY** - responsible fiscal and environmental decisions

**LEADERSHIP** - working together towards a common good

**COLLABORATION** - working with others on mutual goals

**TRANSPARENCY** - share progress and show how input is used

**ENGAGEMENT** - ensure information is shared in many ways
Purpose of Today’s Session

• This workshop is part of the Phase 3 engagement, which will include opportunities for community members, staff and other stakeholders to participate.

• Today’s goal is to get Council’s input into how public value applies to the work of the City and what needs to be considered as we build on these principles through our work.
Next Steps

• Additional community engagement in the coming weeks, including through the Engage Cambridge project page
• Additional engagement with staff and Council
• Timeline is to bring an implementation report to Council in May
CONTACT INFORMATION

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