

**Office of the City Clerk
2024-2029 Strategic Plan**

B Session - February 21, 2024

Debbie Racca-Sittre, City Clerk



5 Year Strategic Plan Overview



**STRATEGIC PLANNING
AREAS**



**STRATEGIC PLANNING
PROCESS AND
COMPONENTS**



**OCC MISSION
STATEMENT**



**GOALS AND
STRATEGIES WITH
TIMELINE**

Strategic Planning Areas

- Boards & Commissions
- Ceremonials
- Elections & Ethics
- Municipal Archives & Records
- Passports
- Vital Records
- OCC Staff Engagement



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Steps for Strategic Planning

November 2023
thru February 2024



KICKOFF - UPDATE
OF DEPARTMENT
MISSION STATEMENT



BEST PRACTICES &
PEER CITIES
RESEARCH



COMMUNITY SURVEY



STAKEHOLDER
WORK SESSIONS



OCC STAFF RETREAT
- PLAN FINALIZATION

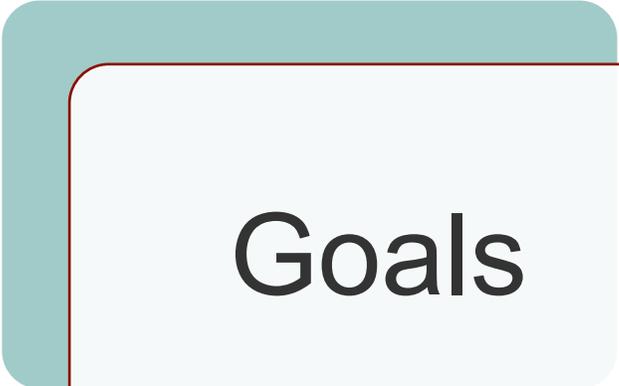


PRESENT TO CITY
COUNCIL

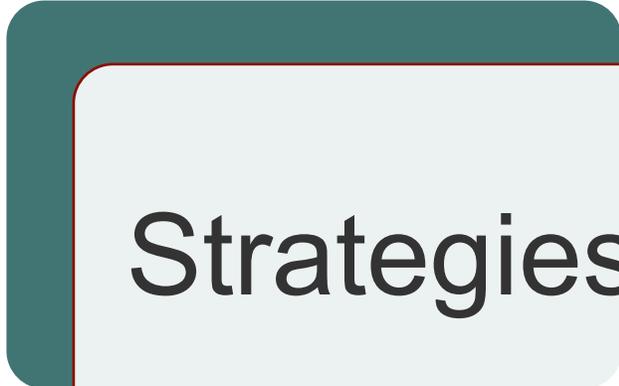
Components of Strategic Plan



Mission /
Vision



Goals



Strategies

Mission Statement

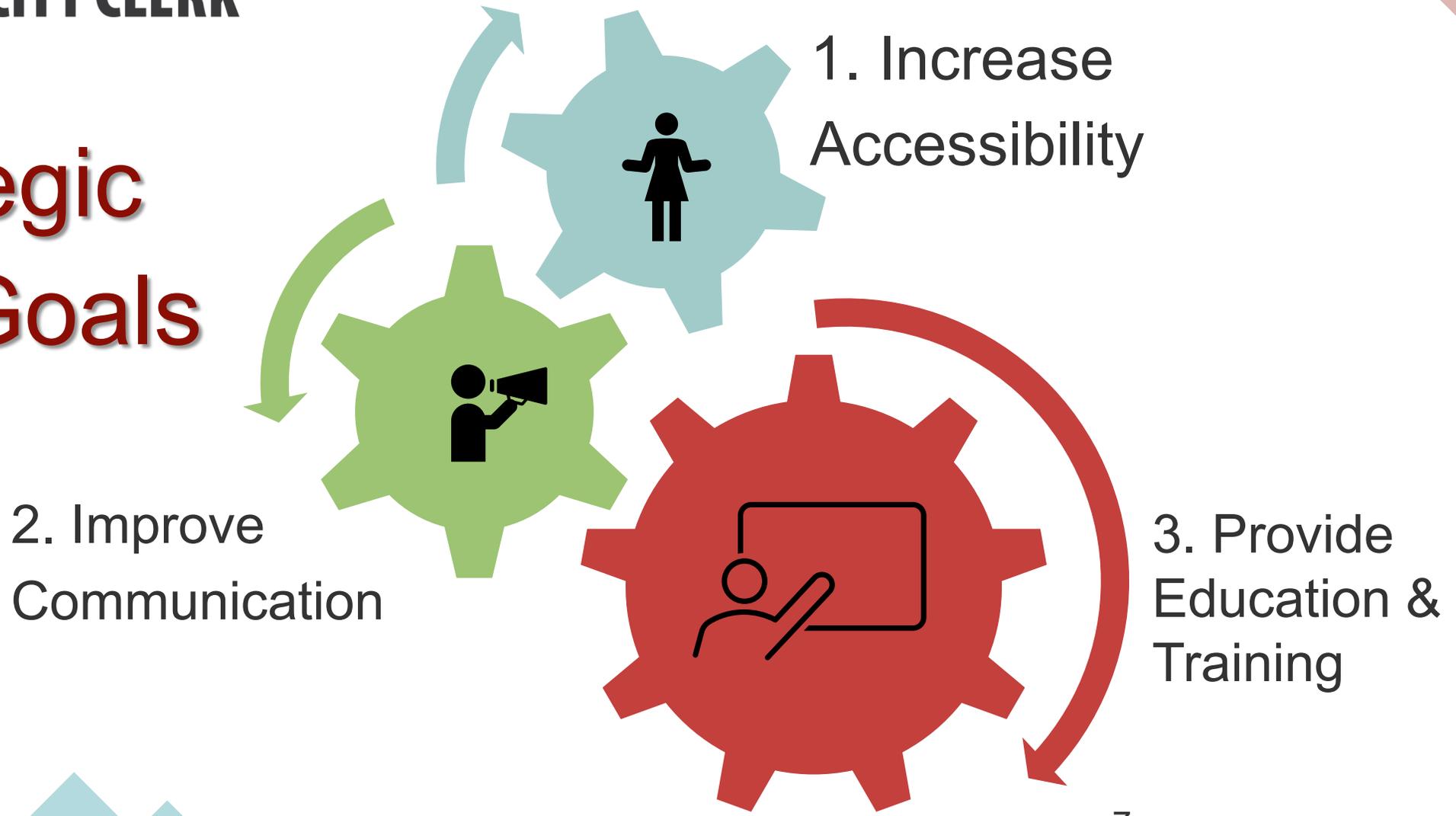


Our mission is to uphold the **integrity** and serve as the custodian of essential records with a commitment to **professional, transparent, and accountable public service**, ensuring the highest standards of **customer service**. We are dedicated to preserving the past and safeguarding the future of our community.



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Strategic Plan Goals

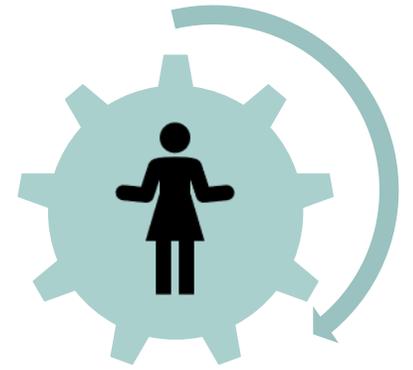


1. Increase
Accessibility

2. Improve
Communication

3. Provide
Education &
Training

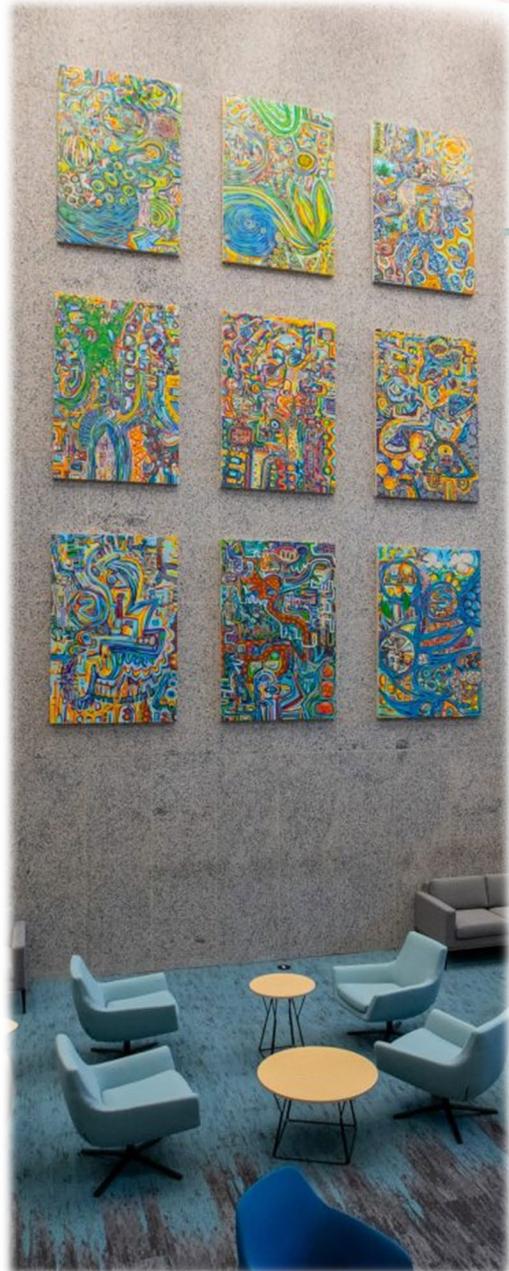
Increase Accessibility



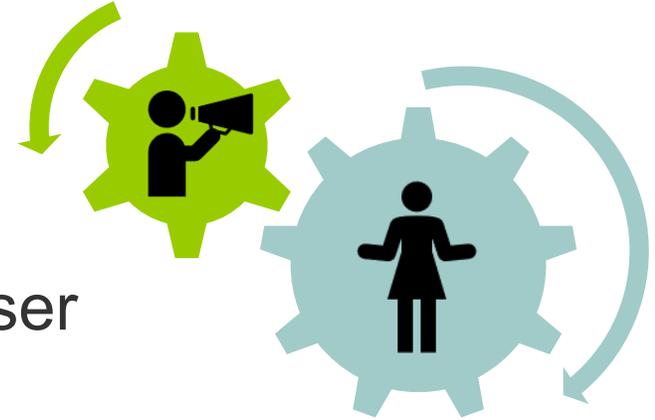
- City Tower Information Desk – (Year 1) reorganize 1 position from Finance

Places OCC staff in City Tower Concourse Lobby to

- Receive Claims and Lawsuits
- Receive CCRs and other Council memos
- Hold documents including Ceremonials for pickup
- File Election Forms & Ethics Complaints
- Assist with Public Access Computers
- Provide Front Desk Service for City Tower
- Validate Parking at City Tower



Increase Accessibility & Improve Communication



- Upgrade CoSA-built Technology/Systems for improved user experience and enhanced reporting



- Board Applications
- Lobbyist Filings
- Campaign Finance Reports
- Financial Disclosure Reports
- Vital Records Management

- Year 1: Coordinate with ITSD to upgrade current systems. Contract new VR system manager.
- Year 2: Evaluate upgrades/explore alternatives

Increase Accessibility, Improve Communication & Provide Training



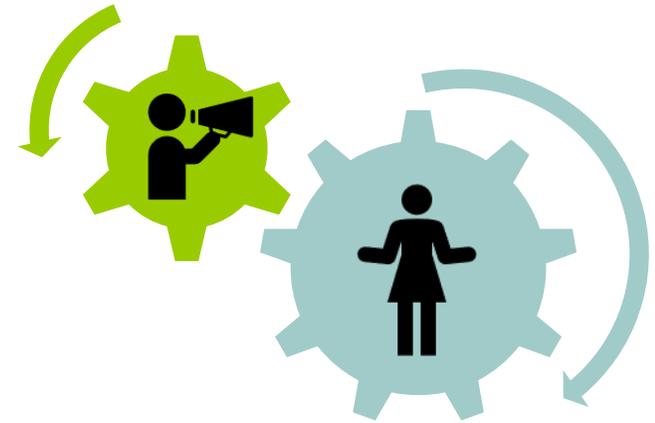
- Implement Enterprise Records Management System (ERMS) that is:

- ✓ Compliant
- ✓ Scalable
- ✓ Searchable

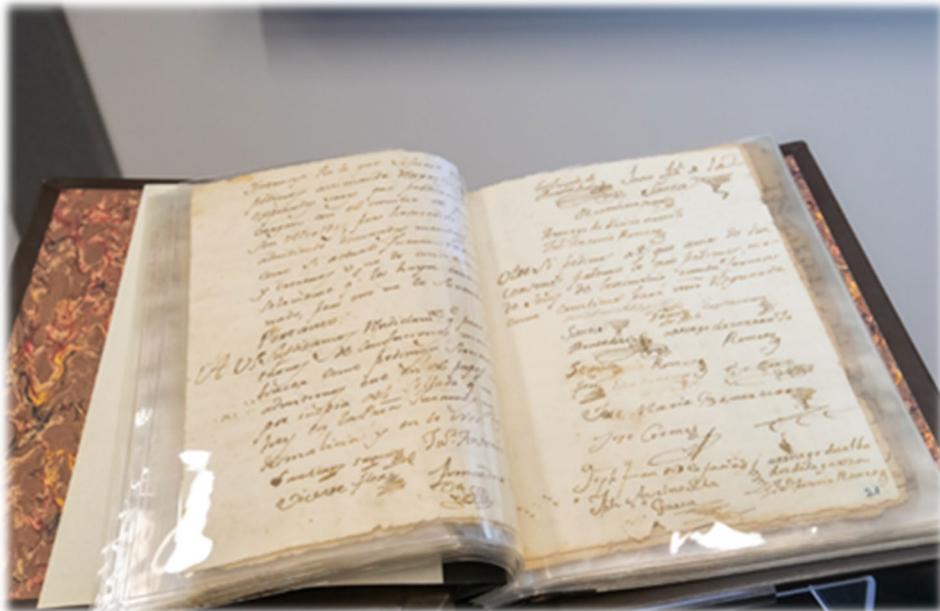
- ✓ Secure
- ✓ Accessible
- ✓ User Friendly

- Year 1 – Evaluate systems and resources (including staffing)

Increase Accessibility & Improve Communication



- Collaborate with external partners for Archives Exhibits (Year 2)



- Accelerate current 60-year plan to preserve and digitize archives to a **5-year plan at a cost of \$1.33 million/year** (Years 1-5)
- Ensure digital format compatible for the future (Year 2+) **\$17k/year**

Increase Accessibility / Provide Education



- Leverage 2022 Bond/CIP and Deferred Maintenance funding at the Municipal Archives & Records Center at 719 S. Santa Rosa (Year 2)
 - Improve customer access to Vital Records by reconfiguring parking lot, building entrance, & intake
 - Dedicate a window for Death Certificates
 - Create storefront museum of Municipal Archives
 - Secure archives in climate-controlled area
 - Develop spaces for learning and language interpretation

Improve Communication / Provide Education & Training



Dept. Record Liaisons and Board Liaisons: Increase frequency of communication (Year 1) Provide training/updated resources for (Year 2)



Enhance Municipal Leadership Institute Training for Board Members and develop resource listings to decrease barriers (Year 2 & 3)



Develop more effective ways to communicate with staff and stakeholders through technology and direct forums (ongoing)

THANK YOU!

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