

# DANE COUNTY PLANNING & DEVELOPMENT

## Planning Division Strategic Plan 2021-2023

**Background:** In an effort to better fulfill our mission, improve organizational efficiency, and increase capacity to engage in short and long-range planning projects, the Planning Division undertook a strategic planning process in the first quarter of 2021. Through this process, we identified key areas of improvement and an initial set of strategic priorities that restructure our division and better align our work to begin to: increase planning productivity; more adequately support Dane County public policy priorities related to planning, and our areas of expertise; implement the Dane County Comprehensive Plan; and, expand understanding and awareness of our work.

### Mission Statement

The mission of the Planning Division is to prepare and implement plans, policies, and programs that enhance the quality of life for all Dane County residents. The division actively engages and assists Dane County residents, communities, the private sector, and decision makers in addressing short and long-range planning issues related to land use; transportation; farmland preservation; natural resource protection; community services; housing; public safety and welfare; and, economic development. We provide technical expertise, conduct research, and collaborate with public and private sector partners to facilitate a resilient, sustainable, diverse, inclusive, and equitable future for Dane County communities.

### 1-3 Months

Strategic Priorities	Current Activity/Progress	Results
Define and formalize the role and responsibilities for the "rotating" Planning Division spokesperson; continue discussion of formally expanding division administration capacity, the form and structure of that position, and appropriate compensation		
Focus division resources more on "long-range planning," instead of "current planning."		
Get feedback from ZLR on the Planning Division Strategic Plan for 2021-2022		
Work with ZLR so they have a better understanding of the breadth of the planning division work, workload and expertise through regular communication; define how best to facilitate or codify this expanded relationship; discuss need for Division Administrator		
Improve collaboration within the division on planning projects, such as Comp Plan, Farmland Preservation Plan, Regional Housing, and Town Plans		
Improve, formalize and document internal division, and cross division communication and processes		
Create a master calendar of planning projects and timeline, including mandated projects and town plan updates, and publish internally		
Establish process to re-organize workload based on time efficiency, coordinate among planners		

### 3-6 Months

Strategic Priorities	Current Activity/Progress	Results
Internal Communication - Update position descriptions for the Planning Division; clarify, define, and articulate planning division identity, responsibilities, and brand, apart from zoning and records and support		
Internal Communication - Delineate, define and document planning division role in providing assistance to zoning function		

### 6-12 Months

Strategic Priorities	Current Activity/Progress	Results
External Communications - Create a consistent outreach plan and process to local municipalities and stakeholders		
External Communications - Develop newsletter or other vehicle for marketing and communication to stakeholders on planning work and activities		
Establish consistent division-wide policies to handle incoming development questions and communicate those policies to towns/staff/customers		

Strategic Priorities	Current Activity/Progress	Results
Regularly present report findings, plans, results and analysis to Dane County residents and communities, as well as a wider audience.		
Evaluate comp plan and identify key priorities remaining for implmenetation, before update.		

**12-24 Months**

Strategic Priorities	Current Activity/Progress	Results
Lay the ground, define process, next steps for updating the Dane County Comprehensive plan, and other key planning projects		
Consider alternative to planner quadrants; consider rotating responsibility for handling incoming questions about development		
Add Division Administrator or administrative capacity to support Planning Division		

**Planning Division Strategic Plan 2021-2023**