5 Strategic Planning Steps to Guide your City through the Pandemic

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1

Forecast city finances

• Forecast how revenues will be affected by the pandemic-induced economic downturn
• Determine impact of expenditures incurred and need for use of reserves
• Develop a financial forecast with a range of scenarios tied to assumptions about the downturn’s severity
Communicate inside & outside, now & often

• Businesses
• Residents
• Other local and partner agencies
• Gather insights
• How does all of this emerge into new strategic priorities?
Develop city priorities/Reset city priorities

- Bye bye "business as usual"
- Hello transformation
Transform the city service model to achieve city priorities

- How are employees empowered to implement city priorities?
- Is restructuring required?
- What are creative budget and redesign solutions?
Convey progress

- Build public and employee confidence
- Build support for future initiatives
- Maintain accountability to the priorities
Questions?