

How to Build a Three-to-Five-Year Strategic Plan in the Public Sector During Rough Economic Times

Presented by:

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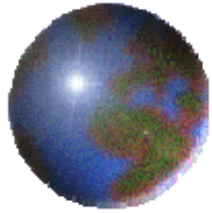
Sonoma County, CA



The
youniversal
Facility Management Experience



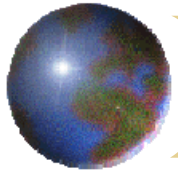
Oct. 7-9, 2009
Orlando, Florida, USA



Strategic FM

Session: 1.09

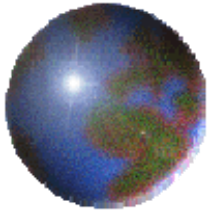
CEU CODE:



Audience demographics

- ✦ Students
- ✦ Non-FM practitioners
- ✦ Experience
 - ▣ <5 years
 - ▣ 5-10 years
 - ▣ 10-20 years
 - ▣ >20 years

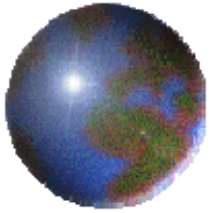
Our Overall Organization's Mission



Mission

The core mission of the Sonoma County government organization is to protect and enhance the safety, health, well-being and quality of life for all of the people of Sonoma County.

Our Overall Organization's SP



Strategic Plan: Goals Objectives and Strategies

I, II...=Goals

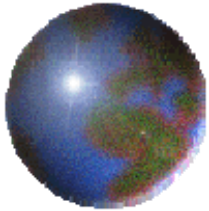
A, B...=Objectives

1, 2...=Strategies

a, b=More detail on strategies

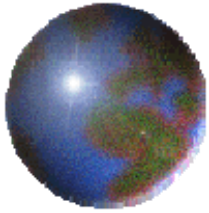
Our Overall Organization's SP

I. Make the most efficient and effective use of current resources.



A. Establish quantitative and qualitative targets to measure the County's performance in promoting the safety, health, well-being, and quality of life for the residents, families, and communities of Sonoma County.

Our Overall Organization's SP

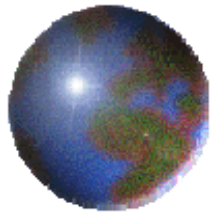


II. Enhance the County's fiscal soundness through the expansion and increased diversification of General Fund and other revenue sources.

A. Maintain and preserve current sources of revenue.

B. Increase current sources of revenue and add new sources.

Our Overall Organization's SP

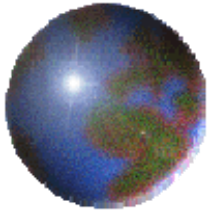


III. Enhance the capacity of County programs and community systems to more effectively meet the changing needs of individuals, families, and communities in Sonoma County.

IV. Plan, procure, operate, maintain, and manage Sonoma County's facilities and real estate assets at their highest and best use, such that they provide the best value to the County.

Our Overall Organization's SP

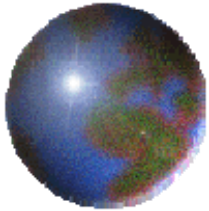
V. Proactively address:



1. Unmet needs in the County's waste management and water and wastewater treatment infrastructure.

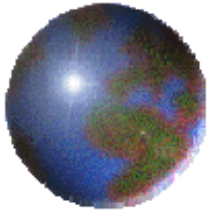
2. The failing transportation infrastructure so that it can be maintained and operated to provide safe, reliable and accessible movement of people and goods throughout the county.

How the Overall Organization's SP - applies to our FM Organization



Vision – Facilities Operations Technology Leader that utilizes ever-evolving creativity & innovation.

Mission – Facilities will continuously improve to remain a technology leader. Our primary objective is focused on increasing the level of flexibility & quality in the eyes of our customers. Through data analysis, the technological improvements to our plant & processes shall be focused upon problem prediction & prevention. Development of our employees is considered paramount to our success.



**LONG – TERM
CUSTOMER
VALUE**

Vision - Facilities Operations Technology Leader that utilizes ever-evolving creativity & innovation.

LONG - TERM CUSTOMER VALUE

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Customers

Community
Develop new & grow current Strategic Alliances with vendors, partners, & customers. Be environmentally aware.

Quality
Use Technological Advancements to develop our processes & improve our facilities.

Image/Influence
Be flexible & responsive to customer's needs, requirements, & technical demands.

Operational Excellence

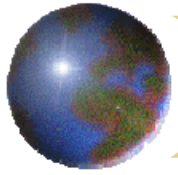
Operations/Management & Innovation Process
Demonstrate continuous improvement through effective process management.

People Perspective

Human Capital
Develop an Interdependent Workforce. Provide staff with an environment & resources that enables them to excel while achieving the organization's mission

Financial Perspective





Balanced Scorecard

● Perspective

- Customer
- Operational Excellence
- People
- Financial

● Measures

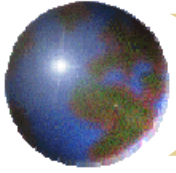
- Change image of Fac Ops
- Efficient Use of Technology
- Provide excellent training
- Align Budget with Strategic plan

● Strategic Objectives

- Image - Communications
- Optimal technology
- Training & Development
- Fiscal Management - Diversification

● Targets

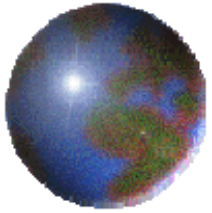
- Change Office Layout
- Process Targets (Badges)
- Establish BAS training
- Increase Revenue base



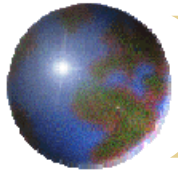
More current thoughts.....

(thinking about the conditions and circumstances which we have over time)

- ✚ Sustainability/Green
- ✚ Gas/Fuel Prices
- ✚ Economy
- ✚ Global/Foreign Environment



Questions ?????



Thank You !!!!!

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