

Lehigh County Authority: 2020 Strategic Planning Process (proposed)

Step 1: What is the strategy?

Where are we now?

Where do we want/need to be?

Gather Feedback:

Employees / staff

Board of Directors

Customers (residential, commercial, large industrial)

Municipalities we serve

Municipalities we don't serve

Developers / business leaders

Regional organizations (LVEDC, LVPC, others)

Regulators

Environmental organizations

Climate change experts?

Document Environmental Conditions:

Market

Regulatory

Industry

Environmental

Social

Develop & Align:

Vision

Mission

Values

Culture

Establish Direction:

Priorities

Long-Term Goals

Immediate Requirements

Process:

Facilitated Discussions - Staff

Stakeholder Conversations

Customer Survey

Other Data Gathering

Board "off-site" facilitated discussion

Staff review & facilitated discussion

Board approval of core plan - vision, mission values

Lay out next steps - Implementation Planning

Tools:

Effective Utility Management (EUM)

SWOT Analysis

Regional Planning Data

TIMELINE: Three Months (April-June 2020)

Step 2: How will LCA implement the strategy?

What must we achieve to get there?	---> Specific strategies & objectives
How do we achieve it, and who's accountable?	---> Resource requirements & schedule/phasing of goals
How do we measure success?	---> Qualitative & quantitative benchmarks
How can all employees participate?	---> Employee engagement strategy
What's the process to review and realign as we go?	---> 3-5 year plan; annual realignment; quarterly status reporting

Process:

Internal Strategic Planning Team

Board "Check In"

Employee Review

Board Review

Stakeholder Group "Check In"

Board Review (Approval?)

Employee "Check In"

Get Started!

TIMELINE: **Three Months (June-August 2020)**
(Note: 2021 Budget preparations begin August 2020)