



Pueblo County
Strategic Sustainability Plan
Advisory Committee Meeting #2
September 13, 2011

AGENDA

- **1pm-1:15pm** Introductions and review of agenda with Strategic Planning Process details for the meeting
- **1:20-** Break out into 6 different groups, select a note taker and a presenter for table; groups to be self determined by individual interests and professional expertise in each of the following topics:
 - Renewable Energy and Energy Efficiency
 - Materials and Waste Diversion
 - Water
 - Land Use and Built Environment
 - Transportation
 - Public Health and Natural Environment
- **1:30-2pm** Individual groups to work through SWOT process on selected topic at each table
- **2pm-2:30pm** Individual groups continue to work through SWOT process; if anyone would like to switch and join another group at this 30 minute mark they may at this time
- **2:30-2:45pm** Post findings around the room, convene as a larger group, and individual groups report on findings and highlight priorities
- **2:45-3pm** Mission statement review
- **3pm-** Adjourn meeting

Strategic planning involves "charting a course that you believe is wise, then adjusting that course as you gain more information and experience"
(Wilder Foundation, *Strategic Planning Workbook*).

Planning

Strategic Plan

- Emphasis on strategies
- Priorities, procedures defined
- How to achieve a vision
- Action oriented, goal driven
- Ongoing measures and objectives
- Assigned responsibilities

Long Term Plan

- Emphasis on objectives
- Determines a vision
- Planning and policy focused
- Goals for longer terms; past 5 years
- Not flexible

SWOT Analysis

- Strengths, Weaknesses, Opportunities, Threats
- Part of a strategic planning process
- Analyzes both internal and external factors affecting a community
- Provides information to match resources with capabilities of the community
- Enables community to identify strengths and upcoming opportunities to overcome weaknesses or threats

Strengths

- *Internal Factors*
- Resources for developing a competitive advantage
- Examples:
 - Low cost of living
 - Reduced property taxes
 - Jobs

Weaknesses

- *Internal Factors*
- Absence of strengths
- Flip side of strengths
- Example:
 - Limited staff resources
 - Slow to respond to community needs
 - No capital improvements

Opportunities

- *External Factors*
- Enable growth to occur
- Examples:
 - Expedited permitting
 - Removal of policy or regulatory barriers towards sustainability

Threats

- *External Factors*
- Changes in the external factors that present negative affects
- Examples:
 - Closure of larger employers
 - Increased foreclosures
 - Reduced tourism

Broad Topics for Plan

- Renewable Energy and Energy Efficiency
- Materials and Waste Diversion
- Water
- Land Use and Built Environment
- Transportation
- Public Health and Natural Environment

Rules for SWOT process

- Turn off all cell phones and mobile devices or put them on vibrate
- Be mindful of everyone's perspective
- Choose a topic you are passionate about and/or have expertise in
- Nominate a person to take notes the entire discussion
- Nominate a person to share group's findings
- No such thing as "incorrect spelling"
- At 30 minutes, you may switch to one other table

Mission

- The stated purpose for the County's Strategic Sustainability Plan's existence
- Can be viewed as the County's plan statement of the contribution it promises to make to help accomplish the community vision

Original Mission

The mission of the Pueblo City-County Sustainability Team is to collaborate with local government, educational institutions, business, industry, non-profits and agriculture to promote sustainability management systems which include energy efficiency, use of renewable resources and conservation practices. Through planning, leadership and education, the team will pursue sustainable use of our natural and human resources, fostering entrepreneurialism and economic development in Pueblo County, Colorado.

Mission Comments

The mission of the *Pueblo County Strategic Sustainability Plan* ~~*Pueblo City County Sustainability Team*~~ is to collaborate with ~~local government, educational institutions, business, industry, non-profits and~~ *agriculture through planning, leadership and education* to promote *and implement* <'and commence', or 'institute' > sustainability *policy and* management systems *including* energy efficiency, use of renewable resources and conservation practices (*removed words*) fostering entrepreneurialism and economic development in Pueblo County, Colorado.