



PINAL • COUNTY  
*wide open opportunity*

**Strategic Planning Office**  
**STRATEGIC BUSINESS PLAN**  
**FY 2014/2015**

**COUNTY VISION**

Pinal County Government provides progressive and proactive leadership in the areas of economic development, state-of-the-art technologies, growth management, and public services to promote healthy and safe communities.

**COUNTY MISSION**

Pinal County Government protects and enhances its citizens' quality of life by providing public services in an ethical, efficient, and responsible manner delivered by a motivated, skilled, and courteous workforce.

**DEPARTMENT MISSION**

The Mission of the Strategic Planning Office is to provide long range planning and performance management consultation, facilitation and education services to County Elected Officials, County Management, and County Departments so they can best utilize goal driven management practices to deliver improved results for their customers.

**SUMMARY OF MAJOR SERVICES PROVIDED:**

- Strategic Business Plans
- Performance Measure Reports
- Workshop/Education Sessions
- Citizen/Customer Satisfaction Surveys
- Performance contracts
- PCPM Policy and Support Materials
- Facilitation sessions
- Performance Measure Reviews
- Performance Improvement Plans (for performance measures)

**ISSUE STATEMENTS:**

**Issue 1: Increasing Public Expectations**

The increased need for Pinal County to provide ever more efficient services in an accountable and transparent manner will, if not addressed, result in:

- Lower customer satisfaction
- Unmet service demands

**Issue 2: Organizational Acceptance**

The ongoing need to gain widespread organizational acceptance of sound strategic planning and results driven performance management will, if not addressed, result in:

- Lack of customer focus
- Inefficient use of resources
- Lack of public confidence

**2-5 YEAR STRATEGIC GOALS:**

**Strategic Goal 1: Certification**

By 2016, Pinal County will benefit from sound strategic planning and performance measurement practices as evidenced by maintaining a Certificate of Excellence from the International City/County Management Association (ICMA ) Certificate Program in Performance Measurement.

**ANNUAL PERFORMANCE MEASURES:**

<b>MEASURE TYPE</b>	<b>MEASURE DESCRIPTION</b>	<b>Annual Target FY 2012</b>	<b>Annual Target FY 2013</b>	<b>Annual Target FY 2014</b>	<b>Annual Target FY 2014</b>
Result	% of Elected Offices and Departments with a current Fiscal Year Strategic Business Plan posted on the County website	100%	100%	100%	100%
Result	% of Department level strategic goals which have an aligned (related) performance measure (s)	N/A	75%	80%	80%
Result	% of Elected Offices and Departments completing an annual Performance Measure self-assessment	100%	50%	50%	50%
Statement	Citizen Customer Satisfaction Survey completed and results presented to the Board of Supervisors by February 28, 2015				
Statement	Internal Customer Satisfaction Survey completed and results presented by December 31, 2014				
Output	# of strategic planning and performance measurement workshops/education/consultation/facilitation sessions given	48	36	36	24