



SAN FRANCISCO PLANNING DEPARTMENT

Memo to the Planning Commission

HEARING DATE: JANUARY 17, 2013

Date: January 10, 2013
Case: Department Charter
Staff Contact: John Rahaim – (415) 575-9121
john.rahaim@sfgov.org
Recommendation: **Approve**

1650 Mission St.
Suite 400
San Francisco,
CA 94103-2479

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

BACKGROUND

In July 2012, staff presented the Public Outreach and Engagement plan and program principles to the Commission. Although there was support and genuine interest in the initiative, some Commissioners expressed their concern with the omission of some key items and the narrow scope of the principles. Reviewing the Commission's concerns, staff realized that many of these were related to the lack of a larger context within which to place this public participation plan.

In response, we have developed a context statement for the Department, namely a Department Charter. The charter contains three components: A Vision statement for the City; a Mission statement for the department; and a series of Value statements about how we carry out our mission.

The Charter was developed with comments and feedback received from the staff retreats that took place in 2009, comments from Commissioners, and from several discussions with staff that occurred in the Fall of 2012. In addition, the Charter reflects some of my personal aspirations for the direction of the department.

The intent of the Charter is to act as a guide for our work, and a tool to use to test our effectiveness. To do that most effectively it is intentionally short and direct, fitting on one page. The Department will make the Charter available to staff in multiple forms, such as a small poster to place in the office, or a card that fits into a wallet. The point is to create an easy reference tool.

More specifically, the Charter will become an "umbrella" for all of the Department's activities, and will directly influence our Public Outreach Strategy, our performance measures and budget. See attached diagram.

As the entity in charge of the Planning Department, the Planning Commission delegates much of your authority to the Director and staff to carry out the mission of the Department. To guide that work as effectively as possible, we are asking the Commission to formally endorse this Charter.

DEPARTMENT CHARTER

Purpose

The purpose of this Charter is to guide the work of the San Francisco Planning Department. It is a benchmark, an ideal for our aspirations as a public planning agency. It will also be a test of our effectiveness and will guide our relationships with the communities of San Francisco.

Vision

The world's most livable urban place – environmentally, economically, socially and culturally.

Mission

Great planning for a great city.

We are innovative in guiding change that embraces our extraordinary setting, unique heritage, vibrant communities and the aspirations of our diverse population.

(NOTE: the above can be used separately or in combination with the statement below)

The San Francisco Planning Department, under the direction of the Planning Commission, shapes the future of San Francisco by:

- generating an extraordinary vision in the General Plan and neighborhood plans;
- fostering exemplary design;
- improving the environment;
- enhancing the distinct character, culture and history of our neighborhoods and people; and
- embracing our regional role and responsibility.

Values

- We collaborate with the people of San Francisco.
- We educate our community about our work and we learn from our communities about their neighborhoods and their vision.
- We treat our stakeholders with professional courtesy and respect.
- We build trust.
- We facilitate ongoing dialogue that is open and responsive.
- We provide a fair, objective and equitable process.
- We are consistent in our application of policy.
- We are deliberate in our process and stand by our decisions, even when others disagree.
- We are efficient and timely.
- We are innovative in setting new planning standards.
- We are a great place to work – cultivating intellectual inspiration, professional satisfaction and creativity.

- We are passionate about our work.
- We are visionary in our plans and practical in their implementation.

ACTION PLAN

Review period: Every five years, or as directed.

Implementation Timeframe: February – June 2013

Tactics:

- Department charter to be considered in decision-making process for all management and staff
- Measurement of department's performance through annual performance measures
- Staff annual performance appraisals to include charter values
- Department's annual climate survey to include questions measuring staff retention of charter
- Quarterly review of charter during general staff meetings
- Develop top-of-mind awareness of charter through:
 - Development of collateral (cubicle poster, desktop wallpaper, inclusion on business cards, wallet cards, wall decaling)
 - Updates to the department website and intranet
 - Inclusion of charter in new employee orientation package
 - Regular article in employee quarterly newsletter, featuring staff demonstrating department values

REQUIRED COMMISSION ACTION

In order for the department to proceed in fulfilling the vision as laid out in the charter, the Commission must approve the proposed charter.

BASIS FOR RECOMMENDATION

- The charter will serve to guide the work of the San Francisco Planning Department.
- The charter will serve as a an aspirational document, listing the vision and values we wish to uphold.

RECOMMENDATION: Approve



SAN FRANCISCO
PLANNING
DEPARTMENT

CHARTER

OUR VISION

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OUR VALUES

Collaboration

We collaborate with the people of San Francisco.

Open Dialogue

We facilitate ongoing dialogue that is open and responsive.

Efficiency

We are efficient and timely.

Passion

We are passionate about our work.

Education

We educate our community about our work and we learn from our communities about their neighborhoods and their vision.

Fairness

We provide a fair, objective and equitable process.

Innovation

We are innovative in setting new planning standards.

Respect

We treat our stakeholders with professional courtesy and respect.

Consistency

We are consistent in our application of policy.

Visionary

We are visionary in our plans and practical in their implementation.

Trust

We build trust.

Deliberate

We are deliberate in our process and stand by our decisions, even when others disagree.

Cultivation

We are a great place to work – cultivating intellectual inspiration, professional satisfaction and creativity.