



CITY ADMINISTRATION

CITY OF ANGELS PO Box 667, 200 Monte Verda St. Suite B, Angels Camp, CA 95222 P: (209) 736-2181

DATE: August 19, 2025

TO: City Council

FROM: Pamela Caronongan, City Administrator

**RE: DISCUSS OPTIONS AVAILABLE REGARDING THE REVISITING AND
UPDATING OF THE 2023 CITY OF ANGELS STRATEGIC PLAN AND GOAL
SETTING**

RECOMMENDATION

Staff recommends for the City Council to discuss, consider, and direct staff on next steps as it pertains to the revisiting and updating of the 2023 City of Angels Strategic Plan and Goal Setting.

BACKGROUND

During the most recent regular meetings starting from Quarter Four (4) of Fiscal Year 2024-2025 up to the Quarter One (1) of Fiscal Year 2025-2026, the City Council directed staff to reach out to Citygate Associates – the consulting firm that the City secured to work on the City of Angels 2023 Strategic Plan and Goal Setting – in order to accomplish the following:

1. For the City to revisit the Strategic Plan and Goals, specifically how is the City now compared to 2023.
2. For the City to update the Strategic Plan and Goals, which would include but not be limited to analyzing metrics, goals, and recommendations as previously outlined in 2023.
3. For the City to continue learning and progressing from this process, which would lead towards the accomplishment of established goals.
4. For the City to promote ownership, engagement, and accountability throughout the entire organization.



In one of the most recent regular meetings, City Council consensus expressed interest in doing a “revisiting and updating” process rather than to restart the process in response to the fact that two years have passed since the Strategic Plan was adopted in 2023, and a yearly “revisiting and updating” was strongly recommended as a benchmark standard to ensure that the Strategic Plan remains updated and any “course-correct” actions needed to steer the City back towards the accomplishment of its goals can be implemented as soon as possible.

Staff reached out to Citygate Associates and provided a proposal offering a handful of options that the City can take. These options are:

Option	Amount	Additional Notes
“Revisit and Update” Strategic Plan and Goals	\$31,050	City Council consensus expressed this option in previous meetings.
Full Strategic Planning and Implementation Study	\$53,150	Start process from the beginning.
Professional Performance Coaching	Depends on number of hours and consulting staff facilitating session	Additional Service. 60-to-90-minute sessions for new city managers, council members, executive staff, and staff tasked with implementation related responsibilities.
AudMod (Proprietary)	Depends on number of hours and consulting staff facilitating service	Additional Service. Pod-cast audio summary used as a social media tool to increase community awareness and engagement regarding the City’s strategic plans and goals.



ALTERNATIVES

1. Select “full study” option.
2. Select one option along with one or more additional services.
3. Do not select any option.

FINANCIAL CONSIDERATIONS

The cost of a “revisit and update” process is \$31,050. The cost of a “full study” process is \$53,150. This expenditure was not budgeted for Fiscal Year 2025-2026. Staff will be utilizing American Rescue Plan Act of 2021 (ARPA) Funds, General Fund reserves, or a combination of the two funds depending on the option chosen by City Council.

ENVIRONMENTAL CONSIDERATION

The above-mentioned action is exempt from California Environmental Quality Act (CEQA) review via CEQA Guidelines 15061(b)(3) since said action is not a “project,” and that the activity does not cause a direct change, indirect change, or significant effect on the environment.

ATTACHMENTS

1. Proposal from Citygate Associates

