



Agenda Item Summary Report

Meeting Date:

February 10, 2025

Submitted by:

Michelle Bailey Hedgepeth, Town Administrator

Item Title: Strategic Plan Update | February 2025

This item outlines the plan to update the Town's Strategic Plan.

Work Session Item [X]
Council Meeting Item [X]

Documentation Attached:

Strategic Plan 2016-2021
ICMA Report on Strategic Planning

Recommended Action:

This has been provided for Council consideration, the appointment of members of the Strategic Planning Committee, and general council input.

Summary: The Town of Bladensburg's **2016-2021 Strategic Plan** established key priorities in **Economic Development, Public Safety, Infrastructure, and Collaboration and partnerships**, serving as a guiding framework for decision-making and resource allocation. Due to the pandemic and management transitions, several initiatives were delayed or adapted, necessitating a formal review of accomplishments and remaining priorities.

To ensure alignment with the Town's current needs and future vision, the Town Administrator proposes initiating the process to **update the Strategic Plan**. This effort will include:

- **Assessing the progress** made under the existing plan
- **Engaging residents, businesses, and stakeholders** in the development of new strategic goals
- **Aligning the plan with fiscal sustainability** and potential alternative funding sources
- **Undertaking a competitive bid process** to hire a consultant for plan development, with options presented to the Council in the Fall

The updated Strategic Plan will guide Bladensburg's policy and budget priorities over the next five years, ensuring that services, infrastructure improvements, and economic initiatives reflect the community's evolving needs. A copy of the recent ICMA report on Strategic Planning in Small Communities, which has been included to provide some additional information, is attached. This will help to provide more information on the strategic planning process and models of what other counties and cities have done throughout the Country,

Next Steps:

1. **Council Approval** to proceed with the Strategic Plan review and update process.
2. **Development of an RFP** to solicit proposals for a strategic planning consultant.
3. **Public Engagement Strategy** to gather input from residents, businesses, and key stakeholders. Appoint and engage a Strategic Planning Committee.
4. **Consultant Selection in 2025**, with recommendations presented to the Council.

5. **The Plan Development and Implementation Action Plan will** be completed in coordination with the Council and Town Administrator.

Council approval is requested to proceed with these steps, ensuring Bladensburg continues to build on past successes and effectively plan for the future. This summary is intended to provide background information and facilitate Council questions.

Budgeted Item: Yes ☐ No ☐ NA

Budgeted Amount:

One-Time Cost: TBD

Ongoing Cost: NA

Continued Date:

Council Priority: Yes ☐ No ☐

Approved Date: