



Staff Report

May 6, 2024 Council Workshop Meeting

PointNorth Strategic Plan Contract and Scope of Work Review

Presenter: Doug Quinn, City Administrator

Time Estimate: 10 minutes

Phone	Email
360.834.6864	dquinn@cityofcamas.us

BACKGROUND: 2024 Strategic Plan

Our Strategic plan sets forth our Mission, Vision and Values, aligning our programming and process to our desired goal. The goals are established through outreach, surveys and shared communication that serves to inform the process of refinement. The Plan remains a constant in our work. It may be updated to reflect emerging conditions and needs, but overall, should reflect our deepest motivations for the work we do. It looks at our past and imagines our preferred future.

SUMMARY: The City of Camas has not updated its Strategic Plan since 2018. This effort will utilize the services of PointNorth Inc. to facilitate an update, through structured conversations and surveys involving all areas of the City. See the attached Contract for Services, that lays out the work plan. The City will create a project lead team to assist the project to completion and provide contract oversight.

Figure 1: 2018 Strategic Plan Summary Sheet

CITY OF CAMAS | 2023 – 2024 ADOPTED BUDGET

The Strategic Plan and Performance

The City of Camas adopted a City Strategic Plan in 2017 to provide guidance and leadership for the ensuing three years. Each year, the Strategic Plan was reviewed to highlight achievements and to ensure progression, with a goal to revisit and amend the plan in 2020.

With the significant impact of COVID-19 on City operations, the City Council made the decision to extend the Strategic Plan through the 2021-2022 biennium. This extension not only allowed staff and elected officials to focus time and effort on the pandemic and subsequent recovery, but it also gave the City time to recover from the transition of a number of critical leadership roles within the staff as well as in the legislative body.

The City expects to see a revision of the Strategic Plan during the 2023-2024 biennium.

THE STRATEGIC PLAN	
OUR MISSION	CITY OF CAMAS 2018-2020 STRATEGIC PRIORITIES
OUR VISION	2018-2020 KEY INITIATIVES
OUR DECISION PRINCIPLES	2018-2020 KEY INITIATIVES
OUR INTERNAL VALUES	2018-2020 KEY INITIATIVES

Enhance tools and processes to improve communications: within departments, across departments, and with Council.

BENEFITS TO THE COMMUNITY: Begin text here.

The benefit of having an updated plan is to provide the City with a clear forward-focused vision. One that will guide our investments and planning across all departments of the City. It aligns our efforts directly to outcomes and helps with resource allocation. The Strategic Plan will incorporate GMA Planning, Budget workup, and other departmental planning documents.

BUDGET IMPACT:

The Professional Services Contract with PointNorth is attached for your review and approval. This work is anticipated within the 2024 budget update and is not-to-exceed \$174,440.

RECOMMENDATION: Staff recommends approval of the contract with PointNorth Consulting Inc. in the amount of \$174,440. This item will be placed on the May 20, 2024 Regular Meeting Consent Agenda for Council's review and approval.