

Strategic Planning Contract

December 14, 2023



Background

Council:

- Identified strategy planning as a budget goal/priority
- Allocated \$50,000 to project in FY 2023-24 Budget
- Reaffirmed staff's approach to project in September

Staff:

- Published Request for Proposals
- Rated and interviewed potential consultants

Process

Seven proposals, rated on:

- Understanding of project scope
- Experience
- Cost

Selected top-three for interviews with staff and Council Members Brooks and Pedersen

Recommend BerryDunn based on experience, dedication to community outreach / collaboration, overall approach

Project Scope

Phase 1: Project Planning

- Compile/review information from currently available
- Develop work plan & schedule, etc.

Phase 2: Environmental Scan

- Internal research: interviews with staff, SWOT analysis, half-day visioning workshop with Council
- External research: interviews with community stakeholders, online survey, Social Pinpoint site, other outreach

Phase 3: Develop Strategic Plan

- Strategic Planning sessions: 1) mission, vision, priorities, goals & 2) strategic objectives, performance measures
- Final presentation & adoption

Recommendation

Authorize the City Manager to execute a Professional Services Agreement with BerryDunn in an amount not to exceed \$50,000 to develop a five-year strategic plan.