

Capitola City Council

Agenda Report



Meeting: December 14, 2023

From: City Manager Department

Subject: Strategic Planning Contract

Recommended Action: Authorize the City Manager to execute a Professional Services Agreement in an amount not to exceed \$50,000 to develop a five-year City of Capitola Strategic Plan.

Background: During the 2023-24 goal-setting session, the City Council directed staff to develop five, ten, and 15-year strategic goals for the City of Capitola; at that time, staff recommended using a professional consultant to complete this project. The City Council adopted the Fiscal Year 2023-24 Budget on June 22, 2023, which included an allocation of \$50,000 for developing long-term strategic goals.

On September 14, 2023, the City Council provided feedback on strategic planning and emphasized that the desired outcome of this project is a living document that allows for flexibility and amendments to reflect future Council Members' unique perspectives and goals.

Discussion: On October 20, 2023, staff published a Request for Proposals for developing a strategic plan for the City of Capitola. Seven proposals were received by the November 10, 2023, deadline. After an initial review based on the understanding of project scope, staff experience, and proposed cost, staff selected the top three proposals for interviews.

Staff invited Council Members to participate on the interview panels, due to the level of City Council involvement expected during the strategic planning process. City Council Members Brooks and Pedersen independently volunteered to participate in the interviews. Interviews will be held on December 11 and 12, 2023. Staff will distribute additional material to this agenda with the recommended consultant prior to the December 14 meeting.

Fiscal Impact: The FY 2023-24 Budget allocated \$50,000 toward developing long-term strategic goals. There is sufficient funding for the contract. If future work items are identified throughout the development of the strategic plan, they will need to be budgeted separately.

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Reviewed By: Julia Gautho, City Clerk

Approved By: Jamie Goldstein, City Manager