

# Capitola City Council

## Agenda Report



**Meeting:** September 12, 2024

**From:** City Manager Department

**Subject:** Strategic Plan Project Update

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**Recommended Action:** Review the Strategic Plan Project progress and projected timeline.

**Background:** During the FY 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 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 December 14, 2023, City Council approved a \$50,000 contract with BerryDunn for the development of a five-year strategic plan. Starting in January 2024, staff established biweekly meetings with the BerryDunn project manager, collected a stakeholder list of contacts, developed stakeholder interview questions, prepared external and internal survey questions, and were prepared to begin the more public-facing portion of the project.

During the FY 2024-25 goal-setting session in March 2024, the City Council directed staff to pause the Strategic Plan Project until Fall 2024.

Staff met with BerryDunn project managers in August and September to determine the project's status and next steps. Staff intends to publicly introduce the strategic plan project to the community at the Wharf Grand Opening event on September 25, with an in-person community forum to follow on October 1. Additional public and employee outreach will follow, such as surveys, stakeholder interviews, and an online data collection portal. Both city staff leadership and the City Council will meet with BerryDunn in mid-November to develop draft strategic plan concepts, with the goal of final plan adoption in early 2025.

**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.

**Report Prepared By:** Chloé Woodmansee, Assistant to the City Manager

**Reviewed By:** Julia Gautho, City Clerk

**Approved By:** Jamie Goldstein, City Manager