City of Capitola Strategic Plan Overview
City Council Presentation

February 8, 2024

BerryDunn

CITY OF CAPITOLA
INCORPORATED 1949

Agenda

- Introductions
- Strategic Plan Overview
- Project Approach and Timeline

Project Team

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Project Principal

Michelle Kennedy
Project Manager and Lead Facilitator

Karen Whichard
Facilitator

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Facilitator and Research Analyst

BerryDunn's
300+ Government
Consultants

- On-call, as-needed support
- Access to broad specialization
- Internal and external connections to DEI expertise
- A comprehensive complement to anything the City may need

Project Phases

Project Planning

Community Engagement and Environmental Scan

Develop the Strategic Plan

What is a Strategic Plan?

1

Defines WHAT, not HOW

- What we want the City to become?
- What we are going to prioritize and focus so we can achieve the vision
- What we will measure so the City can evaluate progress

2

A LIVING DOCUMENT that guides the City's decision-making about:

- Budgets
- Long-range capital investments
- Economic and community development
- City services

3

A tool for government transparency and accountability

- Residents, taxpayers, and the public know how the City is investing resources, why, and to achieve what results/benefits for the community

The Strategic Plan defines **WHAT** the City will prioritize and focus on.

HOW the City carries out its strategy to reach the vision, priorities, and goals is defined in an **implementation plan**.

This implementation plan is developed by staff **AFTER** the Strategic Plan is complete.

Project Approach: Community Engagement and Environmental Scan

An environmental scan presents current and anticipated events and their relationships within an organization's internal and external environments. The scan serves as a basis of determining the future direction of the organization.

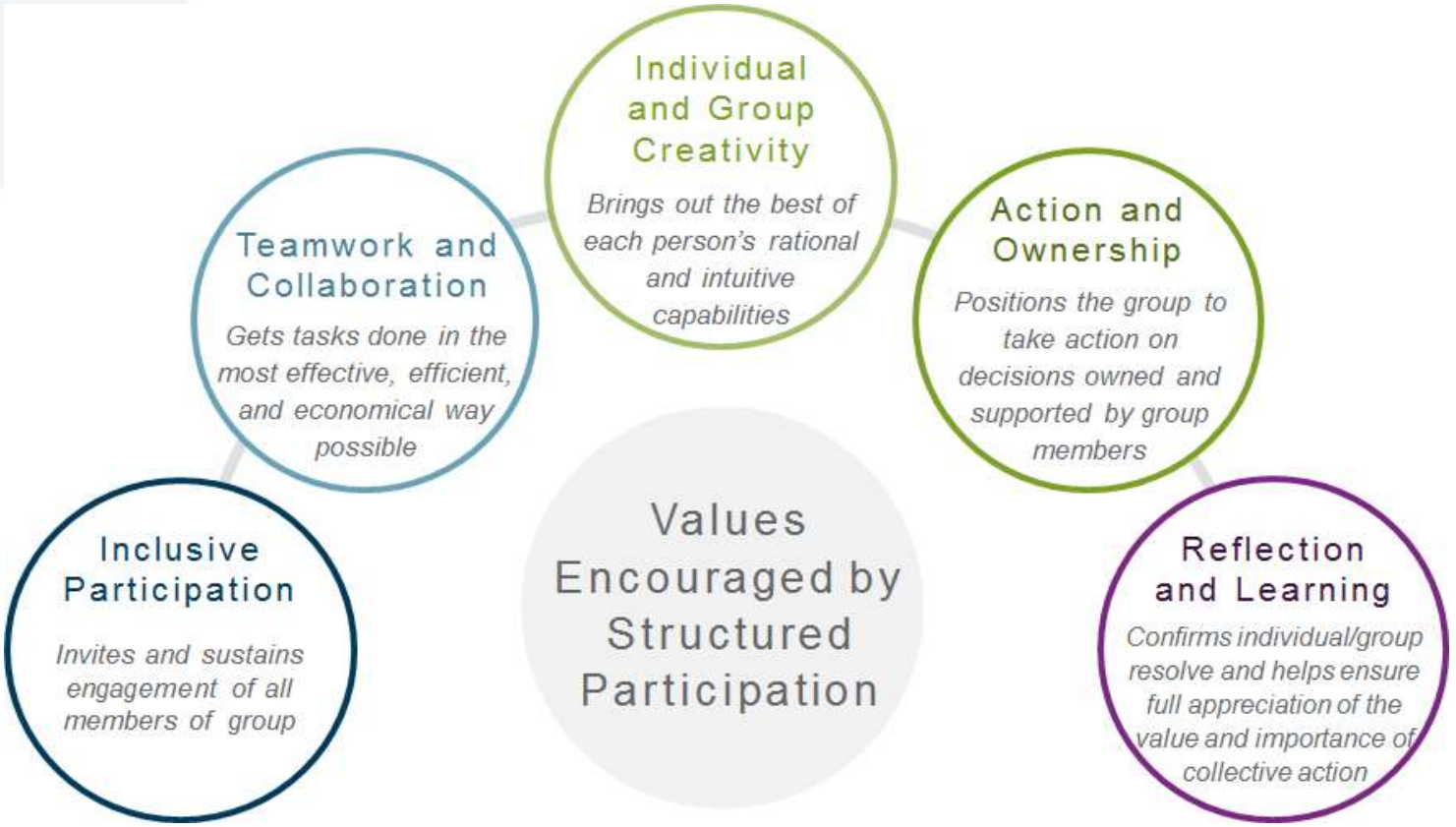
Identify potential opportunities, challenges, and trends that can drive the City's focus and effectiveness.

Provide everyone involved in strategic planning with a shared understanding of the City's current environment.

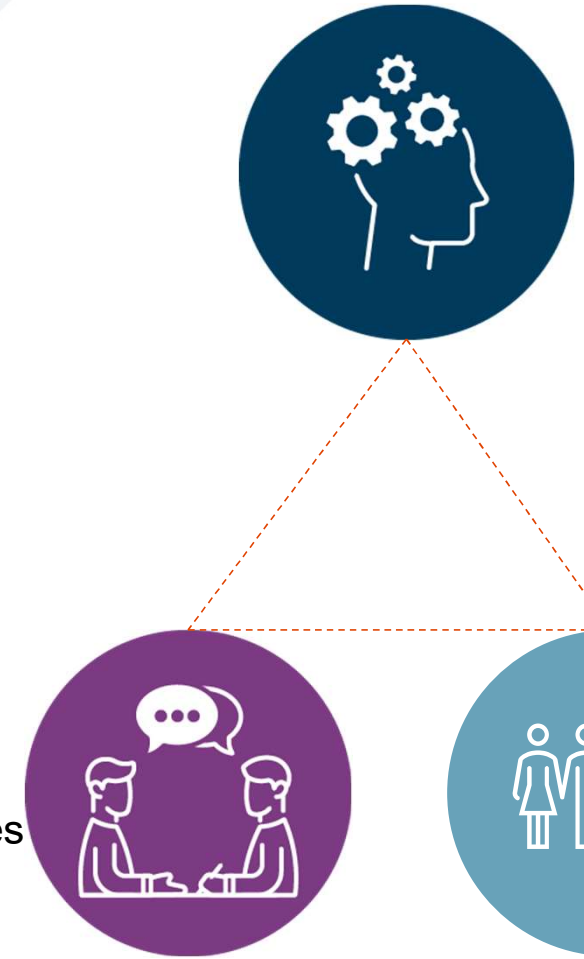
Help City leaders successfully navigate the forces and obstacles that can hinder the achievement of a shared vision.

Project Approach: Facilitation Methodology

Our facilitation methodology emphasizes structured participation that creates a clear intention, helping members of the group align with one another and reach consensus.



Project Approach: Plan Development



City Council

- Develop
  - Mission
  - Vision
  - Guiding Principles
  - Strategic Priorities and Goals

City Leadership and Staff

- Refine the Council's work
- Develop
  - Strategic Objectives
  - Performance Measures
  - Implementation plan

Capitola Community

- Identify priorities for City focus
- Assist in Capitola vision

Project Approach: Key Activities

Community and Staff Engagement

- Social Pinpoint
- Community survey
- Interviews and focus groups with community leaders, elected officials
- Interviews with staff
- Virtual community workshop

Plan Development Sessions

- City Council
- Leadership and Staff

Final Strategic Plan

- Graphically Designed Version of the Strategic Plan

What Sources Inform the Strategic Plan?

Information from various sources will be used to identify the community's priorities:

Interviews with diverse community members, and community workshop

Social Pinpoint Community Engagement Platform

Community survey results

Demographic and economic data

Current existing City plans

Mission, Vision, Guiding Principles, and Strategic Priorities

How are they connected?

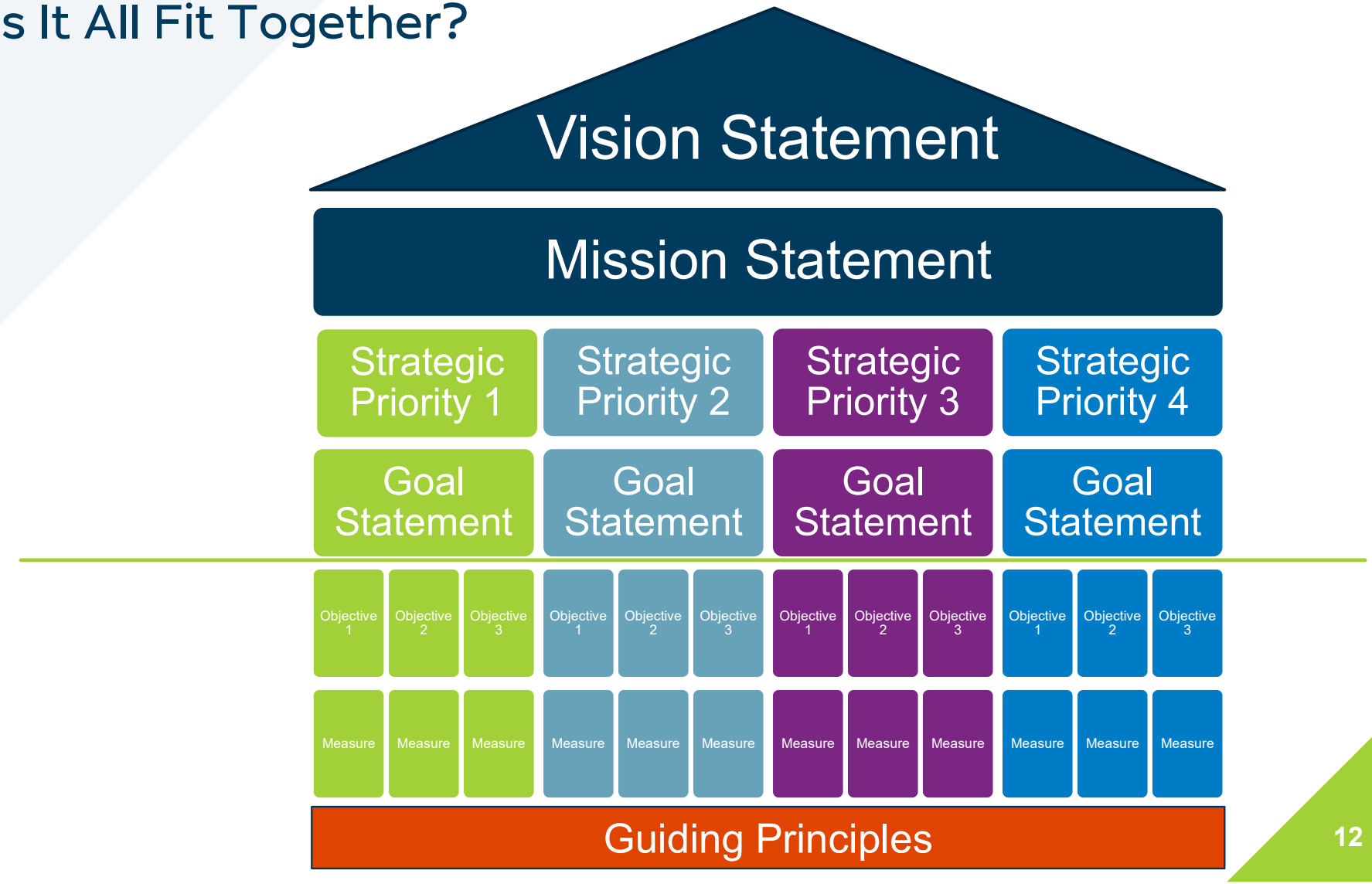
Mission
What you do now
For whom
How you do it

Guiding Principles
How does the community carry out its mission?
How does it interact with the community?

Vision
Where you're going
What you want your mission to achieve for your community

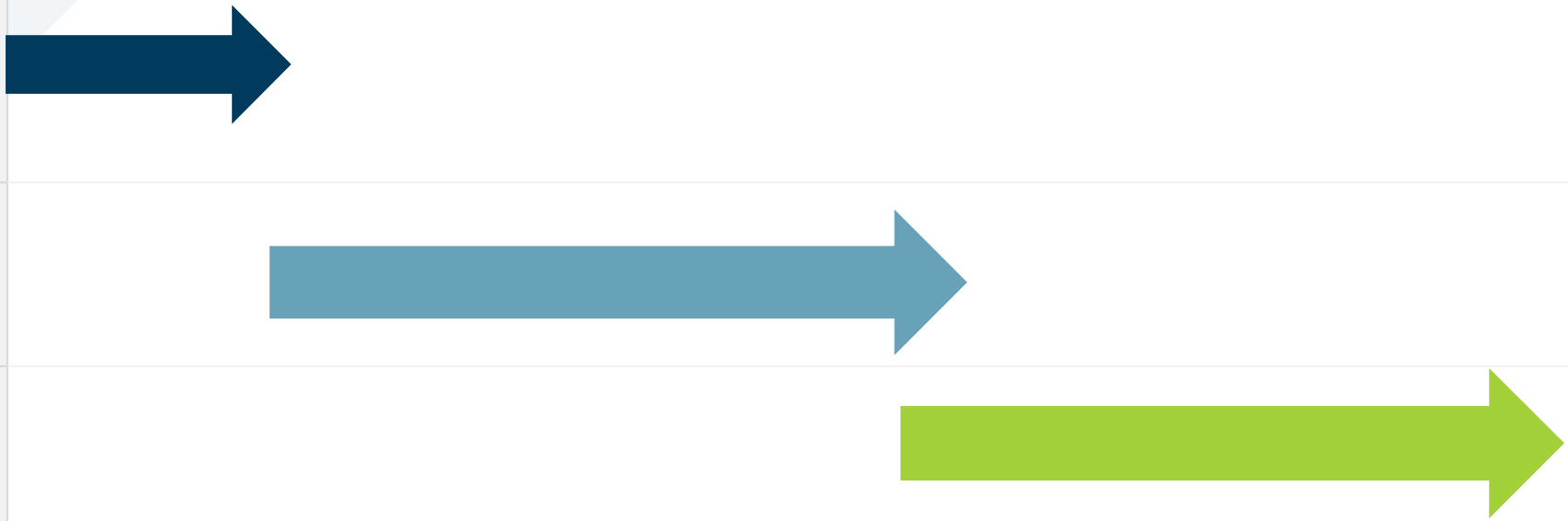
Strategic Priorities
What is the focus to move toward the vision?

How Does It All Fit Together?



Project Approach: Timeline

	January 2024	*September 2024*
Phase 1: Project Planning		
Phase 2: Community Engagement and Environmental Scan		
Phase 3: Develop the Strategic Plan		



Questions and Comments