

Capitola City Council

Agenda Report



Meeting: February 8, 2024

From: City Manager Department

Subject: Strategic Plan Project Overview and Timeline

Recommended Action: Receive a consultant report on the process and workplan for the development of a five-year 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 the development of long-term strategic goals.

On September 14, 2023, the City Council provided feedback on strategic planning. On October 20, 2023, staff published a Request for Proposals for the development of a strategic plan for the City of Capitola. Seven proposals were received by the November 10, 2023, deadline. Staff selected the top three proposals for interviews. On December 11 and 12, 2023, staff and Council Members Brooks and Pedersen conducted interviews and recommended the selection of BerryDunn as the consultant, based on the firm's high level of experience, dedication to community outreach, and overall approach to the project.

On December 14, 2023, the City Council authorized a Professional Services Agreement with BerryDunn to develop a five-year City of Capitola strategic plan.

Discussion: In early January, City staff met for a successful kickoff with BerryDunn staff and committed to a bi-weekly meeting schedule to prioritize this project with the goal of City Council adoption in early fall. Between now and then, the consultant will conduct community outreach, workshops, visioning, stakeholder interviews, and collect additional information.

During the meeting on February 8, 2024, BerryDunn staff will present an overview of their work plan and highlight key deliverables and milestones to ensure that the City Council and the Capitola community are informed of the project's proposed process.

Fiscal Impact: None, the Fiscal Year 2023-24 Budget included a \$50,000 allocation for developing a strategic plan; the contract with BerryDunn is in an amount not to exceed \$50,000.

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