

Capitola City Council

Agenda Report



Meeting: November 12, 2024

From: City Manager Department

Subject: City Council Strategic Plan Work Session

Recommended Action: Receive a presentation from the City's Strategic Plan Consultant, BerryDunn, and participate in the Strategic Plan work session.

Background: In Fiscal Year 2023-24, the City Council directed staff to initiate a Strategic Planning Project aimed at defining five-, ten-, and fifteen-year goals for the City of Capitola. Recognizing the need for a structured approach, the City Council allocated \$50,000 in the FY 2023-24 budget for this effort and approved a contract with BerryDunn, a consulting firm experienced in strategic planning, on December 14, 2023.

In March 2024, the City paused the project until the fall to allow for alignment with other City initiatives. In late summer, staff collaborated with BerryDunn to prepare for community and staff engagement, including writing surveys, developing outreach strategies, and coordinating stakeholder interviews. Staff presented an update on the Strategic Plan Project to the City Council on September 12, 2024. Also in September, staff met with BerryDunn project managers to evaluate the project's progress and plan next steps.

The project was publicly introduced to the community at the Capitola Wharf Grand Opening Event on September 25, with an in-person community forum held on October 1. Further outreach, including surveys, individual and group interviews with stakeholders (including all City advisory groups) and an online data collection portal, continued to the end of October. Staff promoted broad engagement and participation by sharing information across multiple social media channels. To reach a wider audience, staff utilized paid social media ads targeting both English- and Spanish-speaking communities, distributed bilingual flyers at local grocery stores, businesses, and the library, and updated the City website for easy, one-click access to project information.

Discussion: A consultant-led planning session with BerryDunn is scheduled for November 12, 2024. The work session is designed to identify strategic goals and begin drafting the initial plan framework. First, BerryDunn will present an environmental scan, developed with data collected during the community outreach and research phase; and share a strengths, weaknesses, opportunities, and challenges (SWOC) analysis of Capitola. Then, BerryDunn will work with members to develop mission and vision statements, along with developing core values to assist in drafting the Strategic Plan.

Following this work session, the project consultants will draft the Strategic Plan, to be presented to the City Council in a second public work session tentatively planned for early 2025. After the City Council formally receives the draft, it will be available for public review so that the community can provide feedback. Staff anticipate adoption of the final Strategic Plan in early spring 2025.

Fiscal Impact: \$50,000 was allocated for this project in the FY 2023-24 budget. Future activities related to the strategic plan may require additional budget allocations as needed.

Attachments:

1. Work Session Agenda

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