

strategic plan

Scope of Work

The City of Marshall desires to conduct a survey and focus groups with city stakeholders in order to build ownership and create a 3-year strategic plan for the city. The strategic plan will be created by the city council and city administrator in a 5-hour retreat facilitated by Allen and Wimmer. During this retreat a detailed 3-year strategic plan, grounded in the survey results, will be developed, including action plans and accountability marks for each key goal.

Desired Outcomes

Stakeholders will develop ownership in the future of the city and have their voices heard regarding the key goals for the city.

With analyzed input from the stakeholders, the city council, and key city staff a mission and vision for the city will be developed to use in future decision making.

Council members will increase their sense of team membership as they work together.

The city council and key city staff will identify key goals for the next 3 years in accordance with stakeholder's input.

The city council and key city staff will determine an action plan for each key goal, who is accountable for carrying out actions, and benchmarks for measuring success.

Deliverables

1. Design, distribution, synthesis and analysis of a survey administered to five key city stakeholder groups
2. Initial meeting with City Administrator to finalize survey and assist city staff in encouraging survey responses
3. Design and delivery of 2-hour focus groups for each of five city stakeholder groups
4. Design and delivery of a 5-hour City Council and key staff retreat for creating the strategic plan and developing action steps
5. Written report to the city of final strategic plan

investment

Design, distribution and result analysis of survey 1 day design	\$1,000
Design and delivery of 5 focus group sessions for stakeholders 1 day design, 2.5 days delivery	\$9,500
Design and delivery of a 5 hour City Council retreat	\$4,000
Written report of final strategic plan	No Charge
Mileage, lodging and meals, and printing not to exceed	\$3,000