

Scope of Work

While there is no one-size-fits-all approach to strategic planning, the City is seeking a consultant to assist in our efforts in the following ways:

- A. Data Gathering
 - a. Compile existing data and collect data from both the community and staff
 - b. Deliverables should include:
 - i. SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis
 - ii. Analysis of existing data (including data from the Community Survey, Community Summit, Culture Survey, Engagement Survey, and other citywide plans)
 - iii. Potentially a presentation to City Council
- B. Vision, Mission, and Values Statement
 - a. Assistance in developing the City's Vision, Mission, and Values
 - b. Deliverables should include:
 - i. Proposed Vision, Mission, and Values statement for the City
 - ii. Community engagement (including surveys, town halls, focus groups, and workshops) *minimum # of focus groups (X), workshops (X), and town halls (X)
 - iii. Staff engagement at all levels of the organization (minimum # of focus groups (X)).
 - iv. Potentially a presentation to City Council
- C. Strategic Goals & Objectives
 - a. Assistance in developing strategic goals and objectives
 - b. Deliverables should include:
 - i. Strategic Goals that are broad, long-term aspirations that guide the City's direction
 - ii. Objectives that are Specific, Measurable, Achievable, Relevant, and Time-bound (SMART) - these should include both short and long term objectives for each goal
 - iii. Potentially a presentation to City Council
- D. Action Plans
 - a. Assistance in developing a detailed roadmap for us to achieve our goals, with attention paid to what resource allocation is necessary
 - b. Deliverables should include:
 - i. An action plan that outlines specific steps, timelines, and resources needed to achieve the objectives
 - ii. Assistance with the development of performance tracking using key performance indicators (KPIs)
- E. Implementation & Monitoring
 - a. Development and presentation of the Strategic Plan
 - b. Deliverables should include:
 - i. A Strategic Plan with the opportunity for up to X drafts
 - ii. A communication plan to keep the Council, community, and staff informed
 - iii. Recommendations on routine reporting, including frequency and format
 - iv. Potentially a presentation to City Council