

## Strategic Planning & Facilitation Services—City Council Interview Notes

*The desired outcome of this strategic planning process is an action-oriented set of documents that translate the City's broad mission and vision statements into measurable and achievable goals and targets, and that focus City efforts, resources and performance reporting on what is truly important.*

**Firm:**

Planning Goals	
Strategies for reviewing/validating existing Mission, Vision & Critical Success Factors	
Strategies for involving Mayor, department directors, City Council and City Attorney	
Strategies for involving the public <ul style="list-style-type: none"> <li>• Multiple facilitated in-person sessions for citizens, business leaders and other stakeholders</li> <li>• Use of the City's Open Town Hall electronic platform</li> <li>• Other strategies</li> </ul>	
Community survey <ul style="list-style-type: none"> <li>• Plan for utilizing historical data</li> <li>• Plan for developing recommendations for a follow-on survey that maintains key longitudinal data and collects responses on future areas of focus (the survey contract and vendor will be separately considered and are not a part of this contracted effort)</li> </ul>	
Development of summary report <ul style="list-style-type: none"> <li>• Process for building consensus</li> <li>• Process for vetting drafts</li> </ul>	
Planned approach for working with departments to create program-specific performance measures and targets that align with the strategic plan	
Consideration for whether or how ICMA Insights performance measurements align with implementation targets	

<b>Proposal Attributes</b>	
Tentative project plan and project management approach	
Clear evidence of understanding the goals and challenges of facilitation and strategic planning in a municipal environment	
Previous work experience similar to this project	
Staff qualifications	
Innovative strategies proposed	
<b>Areas of Interest</b>	
Focus on citizen engagement through multiple and innovative means	
Total project transparency	
Messaging and public communication about the planning process	
Measurement focus-identifying and reporting the “right” measures	
<b>Other</b>	