

City of Capitola Strategic Plan Q&A Sheet:

1. What is the budget for this project?
The current budget for developing a strategic plan is \$50,000.
2. Has the City identified a date for the workshop?
No.
3. The RFP mentions conducting a citywide needs assessment during the strategic planning process. Could you clarify the City's expectations for the needs assessment and how detailed or involved officials expect it to be?
Staff have communicated that this step would likely involve City staff more than Council. We expect that each City Department (City Manager, Police, Public Works, Finance, Community Development) and Division (Recreation, Planning, Building) would be interviewed to provide information and insight on strengths, weaknesses, and avenues for growth and improvement regarding services offered and in-progress projects. Staff expects that assessing Council's wants/needs would instead take place during the visioning workshop(s).
4. The RFP also mentions a review of survey data collected by City staff. Is this a survey of community members? Do you envision its being performed as part of the community outreach meeting or via another avenue?
Yes, this would be a key component of community outreach. City staff will draft a survey (questions to be reviewed by our consultant) and distribute it to residents, stakeholders, and members of the Capitola community (probably using SurveyMonkey).
5. Does the City wish to consider developing a vision, mission and/or values?
Possibly, dependent on Council direction.
6. Will the winning firm be precluded from any future work identified in the strategic plan?
No.
7. Does the City have an existing or previous strategic plan, if so, would the City please provide us with a copy?
Capitola does not have an existing/previous strategic plan.
8. Does the City have regular/ongoing opportunities, channels, and venues for engaging the community? If so, can the City briefly describe its engagement activities?
The City mails out a written newsletter twice a year, emails out a more timely newsletter twice monthly, and posts to the City's Facebook and Instagram accounts regularly. We also have our website and regular public meetings of our Boards/Commissions, and City Council with in-person and Zoom access available. Our Recreation Division and Police Department also run their own social media accounts, with more tailored information regarding their programs and offerings.

9. Has the City conducted a citizen engagement/customer satisfaction survey within the past year or two? If so, can the survey and results be provided to us? If not, is it the City's expectations that the consulting team will develop and administer a community survey as part of the needs assessment process?

No, although in voter polling done in 2022, the following questions were assessed:

