



City of Arts & Innovation

City Council Memorandum

TO: HONORABLE MAYOR AND CITY COUNCIL **DATE: JULY 14, 2020**

FROM: CITY MANAGER'S OFFICE **WARDS: ALL**

SUBJECT: CITY COUNCIL WORKSHOP TO IDENTIFY PRIORITIES AND GOALS FOR THE CITY OF RIVERSIDE 2020-2025 STRATEGIC PLAN

ISSUE:

Conduct a workshop to identify the City Council's priorities and goals for the City of Riverside's 2020-2025 Strategic Plan.

RECOMMENDATION:

That the City Council conduct a workshop to identify priorities and goals for the City of Riverside's 2020-2025 Strategic Plan.

BACKGROUND:

In February 2015, the City Council approved the Riverside 2.0 Strategic Plan and adopted seven strategic priorities to advance the City's mission of providing high quality municipal services to ensure a safe, inclusive and livable community. The Riverside 2.0 Strategic Plan included several strategic goals for each department to help track their progress in implementing the City Council's strategic priorities in the following seven areas:

- 1) Enhanced Customer Service and Improved Quality of Life;
- 2) Economic Development;
- 3) City Transportation;
- 4) Community Services;
- 5) Improve Housing Diversity and Options;
- 6) Reduce Taxpayer Liability and Reduce Costs Whenever Possible; and
- 7) Improve Teamwork and Community.

In June 2017, the City Council approved the Riverside 2.1 Strategic Plan, which included an update to the departments' strategic goals and added new performance measures to help quantify progress in implementing the City Council's strategic priorities. A Quarterly Performance Report was developed to provide the City Council and the public with regular updates on financial highlights and vital indicators, department accomplishments, strategic goals and performance measures, and Measure Z funding priorities.

In January 2020, the City Manager's Office issued a request for proposal (RFP) for a consultant to facilitate the development of a new citywide strategic plan for the period of 2020-2025. Four

proposals were received in response to the RFP and all proposals were evaluated by a multi-departmental team consisting of staff from the City Manager's Office, Finance Department, and Department of Innovation and Technology. Following a thorough review of the proposals, the Organizational Network was selected as the most qualified consultant for the project.

The Organizational Network (Consultant), led by Dr. Wayne McAfee, has been providing services to public agencies for over 35 years, including facilitating the development of the Riverside 2.0 Strategic Plan in 2015. Dr. McAfee and his team of experienced consultants have extensive experience working with public agencies on strategic planning, conflict resolution, performance measures, and alignment of services and programs to municipal strategic goals.

Specific tasks performed by the Consultant as part of the strategic planning process include: 1) review and evaluate city documents and programs including the Riverside 2.0 and 2.1 strategic plans, Riverside 2019 Community Quality of Life Survey results, Riverside 2019 Employee Engagement Survey results, city charter, budget documents, and existing City programs and services; 2) facilitate individual meetings and workshops with the Mayor, City Councilmembers, Department Heads, and key city staff to identify priorities and goals for the city and organization; and 3) develop a final strategic planning document that defines the City Council's major strategic priorities and includes goals and strategies to implement the strategic plan and measure progress toward achieving goals.

DISCUSSION

Over the past several months, the Consultant has reviewed pertinent city documents relative to the strategic planning and conducted individual interviews with the Mayor and Councilmembers to identify their priorities and goals for the community and city organization. The Strategic Planning Workshop is the next step in the process and will provide the opportunity for an effective and efficient dialogue amongst the Mayor and Councilmembers on key topics and priorities discussed during their interviews. This workshop will allow the City Council to define a clear set of priorities and establish a vision and mission for the future of Riverside over the next five-year period.

A graphic recorder from The Grove Consultants International will also be present at the workshop to help capture the City Council's ideas, synthesize them, and transform the content into a visual illustration of the strategic plan that will help the City move the plan from insight into action.

FISCAL IMPACT:

The fiscal impact of developing the City of Riverside 2020-2025 Strategic Plan is \$53,275, which includes a contract with the Organizational Network in the amount of \$49,500 and a separate contract with The Grove Consultant International for graphic recording services in the amount of \$3,775. This project is funded by the Non-Departmental Fiscal Management Account 7211200-450247.

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