



CITY OF FERNLEY

CITY COUNCIL AGENDA REPORT

Meeting Date: June 17, 2020

REPORT TO: Mayor and City Council
REPORT FROM: Daphne Hooper, City Manager
REVIEWED BY: Brandi Jensen, City Attorney
REVIEWED BY: Denise Lewis, City Treasurer

FINANCIAL IMPACT:

Yes: No:

CURRENTLY BUDGETED:

Yes: No:

FUND/ACCOUNT:

100-413-322

ACTION REQUESTED: Consent Ordinance Resolution Motion Receive/File

AGENDA ITEM: Staff Report (For Possible Action): Possible Approval of a Contract with Ted Gaebler for an amount not to exceed \$39,700.00 to develop the City's strategic plan.

Agenda Item Brief: City of Fernley's current strategic plan expires in 2021. City Council has identified a strategic plan update as a priority for FY 2021.

Recommended Motion:

"I move to approve the contract with Ted Gaebler for an amount not to exceed \$39,700.00 to develop a strategic plan."

Business Impact (per NRS Chapter 237):

- A Business Impact Statement is Attached.
- A Business Impact Statement is not required because this is not a rule (term excludes vehicles by which legislative powers are exercised under NRS Chapters 271, 278, 278A, or 278B).

See attached report for background, analysis, alternatives.

ALTERNATIVES:

The Council can may:

- Not approve the contract and direct staff to look for other possible vendors to develop the strategic plan.
- Request additional information

BACKGROUND:

The Strategic Plan is actively used by the City to drive policy implementation and program direction, including the development of the City's annual budget. City departments use this plan to update department goals and objective. The current strategic plan is scheduled to sunset in 2021. City Council has identified a strategic plan update as a priority for FY 2021. The strategic plan will be a roadmap for the City to achieve the priority community and organizational goals that emerge from the planning process. The timeframe for the plan encompasses five fiscal years, beginning July 1, 2021 and concluding June 30, 2026.

The strategic plan will include:

- A **community vision statement** of what the Fernley community will be as its population grows and role in the region changes.
- A **mission statement for the City of Fernley** identifying the roles city government will play in serving the community and managing the transition.
- **Values** that will drive the community transition.
- Community and organizational **goals** to achieve the vision and fulfill the mission.
- An **action plan** that will identify the specific steps and schedule to be undertaken to accomplish the goals.

The strategic plan development process will include interviews and focus groups with key stakeholders, a community survey, and community meetings. The strategic plan and action plan will be presented to City Council for possible adoption.

LEGAL IMPLICATIONS:

The contract defines termination, liability, and legal requirements.

FINANCIAL IMPLICATIONS:

Funds have been budgeted for FY 2020-2021.

ATTACHMENTS:**Contract**

Proposal to the City of Fernley, Nevada, Develop a 2021-2026 Strategic Plan for the Scope of Work and Fee Schedule.