



Date: May 13, 2021
To: Board of Directors
From: Marti Brown, General Manager
Subject: Strategic Planning Process and Plan

Recommendation:

Approve Budget Authority for the General Manager, or her designee, to enter into an agreement with Rauch Communication Consultants, Inc for a not-to-exceed amount of \$13,000 to facilitate a strategic planning process and develop a Strategic Plan.

Rationale for Recommendation:

The KPPCSD Board of Directors has a keen interest in participating in and completing a strategic planning workshop in an effort to develop a long-term vision, plan and goals for the KPPCSD, including for the Police and Parks and Recreation Departments. In addition, a Strategic Plan would help focus future policy development and guide staff in its implementation.

Background:

To date, the KPPCSD Board of Directors has not had a consultant facilitated strategic planning process and workshop. The proposed strategic planning process would be the first of its kind for the KPPCSD and the Board.

Rauch Communication Consultants is a regular and seasoned presenter at the California Special District Association (CSDA) and very knowledgeable about the unique characteristics of special districts.

Rauch Communication Consultants has served special districts for nearly 50 years in California. During that time, the firm has worked with well over 225 agencies throughout the state, as well as with many of the leading organizations that deal with districts.

The firm offers three consulting specialties: assisting clients in the development of strategic plans, consulting, and training to resolve and improve board, governance, and management issues, and implementing public outreach programs.

Discussion and Analysis:

The proposed strategic planning process and plan would include the following elements:

- An opportunity to assess the current and upcoming challenges and opportunities facing the District, as well as a forum to discuss them intensely, and to build consensus for focused priorities and a strategy to achieve those priorities;
- A final Strategic Plan that includes a mission and vision, board level goals and objectives designed to meet the identified needs, challenges, and opportunities of the District;
- An implementation plan, including timing and assigned responsible staff for each strategic initiative; and
- A plan for Board monitoring and oversight to implement the Strategic Plan.

Fiscal Impact:

It is estimated that no more than \$4,000 of the total budget would be expended in fiscal year 2020-21. The District's Consulting Account 835 is currently over budget (due to increase spending for finance consultants earlier in the fiscal year). As a result, staff recommends transferring \$4,000 from Legal Account 830 to Consulting Account 835. Legal Account 830 currently has a balance of \$40,965 with a balance of \$44,035 for the remainder of fiscal year 2020-21. The remaining budget for this project (e.g., \$9,000) would be budgeted for in Consulting Account 835 in fiscal year 2021-22.

Attachment:

1. Attachment 1: Proposal for a Strategic Planning Workshop and Plan