



City of Prince Albert

RPT 2025-20

TITLE: Strategic Plan Request for Proposal

DATE: November 28, 2024

TO: Budget Committee

PUBLIC: X

INCAMERA:

RECOMMENDATION:

That Administration proceed with preparing an RFP for strategic planning services, including the following key deliverables:

1. To create a renewed, multi-year Strategic Plan for the City of Prince Albert;
2. To engage appropriate, internal audiences during the Strategic Plan's development;
3. To craft an implementation framework to guide the work of the renewed Strategic Plan; and,
4. To provide two (2) years of Strategic Planning Services to work with Administration and City Council to support the implementation framework.

EXECUTIVE SUMMARY:

The City of Prince Albert's, Strategic Plan 2023-2025 expires at the end of 2025.

The City has started to look towards options for the establishment of a new multi-year strategic plan. In addition to the development of the Plan, Administration is also exploring options for follow-up services meant to guide the strategic renewal of the plan, along with an implementation strategy to include strategic advisory services, along with corporate performance reporting and ongoing support functions.

PROPOSED APPROACH AND RATIONALE:

As we approach the expiration of the Strategic Plan, 2023-2025, coupled with the election of new members of City Council, it is crucial that our city remains responsive and adaptive to the evolving needs of its residents and businesses. One key way to ensure this, is by developing a

comprehensive and forward-looking strategic plan. A strategic plan is not only a roadmap for the future, but it is also a tool that aligns the city's resources, priorities, and actions to address emerging challenges and opportunities. To ensure the plan's success and relevance, administration is proposing to engage a consultant to not only develop a new strategic plan but also investing in follow-up services for its renewal, implementation, and ongoing evaluation.

Importance of Developing a New Strategic Plan:

A strategic plan serves as the foundation for the city's long-term vision. It aligns all stakeholders, including government departments, community organizations, and the private sector, around common goals and objectives. By developing a new plan, the city can recalibrate its priorities, ensuring that the vision of the new Council is captured, resources are allocated efficiently and that the city is prepared for the future.

The past few years have been marked by significant changes, ranging from shifts in priorities to evolving economic and social factors. A new strategic plan will ensure the city is responsive enough to respond to these changes. Whether addressing new housing demands, economic diversification, capital project investment, inclusivity, technological advances, or addresses the challenging social needs of Prince Albert, the plan will help guide sound decision making and strategic investments.

Hiring an Expert for Strategic Renewal and Implementation:

Developing a strategic plan sets an important foundation to establish a path forward, however, to ensure that the plan remains effective, administration is proposing to expand the mandate of the consultant to oversee its ongoing renewal and implementation. The consultant will provide several critical services:

Strategic Advisory Services: Provide ongoing advice on how to adjust the plan as circumstances change. This will involve regular reviews of the city's strategic priorities and recommendations for adjustments based on emerging data, trends, and feedback from the community. They will help ensure that the plan stays relevant, actionable, and aligned with current and future city needs.

Corporate Performance Reporting: An essential part of the consultant's role will be to develop a performance reporting system that tracks the implementation of strategic initiatives. Regular reporting will allow City Council and stakeholders to assess the city's progress toward meeting the objectives outlined in the plan. This data-driven approach will help identify areas where further resources or adjustments may be needed.

Ongoing Support Functions: In addition to advisory and reporting services, the consultant will offer ongoing support functions, ensuring that the strategic plan is continuously monitored, updated, and adapted.

The development of a new strategic plan, accompanied by expert guidance for its renewal and implementation, represents an investment in the city's future. It will ensure that we are prepared to face new challenges while staying focused on the needs of our residents and businesses.

This proposal will not only provide the strategic direction necessary for success but will also offer the tools to measure and adjust as we move forward.

The expectation is that in 2025 a consultant will be hired and the strategic plan along with the implementation framework will be prepared. This process takes approximately six months. Starting in 2026, the consultant will start providing strategic planning services as described above to ensure that the strategic plan is effective, relevant and reliable in guiding the vision for Prince Albert City Council over a multi year period.

Administration is hopeful to engage with the public through a citizen satisfaction survey in the new year that may assist in garnering feedback and identify emerging issues that will be adapted into the plan.

BUDGET/FINANCIAL IMPLICATIONS:

\$30,000 has been included as part of the 2025 budget. Additional budget dollars will be required for strategic renewal implementation for 2026 and 2027.

PUBLIC NOTICE:

Public Notice pursuant to the Public Notice Bylaw No. 24 of 2015 is not required.

ATTACHMENTS: N/A

Written by: Craig Guidinger, Director of Community Development

Approved by: City Manager