



Special Report

**Sitka Strategic Plan Project Update
Sara Singer Wilson, SSW Consulting**



SSW CONSULTING

MEMORANDUM

To: Sitka Assembly
John Leach, Municipal Administrator

From: Sara Singer Wilson, SSW Consulting

Date: June 8, 2022

Subject: Sitka Strategic Plan Project Update

Purpose

On June 14, 2022, SSW Consulting will provide the Sitka Assembly with the most recent updates on the communication and engagement work for the strategic planning project.

The Assembly will receive all current outreach results, an overview of upcoming engagement opportunities, and learn about ways to encourage the community to participate in the process. There will also be an opportunity to share input on the process or provide additional direction regarding the engagement activities.

Background

The City and Borough of Sitka (CBS) started their strategic planning process in February 2022. The strategic plan will provide the organization with a mission, vision, and values, as well as a defined goals and actions to drive the vision forward.

The project goals include:

1. Development of a strategic plan to guide the City and Borough of Sitka over the next five years
2. A plan that is informed by the public engagement gathered through the Comprehensive Plan update and through additional targeted outreach.
3. A process and plan that identifies CBS's vision and values, critical strategic initiatives, high-level goals, and a reporting framework.

The strategic plan will be a five-year plan focused on guiding and improving the delivery of CBS services. It will guide the organization in executing the community's vision and providing services responsive to the community's current and long-term needs.



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Communication + Engagement Update

The Assembly and the City's leadership team participated in a workshop in March 2022 to share ideas regarding the strategic plan and how to engage the community and organization in the process. Using the input from the workshop, the Strategic Planning Committee and SSW Consulting team developed a Communications and Engagement Strategy to guide the engagement efforts for the plan. The communications and engagement goals include:

- Engage targeted stakeholders to develop a five-year strategic plan that will guide CBS.
- Build on the results of the broad community engagement conducted for the comprehensive planning process.
- Create project awareness across the community and organization and facilitate inclusive outreach opportunities to ensure the vision and values are reflective of Sitka.

In May, the engagement efforts were launched with the project website, an online survey, and a media release notifying the community about the project. At the June 14 Assembly meeting, SSW Consulting will provide an update on the most recent results of the online survey and share an overview of the other engagement tools and activities that will take place over the next few months.