



## **SUMMARY**

The City of Albert Lea is seeking proposals for the development of a 5-year Strategic Plan. Comprehensive 2040 Plan is complete and multiple sources of survey data has been collected. What is being asked is to narrow the focus into actionable items in 4-6 categories with 3-5 sub goals within each category. The purpose is to gain focus and consensus among elected officials and staff on where to place our attention and resources to achieve some common goals.

## **Section 1 – BACKGROUND**

The City is not interested in updating its demographic information, inventory of infrastructure or other. It is not relevant as the focus should be on existing data and working with staff and elected officials on a plan of what we all work on together for the next 5 years.

**Background information can be found at the following links:**

- 2024 Zencity survey available upon request
- 2023 Comprehensive Plan here: <https://cityofalbertlea.org/comprehensive-plan/>
- 2021 Climate Action Plan here: <https://cityofalbertlea.org/climate-action-plan/>
- 2020 ALEDA Economic Development Plan: <https://growalbertlea.com/>

## **Section 2 – PLAN EXPECTATIONS**

Staff and elected officials met in a brain storming session to discuss what they wanted, what their concerns are about moving forward, and what they may not understand regarding a strategic plan.

**Key concerns are:**

- How to create accountability in reporting and sharing information.
- Abandoning the plan in a few years.
- Not making use of the plan in decision making from both staff and elected officials.
- The costs.
- The amount of time dedicated to both creating and maintaining the plan.

**Expected outcomes are:**

- Creation of priorities, timelines, assignments, and goals.
- Guide to dedicate resources and create better time management.
- Guide in general decision making.
- Understanding or creation of a group plan over an individual's plan for all.
- Communication on achievements in quarterly reports and annual reviews among staff, elected officials and the public.
- A process that will lead to an updated mission, vision and values statement separate from the strategic plan.

**Overall discussion:**

Staff, particular management level staff, really want direction from the elected officials on how their time should be directed. Staff are concerned about wasting time and other resources on matters that are not a priority of the Council; or if priorities change due to a lack of focus on predetermined goals/action plans by a few or new Council members. Creating an alignment between the elected officials' priorities and staffs' work and maintaining that alignment is the ultimate goal.

## Section 3 - SCOPE OF WORK

The listed scope of work is the minimum requirement. The City does not presume to know the entire scope of work that will go into a quality and usable strategic plan. Your proposal should detail your work plan/scope.

Become familiar with existing data and plans. This will be critical in taking established goals and data in helping determine what is brought to the forefront of a 5-year strategic plan, particularly in action steps to be taken.

After becoming familiarized with the data, conduct interviews/surveys with the stakeholders of 15-18 staff and 7 elected officials individually before conducting group meetings. Leave the option for any potential follow up with one-on-one discussions with stake holders who may not have shared openly earlier.

Create a first draft of the plan for staff review and council discussion in a public meeting.

Create a dashboard or template report that staff can update and provide to the public, showing the progress on meeting the strategic plan goals.

Revisit with staff and council on a 6-month progress report. This is to make sure all stakeholders understand the plan and how to measure completion of goals within the dashboard/templates.

## Section 4 - ESTIMATED TIMELINE

The timeline is more focused on achieving a draft before preliminary budgets have to be complete, but with enough time to communicate, gather information and create a strategic plan. Start of the process can begin at an agreed upon time.

- Draft by September 5
- Final document by October 1
- Adoption October 13
- Follow up on implementation July 2026

## Section 5 PROPOSAL CONTENT

Proposals should include the following information, presented in a clear, comprehensive, and concise manner, to illustrate the firm's capabilities and technical approach to the work.

- Firm name, business address, telephone, email contact, and relevant contract information.
- A 2-4-page summary of the proposal showing an understanding of what is being asked and how you will address Sections 1-4.
- Links or PDF files of two (2) adopted strategic plans from other communities the firm has assisted with developing and best matches your proposal.

Pricing must include a "not to exceed" cost for all work needed to complete the requested services. The "not to exceed" pricing must be an all-inclusive cost to include all elements of this assignment, including travel, meetings, document preparation, and printing costs. The pricing shall also include any limitations on the scope of work as well as any potential added work that may be of use.

## Section 6 SUBMISSION OF PROPOSALS

Submissions shall be received by April 22, 2025 at 8 a.m. via email to [irigg@ci.albertlea.mn.us](mailto:irigg@ci.albertlea.mn.us). For more information contact Ian Rigg at 507-377-4330 or by email.

## **Section 7 EVALUATION AND AWARD**

Based on the proposals submitted, the City Manager and Senior Staff will review the proposals and submit no more than 2 recommendations to the City Council, along with a full review of all the proposals. If necessary, interviews may be conducted to determine final selection.

## **Section 8 OTHER TERMS**

All costs incurred with the submission of proposals are solely those of the proposer. The City will not reimburse any expenses of the proposers. Proposers must note any items which the proposer cannot perform or intends to subcontract. Information on any subcontractors must be included in the proposal.