

SCOPE OF SERVICES

DESCRIPTION OF THE PROJECT

The successful proposer will develop and prepare standards for reporting current and future activity/outcomes related to the City's joint strategic plan, One Spokane, and develop a process for communicating this work both internally and externally. The proposer will also develop a comprehensive report and executive summary/communication piece detailing the projects, investments, progress and successes of the City from 2012 through 2019.

The body of work will accomplish the following goals:

1. Standardize all reporting/communication methods and guide marketing for work related to the joint strategic plan in order to provide clarity, consistency and continuity across City departments. This is intended to provide better understanding of One Spokane for the citizens, and look ahead at how to carry projects into the future.
2. Using the standardized reporting methods, summarize 2012-2019 accomplishments/achievements including work undertaken in the joint strategic plan.

The standards and reports should address two audiences:

1. Citizens and partner organizations external to City government to inform and engage external audiences in the joint strategic plan work.
2. City employees and elected officials internal to City government to communicate and congratulate the outstanding work accomplished.

The comprehensive report will assess the initial goals set forth and the results from this time period and recognize the significant body of work in a way that allows both the community and City employees to feel a sense of accomplishment and pride.

Materials should be organized consistent with the strategic work areas outlined in the City's Joint Administration-City Council Strategic Plan – One Spokane:

- Safe & Healthy
- Innovative Infrastructure
- Urban Experience
- Sustainable Resources

The project deliverables should include:

- Updates on all projects/activity/outcomes related to the strategic plan, both completed and in process, utilizing already adopted design standards and City branding.
- A comprehensive report and executive summary to include all relevant information with an attractive presentation utilizing the same design standards.
- A Communications Plan for sharing the information that includes key messages and recommendations for distribution both externally and internally utilizing all available communications channels/methods including print, web, social media, video, etc.

- This plan will include an audit of key city social media accounts and recommendations on how to enhance usage.

Work will require review of existing documents, including such primary sources as the Mayor's initial 100-Day Plan, Transition Team reports, 1000th Day Review, leadership retreat and strategic plan mapping documents, materials prepared annually for the State of the City Address and Statement of Conditions and Affairs, along with news releases, social media, blog posts, and related public information. Proposer also will have access to the Mayor, City Administrator, key City communicators, and department and division heads to provide additional details and context.

BACKGROUND INFORMATION

The City is a large, multi-faceted organization with an annual budget of \$734 million and more than 2,000 employees. Police, fire, parks, libraries, streets, and water, sewer, and solid waste utilities are part of the City operation. Under a new form of government since 2000, the Administration and City Council has had opportunity and consistency to set a strategic plan in motion looking at the long term health of the City and citizens of Spokane.

Priorities that began in 2012 were:

- Public Safety: Restoring public trust in law enforcement and enhance community health and safety.
- Jobs & Economic Growth: Creating an atmosphere to attract and retain jobs.
- Budget: Promoting long-term fiscal health without undue burden on citizens.
- Infrastructure: Maintaining critical public infrastructure at an affordable price.
- Quality of Life: Engaging citizens and improving the quality and character of our community.

With the new Administration-Council Joint Strategic Plan, One Spokane, those priorities were reorganized around the following strategic areas:

- Safe & Healthy
- Innovative Infrastructure
- Urban Experience
- Sustainable Resources

A comprehensive report is way to document goals and achievements, look ahead at projects that are in motion, and for use across the organization to prepare for an upcoming transition in City leadership.

PERIOD OF PERFORMANCE

The proposed contract is estimated to begin June 15, 2019, with the final report and related deliverables provided to the City by September 1, 2019. Initial branding of One Spokane, both internally and externally, should happen within the first 30 days.

Contract renewals or extensions, if any, shall be at the sole discretion of the City.