



CITY COUNCIL STAFF REPORT

TO: City Council **DATE:** January 26, 2026

DEPARTMENT: City Manager's Office

PREPARED BY: Isaac Whippy, City Manager

PRESENTER: Isaac Whippy, City Manager

AGENDA TITLE: Advancing Our Strategic Plan (2024–2028): Status and Goals 2026

RECOMMENDATION

Receive an update on the implementation of the City's Strategic Plan 2024–2028 and provide direction, if any, to staff.

BACKGROUND

The City's Strategic Plan 2024–2028 was developed through a comprehensive and inclusive strategic planning process designed to reflect the priorities, values, and long-term vision of the Fort Bragg community.

The planning effort was guided by the City Council and included active participation from City staff, local business owners, community stakeholders, and residents. Engagement methods included facilitated City Council workshops, internal staff discussions, stakeholder conversations, and community input opportunities. This collaborative approach ensured that the Strategic Plan was informed by a wide range of perspectives and grounded in both community aspirations and operational realities.

As part of the planning process, the City Council worked with staff to establish a clear Mission, Vision, and set of Core Values to guide decision-making, organizational culture, and service delivery across the City. These foundational elements provide a shared framework for how the City operates, how it serves the community, and how progress is measured over time.

The Strategic Plan 2024–2028 serves as the City's primary policy and operational roadmap, aligning City priorities with available resources and guiding annual budgets, work plans, and major initiatives. Since adoption, the Strategic Plan has been integrated into City operations, capital planning, and departmental goals to ensure consistency and accountability in implementation.

DISCUSSION & ANALYSIS

This report provides a high-level update on progress made toward the Strategic Plan goals since adoption. Key themes emerging from implementation include:

- Alignment of City operations and budget decisions with adopted strategic priorities
- Advancements in service delivery, infrastructure planning, and organizational effectiveness
- Increased coordination across departments to move priority initiatives forward
- Ongoing engagement with the community, partners, and stakeholders

While meaningful progress has been made, several initiatives remain ongoing and will continue to require focused effort, resource alignment, and Council direction as the City moves through the next phase of implementation.

Staff will continue to track progress, integrate the Strategic Plan into annual work programs, and return to Council with updates, policy decisions, and implementation actions as appropriate.

FISCAL IMPACT

There is no immediate fiscal impact associated with receiving this update. Implementation of individual Strategic Plan initiatives is addressed through the annual budget process, funding opportunities and specific Council actions.

NEXT STEPS

Following Council direction, staff will continue implementing the Strategic Plan and will return with future updates, recommended actions, and policy considerations aligned with the 2024–2028 goals.

IMPLEMENTATION/TIMEFRAMES:

Implementation of the Strategic Plan is structured to occur over the four year planning horizon, with flexibility to respond to changing conditions, funding availability, and Council priorities. Staff will provide periodic updates to the City Council, integrate Strategic Plan priorities into future budget cycles, and return to Council for direction on major policy decisions and implementation milestones.

ATTACHMENTS

- Adopted Strategic Plan 2024–2028
- Strategic Plan Progress Summary
- Year in Review 2025