
Monday, July 21, 2025, 6:00 PM
Broomfield Community Center
280 Spader Way
Broomfield, CO 80020

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1. Organizational Strategic Plan Workshop #2 with City Council facilitated by Raftelis: Vision and Strategic Outcome Areas

NOTE: The workshop is open to the public. Due to the format (e.g., hands-on, moving around the room, etc.), it will not be live-streamed or recorded. While verbal public comments will not be part of the workshop, attendees may submit comments via comment cards. Additionally, staff will provide a summary at a subsequent Council meeting, and residents may comment at that time or during any general public comment section of a Council meeting.

1.A. Organizational Strategic Plan Workshop #2 with City Council facilitated by Raftelis: Vision and Strategic Outcome Areas

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During the meeting, individuals can click the "CC" button on Live Council meeting video feeds to view closed captioning. Auxiliary hearing aid equipment can be requested on the night of the meeting with our AV team located at the back of the Council Chambers.



Date Posted: July 16, 2025



A. Organizational Strategic Plan Workshop #2 with City Council facilitated by Raftelis: Vision and Strategic Outcome Areas

Meeting	Agenda Group
Monday, July 21, 2025, 6:00 PM	Organizational Strategic Plan Workshop #2 with City Council facilitated by Raftelis: Vision and Strategic Outcome Areas Item: 1A.
Presented By	
Danee Brouillard	
Community Goals	

Overview

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The City and County of Broomfield (CCOB) is developing its first Organizational Strategic Plan (OSP). The OSP workshop will be facilitated by Raftelis and will focus on building on the momentum from the May 6 OSP Workshop and working towards achieving consensus on the Vision and Strategic Outcome Areas in order to move forward with the overall OSP development.

Attachments

[July 21 Organizational Strategic Plan Workshop.pdf](#)

Summary

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The City and County of Broomfield (CCOB) is developing its first Organizational Strategic Plan (OSP). The OSP is a roadmap to guide the work of CCOB. It establishes a vision, defines strategic outcome areas, and identifies strategies for the organization to pursue over the next 3-5 years. The OSP will help ensure that resources are effectively allocated, decision-making is informed, and all areas of the organization are aligned toward achieving desired outcomes. Additionally, the OSP serves as a communication tool, promoting alignment and collaboration and establishing accountability through measurable objectives and key performance indicators (KPIs).

Over the past few years, both Council and staff have sought clearer resource allocation and stronger alignment between Council policy and operations. This is to ensure that CCOB continues to move forward strategically and intentionally, especially when managing competing priorities and limited staffing and financial resources.

There are four components to the OSP Framework, including the Vision, Mission, Guiding Values, and Strategic Outcome Areas. The Vision and Strategic Outcome Areas are the policy pieces of the OSP and are informed by the Council:

- **Vision:** Aspirational and intended to reflect what we hope will be true about CCOB in the future.
- **Strategic Outcome Areas:** The “big buckets of things that must go well” for the CCOB to be successful and achieve its vision. Currently, we call these Community Goals.

May 6, 2025 City Council OSP Workshop #1:

[Raftelis](#), a third-party consulting group specializing in organizational strategic planning for local governments, facilitated the first OSP workshop for Council focused on sharing the feedback and data from Council and employees, aiming to achieve consensus on the Vision and Strategic Outcome areas of the OSP Framework in order to move forward with the overall OSP development.

Based on the valuable feedback provided by Council and additional time needed to achieve consensus on the Vision and Strategic Outcome Areas, a second OSP workshop was scheduled for July 21, 2025. Similar to the May 6 workshop, this July 21 workshop will be facilitated by Raftelis. The previous Council feedback will be the launching point for discussion with the goal of gaining consensus on these two policy areas.

The OSP workshop will be open to the public; however, due to the workshop format (e.g., hands-on, moving around the room, etc.), it will not be live-streamed or recorded. Verbal public comments will not be part of the workshop, but attendees may submit comments via comment cards during the workshop. Additionally, staff will provide a summary at a subsequent Council meeting, and residents may comment at that time or during any general public comment section of a Council meeting. The presentation that Raftelis will share during the OSP workshop will be added to the [presentation folder](#) on July 22, 2025.

Desired Outcome: The goal of the workshop is to gain consensus/agreement from Council on the OSP’s Vision and Strategic Outcome Areas. Once achieved, staff will continue to work in partnership with [Raftelis](#) to draft the components of the OSP and will bring an update to Council before the end of 2025.

Comprehensive Plan: It is important to note that an organizational strategic plan is different from a Comprehensive Plan (Comp Plan). The OSP is internally facing and serves to align the organization and its resources toward a shared vision and set of strategic outcomes. The horizon for an OSP is typically three to five years. The [CCOB's Comp Plan](#) is a long-range (10-20 years) community planning document that outlines the community's vision and goals for the future. It provides a framework for regulatory tools like zoning and aims to guide growth and development while balancing the natural and built environments.

The CCOB's Comp Plan was last updated in 2016, and staff is currently evaluating proposals submitted from consulting teams regarding the major update for the Comprehensive Plan and Transportation Mobility Plan. The contract will be scheduled for Council consideration and approval later this year and will kick off with the public once the Community Advisory Committee is appointed by Council (anticipated in Q1 of 2026). The update process will allow several opportunities for the Council and residents to engage and provide feedback about the future of Broomfield and their vision and goals for the community.

Financial Considerations

As shown in the sources and uses of funds summary below, the project can be completed within the budgeted amount.

Sources and Uses of Funds	Amount
01-13100-53170 Professional Serv - Misc	\$246,000
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Raftelis Contract for Organizational Strategic Plan (including development and implementation)	-\$125,000
Projected Balance	\$121,000

Prior Council or Other Entity Actions

[May 6, 2025 Council Study Session - Organizational Strategic Plan Workshop](#)

Boards and Commissions Prior Actions and Recommendations

N/A

Proposed Actions / Recommendations

N/A. Workshop and discussion only.

Alternatives

N/A