

Four-stage model for a strategic response to COVID-19



A four-stage model was developed as a strategic response to COVID-19. This model was developed to guide the City's decisions and obligation to define and shape our future.

RESPOND: The immediate response to the pandemic, that prioritizes public health over all other considerations.

RELAUNCH: The intentional act of reopening what was closed and activating what was paused.

RECOVER: A reassessment of business systems, assumptions and rules.

REIMAGINE: This crisis has been a shock that will cause deep shifts in preferences and expectations for how we work, consume, learn and interact with one another. Taking a long term view of how the crisis has impacted the assumptions and expectations. The REIMAGINE stage will support informed decision making and responsible action to ensure the long term resilience of the organization.