

## GOALS

## OBJECTIVES



### CITY GOVERNMENT CAPACITY

– Strengthen the City's ability to prioritize and deliver municipal services with discipline and focus

- ❖ **Develop Internal and External Communication Strategies: Improve our communication structure internally and with the public**
  - **Develop and implement Branding Project**
  - *Develop & Implement a goal setting process for 2022 goals that is fully informed by financial realities*
  - *Implement quarterly progress review against goal scorecards and financial performance*
  - *Hold a minimum of four City Council Level 10 meetings to improve organizational effectiveness*
  - *Implement City Council quarterly team development opportunities outside of Council meetings*
  - **Maintenance of a current and effective City Council Master Issues List**
- ❖ **Right-Size Services: Address insufficient resources by finding new sustainable funding sources: Looking for ways to bring additional revenue into the City's general fund**
  - **Create strategic plan for \$2-3 million of new revenue streams**
  - *City Council approve the results of the core services analysis*
  - *Staff implement programs using approved core services tool*



### COMMUNITY SAFETY & RESILIENCY

– Proactively plan for and responsively maintain a safe and resilient community

- ❖ **Identify a strategy for long-term increase in stable Public Safety Services**
  - **Complete and implement a Fire District analysis**
  - **Establish a formal Emergency Management Program**
- ❖ **Lead and plan for emergency preparedness**

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- *Appoint City representatives to sit on the County Emergency Council. June-Dec representatives attend each quarterly meetings*
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**GROWTH & DEVELOPMENT CHARACTER** – Guide growth and development strategically, responsively, and responsibly to enhance our unique character

- ❖ Create and implement an environmental sustainability and/or a Climate Action Plan
    - *Quarterly informational items related to Climate Impact distributed to City Council*
    - Fund & Initiate 3 public facility plans: Transportation System Plan Wastewater Treatment Plan Stormwater Master Plan
  - ❖ Strategically plan for short and long-term growth and development that will create enduring value for the community
    - Complete area plans identified in annual adopted work plan
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**ECONOMIC PROSPERITY** – Provide economic opportunity for all residents through sustainable growth across a balanced array of traditional and innovative industry sectors

- ❖ Accelerate growth in living wage jobs across a balanced array of industry sectors by supporting Stable Table partners
    - Secure funding for key planning and infrastructure projects such as:
      - Third Street Improvement design work
      - Innovation Center
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**ENGAGEMENT & INCLUSION** – Create a culture of acceptance and mutual respect that acknowledges differences and strives for equity

- ❖ Develop inclusion plans City-wide and by Department
    - DEI Committee create a proposed workplan for Council approval August 2021
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