



CITY OF HEALDSBURG

2014-2019 STRATEGIC PLAN: PATHWAY TO SUSTAINABILITY

VISION: Affirm and enhance our community as an attractive, healthy and prosperous place by valuing our diverse heritage and embracing thoughtful change.

MISSION: In Healdsburg our mission is to create an atmosphere of innovation and diversity that enhances the values of the community which support the following: young and multigenerational families, our rich and broad agricultural roots, innovative and sustainable businesses and healthy quality of life.

VALUES: ACCOUNTABILITY | COMMUNICATION | HONESTY | INNOVATION | EXCELLENCE | VITALITY | EFFICIENCY

2017-18 CITY COUNCIL GOALS

GOAL	DESCRIPTION	PROJECTED OUTCOME
CITY/COMMUNITY SERVICES STRATEGIC INITIATIVES SI 01, SI 03 & SI 04: Quality of Life Effective & Efficient Government Fiscal Responsibility	<p>Assess City services to ensure the needs of all Healdsburg residents are being met and pursue partnerships with other organizations to fill identified gaps. Encourage participation of all Healdsburg residents in City services and programs, especially the underrepresented.</p> <p>Continue to provide high quality Public Safety Programs and Services that meet our community's needs.</p>	<ul style="list-style-type: none"> Partner with local service providers (HUSD, NSCS, Corazon, Alliance, etc.) to establish specific health goals and outcomes and ensure the provision of services. Ensure our Public Safety Departments have the proper tools and resources needed to continue to provide a high level of service to our community.
COMMUNICATION/TRANSPARENCY STRATEGIC INITIATIVES SI 01, SI 03, SI 04 & SI 05: Quality of Life Effective & Efficient Government Fiscal Responsibility Infrastructure & Facilities	<p>Cultivate broader community engagement opportunities with Healdsburg residents and engage underrepresented populations to give residents a stronger voice on issues affecting their daily lives.</p> <p>Keep residents informed of City policies, actions and programs by expanding access to information through additional public outreach opportunities and improvements to the City's technology.</p> <p>Expand public safety outreach opportunities to improve transparency and maintain a high level of public trust.</p>	<ul style="list-style-type: none"> Hire a Community Outreach Coordinator with an emphasis on expanding and enhancing coordinated City-wide communications, public information, public engagement/outreach, marketing and advertising. Develop and implement a Communications and Community Engagement Plan. Host additional outreach opportunities, such as Platica Latina and Coffee with the City, to continue to reach a broad segment of the community. Complete technological upgrades such as software upgrades, website improvements, video streaming, translation and closed caption services. Engage public safety, housing and other departments in outreach opportunities.
COMMUNITY DEVELOPMENT STRATEGIC INITIATIVES SI 01, SI 02 & SI 05: Quality of Life Economic Diversity & Innovation Infrastructure & Facilities	<p>Adopt planning and land use policies that enhance opportunities to diversify the City's economic base and encourage investment and new development in underdeveloped and under-utilized properties.</p> <p>As part of the project review and approval process, ensure all new development offers community benefit.</p>	<ul style="list-style-type: none"> Initiate the process to prepare a South Entry Plan for the Old Redwood Highway Study Area that identifies and addresses the unique characteristics and function of the industrial, mixed use and public land located south of Memorial Bridge. Assess new development applications for community benefit.
COMMUNITY HOUSING STRATEGIC INITIATIVES SI 01 & SI 03: Quality of Life Effective & Efficient Government	<p>Address the housing needs of Healdsburg workers and residents by updating and implementing City housing policies to increase the inventory of workforce and affordable housing in our community.</p> <p>Support the Community Housing Committee's efforts by providing the Committee clear direction, ensuring the Committee has Staff support to accomplish work assignments and incorporating the Committee's recommendations into the Council's decision making process.</p>	<ul style="list-style-type: none"> Review the Accessory Dwelling Unit (ADU) Ordinance to further streamline and incentivize construction of ADUs. Update the City's housing policies including the Housing Action Plan, Growth Management Ordinance Policies and Procedures and Inclusionary Housing Ordinance to ensure new development aligns with the City's housing goals. Identify alternative sources of affordable housing including additional funding sources and requirements for commercial, hospitality and other related uses. Provide Staff support to the Community Housing Committee on an on-going basis.
COMMUNITY PARKING STRATEGIC INITIATIVES SI 01 & SI 03: Quality of Life Effective & Efficient Government	<p>Implement a comprehensive parking strategy that balances the needs of our community and our visitors and ensures our residents' needs are met.</p>	<ul style="list-style-type: none"> Develop, obtain public input on, and implement a comprehensive parking management plan that identifies creative and measurable solutions that maximizes utilization of City owned properties, identifies tools/solutions to manage parking supply and demand, determines the feasibility of alternative solutions such as paid parking, a parking structure and/or a license plate reader system. Complete the planning process for the Cerri Building Project, including opportunities for public input, and commence development. Evaluate public/private partnership opportunities to address the community's parking needs.
ECONOMIC DEVELOPMENT STRATEGIC INITIATIVES SI 01, SI 02, & SI 03: Quality of Life Economic Diversity & Innovation Effective & Efficient Government	<p>Seek to balance commercial tourism growth with quality of life and more closely align with our community values.</p> <p>Formulate an economic development strategy that seeks to further diversify the City's economic base, attracts different types of businesses to Healdsburg, expands opportunities for new and expanding businesses and provides enhanced business support services.</p>	<ul style="list-style-type: none"> Prepare a study that assesses the benefits and impacts of the tourism sector of the City's economy. Engage in a community outreach effort as part of the study to solicit input from residents, business owners and employers. Begin formulating a sustainable economic development strategy with an emphasis on diversifying new and expanding businesses. Review City policies to address alcohol-focused businesses in our downtown and near the Plaza. Streamline City procedures, including business licenses and permits, to provide enhanced business support.
FISCAL RESPONSIBILITY STRATEGIC INITIATIVES SI 03, SI 04 & SI 05: Effective & Efficient Government Fiscal Responsibility Infrastructure & Facilities	<p>Adopt a sound financial strategy that evaluates the City's short and long term funding sources and addresses viability, including the sunset of Measure V and unfunded pension costs.</p> <p>Create opportunities to further educate the public on the City's finances.</p>	<ul style="list-style-type: none"> Maintain a balanced budget and fiscal accountability to tax payers. Report on the outcomes of Measure V and its economic impacts and establish a funding policy that addresses the sunset of Measure V. Realign the City's funding policy to address the short and long-term implications of unfunded pension costs. Host a budget workshop to educate residents on City finances.