

FY 2018-19 CITY COUNCIL GOALS

City Council Meeting

June 4, 2018



Recommended Action

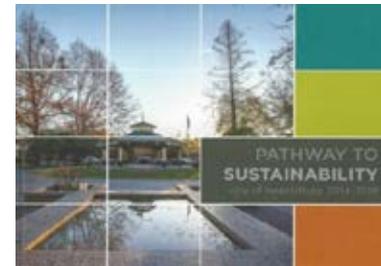
By Motion, approve the City Council Goals for Fiscal Year 2018-19

2014 - 2019 City of Healdsburg 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



Strategic Initiatives

SI 01: Quality of Life

Healdsburg respects and values the diversity of its community and strives to protect and enhance the quality of life for its citizens.

SI 02: Economic Diversity & Innovation

Strengthen Healdsburg's economy and tax base through economic development efforts that support diversifying the business mix, generating jobs, proactively retaining and attracting businesses, streamlining processing, enhancing customer service and maintaining a business friendly reputation.

SI 03: Effective & Efficient Government

The implementation of best business practices to ensure municipal government is operating in an efficient and effective way while providing high quality customer service.

SI 04: Fiscal Responsibility

Through long term fiscal planning develop a structurally balanced budget, maintain adequate reserves for economic uncertainty and capital replacement, fund ongoing costs with ongoing revenues, maintain competitive compensation and set fees for services that are based on the cost of providing the service.

SI 05: Infrastructure & Facilities

Healdsburg will initiate action necessary to catch up on the deferred maintenance of City facilities and infrastructure including streets, sidewalks, parks, utility lines and buildings and develop for long-term maintenance that includes a system for establishing priorities among projects and maintenance services.

FY 2018-19 GOAL SETTING

Each year, before the annual budget is established, the Healdsburg City Council meets to discuss goals for the upcoming year. This practice integrates Council goals into the development of the budget. This process combines yearly tactical goal setting with the established strategic initiatives which were established in 2014.

FY 2018-19

City Council Goals

City Facilities/Infrastructure

Community Development

Community Housing

Community Services

Connectivity/Transportation

Fiscal Responsibility

City Facilities/Infrastructure

Strategic Initiatives **SI 01**, SI 02, **SI 04** & **SI 05** :
Quality of Life
Economic Diversity & Innovation
Fiscal Responsibility
Infrastructure & Facilities

- Ensure significant capital improvement projects are completed efficiently and effectively to improve circulation and quality of life of our residents.

Community Development

Strategic Initiatives SI 01, SI 02, SI 03, SI 04 & SI 05:

Quality of Life
Economic Diversity & Innovation
Effective & Efficient Government
Fiscal Responsibility
Infrastructure & Facilities

- To enhance the quality of life of residents and business owners and align development with our community values, draft and implement planning and Land Use policies that address development of hotels and their impacts on workforce housing, parking, and retail space availability
- Initiate the process to prepare a South Entry Plan for the Old Redwood Highway Study Area that includes a workforce housing component; a circulation plan of the industrial zone, mixed use and public land located south of Memorial Bridge; and desired zoning designations. Any plan that is implemented will need to address Land Use and Business Ordinances to balance quality of life and encourage development that more closely aligns with our community values.

Community Housing

Strategic Initiatives **SI 01** & **SI 03**:
Quality of Life
Effective & Efficient Government

- Explore opportunities that allow for the development of rental and workforce housing. With Council consensus, this may be accomplished by developing language for a Growth Management Ordinance Amendment to be placed on the November 2018 ballot.
- Adopt Land Use Code regulations that require a workforce/affordable housing component as part of any new hotel development. In addition, explore/develop opportunities which allow the City to develop the desired housing types and supplement funding for affordable housing to increase access to housing for residents and local workers.

Community Housing

(cont'd)

Strategic Initiatives **SI 01** & **SI 03**:
Quality of Life
Effective & Efficient Government

- Work with regional partners to develop a strategic plan to better address homelessness. Any plan would include our current local partners, the County and neighboring cities. The strategic plan will include action items that can be implemented by the City and its regional partners
- Implement policies to improve overall community health and limit the effects of second hand smoke.

Community Services

Strategic Initiatives **SI 01** & **SI 05**:
Quality of Life
Infrastructure & Facilities

- Embark on a community based arts and culture plan that would gather widespread input about the role of arts and culture in the life of the community, assess the socio economic impact of the arts, provide data on how the City compares to other cities in terms of supporting the arts, explore opportunities for collaboration among organizations and businesses, and identify ways to foster and enhance the arts. Use the information gathered to enhance the City's participation in expanding art in the City.
- Explore/develop opportunities to enhance river access and increase connectivity between City parks, the river and open spaces. Assess opportunities to enhance/increase access to bathrooms and improve City parks and open spaces.

Connectivity/Transportation

Strategic Initiatives **SI 01**, **SI 03** & **SI 05**:
Quality of Life
Effective & Efficient Government
Infrastructure & Facilities

- Develop and implement policies that increase non-vehicular modes of transportation that enhances the City's ability to secure grant funding to increase bike and pedestrian access

Fiscal Responsibility

Strategic Initiatives **SI 01**, **SI 03**, **SI 04**:
Quality of Life
Effective & Efficient Government
Fiscal Responsibility

- Adopt a sound financial strategy that addresses the City's short and long term pension costs
- Begin planning for the sunset of Measure V

Recommended Action

By Motion, approve City Council Goals for Fiscal Year 2018-19

Questions?

City Facilities/Infrastructure Projected Outcomes

Complete and/or make significant progress on the following projects:

- Dry Creek interchange project
- Roundabout
- City Hall Rehabilitation/Addition project
- Healdsburg Avenue utility undergrounding
- North Healdsburg Avenue plan
- Complete planning process and go out to bid on floating solar project

Community Development

Projected Outcomes

- Hold a special meeting to obtain public input and discuss the options identified by staff to regulate development of hotels
- Adopt land use policies that address the impacts of hotel development
- Host a community work session to obtain public input on the South Entry Plan
- Explore the formation of an assessment district to fund the infrastructure needed for future development of the area that includes the desired housing, commercial and industrial development that furthers quality of life and is compatible with our community values

Community Housing Projected Outcomes

- Council to work with the Community Housing Committee to determine what type of language would be appropriate to amend the Growth Management Ordinance
- Assuming Council consensus, ensure that the Growth Management Ordinance amendment is placed on the November ballot
- Work with the Community Housing Committee to identify and evaluate other incentives to encourage the development of workforce housing and ADUs
- Determine the feasibility of adopting an ordinance that establishes an inclusionary affordable/workforce housing requirement on all new hotel development as well as expansions
- Determine the feasibility of adopting an ordinance that establishes an in lieu inclusionary housing fee specific to overnight lodging establishments

Community Housing Projected Outcomes

(cont'd)

- Create a regional strategic plan to address homelessness in Healdsburg and the surrounding area
- Identify partnerships with neighboring cities and non-profits to address homelessness
- Begin implementation of the plan and provide quarterly reports on the progress to the City Council
- Update the City's smoking policies to improve community health
- Explore the feasibility of adopting smoking regulations in multi-family housing units

Community Services Projected Outcomes

- Prepare a community based arts and culture plan that includes community workshops to gather widespread input on the desired arts and culture activities/programs
- Work with local organizations and business to explore opportunities to foster and enhance the arts
- Explore funding options to encourage artistic and cultural activities in the City and support community art
- Begin the process to develop a Park Master Plan at Badger Park that will focus on enhancing bathroom facilities, river access, connectivity, and other recreational opportunities that meet the community's needs
- Explore and formulate a plan to renovate and where appropriate add public restroom facilities in city parks
- Explore opportunities to develop pedestrian connectivity between city parks, open space properties and the river

Connectivity/Transportation

Projected Outcomes

- Explore alternative funding sources for non-vehicular transportation solutions
- Review and, if needed, amend the bike and pedestrian plan
- Implement a transportation program for older adults
- Explore the feasibility of closing Plaza Street between Healdsburg Ave and Center Street to vehicular traffic to enhance walkability downtown

Fiscal Responsibility

Projected Outcomes

- Realign the City's funding policy to fund the short and long-term costs of the unfunded pension liability and future increases in pension costs.
- Establish a funding policy for the public safety positions currently funded by Measure V funds.
- Prepare a report card on the expenditures of Measure V funds in the event there is Council consensus to pursue the extension and/or elimination of the Measure V sunset in 2020.