



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

2018-19 CITY COUNCIL GOALS

GOAL	DESCRIPTION	PROJECTED OUTCOME
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	<p>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.</p> <p>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.</p>	<ul style="list-style-type: none"> • 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 STRATEGIC INITIATIVES SI 01 & SI 03: Quality of Life Effective & Efficient Government	<p>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.</p> <p>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.</p> <p>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.</p> <p>Implement policies to improve overall community health and limit the effects of second hand smoke.</p>	<ul style="list-style-type: none"> • Place a Growth Management Ordinance amendment 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 expansion • Determine the feasibility of adopting an ordinance that establishes an in lieu inclusionary housing fee specific to overnight lodging establishments • 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 STRATEGIC INITIATIVES SI 01 & SI 05: Quality of Life Infrastructure & Facilities	<p>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.</p> <p>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.</p>	<ul style="list-style-type: none"> • 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 STRATEGIC INITIATIVES SI 01, SI 03 & SI 05: Quality of Life Effective & Efficient Government Infrastructure & Facilities	<p>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.</p>	<ul style="list-style-type: none"> • 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 Avenue and Center Street to vehicular traffic to enhance walkability downtown
FISCAL RESPONSIBILITY STRATEGIC INITIATIVES SI 01, SI 03 & SI 04: Quality of Life Effective & Efficient Government Fiscal Responsibility	<p>Adopt a sound financial strategy that addresses the City's short and long-term pension costs.</p> <p>Begin planning for the sunset of Measure V.</p>	<ul style="list-style-type: none"> • 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
INFRASTRUCTURE/CITY FACILITIES STRATEGIC INITIATIVES SI 01, SI 02, SI 04 & SI 05: Quality of Life Economic Diversity & Innovation Fiscal Responsibility Infrastructure & Facilities	<p>Ensure significant capital improvement projects are completed efficiently and effectively to improve circulation and quality of life of our residents.</p>	<ul style="list-style-type: none"> • Complete and/or make significant progress on the following projects: <ul style="list-style-type: none"> – 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