

RESOLUTION NO. _____

RESOLUTION OF THE COUNCIL OF THE CITY OF SANTA ROSA APPROVING FIVE YEAR GOALS AND STRATEGIC OBJECTIVES FOR FISCAL YEARS 2013-2015 WITH THE EXCEPTION OF COUNCIL GOAL 4, STRATEGIC OBJECTIVE 3, "SUPPORT EFFORTS OF SOUTHEAST GREENWAY CAMPAIGN BY MONITORING AND PROVIDING INFORMATION" PREVIOUSLY APPROVED BY COUNCIL RESOLUTION NO. 28266 ON APRIL 16, 2013

WHEREAS, on February 14 and 15, 2013, the City Council held a special meeting to consider Council goals; and

WHEREAS, on April 16, 2013, the Council adopted Resolution No. 28266 (Council Member Combs recused) reaffirming Goal 4, Strategic Objective 3, "Support Efforts of Southeast Greenway Campaign By Monitoring And Providing Information"; and

WHEREAS, on April 16, 2013, the Council discussed each Goal and related strategic objectives, and individual Council Members expressed interest in modifying or adding to the strategic objectives; and

WHEREAS, on May 14, 2013, the Council reviewed proposed modifications and additions to the strategic objectives; and

WHEREAS, on May 14, 2013, the Council directed the City Manager to incorporate certain modifications and additions agreed to by Council and bring back for Council approval the final Goals and Strategic Objectives for Fiscal Years 2013-2015.

NOW, THEREFORE, BE IT RESOLVED that the Council of the City of Santa Rosa adopts the City Council Goals and Strategic Objectives for Fiscal years 2013-2015 as set forth in Exhibit A, with the exception of Council Goal 4, Strategic Objective 3, "Support Efforts of Southeast Greenway Campaign by Monitoring and Providing Information" previously approved by Council Resolution No. 28266 on April 16, 2013.

IN COUNCIL DULY PASSED this ____ day of _____ 2013.

AYES:

NOES:

ABSENT:

ABSTAIN:

ATTEST: _____
City Clerk

APPROVED: _____
Mayor

APPROVED AS TO FORM

City Attorney

**City of Santa Rosa - Council Goals Scorecard
Objectives & Performance Measures - FINAL 2013-2015**

Goals	Strategic Objectives	Performance Measures	Responsible Staff	Target Completion Date	Actions and Updates
<u>Goal 1: Create a Strong, Sustainable Economic Base</u>			<u>David Gouin</u>		
<i>1. Economic Development Real Estate Initiatives</i>					
		Proceed with Reunification of Courthouse Square	David Gouin	December 2013	
		Adopt CEQA report and establish CIP account			
		Lobby State for Department of Finance support and Close Escrow for Museum on the Square	David Gouin	December 2013	
		Create development program for the White House Site upon close of Museum on the Square	David Gouin	December 2014	
<i>2. Additional Economic Development Workplan Initiatives</i>					
		Continue evaluation to remove uncertainties in land use regulations	CD/EDH Team	September 2013	
		Prepare workplan and cost estimate for Council consideration			
		Protect and Promote Light Industrial/Manufacturing Sites	CD/EDH Team	December 2013	
		Prepare workplan and cost estimate for Council consideration			
		Promote Commercial site opportunities along rail line	CD/EDH Team	March 2014	
		Prepare workplan and cost estimate for Council consideration			
<i>3. Parking District Economic Initiatives</i>					
		Determine stakeholder acceptance for Progressive Policies	Kim Nadeau	June 2014	
		Prepare workplan, survey material, and cost estimate for Council consideration			
		Determine feasibility for solar installation on garages	Kim Nadeau	June 2014	
		Prepare workplan and cost estimate for Council consideration			

Goals	Strategic Objectives	Performance Measures	Responsible Staff	Target Completion Date	Actions and Updates
	4. Guidelines for evaluating requests for Community Impact Reports				
		Prepare workplan and cost estimate for Council consideration	Chuck Regalia	June 2014	
	5. Explore Project Labor Agreements				
		Conduct a Study Session on Project Labor Agreements for Council consideration	Caroline Fowler	June 2015	
	6. Promote and support efforts to retain and expand local businesses.		Dave Gouin	On-going	Current objective with the most recent study session on March 5, 2013
		Conduct a Study Session to review incentives and financing tools available to assist local businesses	Dave Gouin	December 2013	
	7. Review the Local Preference Ordinance		Lawrence Chiu	June 2014	
Goal 2: Promote a City Organization that is Sustainable and			Lawrence Chiu		
	<u>Maintains Employee Morale, Productivity, and Effectiveness</u>		Fran Elm		
	1. Develop funding plan for long-term unfunded obligations, including labor costs, to achieve fiscal stability		Lawrence Chiu	January 2014	
		Complete final draft of Long Range Financial Plan which will include strategies for funding of pension obligation bonds and other reforms, funding options to address the expiration of of both Measure O and Measure P, and funding options to address deferred maintenance and recommendations for addressing department funding inequities			
	2. Continue to invest in employees by providing training programs and mentoring opportunities		Fran Elm	Ongoing	
		Create and offer at least 20 training programs that enhance knowledge, skills, and abilities			
		Offer assignments that give employees a chance to apply new skills			
		Offer opportunities to develop new skills through mentoring partnerships			
	3. Review Council, Board, and Commission roles, duties, and responsibilities		Jennifer Phillips	December 2013	
		Evaluate and compare policy to actual operation and provide clarity			

Goals	Strategic Objectives	Performance Measures	Responsible Staff	Target Completion Date	Actions and Updates
<u>Goal 3: Provide Leadership for Environmental Initiatives</u>			<u>David Guhin</u>		
	<i>1. Improve our transportation network to reduce vehicle miles traveled and promote multi-modal transportation</i>		Anita Winkler	June 2014	
		Prepare workplan and cost estimate for Council consideration			
	<i>2. Establish Santa Rosa as a leader in resource recovery</i>		David Guhin	June 2014	
		Prepare workplan and cost estimate for Council consideration			
	<i>3. Review urban open space plans and improve creeks and other watersheds</i>		David Guhin	June 2014	
		Prepare workplan and cost estimate for Council consideration			
	<i>4. Develop a target for energy independence and GHG reduction</i>		David Guhin	June 2014	
		Prepare workplan and cost estimate for Council consideration			
	<i>5. Support green waste collection for multi-family dwellings</i>		Jennifer Phillips	on-going	
		Review Franchise Agreement and seek Council direction for amendment as needed		Dec-13	
<u>Goal 4: Maintain and Enhance our City's Cultural, Historical, and Recreational Assets</u>			<u>Jennifer Phillips</u>		
	<i>1. Research new revenue models</i>		Jennifer Phillips	January 2014	
		Prepare workplan and cost estimate for Council consideration			
	<i>2. Develop asset management strategy to maintain parks and urban forest</i>		Jennifer Phillips	June 2014	
		Prepare workplan and cost estimate for Council consideration			
	<i>3. Support efforts of Southeast Greenway Campaign by monitoring and providing information</i>		Chuck Regalia		
		List the Southeast Greenway Class 1 Bikeway in CIP with Year 5 expenditure at \$0		June 2013	
		Add the Southeast Greenway to the City's Emerging Issues for FY 2013-14 and fund staff support		October 2013	
		Develop a strategy for future planning activities with the Campaign		June 2014	

Goals	Strategic Objectives	Performance Measures	Responsible Staff	Target Completion Date	Actions and Updates
		4. Expand and maintain youth and family programs	Kelley Magnuson	March 2014	
		Prepare workplan and cost estimate for Council consideration			
		5. Promote Santa Rosa's history	Jennifer Phillips	on-going	
		Include Santa Rosa's history in marketing and communication materials			
		Acknowledge work of new Santa Rosa Historical Society			
		Goal 5: Improve partnerships between neighborhoods, community organizations, and the City to support and promote thriving, inclusive, and diverse neighborhoods	Tom Schwedhelm		
			Jennifer Phillips		
		1. Develop a workplan and costs for Roseland Annexation	Chuck Regalia	April 2014	
		Prepare workplan and cost estimate for Council consideration			
		2. Support Community Advisory Board workplan	Georgia Pedgrift	October 2013	
		Adopt 2013-14 Workplan			
		3. Implement Mayor's Gang Prevention Task Force Strategic Plan	Jennifer Phillips	June 2015	
		Present annual report to Council and Policy Team			
		4. Seek opportunities to increase affordable housing and emergency housing beds	Dave Gouin	December 2013	
		Present federal, state, and local program models with funding alternatives			
		5. Support community engagement programs to the neighborhoods	Georgia Pedgrift	June 2014	
		Deliver at least ten community engagement programs annually			
		Goal 6: Commit to making Santa Rosa a Healthy Community where people feel safe to live, work, and play	Chuck Regalia		
		1. Seek opportunities to enhance Neighborhood Revitalization Program	Carmelita Howard	December 2013	

Goals	Strategic Objectives	Performance Measures	Responsible Staff	Target Completion Date	Actions and Updates
		Develop workplan and cost estimate and identify funding opportunities			
		2. Expand smoking ordinance for public/private places	Claire Hartman	December 2014	
		Adopt ordinance			
		3. Enhance Code Enforcement resources to preserve neighborhood health and safety	Mike Reynolds	June 2015	
		Develop workplan and cost estimate and identify funding opportunities			
		4. Evaluate opportunities to participate in community-wide education and health initiatives	Jennifer Phillips	June 2014	
		Identify existing City programs supporting education and health and look for opportunities to enhance			
		5. Review and adjust reductions to streetlight program and assess new technologies	Rick Moshier		
		Continue installation of energy efficient lighting on arterial corridors using grant funds		June 2015	
		Review and adjust lighting in neighborhoods which had lighting reduced in the first year		June 2014	
		Develop and implement projects to restore lights in areas that experienced copper wire theft		June 2015	
		6. Support COPE training for emergency preparedness of residents	Mark McCormick		
		Increase COPE training by 20%		June 2015	
		7. Ensure safe access to both SMART rail stations by evaluating designs at the earliest time in consultation with SMART	Rick Moshier	June 2015	
		8. Continue design and environmental review to study possible implementation of bicycle and pedestrian bridge at Highway 101 crossing near vicinity of Jennings to SRJC			
			Rick Moshier	June 2014	
		9. Reconvene Medical Marijuana Committee to review medical marijuana ordinance and make recommendations to Council			
			Caroline Fowler	January 2014	
		10. Increase enforcement of existing trash, graffiti, and sign rules	Chuck Regalia	June 2014	
		Develop workplan and cost estimate for Council consideration			