

RESOLUTION NO. _____

RESOLUTION OF THE COUNCIL OF THE CITY OF SANTA ROSA REAFFIRMING FIVE YEAR GOALS AND STRATEGIC OBJECTIVES FOR FISCAL YEARS 2013-2015

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

WHEREAS, the City Council and Executive Staff reaffirmed the five (5) year goals and established strategic objectives for fiscal years 2013-2015 to continuing implementation of said goals as set forth in Exhibit A.

NOW, THEREFORE, BE IT RESOLVED that the Council of the City of Santa Rosa adopts the City Council Goals and Strategic Objectives as set forth in Exhibit A.

IN COUNCIL DULY PASSED this ____ day of _____ 2013.

AYES:

NOES:

ABSENT:

ABSTAIN:

ATTEST: _____ APPROVED: _____
City Clerk Mayor

APPROVED AS TO FORM

City Attorney

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

Goals	Strategic Objectives	Performance Measures	Responsible Staff	Target Completion Date	Actions and Updates
Goal 1: Create a Strong, Sustainable Economic Base			David Gouin		
	1. Economic Development Real Estate Initiatives				
	Proceed with Reunification of Courthouse Square		David Gouin	December 2013	
		Adopt CEQA report & establish CIP account			
	Lobby State for Dept 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	
	2. Additional Economic Development Workplan Initiatives				
	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 Commerical site opportunities along rail line		CD/EDH Team	March 2014	
		Prepare workplan and cost estimate for Council consideration			
	3. Parking District Economic Initiatives				
	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	December 2013	
Goal 2: Promote a City Organization that is Sustainable and Maintains Employee Morale, Productivity & Effectiveness			Lawrence Chiu		
	1. Develop funding plan for long-term unfunded obligations, including labor costs, to achieve fiscal stability		Fran Elm		
		Complete Long Range Financial Plan	Lawrence Chiu	December 2013	
	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 rolls, duties and responsibilities		Jennifer Phillips	December 2013	
		Evaluate and compare policy to actual operation and provide clarity			
Goal 3: Provide Leadership for Environmental Initiatives			David Guhin		
	1. Improve our transportation network to reduce vehicle miles traveled and promote multi-modal transportation		Anita Winkler	June 2014	
		Prepare workplan and cost estimate for Council consideration			
	2. Establish Santa Rosa as a leader in resource recovery		David Guhin	June 2014	
		Prepare workplan and cost estimate for Council consideration			
	3. Review urban open space plans and improve creeks and other watersheds		David Guhin	June 2014	
		Prepare workplan and cost estimate for Council consideration			
	4. Develop a target for energy independence and GHG reduction		David Guhin	June 2014	
		Prepare workplan and cost estimate for Council consideration			

Goals	Strategic Objectives	Performance Measures	Responsible Staff	Target Completion Date	Actions and Updates
Goal 4: Maintain and Enhance our City's Cultural, Historical and Recreational Assets			Jennifer Phillips		
	1. Research new revenue models		Jennifer Phillips	January 2014	
		Prepare workplan and cost estimate for Council consideration			
	2. Develop asset management strategy to maintain parks and urban forest		Jennifer Phillips	June 2014	
		Prepare workplan and cost estimate for Council consideration			
	3. Support efforts of Southeast Greenway Campaign by monitoring and providing information		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	
	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 communications materials			
		Acknowledge work of new Santa Rosa Historical Society			
Goal 5: Improve partnerships between neighborhoods, schools, community organizations, and the City to support and promote thriving, inclusive and diverse neighborhoods			Tom Schwedhelm		
	1. In collaboration, develop a workplan and costs for county island annexations		Chuck Regalia	June 2015	
		Prepare workplan and cost estimate for Council consideration			
	2. Support Community Advisory Board work plan		Georgia Pedgrift	October 2013	
		Adopt 2013-14 Work Plan			

Goals	Strategic Objectives	Performance Measures	Responsible Staff	Target Completion Date	Actions and Updates
	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	
		Develop work plan 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 healthy and safety		Mike Reynolds	June 2015	
	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 & 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	