

Council Goals and Strategic Objectives

April 16, 2013

2013-2015 Strategic Goals and Council Goals Scorecard

- Council Goal Setting Meeting
 - February 14-15, 2013
 - Reaffirm Goals with a few, small additions



Goal #1



- Create a strong, sustainable economic base
 - Economic Development real estate initiatives
 - Additional ED work plan initiatives
 - Parking District economic initiatives
 - Guidelines for evaluating requests for Community Impact Reports

Goal #2



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- Promote a City organization that is sustainable and maintains employee morale, productivity & effectiveness
 - Develop funding for long-term unfunded obligations, including labor costs, to achieve fiscal stability
 - Continue to invest in employees by providing training and mentoring opportunities
 - Review Council and B&C roles, duties, responsibilities

Goal #3



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- Provide leadership for environmental initiatives
 - Improve transportation network to reduce vehicle miles traveled and promote multi-modal transportation
 - Establish City as a leader in resource recovery
 - Review urban open space plans and improve creeks and other watersheds
 - Develop target for energy independence and GHG reductions

Goal #4



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- Maintain and enhance our City's cultural, **historical** and recreational assets
 - Research new revenue models
 - Develop asset management strategy to maintain parks and urban forest
 - Support efforts of Southeast Greenway Campaign
 - Expand and maintain youth and family programs
 - Promote Santa Rosa's history

Goal #5



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- Improve partnerships between neighborhoods, **schools**, community organizations, and the City to support and promote thriving, **inclusive and** diverse neighborhoods
 - Collaboratively develop work plan and costs for County island annexations
 - Support Community Advisory Board work plan
 - Implement Mayor's Gang Prevention Task Force Strategic Plan

Goal #5 - continued



- Seek opportunities to increase affordable housing and emergency housing beds
- Support community engagement programs to the neighborhoods

Goal #6



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- Commit to making Santa Rosa a **healthy** community where people feel safe to live, work and play
 - Seek opportunities to enhance Neighborhood Revitalization Program
 - Expand smoking ordinance for public/private places
 - Enhance Code Enforcement resources to preserve neighborhood health and safety

Goal #6 - continued



- Evaluate opportunities to participate in community-wide education and health initiatives
- Review and adjust reductions to streetlight program and assess new technologies