



# 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



- 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



- 
- 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



- 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



- 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



- ❑ 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