ACHIEVE ORGANIZATIONAL EXCELLENCE				
Objective	Notes	Status	Lead Department	Supporting Department(s)
	•Develop and implement safety policies, procedures and			
Ensure a safe working environment for all City staff.	infrastructure to create a safe working environment for all.		Human Resources	City-wide
Apply diversity, equity, inclusion and belonging (DEIB) lens to policies, practices	*Continue to implement cultural changes through policy, practice and procedure around DEIB. *SEED Collaborative deliverables will be presented to Council.			
and procedures.	in late Summer/Fall 2022.		Human Resources	City-wide
	Continue to create new approach for attracting and retaining a well-qualified and diverse candidate pool in partnership with all departments. Comply and report on updates to staffing studies done by			City-wide
Recruit and retain qualified and diverse staff, across all City departments.	departments.		Human Resources	City-wide
	•Fill vacant positions in both sworn and civilian ranks through a comprehensive recruitment strategy •Center for Public Safety Management(CPSM): Staffing Study •Epic Recruitment Campaign			Police
Digitize documents and provide improved access to public records - Phase 1	•Implement trusted system hardware, software and processes to digitize and store documents that can be electronically searched and retrieved internally and by the public.		Information Technology	•City Clerk •Planning & Economic Development
The second of th	•Recommendations scheduled for Council		D. I.	
Implement the recommendations of the Equitable Policing Task Force	•Implement internal changes based on recommendations •New five-year Axon contract		Police	
Expand body-worn camera program (to include fleet cameras)	•Addition of Axon Fleet •Addition of Axon Signal		Police	
Establish a Real Time Crime Information Center	Pending receipt of Federal funding: •ALPR •ShotSpotter •Surveillance System •Upgrades to DOC infrastructure		Police	•IT •Communication & Intergovernmental Relations Office
Enhance Fire Department programs in training, safety, and behavioral health.	•Leverage technology to enhance training scheduling, delivery, and documentation		Fire	

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	•Basic/Base Plans		
	•Continuity of Operations		
	•Earthquake Annex		
	•Storm Annex		
	•Terror/Active Shooter Annex		
	•Wildfire Annex		
	Pandemic Annex		
	PSPS Annex		
	•Alert & Warning Annex		
	Cyber Utility Failure Annex		
	Damage Assessment Annex		
	•EOP/COOP Community and Stakeholder Review		
Complete revisions and additions to Emergency Operations Plan (EOP) and	•EOP/COOP Exercises		
Continuity of Operations(COOP)/Continuity of Governance (COG) Plans	•EOP/COOP Final Documents presented to Council	Fire	
community of operations (coor), community of octorinance (coor) rams	•Work with PFM and other firms on potential financing	1.110	
	strategies for deferred facility maintenance, and large		
	infrastructure projects (Hearn Avenue Overcrossing, Bennett		
	Valley Golf Course, etc.)		
	•Create a strategy for prioritizing, funding, and completing		
Develop financing strategies for infrastructure projects	these projects on a city-wide basis	Finance	City-wide
	•Identify requirements, assess options, and develop plan to		
	redesign the srcity.org website to be more user friendly, easier	Communication &	
	to navigate, and provide needed information. •Develop plan	Intergovernmental	
D		0	If
Develop plan to redesign and maintain updates for the srcity.org website	for maintaining and ongoing updates.	Relations Office	Information Technology
	•Identify requirements, assess options, and deploy tools for	Communication &	
	effective internal communications amongst staff, including	Intergovernmental	
Develop, upgrade, and deploy internal communication tools	upgrading the City's iNET intranet site.	Relations Office	Information Technology
7. 10			
	•Continue to support implementation of Cityworks and		
	complete integration of MySantaRosa and asset management		
	transaction history with Cityworks software for all		
	Departments; Complete Cityworks integration with Water		
	Billing CIS software, Water SCADA systems; migrate Water		
	assets into GIS and begin utilizing Cityworks for Water		
Complete Cityworks integration for all Departments	Department	Water	Information Technology
	•Work with departments city-wide to identify requirements,		
	assess options, and develop a strategy to provide internal and		
	public-facing tools for data analytics and reporting, including	Information	
Develop strategy for data analytics and reporting, including dashboards and metrics	dashboards and metrics for data-informed decision making.	Technology	City-wide
			ы . е
			•Planning & Economic
			Development
			•Fire
			•Transportation & Public
			Works
			•Water
	•Prepare a Development Services Cost of Services Study	Planning &	•City Attorney's Office
	•Provide recommendations to achieve cost recovery and update	Economic	•Police
Adopt a Development Fee Schedule Update Ordinance	development related processing fees.	Development	•Finance
	Inches Property Prope	· bropinent	

Adopt a Development Review Services Strategic Business Plan	•A companion effort with the Development Services Cost of Services Study and Fee Update. •Will align the mission, vision and values of the City's Development Review Services Team and will bring transparency and accountability into the process by adopting performance metrics, monitoring and reporting standards and align strategic investments into improved service.	Planning & Economic Development	•Fire •Transportation & Public Work •Water •Community Engagement •Information Technology
Update recreation fee schedule	Conduct an internal fee study for Recreation Complete staff report and seek approval for new fee schedule	Recreation	
	•Continue the recruitment of temporary staffing and contract instructors to provide full range of Recreation programs and		
Recover programming to at least 85% of pre-pandemic level as measured by	services.		
program offerings, participation and revenue (excluding aquatics due to construction)	•Continue to resume programs following Covid protocols and look for opportunities to develop new programs.	Recreation	
construction)	Identify policy and procedure gaps, then develop policies	Communication &	
Establish clear Communication & Intergovernmental Relations Office operating	aligned with broader organizational goals, strategies, and	Intergovernmental	
procedures	operations.	Relations Office	
	•Review the contract review/approval process for inefficiencies		
	and identify process improvements		
	•Update the Purchasing Ordinance		
	•Ensure compliant language in place for all Federally-funded	City Attorney's	
Streamline contract approval process	contracts and procurements	Office	Finance

Objective	Notes	Status
Invalance to Davis Davis Assistance December	Duranes and discondended and and an arrival	
Implement a Down Payment Assistance Program	Program guidelines developed and under review	
	• Housing Voucher utilization rate as of July 2022- 85% (National 86%, Ca 87%, Sonoma Co 92%) Contacting 50 families per month off waiting list beginning August 2022. Reestablishing landlord incentive pilot program and outreach delayed due to pandemic	
	• Emergency Housing Voucher utilization 44% as of July 2022 (National 39%, Ca 29%, Sonoma Co 55%) 131 new vouchers funded by HOME-ARP, established June 2021; clients are referred by Continuum of Care	
Increase Housing Voucher and Emergency Housing Voucher utilization rate to 98%	• Recently restructured referral process with CoC to improve efficiency. Regularly attend Home First Coordinated Entry Case Conference to facilitate communication with referring agencies. Established process to fund security deposit and renta application fees for clients	1
mercade recasting + outside and Emergency recasting + outside annual rate to 70%	•Review and evaluation of existing ordinance for potential	
Update the City's Mobile home Rent Control Ordinance	update. •Community meetings scheduled for August.	
Develop and implement HOME-ARP Allocation Plan	•\$2.7M allocated in April 2021 •Awaiting release of Homeless Point in Time count to inform Needs Inventory and Gap Analysis. •Collaborating with Sonoma County on outreach.	
Reduce plan review turnaround times	 Utilize training, limited -term staff, consultants and technology enhancements to decrease the Department's processing time. Leverage technology and process improvements for on-line, electronic and virtual permit intake, processing and inspection activities. Implement ePermitHub to maximize efficiency of permit intake, processing and inspection. Staff and technology alignment to improve customer support. Leverage professional services and third party reviews Hire a limited two year city planner position dedicated to housing. 	7

	•SB-2 grant funded pilot initiative to increase housing production in key opportunity areas ensuring housing diversity
Adopt a Missing Middle Housing Ordinance	through increased density with form based code/design standards.
	Housing Element must comply with state mandated timelines and regulatory requirements
	•Establishing policy, programs and housing inventory targets to
	manage community growth, addresses the Regional Housing
	Needs Assessment (RHNA) and Affirmatively Furthering Fair
	Housing (AFF) requirements in compliance with state
Adopt the City's Housing Element	mandated timelines and regulatory requirements.
	•SB-12 grant funded initiative research and publish historic
	surveys downtown properties to streamline environmental
	review and regulatory processes for new development within
Publish Downtown Historic Surveys	the Downtown Station Area Plan.
	Complete the Alternatives Workbook and community
	engagement event set which presents and analyzes three land
	use and circulation scenarios consistent with the Community
	Vision Statement.
	•Solicit Preferred Alternative which will be the subject of
	community engagement and environmental analysis and policy
Adopt the General Plan Update	draft.
	•City Council study session series that will include developer
	roundtable discussions, housing action plan review and
	downtown asset strategy, a parking asset and fund analysis and
Conduct a Downtown Development and Asset Strategy study session series	options for downtown city property assets.
	•Launch House Santa Rosa website project - phase 1
	•Provide web tools and dashboards with real-time information
	with user friendly interfaces . •Complete the transition from Pending Development Report,
	Annual Report, and Rebuild Dashboard to a more
	comprehensive, real-time data dashboard through the
	Downtown Dashboard, Housing Dashboard and House Santa
Implement public facing real-time development and housing production dashboards	Rosa projects.
	•Council Resolution Nos. 2018-167, 2018-168, and 2018-169
	do not expire but have an eligibility requirement that references
	"breaking ground" by August 2023.
	Work with Downtown Subcommittee to recommend next
Review downtown housing fee incentive resolutions	steps.

	•Add limited term code, planning, admin and finance staff to	
	improve permitting, monitoring, enforcement and revenue	
	collection and regularly report out.	
	•Implement Urgency Ordinance amendments to enhance	
	enforcement.	
	•Conduct community engagement and develop a comprehensive	
Adopt a Short Term Rentals Comprehensive Ordinance	ordinance or ordinance amendments.	

REDUCE HOMELESSNESS AND ITS IMPACTS

Objective	Notes	Status	Lead Department	Supporting Department(s)
Adopt and implement Homeless Strategic Plan	Consulting developing Strategic Plan to be completed Summer 2022 and implemented in FY 22-23		Housing & Community Services	
Reduce and manage the impacts of encampments throughout the community	•Utilize Homeless Action Team (HAT) and Homeless Encampment Assistance Program (HEAP) to coordinate and prioritize efforts. •Hire a 1-year full-time Code Enforcement Officer to increase availability and improve and expand response. Regularly attend Homeless Action Policy (HAT) meetings and coordinate enforcement efforts with the City's Homeless Encampment Assistance Program (HEAP) team.		Housing & Community Services	•Planning & Economic Development •Police •Fire •Transportation & Public Works •City Attorney's Office
Advance Homekey funding applications that will provide housing options for homeless	Work with Department of Housing and Community Development and State legislators to advocate for funding to advance the two Homekey applications submitted by City Continue to assess potential projects for Homekey funding		Housing & Community Services	

Objective	Notes	Status
	•Phase I: 15-hour response	
	•Phase II: 24/7 hour response	
	•Supports the goal of reduce homelessness and its	
Expand the inRESPONSE Team	impacts	
	•Violence Reduction (re-launch of Gang Crimes	
	Team)	
	•County-wide sideshow information effort	
Launch proactive policing plan	•Comprehensive traffic safety plan	
	•Implement a Capital Fleet Replacement Program	
	•Fund and fill operational vacancies to achieve	
	constant staffing	
	•Obtain enhanced communications equipment	
	•Determine outcome of ambulance franchise	
	•Develop a new five-year Stategic Plan	
Enhance operational readiness to "all-risk" emergency respons	e Develop a new Deployment Analysis	
	•Explore the ability to consolidate existing locals	
	ordinances including week abatement and pile	
	burning	
	•Use recommendations from the Community	
	Wildfire Protection Plan for new language to address	
	certain fire damaged, downed trees	
	•Develop a comprehensive ordinance that can be	
	modified and enhanced over time as one single	
	document	
Development of the Vegetation Management Ordinance	•Establish an inspection and enforcement program	
	•Required process of adopting the upcoming new	
Adopt new California Building & Fire Codes	California Building & Fire Codes	
	•The City will need to prove cost effectiveness.	
	•Effort will include analysis, engagement, and	
	outside partnerships with BayREN, Sonoma Clean	
Re-adopt the All Electric Only Reach Code Ordinance	Power, etc.	

Adopt Nuisance Property Ordinances	•Adoption of Nuisance Property ordinance to address enforcement and abatement of parcels in private ownership causing nuisance factors. •Adoption of Vacant Parcel/Building ordinance to address enforcement and abatement of vacant parcels and/or buildings causing nuisance factors including blight.	
Adopt Amendments to Tree Ordinance	•Focused amendments to address wildfire preparedness and disaster response. Prepare amendments to the Tree Ordinance in compliance with the City's wildfire reduction plan.	
	•Integrating Health Equity perspectives and solutions in General Plan, and other long-range plans. •Conduct an anti-racist analysis and incorporate strategies, policies, procedures and practices. •Collaborate with Sonoma County's law and justice agencies to build trust among public safety.	
Implementing recommendations of Community Empowerment Plan	•Declaring Racism a Human Rights and Public Health Crisis	
Increase community partnerships and engagement	•Assess needs of each district and develop long-term plan for community engagement.	

PROMOTE ECONOMIC AND GOVERNMENT VIBRANCY				
Objective	Notes	Status	Lead Department	Supporting Departments(s)
Improve and expand Cannabis Program	 •3-year grant funded program including three year limited term senior planner dedicated to cannabis program. •Conduct a cannabis equity assessment •Improve applicant support with permitting, state coordination, tax monitoring and enforcement mitigation. •Expand economic justice for populations and communities impacted by state and federal regulations. •May result in amendments to the Cannabis Ordinance. 		Planning & Economic Development	
Establish a Roseland/Sebastopol Rd. Community Business District	•Study the creation of a Community Business District (CBD) similar to the Downtown CBD • Formally establish the CBD in support of the business community in Roseland and along the Sebastopol Road corridor.		Planning & Economic Development	•Transportation & Public Works •Water •City Manager's Office
Implement Economic Development Strategic Plan	Work with Small Business Development Center to create a food-centered micro-entrepreneur incubator space. Conduct a study on the economic and fiscal impact of housing in Santa Rosa. Conduct a local business audit to understand collected demographic and social characteristics to help focus future economic development efforts. Activate vacant and/or underutilized private and public spaces. Establish a Downtown Business Attraction and Marketing Initiative in coordination with the Chamber of Commerce and Downtown Action Organization.		Planning & Economic Development	

Address poverty and increase economic opportunities (ARPA)	Study Enhanced Infrastructure Finance District (EIFD). Implement the Childcare Support Program Facility Fund through First 5. Implement a Child College Savings Account through First 5. Implement a Guaranteed Basic Income Program. Implement a Quality Census Tract focused Façade Improvement Program, business support and assistance, parklet implementation and mural placemaking program.	Planning & Economic Development City Manager's	•Human Resources •City Manager's Office •City Attorney's Office •Planning & Economic Development •Transportation & Public Works •Water
Adopt a Project Labor Agreement policy		Office	•City Attorney's Office
Initiate annexation discussions with County of Sonoma	•Evaluate annexation of the Moorland, South Santa Rosa Avenue, Taylor Mountain and other unincorporated areas within the Santa Rosa Urban Growth Boundary. •Evaluate opportunities for Regional Housing Needs Assessment transfers	Planning & Economic Development	City-wide
	•Pursue additional unlimited pass programs partnerships for fare-free or discounted access for	T	T'a
Continue implementation of Council-approved Unlimited Pass Program	of becoming homeless.	Transportation & Public Works	•Fire •Water

BUILD AND MAINTAIN A SUSTAINABLE INFRASTRUCTURE				
Objective	Notes	Status	Lead Department	Supporting Department(s)
Conduct a cybersecurity assessment and develop a roadmap for refinements	Complete a cybersecurity assessment with a prioritized roadmap for refinements and adoption of corresponding controls and processes.	Section 5	Information Technology	Department(s)
Identify location for new Roseland Sub-station	This priority will contribute to the long-term goal of creating a healthy and safe community for all. Internal sub-station for staff to increase presence in Roseland Prepare for future opening of public front counter with bi-lingual resources		Police	
Analyze Fire Department facilities and determine strategy for deferred maintenance, privatization, and construction	•Fund and implement fire station facilities improvements •Identify funding source for Fire Station 8 construction •Identify properties suitable for Fire Stations 6, 9, and 12		Fire	
Complete the design and project plan for the Emergency Operations Center	Design and Construction - Contracted design of EOC footprint and layout IT and AV upgrades and modifications planned and funded Generator install planned and funded		Transportation &	Fire
Develop Water Supply Alternatives Plan	•Leverage existing planning documents to develop a water supply alternatives plan that will enhance the City's long -term water supply resiliency and reliability.		Water	
Initiate development of initial storm drain master plan	•Develop an initial storm drain master plan. •Tentative timeline - release RFP in Summer 2022 and begin work on master plan next FY.		Water	
Adopt update to Short Range Transit Plan (SRTP)	•Will include a five-year transit and paratransit service plan, financial plan and capital plan. •Update will be completed with significant public and Council engagement in accordance with MTC guidelines and in coordination with partner transit operators. •Council Study Session scheduled for June 7, 2022.		Transportation & Public Works	
Adopt a master plan associated with fleet electrification	•Will act as a purchasing and infrastructure deployment policy intended to inform the purchasing of battery powered vehicles Citywide. •The plan will also focus on the timelines associated with the deployment of backbone infrastructure.		Transportation & Public Works	

	02184 – Fire Station 5 Resiliency and Relocation 02258 – Coffey Park and Fountaingrove Neighborhood Road Disaster Recovery		
	Projects Ongoing, complete after FY 2023:		
	Projects Ongoing, complete FY 2023: 02338 – Fire Damages Tree Removal – Parks, open Space, ROW Phase 3 02248 – Six Fire Damaged Parks – Recovery 02300 – Fire Damaged Roadway Landscaping 02239 – FHWA Fire Related Permanent Asphalt Improvements		
Develop a programming plan to minimize the impact of the Finley Aquatic Center construction closure.	Construction includes: a new splash pad play area, picnic area and repairs and ADA compliance upgrades to pool deck. Develop strategic programming plan to minimize impact by moving programs to Ridgway and in collaboration with the JC pool. Complete all permitting, staff training and program/rental development for new splash area and picnic sites.	Recreation	
Adopt a Fossil Fuel Station Ban Ordinance	•Zoning Code ordinance to prohibit or regulate new fossil fuel stations.	Planning & Economic Development	
Update Water Department infrastructure report card	Water last completed an infrastructure report card for the water delivery system, wastewater collection system, and regional treatment and reuse system in 2017. Update information based on updated master plans and determine new required investments for each system.	Water	
Develop Capital Projects planning ranking and prioritization model	•Develop internal taskforce with representatives from all departments that initiate capital projects. •Develop a ranking and prioritization matrix for all capital project types and the implementation of various engagement strategies to better understand the community's desires.	Transportation & Public Works	

	•Complete assessment of all city-owned parcels, Right		
Development of Landscape and Public Maintenance Greenspace	of way, etc. and develop a comprehensive maintenance	Transportation &	
Master Plan	plan	Public Works	Parks