

COUNCIL WORKPLAN BY TARGET COMPLETION DATE

Target Comp Date	Description	Council Goal/ Strategic Objective	Department Assigned	Updates	Status
On-going	Promote recent zoning changes to attract craft breweries and wineries	1.1	EDH		
On-going	Promote Santa Rosa's <i>OutThereSR</i> destination campaign assets to encourage overnight stays	1.4	EDH		
On-going	Business Retention: recognize and promote Santa Rosa's industrial, advanced manufacturing, and food processing sectors	1.4	EDH/CD		
AUG 2015	Approval of HOST contract and evaluate options for homeless restrooms recommendations 8/11/15	6.1	EDH	Completed	
AUG 2015	Development Impact Fee Review Study Session Part I 8/18/15	1.4	CMO	Completed	
AUG 2015	Decide if the General Fund will provide additional on-going resources for affordable housing needs (Affordable Housing timeline)	1.2	EDH		
AUG 2015	Protocol for Election of Mayor 8/18/15			Completed	
SEP 2015	Review MBH ordinance, Study Session with Council 9/1/15	6.7	EDH/CA	Completed	
SEP 2015	Study Session on rent control options 9/1/15	1.2	EDH	Completed	
SEP 2015	Education Session on Fair Housing 9/15/15	1.2	EDH	Completed	
SEP 2015	Development Impact Fee Review Study Session Part II 9/22/15	1.4	CMO	Completed	
SEP 2015	Financing Options and Courthouse Square 9/22/15	1.1	FIN	Completed	
SEP 2015	Install single space meter technology in Railroad Square	1.3	EDH		
SEP 2015	Review franchise agreement and seek Council direction for amendment as needed/Green waste for multi-family	3.5	CA		
SEP 2015	Hire Director of Community Engagement	5.1	CMO	Completed October 1, 2015	

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OCT 2015	Complete Existing Conditions, Opportunities and Constraints Assessment and present to Council 10/6/15	4.1	CMO	An MOU between CalTrans, the Southeast Greenway Campaign and other partners is scheduled for Council consideration on July 7. Staff is finalizing a report outlining existing conditions, opportunities, and constraints for presentation to the City Council in August. Staff is also working with the partners to identify the timing of next steps, including amending the general plan, engaging the public, and conduct environmental review.	
OCT 2015	Contract with Management Partners to evaluate Rent Stabilization Policy and Management options for the implementation of Mediation/Arbitration, Just Cause for Eviction and Rent Stabilization in Santa Rosa 10/20/15	1.2	CMO		
OCT 2015	Affordable Housing Part I 10/20/15	1.2	EDH		
OCT 2015	Employee Appreciation Lunch and Benefits Fair 10/20/15	2A.1	CMO/HR		
OCT 2015	Downtown parking Study Session 10/27/15	1.1	EDH		
OCT 2015	Community Homeless Assistance Programs 10/27/15	6.1	EDH		
OCT 2015	Courthouse Square Phase 1 design and project approval 10/27/15	1.2	EDH		
OCT 2015	Discuss options for ordinances to streamline process for nomadic shelters	6.1	CD/EDH		
NOV 2015	HOST Contract Amendment for portable showers/restrooms program 11/3/15	6.1	EDH		
NOV 2015	Measure O Annual Report and Implementation Plan Amendment 11/10/15	2B.1	FIN	Updated description by Finance 7/1/15	
NOV 2015	Affordable Housing Part II Recommendations 11/10/15	1.2	EDH	Completed	

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NOV 2015	Recommendation of LTFP Subcommittee on Measures O and P, and other ballot measures 11/10/15	2B.1	FIN		
NOV 2015	Review the impacts and options of sunset of Measure P	2B.1	FIN		
DEC 2015	Conduct Study Session on regulations regarding alternative car services such as Uber and Lyft 12/1/15	6.11	CA		
DEC 2015	Review of CALLE Task Force recommendations 12/15/15		POLICE		
JAN 2016	Visioning process for reimagining CityBus 1/19/16	3.1	TPW		
JAN 2016	Study Session on Urban 3 bootcamp 1/19/16		PED		
JAN 2016	Introduce Ordinance - Temporary Ban on Medical Marijuana cultivation 1/19/16	6	CAO/PED		
JAN 2016	Management Partners to present report on Rent Stabilization options 1/26/16	1.2	CMO		
JAN 2016	Public Hearing on budget priorities 1/26/16		FIN		
JAN 2016	Conduct Study Session on two-year financial plan 1/26/16	2B.3	FIN	Updated description by Finance 7/1/15	
JAN 2016	Conduct Study Session on ordinance to regulate use of replica firearms 1/5/2016	6.10	POLICE/CA		
FEB 2016	Study Session on PACE Program 2/2/16		Water/CAO		
FEB 2016	Conduct Study Session on Project Labor Agreements for Council consideration 2/2016	1.6	CA		
FEB 2016	Make plan for Emergency Response for Staff and Council and present to Council for approval 2/2016	2A.3	FIRE/CMO		
FEB 2016	Amend Public Art Plan	4.3	R&P	Staff will work with AIPPC to prepare a revised Council Policy	
FEB 2016	Report - PACE Program recommendations 2/23/16		Water/CAO		

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FEB 2016	Report on progress of recent development review reform efforts. 2/23	1.2	PED		
FEB 2016	Housing Funding Resources - Staff recommendations to allocate cash available to high priority affordable housing by criteria, including subsidy per unit and most current delivery date. 2/23	1.2	HCS		
MAR 2016	Reimaging City Bus: Public Hearing 3/8/16 Report 3/22/16	3.1	TPW		
MAR 2016	Report - PACE Program recommendations 3/8/16		Water/CAO		
MAR 2016	Get direction on establishing legislative agenda from Council 3/20/16	5.3	CMO		
MAR 2016	Alternate Housing Programs. Review how affordable housing supply can be expanded within existing market rate units. 3/22	1.2	HCS		
MAR 2016	Create a framework for a comprehensive CIP that considers all City assets 3/22/16	2B.2	TPW		
MAR 2016	Adopt Sunshine Ordinance (Open Government Task Force)	5.1	CC/CA		
MAR 2016	Conduct Study Session to develop vision and strategy for code enforcement	6.9	HCS		
APR 2016	Prepare the bank building for personnel to move in and provide services to the public	1.7	CMO		
APR 2016	Determine City's role in the 150th birthday celebration	4.2	R&P	Staff will seek direction from Council at future Study Session and work with Finance to incorporate and budgetary requests in	
APR 2016	Conduct Study Session on City's role in Child Care	6.12	R&P/HR	Staff will seek Council clarification on public services and employee benefits	
APR 2016	Employee Service Awards Dinner 3/31/16	2A.1	HR		
APR 2016	Report to City Manager identifying current roles and responsibilities for Council, Boards and Commissions	2A.2	CA		
APR 2016	Housing Incentives & Production, Site Availability - Present staff recommended project-by-project incentives to get construction under way; report on actions needed to improve development readiness. 4/19	1.2	PED		

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APR 2016	Evaluate priorities to recommend General Fund appropriations to implement plan for long-term unfunded liabilities	2B.2	FIN		
APR 2016	<p>Resource Recovery: Assessed the City's current resource recovery efforts, set targets, and develop a plan to reduce our solid waste stream. Resource recovery includes extracting the maximum practical benefits from products and materials, increasing recycling efforts, delaying consumption of virgin natural resources, and other best practices</p> <p>Energy Independence: Review existing energy and GHG plans and data, establish baselines, and develop a series of targets for energy independence (less reliance on energy providers) and GHG reductions to meet state standards by 2050. Strategies may include reducing energy consumption, improving energy efficiency, increasing self-generation of energy, and other best practices</p>	3.2 and 3.3	WATER		

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APR 2016	Adopt Roseland Annexation Agreement with County	5.4	CMO	Since April 2015 two Roseland Area Projects Steering Committee meetings have been held (April 22 and June 17), focusing on roles and responsibilities, the annexation process, and refinement of activities for the community workshops. On June 10 and 23, the first two community workshops were held. The focus of the workshops was visioning and land use and circulation in the project area, as well as identifying additional questions and understanding the community's position on potential outcomes of annexation. The next step in the Specific Plan process is development of a preferred land use and circulation alternative. The next Joint City/County Annexation Committee meeting, Steering Committee meeting and community workshop are anticipated in August/September 2015.	
APR 2016	Reassessment of COPE program	6.4	FIRE		
APR 2016	Conduct Study Session to discuss impacts of a Living Wage to the City	6.6	CA/FIN		
MAY 2016	Present progressive parking policy options to City Council which include opportunities for surface lots and 3rd Street Garage. Also, Parking Management Plan for RRSQ and West End in preparation for SMART.	1.3	FIN		
MAY 2016	Currently there is a feasibility study under way on a potential service agreement with Rincon Valley Fire	6.8	FIRE/CA		
MAY 2016	Report on results of outreach to real estate brokers, homebuilders and employers seeking assessment of Santa Rosa and the Steps necessary to improve attractiveness; report findings. 5/17	1.2	PED		

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MAY 2016	How we measure success				
JUN 2016	Actively promote the opening of new businesses in the City	1.1	PED		
JUN 2016	Impact Fee Analysis and Nexus Study Recommendations	1.4	CMO		
JUN 2016	Deliver Interview Skills Training for all employees four times/year	2A.1	HR		
JUN 2016	Part of a coordinated Citywide approach to climate action planning with team formed in August 2014 to provide input and support	3.3	WATER		
JUN 2016	Update website (Open Government Task Force)	5.1	IT		
JUN 2016	All streetlights that were intentionally turned off, will be turned on	6.3	TPW		
JUL 2016	Identify services and functions that can be handled in one location, dubbed the Service Hub	1.7	CMO	Transactions and services have been identified	
JUL 2016	Economic Development Initiatives – Present concepts to stimulate economic growth, increase high wage jobs and stimulate construction activity for market-rate housing. 7/12	1.4	PED		
JUL 2016	Introduce Ordinance - Medical Marijuana Cultivation 7/19/16 Second Reading Medical Marijuana Cultivation Ordinance 7/26/16 Ordinance Effective Date 8/26/16	6			
JUL 2016	Continue to evaluate processes and services that can be co-located at the Service Hub	1.7	CMO		
JUL 2016	Roll out Career Development and Enhancement Program with updated website and forms and develop a training component for incumbents and mentors (combining Step Right Up and Mentoring programs)	2A.1	HR		
JUL 2016	Provide a multi-modal service portal on the City website	3.1	TPW		
SEP 2016	Adopt a specific plan /EIR for Southwest Santa Rosa	5.4	CMO		
OCT 2016	Start Annexation processes for Roseland Annexation	5.4	CMO		
OCT 2016	Develop funding strategy to finalize Project Initiation Document (PID)	6.5	TPW		

Target Comp Date	Description	Council Goal/ Strategic Objective	Department Assigned	Updates	Status
NOV 2016	Financing Option regarding Courthouse Square 9/22/15	1.1	EDH/TPW/CD		
NOV 2016	Community Impact Reports	1.5	CD		
DEC 2016	Develop and coordinate a plan for transit, bicycle and pedestrian connectivity and access to the SMART stations	3.1	TPW		
DEC 2016	Develop new five-year Violence Prevention Partnership Strategic plan and present to Council for adoption	5.2	CMO		
DEC 2016	Regulation of vacation rentals	1.2	EDH		
DEC 2016	Engage public and prepare a general plan amendment to identify land uses, including a Greenway and conduct environmental review	4.1	CMO		
JUN 2017	Develop funding strategy and implement environmental document on possible bike and pedestrian bridge	6.5	TPW		
DEC 2017	Work with Greenway Campaign and other partners to acquire 52 acre CalTrans right-of-way	4.1	CMO		
TBD	Proposal for a system-wide service model for multi-modal transportation	3.1	TPW		

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COUNCIL GOALS

- 1 CREATE A STRONG, SUSTAINABLE ECONOMIC BASE**
 - 1.1 Implement Downtown Economic Development Initiatives
 - 1.2 Evaluate Housing Initiatives
 - 1.3 Implement Parking District Economic Development Initiatives
 - 1.4 Implement Key Components of the Economic Development
 - 1.5 Determine Guidelines for Evaluating Requests for Community Impact Reports
 - 1.6 Explore Project Labor Agreements
 - 1.7 Implement the Open Door initiative
- 2A PROMOTE CITY ORGANIZATION THAT IS SERVICE-SUSTAINABLE AND MAINTAINS EMPLOYEE MORALE**
 - 2A.1 Investigate New Opportunities to Enhance Employee Morale
 - 2A.2 Review Council, Board and Commission Roles, Duties and Responsibilities
 - 2A.3 Emergency Response Plan for Staff and Council
- 2B FINANCIAL SUSTAINABILITY**
 - 2B.1 Explore Impacts and Changes to Ballot Funding Options
 - 2B.2 Develop Funding Plan for Long-Term Unfunded Liabilities, Including Labor and Infrastructure to Achieve Fiscal Sustainability
 - 2B.3 Explore Two-Year Financial Plan
- 3 PROVIDE LEADERSHIP FOR ENVIRONMENTAL INITIATIVES**
 - 3.1 Improve Transportation Network to Reduce Vehicle Miles Traveled and Promote Multi-Modal Transportation
 - 3.2 Establish Santa Rosa as a Leader in Resource Recovery
 - 3.3 Develop a Target for Energy Independence and GHG Reduction
 - 3.4 Review Urban Open Space Plans and Improve Creeks and Other Watersheds

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4	MAINTAIN AND ENHANCE OUR CITY'S CULTURAL, HISTORICAL AND RECREATIONAL ASSETS				
	4.1 Support the Efforts of Southeast Greenway Campaign				
	4.2 Promote Santa Rosa's History				
	4.3 Implement the Public Arts Master Plan				
5	IMPROVE PARTNERSHIPS BETWEEN NEIGHBORHOODS, COMMUNITY ORGANIZATIONS, SCHOOLS AND THE CITY TO SUPPORT AND PROMOTE THRIVING, INCLUSIVE AND DIVERSE NEIGHBORHOODS				
	5.1 Implement the Open Government Task Force Recommendations				
	5.2 Develop New Five-Year Violence Prevention Partnership Strategic Plan				
	5.3 Establish Legislative Agenda				
	5.4 Complete the Specific Plan for Roseland Annexation and Consider Annexation of Other County Areas in SW and SE Santa Rosa				
6	COMMIT TO MAKING SANTA ROSA A HEALTHY COMMUNITY WHERE PEOPLE FEEL SAFE TO LIVE, WORK AND PLAY				
	6.1 Clarify City's Role in Homelessness				
	6.2 Expand Smoking Ordinance for Public/Private Places				
	6.3 Review and Adjust Reductions to Streetlight Program and Assess New Technology				
	6.4 Support Emergency Preparedness of Residents and City Staff				
	6.5 Continue Design and Environmental Review to Study Possible Implementation of Bicycle and Pedestrian Bridge at Highway 101 Crossing near Vicinity of Jennings Ave to SRJC				
	6.6 Explore Living Wage Ordinance				
	6.7 Explore Mobilehome Park Rent Control				
	6.8 Evaluate Potential Service Agreement with Rincon Valley Fire				
	6.9 Evaluate Code Enforcement Role in City				
	6.10 Evaluate Potential for City Ordinance to Regulate the Use of Replica Firearms				
	6.11 Explore Regulations Regarding Alternative Car Services				