



City Council Goal Setting Workshop Report

City Council Meeting
June 6, 2017

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City Manager

Summary

- Goal Setting workshops held on March 10, April 20-21, 2017
- Establish policy direction and priorities for the year
- Create Mission, Vision and Values for Santa Rosa

Mission

Mission:

To provide high-quality public services and cultivate a vibrant, resilient and livable City.

Reflects the purpose of the City of Santa Rosa.

Vision

Vision:

Santa Rosa – Leading the North Bay

Future focused and aspirational.

Values

Values:

- ★ Excellence
- ★ Integrity
- ★ Teamwork
- ★ Transparency
- ★ Innovation

Set of beliefs that guide behaviors and decisions.

Additional organizational work on values.

Tier 1 Priorities

Receive primary staff attention:

- 1.1 Reduce homelessness through a comprehensive strategy
- 1.2 Implement a comprehensive housing strategy – “Housing for All”
 - Implement the Housing Action Plan
 - Implement rental housing inspection
 - Address rent stabilization, pending June 6, 2017 election
- 1.3 Create a plan to address infrastructure and deferred maintenance throughout the community
- 1.4 Pursue opportunities and prepare for impacts related to medical and legalized marijuana
- 1.5 Implement commitments associated with Roseland annexation

Tier 2 Priorities

Receive attention as resources permit:

- 2.1 Ensure long-term revenue stability:
 - Evaluate the Council's 17% reserve policy to determine appropriate levels
 - Evaluate the utility user tax and transient occupancy tax as compared with other cities to determine what levels would be required to bring us to standard levels and reduce our reliance on sales taxes
- 2.2 Create a framework for 21st century service delivery model that is nimble, fosters innovation and supports new technologies and opportunities
- 2.3 Encourage programming in downtown
- 2.4 Develop and implement an emergency preparedness strategy including identifying vulnerable targets

Tier 2 Priorities

- 2.5 Implement Open Government Task Force report components
- 2.6 Conduct a study session on community impact reports
- 2.7 Support the SMART train – connectivity, transit-oriented development
- 2.8 Plan and implement the Southeast Greenway
- 2.9 Attract businesses with well-paying jobs and encourage the retention and expansion of existing local companies
- 2.10 Implement Participatory Budgeting
- 2.11 Increase funding for Community Advisory Board grants and review policies for determining awards
- 2.12 Increase youth engagement services
- 2.13 Explore options for funding the Roseland Library

“Other” Opportunities

Not moving forward, no staff work:

- Explore business improvement districts in neighborhood commercial centers
- Adopt living/minimum wage
- Obtain a new funding source for the transit system
- Conduct an employee survey to gauge morale
- Carry out work on the climate action plan
- Develop a strategy for producing/stimulating the production of child-care facilities
- Create a transition program for neonicotinoids/transgenic contamination prevention
- Hold a study session on creating a public bank
- Explore options for funding free transit rides for K-12 students
- Explore paid family leave

Recommendation

It is recommended by the City Manager's Office that the Council, by resolution,

- 1) accept the City Council Goal Setting Workshop Report,
- 2) adopt the Mission and Vision statements, and
- 3) approve Tier 1 and Tier 2 Council priorities.