



# CITY COUNCIL GOALS & OBJECTIVES

FY 2024 - 2025



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# INTRODUCTION

In a commitment to transparent governance and community engagement, the City of Santa Rosa convened City Council Goal Setting in Open Session at City Hall on Tuesday, February 6, 2024. The focus of this workshop was to initiate the first phase of the City's Goal Setting Process and align Council's Vision for the upcoming fiscal year in a collaborative environment for public input.

Following the Open Session, the City Council adjourned to Closed Session to review existing goals and objectives, seeking further alignment with the City Manager's performance. Council Members then participated in a poll to prioritize these Goals and Objectives, which reflect the community's aspirations and needs.

## PURPOSE OF DOCUMENT

This document encapsulates the collective vision of the Santa Rosa City Council, delineating the prioritized Goals and Objectives that will guide the City's initiatives throughout the 2024-2025 period. It serves as a blueprint for action, highlighting the key areas of focus that will shape our future trajectory.



## ACKNOWLEDGMENT OF PUBLIC INPUT

The City Council expresses gratitude to the stakeholders and community members who participated in the workshop sessions and contributed valuable perspectives. Your input is fundamental in shaping policies that reflect the diverse needs and aspirations of our community.

# GOALS

## Goal 1:

### Promote Citywide Economic Development

Sustain a diverse and thriving economy that benefits Santa Rosa residents and businesses and contributes to the community's economic health while preserving historical and cultural integrity.

## Goal 2:

### Achieve and Maintain Fiscal Sustainability

Sustain fiscal health by maintaining reserves, forecasting impacts of budget choices, monitoring revenue trends, maintaining competitive salaries for employees, and creatively leveraging other funding sources.

## Goal 3:

### Create an Environment that Supports Staff and Operational Excellence

Create a high-performing organization that pursues excellence, efficiency, and engagement, is fiscally sound, promotes diversity, equity, and inclusion, and reliably delivers outstanding services to the community.

## Goal 4:

### Invest in the Development and Maintenance of the City's Infrastructure

Invest in and maintain infrastructure that supports environmental sustainability, multi-modal transportation options, and a vibrant City.

## Goal 5:

### Plan for and Encourage Housing for All and Reduce Homelessness

Pursue housing options for residents of all income levels, partner with key stakeholders to offer housing and support services to the unsheltered and address the issues and causes of homelessness.

## Goal 6:

### Address Climate Change

Pursue carbon neutrality and environmental education for all.

## Goal 7:

### Foster a Safe, Healthy, and Inclusive Community

Promote public safety, engage residents with policy issues, and use a broad range of proactive approaches to reduce racism and inequality in our community.

# GOAL #1

## Promote Citywide Economic Development

### OBJECTIVES

- Implement Business Attraction/Retention/Expansion Strategies
- Adopt/Codify Resilient City Development Measures
- Adopt/Implement Downtown Enhanced Infrastructure Financing District
- Adopt the South Santa Rosa Priority Development Specific Plan
- Continue Annexation Discussions with the County of Sonoma



# GOAL #2

## Achieve and Maintain Fiscal Sustainability

### OBJECTIVES

- Ensure That the Budget Is Fiscally and Programmatically Balanced
- Consider the Complete Comparative Context of all the City's Responsibilities, Needs, and Liabilities When Allocating Resources
- Develop Plans to Fully Fund All Liabilities
- Develop Plans to Fully Fund All Reserves
- Develop a Financial Position in Which On-Going Revenue Exceeds On-Going Expenses

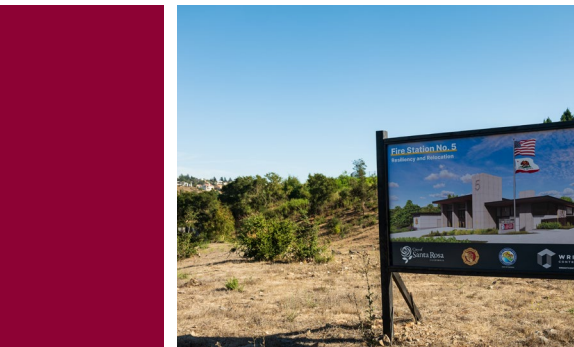


## GOAL #3

Create an Environment that Supports Staff and Operational Excellence

### OBJECTIVES

- Conduct Organizational Assessment
- Develop/Deploy Public Dashboards
- Adopt Comprehensive Zoning Code Update

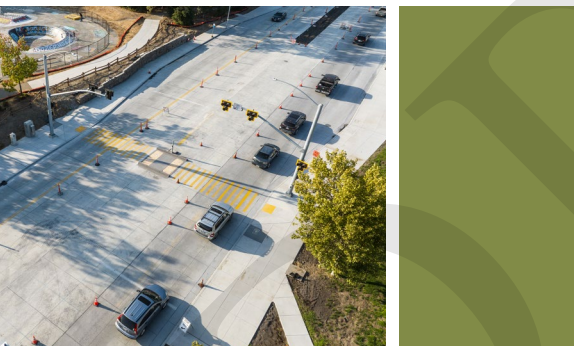


## GOAL #4

Invest in the Development and Maintenance of the City's Infrastructure

### OBJECTIVES

- Implement Capital Projects Planning System
- Break Ground on Hearn Community Hub
- Develop/Carry Out Cybersecurity Plan
- Continue Storm Drain Master Plan/Santa Rosa Creek Flood Study
- Initiate Water and Sewer Rate Study/Rate Schedule
- Emergency Operations Center Rehabilitation



# GOAL #5

## Plan for and Encourage Housing for All and Reduce Homelessness

### OBJECTIVES

- Advance the Homeless Strategic Plan and Manage the Impacts of Encampments
- Pursue Partnerships/Programming to Reduce Homelessness
- Develop a Housing Authority/Affordable Housing Strategy
- Assess Manufactured Parks Overlays to Protect Senior Housing
- Adopt General Plan Update and Certify Environmental Impact Report



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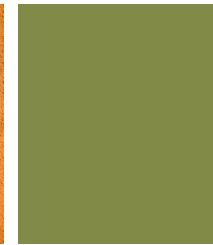


# GOAL #6

## Address Climate Change

### OBJECTIVES

- Adopt Climate Action Strategies Consistent with the General Plan
- Develop a City-Wide Electrification Master Plan
- Update 2018 Bicycle and Pedestrian Master Plan
- Investigate Artificial Turf Ban
- Strive for Carbon Neutrality By 2030



# GOAL #7

## Foster a Safe, Healthy, and Inclusive Community

### OBJECTIVES

- Implement Violence Prevention Strategic Plan
- Reduce Violence and Impacts of Crime
- Pilot Graffiti Abatement Program