



City of
Santa Rosa

Strategic Priorities 2025 - 2027



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The City of Santa Rosa is at a pivotal moment in its fiscal trajectory. Recognizing the urgent need to address a growing structural deficit and ensure the long-term financial sustainability of the municipal organization, the City Council has invested significant time, energy, and resources into understanding both the current and future health of the City's budget. This effort has included robust engagement with City staff, members of the community, and independent experts to conduct a thorough and transparent review of fiscal conditions, service demands, and operational realities. Through this process, it became clear that immediate and decisive action is required to stabilize the City's finances and preserve the high-quality services that residents expect and deserve.

In response, the City Council has taken bold and collaborative steps to guide the organization forward. On February 19, 2025, the Council convened a public goal-setting workshop to assess the fiscal emergency within the broader context of the City's strategic priorities and previously adopted goals. Following comprehensive presentations, public input, and Council deliberations, the City Council unanimously directed the City Manager to prioritize budgeting excellence and long-term fiscal sustainability as foundational pillars of the City's operations. Subsequently, the City Manager has been instructed to mobilize all necessary internal and external resources to close the structural deficit and implement lasting solutions that promote financial health, organizational resilience, and community trust.

Mission

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

Vision

Santa Rosa - Leading the North Bay



Goal 1: Achieve and Maintain Fiscal Sustainability and Budgeting Excellence.

- Adopt budget best practice policies
- Align budgeting strategies with City Priorities
- Enhance revenue diversification
- Reduce debt dependency and strengthen credit ratings
- Improve financial transparency and public engagement



Goal 2: Invest in the Development and Maintenance of the City's Infrastructure.

Goal 3: Promote Citywide Economic Development.



Goal 4: Foster a Safe, Healthy, and Inclusive Community.

Goal 5: Plan for and Encourage Housing for All and Reduce Homelessness.

