



# City Council Strategic Plan

Mid-Year Update  
February 2024



## Strategic Plan: A Road Map for the Future

- Articulates the Council's priorities and guides its policy decisions.
- Enables staff to develop feasible, measurable, and actionable strategies to address the Council's priorities, implement policies, and allocate resources effectively.
- Focuses the City's efforts to engage community members and agency partners in achieving the City's mission.
- Enables the City to prioritize time & resources in alignment with the Council's priorities.
- Ensures accountability and transparency in furthering effective policies and City services that meet community needs.

## 2023-2025 Priorities

- 1  Economic Development
- 2  Infrastructure & Environment
- 3  Housing
- 4  Fiscal Health
- 5  Public Safety
- 6  Community Engagement & Well-Being
- 7  Efficient & Well-Performing Government



# Executive Team





# Progress Check

- Seven Goals
- 180 Initiatives, Projects, Activities in the 2023-2025 City Council Strategic Plan

## KEY

- |   |   |
|---|---|
|  Completed   |  Ongoing |
|  In Progress |  Delayed |





# REPORT

## Progress made on initiatives supporting Council Goals

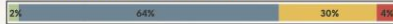
### KEY



### Economic Development



### Infrastructure & Environment



### Housing



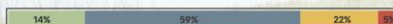
### Fiscal Health



### Public Safety



### Community Engagement & Well-being



### Efficient & Well-Performing Government



## Looking Forward

- 5-year Pavement Management Plan
- Levee Reconstruction Project
- 2050 General Plan Community Outreach and Adoption
- Continue road maintenance, parks, and library services via Measure R
- Public Art Master Plan
- Explore incentivizing mixed-use developments
- Contracted with Grant Consultants and Financial Advisors to support the City with new available grants and formulate future investment plans for the City
- Ramsay Park Renaissance
- New Nature Center
- Urban Forest Master Plan
- Summer in the City Internships
- 2025 Watsonville Academy
- Strawberry Festival, National Night Out, Fire in the Sky

## 2023-2024 HIGHLIGHTS

The City was awarded \$17,922,270 in grants to support public infrastructure improvements, police, parks, and Library programs.



Library and Parks and Community Services Departments partnered to spearhead the Teen Action Council. Helping teens build leadership skills, civic engagement, and receive hands-on the job and college readiness training.



Ramsay Park Renaissance is 100% designed and out to bid. Expected construction summer 2024.



Watsonville Academy remains a favorite in our community. The program offers residents firsthand experience and insight into city government.



The Municipal Airport held its first drone light show during Fire in the Sky event in 2023.



City launched a refreshed look of our City Logo and branding. The rollout of the updated logo is being implemented, following a phased approach.

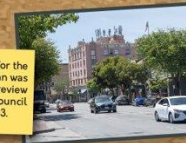
The Police Department established a Chief's Advisory Board to better understand the community's needs and concerns related to Police Department services.



**Annual Comprehensive Financial Report**  
FISCAL YEAR ENDING JUNE 30, 2023

Finance completed a Comprehensive Annual Financial Report, including the annual external audit review.

The Environmental Impact Report for the Downtown Watsonville Specific Plan was approved which streamlines the review process for upcoming projects. Council adopted the DWSP in October 2023.



Public Works issued an RFP for consultant services to develop a city-wide 5 year Pavement Management Plan to help the City prioritize road maintenance and repair.



Citywide striping for improved visibility and pedestrian safety at 160 intersections was completed, as well as repairs to moderately damaged streets to prevent future potholes.

Staff continues to develop a plan to attract new companies to Watsonville. In the past year, we've welcomed nearly 20 new businesses. Another half dozen will be coming soon.



Our Wayfinding Program is moving forward towards manufacturing and installation. Expect new signage by the end of 2024.



Robust community engagement and outreach to support the 2050 General Plan Update is ongoing.



The Opportunity to Work Program was relaunched, providing diverse job opportunities within our organization to 16 young adults. The program was recognized by County of Santa Cruz Workforce Development Board with a Workforce Development Achievement Award.



Library established the 2023-2025 Youth Poet Laureate Rachel Huerta & Eva Sophia Martinez Rodriguez have been selected as Watsonville's Youth Poet Laureates.



Economic Development Strategic Plan has been completed. Establishing actionable steps in attracting new businesses and supporting our existing ones.

## Mid-Year Update February 2024



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## Economic Development

Focus on developing a strong and visible City brand to help strengthen and diversify the City's economy for all.

Support and grow existing businesses, attract new businesses and industries, enhance workforce development, revitalize downtown, and encourage entrepreneurs to invest and grow locally.

29%

57%

14%





# Infrastructure & Environment

The City will work to build and maintain our infrastructure and preserve the natural environment through careful planning, preservation, and maintenance for residents and future generations. Special attention will be given to road maintenance, street lighting, and City facilities.





# Housing



Proactively remove barriers to accessing stable, quality and affordable housing and strive to create new opportunities to add housing to meet our community's current and future housing needs.

16%

9%

75%



# Fiscal Health



The City will continue to enhance fiscal sustainability of the City, through prudent financial planning and decision-making to ensure the organization can best serve the residents and businesses of Watsonville today and in the future.







# Engagement & Well-being

Actively engage community members on important issues affecting the quality of life to create a more informed, engaged, and thriving community.

Engagement efforts will prioritize expanding programs and activities that create a sense of community and belonging.

Prioritize efforts that increase our community's a sense of physical and emotional safety.

12%

35%

29%

24%







# Public Safety

Strive to create healthy, safe, and thriving Watsonville.

The definition of public safety under this priority is expansive, and it reaches beyond the absence of crime or providing emergency medical response services in the community.

Public safety includes safe roads, lighting, traffic, community.

14%

59%

22%

5%







# Efficient & High-Performing Government

Deliver high-quality and efficient services for the community through a commitment to local government best practices, employee retention and development, effective communications and investment in technology.





# Highlighting Our Progress







# Looking Forward

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