



**Watsonville**  
CALIFORNIA

## CITY COUNCIL AGENDA REPORT

**MEETING DATE:** Tuesday, June 10, 2025  
**TO:** CITY COUNCIL  
**RECOMMENDED BY:** DEPUTY CITY MANAGER CALUBAQUIB  
**APPROVED BY:** TAMARA VIDES, CITY MANAGER  
**SUBJECT:** APPROVE 2025-2027 CITY COUNCIL STRATEGIC PLAN

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### RECOMMENDATION:

Adopt a resolution approving the 2025-2027 City Council Strategic Plan.

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### BACKGROUND:

Every two years, the City Council sets in place a Strategic Plan that aligns the City's work with the City's budget and sets forth Priorities and Strategies to guide the organization's efforts. Staff then create a work plan that outlines policies, projects and programs to be provided for the community in alignment with the Strategic Plan.

### DISCUSSION:

Since 1994, the Watsonville City Council has developed a Strategic Plan to support long-term planning for both operating and capital projects. The Council Strategic Plan is a roadmap for the future that:

- 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 by implementing policies, projects and programs and allocating resources accordingly.
- Focuses the City's efforts to engage community members and agency partners in achieving the City Council's goals.
- Enables the City to prioritize time and resources in alignment with the Council's priorities.
- Ensures accountability and transparency in furthering effective policies and City services that the community needs.

On April 21, 2025, City Council and Department Heads convened for a Strategic Planning Workshop to discuss and identify the priorities for the 2025-2027 Strategic Plan. The workshop was open to the public

and facilitated by an outside consultant who helped the City Council review progress made through the previous strategic plan and set forward-looking goals and priorities for the City.

During previous years, the Council identified seven (7) Strategic Priorities to advance the City and provide services that improve the quality of life of Watsonville residents. The Council evaluated these existing Priorities and concluded that they continue to serve as strong pillars of the work that needs to be accomplished in the next two years.

The seven Priorities reaffirmed during the Council Workshop were:

- Community Engagement & Well-Being
- Economic Development
- Efficient and High-Performing Government
- Fiscal Health
- Housing
- Infrastructure & Environment
- Public Safety

The Council worked diligently to pare down an extensive list of important issues and created Strategies that support each Priority. Following the Workshop, City staff created an extensive list of policies, projects, and programs to support the identified Strategies and that will collectively become the Work Plan for the next two fiscal years.



The Strategic Plan will be a living document that features a comprehensive framework that can be adjusted based on the community's current needs. The Council will receive a progress report on work accomplished during the midyear and the annual budget report. At that time, the Council could consider adding, deleting, or modifying the Priorities and Strategies set forth in this document, along with any budget adjustments required to support proposed changes, to address emerging priorities or in response to community needs. The draft of the Strategic Plan is attached for review and final adoption by the Council.

As the Council adopts this Strategic Plan to guide the City's work for FY 2025-2027, it is important to note the next steps to evaluate and assess progress toward meeting these goals. The Strategic Plan is used to guide decision-making at all levels of the organization. It allows the City to focus on core functions and ensure that every Department is working together towards common goals. To evaluate progress made toward that end, the City Manager's Office will prepare two Strategic Plan Progress Reports per year.

These reports will track progress by describing key accomplishments for each identified priority area and the investment that has been made in support of that priority. This reporting is a critical tool for communicating successes and challenges to the Council, staff and the community at large.

### **CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA) DETERMINATION:**

This action is exempt from the requirements of the California Environmental Quality Act (CEQA) in accordance with CEQA Guidelines Section 15378(b)(5), in that adopting a Resolution approving a Strategic Plan does not meet CEQA's definition of a "project," because the action does not have the potential for resulting in either a direct physical change in the environment or a reasonably foreseeable indirect physical change in the environment and if a "project," is exempt under the "common sense" exception (14 Cal. Code Regs. § 15061(b)(3)) because it can be seen with certainty that there is no possibility that this action may have a significant effect on the environment.

### **STRATEGIC PLAN:**

This action supports all Priorities of the Strategic Plan as it serves to reaffirm the Council's Priorities and establish the City Council's Strategic Plan and Workplan for the next two fiscal years.

- Economic Development
- Infrastructure & Environment
- Housing
- Fiscal Health
- Public Safety
- Community Engagement & Well-being
- Efficient and Well-performing Government

### **FINANCIAL IMPACT:**

There is no financial impact associated with the approval of the 2025-2027 City Council Strategic Plan. Any individual policies, projects, or programs requiring budget allocations will be included in the final proposed budget to be considered and approved by the City Council during the June 24, 2025, meeting.

### **ALTERNATIVE ACTION:**

The City Council may choose to:

1. Not approve the Strategic Plan and direct staff to continue current services without the implementation of a Strategic Plan, or
2. Approve the Strategic Plan with edits.

### **ATTACHMENTS AND/OR REFERENCES (IF ANY):**

None.