



CITY COUNCIL

STRATEGIC PLAN

2025 - 2027



June 10, 2025



Recommendation

Adopt a resolution Approving the 2025–2027
City Council Strategic Plan.



Purpose of the Strategic Plan

- Aligns City work with budget priorities
- Guides development of a work plan
- Helps staff implement policies, projects, and programs
- Supports long-term planning and community engagement



City Council Strategic Plan

Priorities

Strategies

Workplan

Policies, Projects, Programs



Strategic Planning Process

Workshop held April 21, 2025

- Open to the public
- Facilitated by an external consultant
- Reviewed previous progress
- Established priorities and strategies for next two years



Reaffirmed Priorities

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



Strategy Development

- Council identified key strategies for each priority

Strategies



Community Engagement and Well Being

- Creatively Increase Community Involvement
- Expand Programming for All
- Expand City Communications and Outreach Efforts

Economic Development

- Support Local Businesses
- Attract New and Diversified Businesses
- Engage with Property Owners and Investors to Utilize the Downtown Specific Plan as a Catalyst for Development

Efficient and High-Performing Government

- Modernize and Streamline City Services
- Develop Effective Advocacy to Ensure Local Control
- Improve Customer Service

Fiscal Health

- Ensure Long-Term Fiscal Stability
- Maintain a Balanced Budget and a Robust Reserve Balance
- Explore Innovative Ways to Generate New Revenue

Strategies



Housing

- Encourage Thoughtful Mixed-Use Developments
- Increase Housing Options for all Sectors of the Community
- Encourage the Development of ADUs while Minimizing Impacts to Neighborhoods

Infrastructure and Environment

- Address Aging Infrastructure and Facilities
- Ensure that Sidewalk and Road Improvements are Equitably Implemented
- Promote Environmental Sustainability

Public Safety

- Attract and Retain Public Safety Employees
- Coordinate with Partners to Prepare for Emergencies
- Develop Innovative Public Safety Programs



Workplan and Budget Alignment

- Using the Council's identified Strategies, Staff developed the City's **2025–2027 Work Plan**
- The Workplan outlines the policies, programs, and projects staff will focus on over the next two years
- Priorities align with proposed Biennial Budget
- Future projects requiring funding will be included in the June 24, 2025, budget proposal



Updates and Accountability

- Plan is adaptable to emerging community needs
- Reviewed during midyear and annual budget with biannual progress reports
- Reports will highlight accomplishments and investments



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QUESTIONS?

