



**CITY OF HEALDSBURG**

**2014-2019 STRATEGIC PLAN: PATHWAY TO SUSTAINABILITY**

**VISION:** Affirm and enhance our community as an attractive, healthy and prosperous place by valuing our diverse heritage and embracing thoughtful change.

**MISSION:** In Healdsburg our mission is to create an atmosphere of innovation and diversity that enhances the values of the community which support the following: young and multigenerational families, our rich and broad agricultural roots, innovative and sustainable businesses and healthy quality of life.

**VALUES:** ACCOUNTABILITY | COMMUNICATION | HONESTY | INNOVATION | EXCELLENCE | VITALITY | EFFICIENCY

**2018-20 CITY COUNCIL GOALS**

GOAL	DESCRIPTION	PROJECTED OUTCOME
<p><b>Address the housing needs of Healdsburg workers and residents by updating and implementing City housing policies to increase the inventory of workforce and affordable housing in our community.</b>            STRATEGIC INITIATIVES SI 01 &amp; SI 03:            Quality of Life            Effective &amp; Efficient Government</p>	<p>Explore opportunities that allow for the development of rental and workforce housing.</p>	<ul style="list-style-type: none"> <li>• Host a Council work session in the summer or fall of 2019 to obtain public input on a potential Growth Management Ordinance amendment</li> <li>• Explore alternative funding options for affordable housing that may include reallocating a portion of TOT funds</li> <li>• Determine the feasibility of adopting an ordinance that establishes an inclusionary affordable/workforce housing requirement on all new hotel development as well as expansion</li> <li>• Determine the feasibility of adopting an ordinance that establishes an in lieu inclusionary housing fee specific to overnight lodging establishments</li> <li>• Create a regional strategic plan to address homelessness in Healdsburg and the surrounding area</li> <li>• Identify partnerships with neighboring cities and non-profits to address homelessness</li> <li>• Begin implementation of the plan and provide quarterly reports on the progress to the City Council</li> </ul>
<p><b>Diversify transportation options to support connectivity and alternative modes of transportation in Healdsburg.</b>            STRATEGIC INITIATIVES SI 01, SI 03 &amp; SI 05:            Quality of Life            Effective &amp; Efficient Government            Infrastructure &amp; Facilities</p>	<p>Prioritize multi-modal and non-vehicular transportation options.</p>	<ul style="list-style-type: none"> <li>• Explore alternative funding sources for non-vehicular transportation solutions</li> <li>• Explore the feasibility of closing Plaza Street between Healdsburg Avenue and Center Street to vehicular traffic to enhance walkability downtown</li> </ul>
<p><b>Encourage Economic Development more closely aligned with our Community Values by supporting existing businesses and encourage economic diversity in new business.</b>            STRATEGIC INITIATIVES SI 01, SI 03 &amp; SI 05:            Quality of Life            Effective &amp; Efficient Government            Infrastructure &amp; Facilities</p>	<p>Establish viable and sustainable jobs/housing balance.</p>	<ul style="list-style-type: none"> <li>• Work closely with the Chamber of Commerce to support current businesses retention</li> <li>• Consider support and/or investment in active tourism/eco-tourism attractions</li> <li>• Evaluate the language in the current Professional Services Agreement with the Healdsburg Chamber of Commerce to better reflect the council goals in relation to economic development</li> <li>• Explore short term adjustments to the Land Use Code to encourage economic diversity</li> </ul>
<p><b>Establish programs and policies to support the arts in Healdsburg.</b>            STRATEGIC INITIATIVES SI 01 &amp; SI 05:            Quality of Life            Infrastructure &amp; Facilities</p>	<p>Enhance quality of life through arts and culture.</p>	<ul style="list-style-type: none"> <li>• Prepare a community-based arts and culture plan that includes community workshops to gather widespread input on the desired arts and culture activities/programs</li> <li>• Work with local organizations and business to explore opportunities to foster and enhance the arts</li> <li>• Explore funding options to encourage artistic and cultural activities in the City and support community art</li> </ul>
<p><b>Place a ballot measure on the November 2020 election to extend Measure V.</b>            STRATEGIC INITIATIVES SI 01, SI 03 &amp; SI 04:            Quality of Life            Effective &amp; Efficient Government            Fiscal Responsibility</p>	<p>Ensure there are financial resources in place to safeguard current staffing levels in the public safety departments while adequately equipping the public safety departments, maintain street project funding, continue and enhance economic development programs and continue to appropriately fund infrastructure and facilities projects.</p>	<ul style="list-style-type: none"> <li>• Conduct a statistically valid Community Survey to gauge resident support for extending Measure V</li> <li>• Establish a funding policy for the public safety positions currently funded by Measure V funds</li> </ul>
<p><b>Review General Plan policies in conjunction with the South Entry Area Plan.</b>            STRATEGIC INITIATIVES SI 01, SI 02, SI 03, SI 04 &amp; SI 05:            Quality of Life            Economic Diversity &amp; Innovation            Effective &amp; Efficient Government            Fiscal Responsibility            Infrastructure &amp; Facilities</p>	<p>Explore options to update the General Plan and begin the process to prepare a South Entry Area Plan.</p>	<ul style="list-style-type: none"> <li>• Explore options to update the General Plan               <ul style="list-style-type: none"> <li>– Phased Update (Land Use/Circulation)</li> <li>– Focused General Plan Amendment(s)</li> <li>– Full General Plan Update</li> </ul> </li> <li>• Host a community work session to obtain public input on the South Entry Area Plan</li> <li>• Explore the formation of an assessment district to fund the infrastructure needed for future development of the area that includes the desired housing, commercial and industrial development that furthers quality of life and is compatible with our community values</li> </ul>
<p><b>Complete priority infrastructure projects.</b>            STRATEGIC INITIATIVES SI 01, SI 02, SI 04 &amp; SI 05:            Quality of Life            Economic Diversity &amp; Innovation            Fiscal Responsibility            Infrastructure &amp; Facilities</p>		<ul style="list-style-type: none"> <li>• Complete and/or make significant progress on the following projects:               <ul style="list-style-type: none"> <li>– Dry Creek interchange project</li> <li>– Healdsburg Avenue utility undergrounding</li> <li>– North Healdsburg Avenue plan</li> <li>– Complete planning process and go out to bid on floating solar project</li> <li>– Foss Creek Pathway</li> </ul> </li> </ul>