

CITY OF HEALDSBURG
2015-16 CITY COUNCIL GOALS

ADOPTED: APRIL 20, 2015

GOAL	DESCRIPTION	PROJECTED OUTCOMES
CITY FACILITIES INFRASTRUCTURE STRATEGIC INITIATIVE 03: Effective & Efficient Government	Create a long-term maintenance program that ensures all City facilities are maintained to the highest standard. Begin process of relocating the Community Development Center to a City owned facility.	<ul style="list-style-type: none"> • Adopt long range Facility Maintenance Management Program • Complete conceptual plans, cost estimate, and funding source for a City owned Community Development Center • Complete all Measure V City Facility projects
COMMUNITY HOUSING STRATEGIC INITIATIVES 01 & 03: Quality of Life Effective & Efficient Government	Develop an Action Plan for Community Housing which increases the inventory of workforce housing that meets the financial and physical needs of employees of local businesses, young families, and seniors who wish to live in Healdsburg. Establish a Committee to explore and develop options which reduce the costs of building affordable workforce housing, as well as research opportunities that enhance energy efficiency and reduce ongoing maintenance costs. Amend the Growth Management Ordinance to allow for more workforce housing that reflects and maintains the small town character and quality of life in Healdsburg.	<ul style="list-style-type: none"> • Establish a committee to evaluate methods that will increase workforce housing • Host additional Housing meetings to inform on progress and solicit feedback on how best to address Healdsburg's workforce housing shortage • Work / contract with service organizations that provide services to the City's homeless population • Develop programs that educate and support developers with the implementation of cutting edge energy efficiency and water and conservation measures • Actively work with the development community to increase workforce housing
Community Parking STRATEGIC INITIATIVES 01 & 03: Quality of Life Effective & Efficient Government	Implement a comprehensive parking management plan that balances the needs of our community and our visitors. The Parking Plan shall address in-lieu fees, maximum utilization of City owned properties, determine feasibility of paid parking, and ensure our residents' needs are met.	<ul style="list-style-type: none"> • Construct West Plaza parking expansion • Complete plans, engineering and bid documents for Purity Project that can also be utilized as a special event venue and permanent home for the Healdsburg Farmers Market. Venue should also incorporate components that demonstrate energy efficiency and water conservation measures • Implement in-lieu parking ordinance that establishes two tier in-lieu fees and expands the parking in-lieu area • Complete all aspects of Parking Management Plan
Enhanced Services for Residents and Businesses STRATEGIC INITIATIVES 01, 03 & 05: Quality of Life Effective & Efficient Government Infrastructure & Facilities	Enhance and expand services, facilities, parks, conservation programs and the city's use of green energy. Provide education and program offerings to our community on cutting edge conservation programs that will ensure resources such as water, power, and information technologies are utilized in the most effective and efficient means available.	<ul style="list-style-type: none"> • Acquire additional renewable resources to lower the carbon content of the electricity served to the City • Evaluate dark fiber and Wi-Fi technology as a community resource • Explore the possibility of a solar power plant within the City limits to further support the community's commitment to green, sustainable living • Develop new water conservation rebate programs including: water conservation audits, irrigation system tune-ups; weather and water driven irrigation controllers; rain catchment systems; greywater systems; and others • Facilitate community workshops relating to conservation
Fiscal Responsibility STRATEGIC INITIATIVE 03: Effective & Efficient Government	Create safeguards through the budget process that address the City's unfunded liabilities, ensure city facilities and resources are maintained to the highest levels for future generations, and evaluate the creation of reserve accounts where funds can be dedicated to address those needs.	<ul style="list-style-type: none"> • Establish funding policy for the City's unfunded pension liability • Establish replacement funds for all critical city owned resources • Implement transparent budget process that encourages community input • Ensure Measure V surveys reflect allocation categories that are described in the ballot measure
Infrastructure / Capital Improvements STRATEGIC INITIATIVES 01, 02, 03 & 05: Quality of Life Economic Diversity & Innovation Effective & Efficient Government Infrastructure & Facilities	Commit funding through the CIP budget process that ensures projects that are currently in the design and engineering stage are sufficiently funded to complete. Ensure public outreach campaign is enhanced so the community is well informed and educated of Capital construction projects that will impact Healdsburg over the next 24 months.	<ul style="list-style-type: none"> • Complete Memorial Bridge Rehabilitation • Complete design, engineering and bidding of Round-about project • Complete projects identified as Measure V street and sidewalk projects
Public Safety STRATEGIC INITIATIVES 01 & 03: Quality of Life Effective & Efficient Government	Improve transparency by fully integrating today's technology into all aspects of the police and fire department operations and administration, continue to assess additional technologies and programs that will improve transparency and maintain a high level of public trust. Ensure our public safety departments are able to utilize resources throughout the County in order to better serve our community.	<ul style="list-style-type: none"> • Enhance transparency by fully integrating new technology, such as the police department's body worn camera program into, and utilizing data provided by county, state and federal agencies into all aspects of police department operations and administration • Make department statistics on police department complaints available, where appropriate, to the public on the City's website, and include those statistics in the annual report to the City Council • Evaluate shared services opportunities for Police and Fire with County and regional agencies for training and administrative support • Evaluate North County Mutual Aid Station Coverage System to maintain constant station coverage for training events, area calls for service and major incidents to ensure Healdsburg and surrounding areas are adequately staffed at all times
Transparency / Communication STRATEGIC INITIATIVES 01 & 03: Quality of Life Effective & Efficient Government	Enhance communication within our community and encourage civic opportunities for all neighborhoods and business sectors. Increase the frequency of community information meetings, efficiently utilize electronic media resources, and have a coordinated public outreach campaign utilizing the City's Public Outreach Coordinator.	<ul style="list-style-type: none"> • Establish neighborhood meetings throughout the City of Healdsburg • Strengthen relationships and communication with civic and trade organizations • Create information packets for online/print distribution including Government 101, Measure V, TOT Tax, Budget Process, etc. • Continue to explore opportunities to enhance communication

Goals are stated alphabetically in no priority order.

