



CITY OF HEALDSBURG

2016-17 CITY COUNCIL GOALS

ADOPTED: APRIL 4, 2016

GOAL	DESCRIPTION	PROJECTED OUTCOMES
<p>CITY FACILITIES INFRASTRUCTURE</p> <p>STRATEGIC INITIATIVES SI 01, SI 02, SI 03, SI 04 & SI 05:</p> <p>Quality of Life Economic Diversity & Innovation Effective & Efficient Government Fiscal Responsibility Infrastructure & Facilities</p>	<p>Complete the long-term maintenance program that ensures all City facilities are maintained to the highest standard.</p> <p>Finalize the plans, address the financing sources, and begin the project to merge the CDC into City Hall.</p> <p>Approve scope of Cerri Building project, determine the financing sources and begin construction.</p>	<ul style="list-style-type: none"> Finalize plans, determine funding source(s), and begin construction of merging CDC and City Hall in an efficient and effective manner Complete upgrades of City facilities based on the City's recently completed Facility Assessment study Complete Dark Fiber study linking City facilities and provide report to Council Finalize scope of Cerri Building project, identify funding sources and begin construction Complete all Measure V City Facility projects
<p>COMMUNITY HOUSING</p> <p>STRATEGIC INITIATIVES 01 & 03:</p> <p>Quality of Life Effective & Efficient Government</p>	<p>Continue efforts to develop affordable housing city-wide and on City owned parcels and continue implementing the housing and rent stabilization programs including partnerships with North Sonoma County Services and COTS.</p> <p>Develop a comprehensive community outreach program to educate the community on housing economics and explore ways to put forth a long-term vision for housing.</p> <p>Complete the Housing Action Plan for current cycle and place the Growth Management Ordinance Amendment on the November 2016 ballot.</p> <p>Explore/develop ways to encourage creative solutions for housing the workforce and the "missing middle" and explore opportunities to allow the City to develop housing and supplement funding for affordable housing.</p>	<ul style="list-style-type: none"> Ensure Growth Management Ordinance amendment is on the November Ballot Ensure Grove Street and Dry Creek properties are progressing toward the development and construction of affordable housing units Begin planning and process for the Saggio Hills affordable housing parcel and/or supplement with site more compatible with high density, multi-family housing Strengthen partnerships with Housing Land Trust of Sonoma, North Sonoma County Services (NSCS), Committee on the Shelterless (COTS), and other housing service providers Implement a rental rehabilitation program Complete the Housing Action Plan for the current Housing Element cycle Work with the Community Housing Committee to develop policies that enhance/encourage the production of housing stock for the "missing middle" (20-30 year olds, workforce, and middle class working families) with a focus on innovation, sustainability and green building practices Explore opportunities which allow the City to develop housing and supplement funding for affordable housing while maintaining the small town character and high quality of life in Healdsburg Evaluate placing a ballot measure in FY 16-17 regarding the use of TOT to fund housing that is affordable; explore new, and/or enhance and expand existing private/public partnerships to facilitate construction of affordable housing; and study/explore other financing means/opportunities to generate funds for the needed affordable housing units
<p>COMMUNITY PARKING</p> <p>STRATEGIC INITIATIVES 01 & 03:</p> <p>Quality of Life Effective & Efficient Government</p>	<p>Explore ways to increase parking on City owned property through a public/private partnership that will alleviate parking congestion in the downtown area. In addition develop a parking plan in the downtown area that may include methods to stimulate the turnover of parking spaces.</p> <p>Continue to work with NCRA to expand parking in West Plaza.</p>	<ul style="list-style-type: none"> Come to a decision point with NCRA to expand parking in West Plaza Identify public / private partners to increase parking capacity on City owned and private properties Complete parking management plan Begin construction to enhance parking on Cerri site Explore a parking management plan that will increase vehicle turnover in the downtown core Continue emphasis on parking enforcement
<p>FISCAL RESPONSIBILITY</p> <p>STRATEGIC INITIATIVES SI 03, SI 04 & SI 05:</p> <p>Effective & Efficient Government Fiscal Responsibility Infrastructure & Facilities</p>	<p>Maintain a strong public outreach process, which includes distributing information regarding the City finances in a printed brochure, by email, electronically via the Financial Data Transparency Portal on the City's website and using other social media.</p> <p>Ensure city facilities and resources are maintained to the highest levels for future generations by improving financial systems, strengthening fiscal policies, and continuing to closely monitor expenses and budget in this time of economic growth.</p>	<ul style="list-style-type: none"> Expand outreach programs further encouraging community education and input Ensure Measure V surveys reflect allocation categories that are described in the ballot measure Complete the implementation of the Tyler Technology ERP financial system Begin the implementation of bringing the City utility billing software to the current version considering the hosted option
<p>INFRASTRUCTURE AND CAPITAL IMPROVEMENTS</p> <p>STRATEGIC INITIATIVES SI 01, SI 02, SI 03 & SI 05:</p> <p>Quality of Life Economic Diversity & Innovation Effective & Efficient Government Infrastructure & Facilities</p>	<p>Ensure significant capital improvement projects such as the Roundabout and Streets Rehabilitation project are executed and managed in a way that the disruption to the public is managed appropriately through high quality customer service along with a robust public outreach process.</p> <p>Ensure best management practices are utilized to expedite the building process and ensure any development in that area is consistent with the Central Healdsburg Avenue Plan (CHAP).</p> <p>Ensure all Measure V projects identified in the FY 2016-17 budget are out to bid and nearing completion in FY 2016-17.</p>	<ul style="list-style-type: none"> Complete sidewalk project in Rivers Bend area Begin construction of Roundabout project ensuring there is ample public outreach informing our community and visitors of the project impacts Complete Measure V street project in a way that takes into consideration the disruption caused by the roundabout project Continue progress expanding the use of recycled water Explore replacing Healdsburg Avenue with new underlayment and pavement from Dry Creek to Simi using Measure V or other funds Continue to provide education of the importance of water conservation and sustainable, environmentally-sound practices in business as well future residential development
<p>PUBLIC SAFETY</p> <p>STRATEGIC INITIATIVES SI 01 & SI 03:</p> <p>Quality of Life Effective & Efficient Government</p>	<p>Support our Public Safety Departments by ensuring proper leadership and resources are in place in order to meet our community's needs.</p> <p>Continue to improve transparency and maintain a high level of public trust using the available technology in all aspects of the police and fire department operations and administration.</p> <p>Explore securing long term funding sources for public safety personnel currently funded out of Measure V funds.</p>	<ul style="list-style-type: none"> Appoint permanent Fire Chief Ensure public safety departments have the appropriate resources to serve the public in an effective and efficient manner Explore additional ways to improve outreach to homeless population
<p>TRANSPARENCY / COMMUNICATION</p> <p>STRATEGIC INITIATIVES SI 01, SI 03, SI 04 & SI 05:</p> <p>Quality of Life Effective & Efficient Government Fiscal Responsibility Infrastructure & Facilities</p>	<p>Create and execute coordinated public outreach campaigns, which inform, educate and engage our citizens on current city projects including the Roundabout and Street Rehabilitation.</p> <p>Implement enhanced communication tools which educate our citizens on the housing challenges in Healdsburg and actions being taken to address these challenges by the City, utilizing all outreach tools including the creation of a housing brochure, an informational series to be distributed electronically and in print, as well as strengthening outreach efforts and civic engagement for all city housing workshops, meetings and activities.</p>	<ul style="list-style-type: none"> Strengthen Housing Workshop outreach to gain a greater and more diverse audience in Healdsburg Strengthen existing outreach campaigns with staff to include a more coordinated effort utilizing all public outreach tools Create housing brochures with up-to-date information Strengthen community relations with civic organizations, HOA's, etc. to increase outreach efforts Complete 2016-17 city-wide communication plan Implement social media policies and strengthen City-wide social media efforts Develop and implement comprehensive community outreach program regarding housing economics Create and launch a comprehensive public outreach campaign, which educates residents and businesses about the opportunities and challenges of parking in the downtown area