



Item 7.a

Strategic Plan Midpoint Update and City Council Priorities
for Fiscal Year 2021-22 and Fiscal Year 2022-23



I Strategic Plan Goals

Goal A. Fiscal Stability & Sustainability

Goal B. Governance & Organizational Effectiveness

Goal C. Economic, Community Development & Public Safety

Goal D. Environmental Sustainability & Infrastructure

Goal E. Communication & Outreach



City Council Priorities

- Generate more tax revenue needed for long-term fiscal sustainability
- Improve and streamline development process
- Address homelessness
- Staff recruitment, retention, and succession planning
- Build staffing and technological infrastructure to develop Station District, construct Quarry Lakes Parkway and prepare for future housing development



A large teal geometric shape, resembling a parallelogram or a trapezoid, is positioned on the left side of the slide. It has a diagonal edge that slopes upwards from left to right.

New Strategies



| **Goal A: Financial Stability and Fiscal Sustainability**

Study and prepare for placement of a revenue measure for the November 2022 election that addresses the expiration of the half-cent sales tax; or, prepare for \$6 million in service cuts.

Determine the feasibility of a revenue ballot measure for November 2024 and/or November 2026 that could consider a new landscape and lighting district (indexed to CPI) and/or a tax to fund a new City Hall/ library.

Study the benefits and opportunity to update the City's business license tax for voter consideration.



| **Goal C. Economic, Community Development and Public Safety**

Facilitate the development of entitlements and closing on the sale of the Gateway property to generate revenue to fund the construction of Phases 3 and 4 of the Quarry Lakes Parkway.

Continue providing support to City residents and businesses related to COVID-19 recovery.

Increase fines for illegal fireworks, develop and implement a public communication campaign about fireworks, consider banning the sale and deployment of all fireworks if the threat to community safety is not significantly reduced during the 4th of July season.



| **Goal D. Environmental Sustainability and Infrastructure**

Prepare RFP for Franchise Agreements for solid waste and recycling collections with emphasis on selecting vendors with resources to implement organics legislation.

Enable a robust cyber security and information technology disaster recovery service.



| **Goal E. Communication and Outreach**

Develop and implement a diversity, equity and inclusion approach to citywide communications and outreach.

Collaborate with the Arts and Culture Commission and Bay Area Rapid Transit (BART) to place murals on the Kennedy Park BART pillars.



| Recommendation

Adopt a resolution to:

- 1. Approve the strategic plan midpoint update and city council priorities for fiscal year 2021-22 and fiscal year 2022-23; and**
- 2. Approve the meeting minutes of the city council's strategic planning workshop of August 5, 2021**

