



MEMORANDUM

TO: City Council

FROM: Matthew Downing, City Manager

BY: Aleah Bergam, Management Analyst

SUBJECT: Receipt of Results from the Council Goal Setting Workshop

DATE: March 11, 2025

RECOMMENDATION:

Staff recommends that the City Council receive and accept the results of the Council Goal Setting Workshop held on February 10, 2025.

IMPACT ON FINANCIAL AND PERSONNEL RESOURCES:

There is no immediate fiscal impact from the receipt of the goal-setting results. However, staff will return to the City Council at a future meeting to discuss the resource requirements, budget impacts, and funding strategies necessary to implement the prioritized goals.

BACKGROUND:

On February 10, 2025, the City Council held a Goal Setting Workshop as a noticed special meeting. The Workshop was designed to allow City Council members to collaboratively identify and prioritize strategic goals for the upcoming Fiscal Year 2025-27 Budget, focusing on key issues impacting the community and guiding staff's efforts in addressing these concerns.

The Council discussed various topics, reviewed community feedback, and evaluated the City's current and future needs. The results are included as Attachment 1.

ANALYSIS OF ISSUES:

The goal-setting process involved the following key components:

Community Input: Prior to the workshop, community input was solicited through a Community Priority Survey and the feedback was incorporated into the goal-setting discussion. The top priorities selected by the community included:

- Maintain and Repair Streets and Sidewalks

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- Economic Vitality/Thriving Economy
- Public Safety
- Fiscal Sustainability
- Community Events/Recreation Activities
- Water Resiliency (Securing Sustainable Water Sources).

Goal Identification: During the workshop, Council members identified and discussed potential goals referred to as the “big rocks,” the facilitator reviewed the themes that emerged from the Council interviews, and presented a draft set of focus areas based on the themes. The Council discussed the broad focus areas and the specific interests within them.

Prioritization: After receiving consensus on the focus areas and potential priorities, the Council identified their top priorities as the following:

- Complete the General Plan Update;
- Redevelop the East Grand Avenue Corridor (Halcyon Road to Elm Street);
- Pursue New Revenue Sources;
- Implement Road and Sidewalk Improvements; and
- Achieve Water Resilience.

Staff will be responsible for creating detailed action plans for the top-priority goals listed above. These plans will include timelines, resources required, and performance metrics to ensure progress is being made.

ALTERNATIVES:

The following alternatives are provided for the Council’s consideration:

1. Provide edits to the above described Council Goals; or
2. Provide other direction to staff.

ADVANTAGES:

The City Council Goal Setting Workshop provided a valuable opportunity for City Council members to collaboratively identify and prioritize the City’s most pressing needs for the upcoming budget cycle. Staff will now focus on creating action plans for the prioritized goals and will keep the Council informed of progress as it moves forward.

DISADVANTAGES:

There are no disadvantages identified.

ENVIRONMENTAL REVIEW:

The receipt and acceptance of the results from the Council Goal Setting Workshop is not a project subject to the California Environmental Quality Act (“CEQA”) because it has no potential to result in either a direct, or reasonably foreseeable indirect, physical change in the environment. (State CEQA Guidelines, §§ 15060 (c)(2) and (3), 15378.)

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Alternatively, the receipt and file of the results from the Council Goal Setting Workshop is exempt from CEQA on the basis that it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment. (State CEQA Guidelines, § 15061, subd. (b)(3).)

PUBLIC NOTIFICATION AND COMMENTS:

The Agenda was posted at City Hall and on the City's website in accordance with Government Code Section 54954.2.

ATTACHMENTS:

1. February 10, 2025, Council Goal Setting Workshop Report