



City Council Strategic Priorities 2015-2017



QUALITY OF LIFE

Purpose: To provide an outstanding quality of life by enhancing the City's amenities, business mix and services and cultivating connections to promote positive change and progress in our community.

GOAL 1

Address City amenities and facility usage with an emphasis on accessibility, streamlined services and cost recovery.

OBJECTIVES

1. Update Facility Use and Special Event Memorandum of Understanding (MOU) policies.
2. Explore cost recovery opportunities to protect and preserve current amenities.
3. Continue exploration of initiatives geared towards a multi-use recreation facility with a focus on youth and teen services.

GOAL 2

Improve current recreational, cultural arts and entertainment programming and services to reflect community interests and demands.

OBJECTIVES

1. Develop recreational, cultural arts and entertainment programs and services that reflect community demographics, evaluation feedback and trends.
2. Utilize new facility, recreation and volunteer management software to enhance programming and service capabilities.
3. Promote and market recreation, cultural arts and special event programs.

GOAL 3

Cultivate community engagement through digital and traditional communication means.

OBJECTIVES

1. Develop a value-based marketing and communications plan that bridges the gap between residents, businesses and the City.
2. Enhance methods of informing and engaging the community on City related projects, programs and policies.

GOAL 4

Engage in efforts to review and align design and development standards with the community.

OBJECTIVES

1. Develop design goals and development standards, specifically for buildings and landscape, for the I-205, Northeast Industrial and Industrial Specific Plan areas.
2. Develop improvement plan for City Landscape Maintenance Districts.
3. Partner with local service organizations, community volunteers and residents to enhance the community's urban forest, parks and landscape areas.