



## **CITY OF SALINAS**

### **COUNCIL STAFF REPORT**

---

**DATE:** **October 8, 2019**

**DEPARTMENT:** **ADMINISTRATION**

**FROM:** **Ray E. Corpuz, Jr., City Manager**

**BY:** **Department Directors; Jim Pia, Assistant City Manager**

**TITLE:** **STRATEGIC PLAN UPDATE**

#### **RECOMMENDED MOTION:**

It is recommended that the City Council receive the attached update on 2019 Strategic Plan progress.

#### **BACKGROUND:**

Marie A. Glavin, Managing Director of Renaissance Resources West, facilitated a January 26, 2019 special meeting of the City Council, and provided Council with an update to the strategic plan in March. A document on discussion themes from that morning meeting was also completed and is included for review. The attached strategic plan update document incorporates the latest changes from Department Directors, including upcoming work necessary for The Salinas Plan. The Salinas Plan is a comprehensive review of the City's finances and operations and utilizes a ten-year budget model to identify fiscal challenges facing the City. All Departments continue their important work to complete the strategies and objectives identified in the Strategic Plan, throughout 2019 and, with a few initiatives, including work on the General Plan and the Salinas Plan, to continue. A proposed, new strategic planning session is being scheduled for January 2020.

The brief information below seeks to review the identified Council Goals, and the key strategies. After each of the Council Goals, examples on completed strategies/tasks are taken from the updated strategic plan document.

#### **1. Economic Diversity and Prosperity**

##### **Completed tasks**

- Completed the Economic Development Element and Coordinate with Major Economic Development Initiatives

- Developed the Alisal Vibrancy Plan and continue to promote economic opportunity
- Haciendas project completion
- West Area (Future Growth) coming to Council in November
- Enhanced Permit Center Operations

## **2. Safe, Livable Community**

### Completed tasks

- Completed (and continuous) Code Enforcement improvements in the City
- Ongoing work to Recruit, hire and retain local Public Safety Officers
- The Fire Department graduated 16 new firefighters in 18/19

## **3. Effective, Sustainable Government**

### Completed tasks

- Updated the Council on Salinas Plan recommendations in August 2019; work ongoing by all Departments
- Enhanced Community Input and Participation
- Grant Funds provided for neighborhood revitalization projects

## **4. Well-planned City and excellent infrastructure**

### Completed tasks

- Police Department Facility designed and set to be completed January 2020
- Improved Fire Department Facilities and Equipment
- Updated Housing Element
- Elvee Drive road connected to Work Street

## **5. *Quality of Life***

### Completed tasks

- El Gabilan Library breaks ground; project completion January 2020
- Parks, Recreation and Library Master Plan adopted July 2019
- Salinas Regional Sports Authority completes Phase I Soccer fields

**CEQA CONSIDERATION:**

**Not a Project.** The City of Salinas has determined that the proposed action is not a project as defined by the California Environmental Quality Act (CEQA) (CEQA Guidelines Section 15378).

**STRATEGIC PLAN INITIATIVE:**

The proposed action meets the Effective Sustainable Government Council goal.

**DEPARTMENTAL COORDINATION:**

The City Clerk's Office worked with all Departments in identifying their completed tasks or progress updates on the attached strategic plan document.

**FISCAL AND SUSTAINABILITY IMPACT:**

The action requested has no fiscal impact.

**ATTACHMENTS:**

Salinas City Council Strategic Plan Update  
January 2019 Themes of Discussion