



**CITY OF SALINAS
COUNCIL STAFF REPORT**

DATE: August 29, 2017
DEPARTMENT: ADMINISTRATION
FROM: Ray E. Corpuz, Jr., City Manager
BY: Jim Pia, Assistant City Manager
Department Directors
TITLE: STRATEGIC PLAN UPDATE

RECOMMENDED MOTION:

It is recommended that the City Council receive the attached update on 2017 Strategic Plan highlights.

BACKGROUND:

On June 14, 2016, the City Council approved the Strategic Plan through 2019, following strategic planning sessions on January 23, 2016 and March 1, 2016, facilitated by Marie Glavin of Renaissance Resources West. The Council provided direction in the development of five overarching Goal Areas, identified key strategies to work on during Fiscal Year 2016-2017, and secondary priorities that will be addressed in the course of the Strategic Plan through 2019. The attached document provides an update on key strategies and objectives, including items completed and/or in progress, with updates in red. The brief information below seeks to review the identified Council Goals and the key strategies for 2017 to date.

1. Economic Diversity and Prosperity

Key Strategies 2017

- Complete The Economic Development Element and Coordinate with Major Economic Development Initiatives
- Develop and Implement the Alisal Vibrancy Plan
- Develop AgTech Ecosystem
- Revise and Implement the Alisal Marketplace
- Revitalize Chinatown
- Entitle and Develop Future Growth Area
- Enhance Permit Center Operations

2. Safe, Livable Community

Key Strategies 2017

- Recruit, Hire and Retain Public Safety Officers Reflective of the Community Served
- Reestablish State and Federal Partnerships to Fight Crime in the City of Salinas
- Update Technology in Public Safety
- Prepare and Present to the Public a Community Policing Plan that Includes Support and Involvement of Neighborhoods
- Improve Code Enforcement in the City

3. Effective, Sustainable Government

Key Strategies 2017

- Review the Format, Structure, Purpose and Processes of Existing Boards, Commissions, and City Council
- Inventory and Determine Cost Effectiveness of Outside Consultants
- Enhance Community Input and Participation
- Review, Update and Support Human Resources Excellence

4. Well-planned City and Excellent Infrastructure

Key Strategies 2017

- Increase the Rate of Planned Infrastructure Improvements (Sidewalks)
- Design and Seek Funding for the Laurel Extension Sidewalk
- Improve Fire Department Facilities and Equipment
- Design/Build Police Department
- Update Housing Element
- Engage Deep Water Desalination
- Begin Installation of Dark Fiber
- Update the General Plan

5. Quality of Life

Key Strategies 2017

- Explore Carr Lake Opportunities
- Expand El Gabilan Library
- Conduct Needs Assessment and Develop an Open Space Master Plan
- Upgrade Community and Recreational Centers

- Continue Collaboration with the County and Social Service Providers to Address the Needs of the Homeless

The work on the Strategic Plan thru 2019 continues in all City Departments, with particular emphasis on the 2017 Strategies. It is important to note that the attached document shows both completed tasks and incremental “in-progress” updates. Most strategies require phased steps necessary prior to final overall completion.

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.

FISCAL AND SUSTAINABILITY IMPACT:

The action requested has no fiscal impact.

ATTACHMENTS:

Salinas City Council Strategic Plan Update
PowerPoint