

RESOLUTION NO. 2015-060

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF ELK GROVE
APPROVING THE CITY COUNCIL VISION STATEMENT
AND GOALS FOR FISCAL YEARS 2015-16 AND 2016-17**

WHEREAS, on March 4, 2015, the City Council of the City of Elk Grove conducted a special Council Strategic Planning Session and provided input towards the creation of a vision statement; and

WHEREAS, during the Planning Session, the Council also established five goals for the City Council for the next two fiscal years; and


WHEREAS, prior to developing the vision statement and goals, the Council received information regarding the extensive public input received prior to the planning session, which included three Town Hall meetings, a real-time online question and answer session, and opportunities to provide input through phone and e-mail; and

WHEREAS, the Council also received a five-year projection of General Fund revenues and expenditures, a status report of capital projects, benchmarking information comparing Elk Grove and the Sacramento region with other regions in the western United States, and an overview of the General Plan update process; and

WHEREAS, the Council has reviewed the vision statement and the five goals, attached as Exhibit A.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Elk Grove hereby approves the City Council Vision Statement and Goals for Fiscal Years 2015-16 and Fiscal Year 2016-17 attached as Exhibit A.

PASSED AND ADOPTED by the City Council of the City of Elk Grove this 25th day of March 2015.



GARY DAVIS, MAYOR of the
CITY OF ELK GROVE

ATTEST:



JASON LINDGREN, CITY CLERK

APPROVED AS TO FORM:



JONATHAN P. HOBBS
CITY ATTORNEY

EXHIBIT A
CITY COUNCIL VISION STATEMENT AND GOALS
FISCAL YEAR 2015-16 AND FISCAL YEAR 2016-17

VISION STATEMENT

Elk Grove will be a regional leader in providing a high quality of life for all generations through connected and safe neighborhoods, diverse residential and employment choices, and amenities that celebrate and build upon the community's diversity and heritage.

GOALS FOR FY 2015-16 AND FY 2016-17

Foster a vibrant and diverse economy oriented towards growing jobs in Elk Grove.

The City of Elk Grove will be known as an environment supportive of small business, working closely with entrepreneurs and innovators in all sectors for local business to begin, grow and stay within the City. The City's target for large business attraction will capitalize on the synergy offered by the City's three prominent medical facilities, and the private medical school and school of pharmacy. The City also will highlight its historical agricultural roots as the region continues to promote the "farm to fork" brand for the greater Sacramento region.

Strategic Imperatives:

1. Develop a targeted marketing plan for business attraction of industries in the health care sector, form a City recruitment team, and solicit new businesses to consider re-location to Elk Grove.
2. Evaluate small business support needs, publicize existing City small business support programs, identify incentives for local innovation and entrepreneurship, and expand outreach to successfully market an innovation support network within the City.
3. Identify gaps in infrastructure (both physical and digital) necessary for medium to large business retention or relocation and create plan for addressing identified impediments.
4. Complete approval of the Southeast Policy Area and utilize the land use plan to develop a recruitment strategy for new or expanding businesses.

5. Ensure the successful opening of the regional outlet mall and assist with business attraction to provide diverse retail opportunities.
6. Develop re-use strategy for the Old Town Elk Grove parcel.

Continue to foster and support the safest and most highly connected neighborhoods with diverse opportunities for urban and rural lifestyles.

The City of Elk Grove will provide opportunities for all residents to engage with each other and with their City government, through choices of residential opportunities that serve a variety of ages and backgrounds. Neighborhoods will be strong through the connections of residents within small communities, and also with the larger opportunities available through the City and its cooperating public service agencies. The City's public infrastructure will promote connections and facilitate mobility among neighborhoods and the greater Sacramento region.

Strategic Imperatives:

1. Develop a schedule for the General Plan Update, including a policy on future expansion of City boundaries.
2. Prioritize public transit opportunities (e.g., light rail, heavy rail and bus rapid transit, multimodal station); develop and implement a political and funding strategy that supports the City's goals for enhanced regional connectivity.
3. Engage and complete a comprehensive Police Staffing Study to align sworn and non-sworn support police staffing requirements with service demands and expected community growth (residential and business) in the next five years.
4. Strengthen and support the engagement of neighborhoods in the protection and safety of Elk Grove.
5. Develop culturally relevant strategies and programs to address the problem of domestic violence in the community.

6. Achieve enhanced coordination of City and school public safety, including the opportunities arising from expiration of the Sacramento County Sheriff contract for on-site policing with the Elk Grove Unified School District.
7. Review Code Enforcement priorities, with an evaluation of cost to implement proactive administrative enforcement of key nuisance abatement or neighborhood enhancement ordinances.
8. Begin construction of the Kammerer Road extension.

Distinguish Elk Grove as a city with an array of opportunities for sports and cultural activities for residents of all ages and backgrounds, with venues that also promote and leverage economic growth.

The City of Elk Grove will capitalize on our diverse, family-oriented community and our respect for the City's heritage and character. The City will invite residents and visitors to enjoy our natural resources in a responsible manner as they build and expand their awareness and respect for the City's natural habitat. The City will develop facilities that serve residents of all ages and backgrounds, but that also provide venues for regional, state, national and international training and competition to leverage economic growth.

Strategic Imperatives:

1. Continue collaboration for optimal delivery of parks and recreation services with the Cosumnes Community Services District.
2. Define the vision for a competitive multi-sport complex that attracts regional, state, national and international users, establish a development and services plan, funding and marketing strategy that supports the achievement of this vision.
3. Evaluate the Civic Center master plan for phases two and three and develop a funding strategy.

4. Complete current Civic Center Phase One amenities:
 - a. Complete construction of Aquatic Center by Summer 2016; identify and retain an operator.
 - b. Assist the Senior Center of Elk Grove in developing plans for a new Senior Center and evaluating stakeholder engagement.
 - c. Complete construction of Veterans Hall and open facility in 2016.
5. Evaluate unmet needs for performing arts venue and identify Elk Grove programming and facility operations.

Serve as wise and responsive stewards of fiscal, physical and natural resources.

Protection of our existing reserves, infrastructure and natural resources sustains a healthy and prosperous community. City Council and staff will be accountable to pursue transparent short and long term plans to optimally balance fiscal constraints with effective investment in the preservation of both prudent reserves and our precious resources.

Strategic Imperatives:

1. Evaluate the burden on new development for infrastructure construction and maintenance, including regional impact fees and develop strategies to ensure economic competitiveness within the region.
2. Review the cost of “purple pipe” installation to carry recycled water, considering the likelihood and potential cost of a recycled water supply and the cost of retrofit if infrastructure is not available to carry a future recycled water source.
3. Develop a matrix of criteria to prioritize capital improvement projects, including identified funding gaps and recommendations for resource enhancement to fully fund highest priority (two-year) projects.
4. Develop a road maintenance policy based upon understood and approved asphalt repair standards, such as the pavement management index, and identify funding resources and gaps to achieve this level of ongoing road maintenance.

Recognize the City's high operational performance and achieve new levels of organizational excellence with the highest service levels, while also providing regional leadership through collaboration.

The City of Elk Grove will be known as a model for the "continuous improvement" culture, efficiently combining in-house and contract personnel to achieve cost effective, nimble, and timely provision of municipal services. Our commitment is to our customers, both internally and externally. We provide a positive organizational culture where we recruit, retain and promote the best employees who are regionally focused and recognized as leaders. City Council and staff are always willing to work with all stakeholders to achieve success.

Strategic Imperatives:

1. Identify likely retirements from key Executive staff/Department head positions and evaluate service delivery model (in-house versus contract services) to ensure most efficient and highest service delivery standards.
2. Evaluate staffing for Mayor and Council Members, including designated professional support staff, cost and constituent response benefits.
3. Update Mayor and Council Member outreach budget to assist with enhanced citizen engagement.
4. Evaluate City-operated animal shelter services and related facility costs.
5. Collaborate with other governmental agencies to enhance service delivery and reduce costs.

CERTIFICATION
ELK GROVE CITY COUNCIL RESOLUTION NO. 2015-060

STATE OF CALIFORNIA)
COUNTY OF SACRAMENTO) ss
CITY OF ELK GROVE)


I, Jason Lindgren, City Clerk of the City of Elk Grove, California, do hereby certify that the foregoing resolution was duly introduced, approved, and adopted by the City Council of the City of Elk Grove at a regular meeting of said Council held on March 25, 2015 by the following vote:

AYES : **COUNCILMEMBERS:** *Davis, Hume, Detrick, Ly, Suen*

NOES: **COUNCILMEMBERS:** *None*

ABSTAIN : **COUNCILMEMBERS:** *None*

ABSENT: **COUNCILMEMBERS:** *None*



Jason Lindgren, City Clerk
City of Elk Grove, California