

RESOLUTION NO. 2017-098

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF ELK GROVE
APPROVING THE CITY COUNCIL VISION STATEMENT AND GOALS
FOR FISCAL YEARS 2017-18 AND 2018-19**

WHEREAS, on March 23, 2017, 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

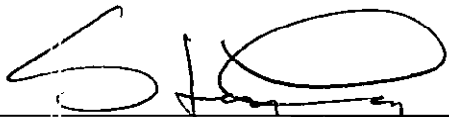
WHEREAS, during the Planning Session, the Council reviewed goals for the City Council for the next two fiscal years; and

WHEREAS, the Council also a five-year projection of General Fund revenues and expenditures, a report on Economic Development strategy opportunities, and a presentation on the City's Design Guidelines; 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 2017-18 and 2018-19 attached as Exhibit A.

PASSED AND ADOPTED by the City Council of the City of Elk Grove this 26th day of April 2017.




STEVE LY, MAYOR of the
CITY OF ELK GROVE

ATTEST:



JASON LINDGREN, CITY CLERK

APPROVED AS TO FORM:



JONATHAN P. HOBBS
CITY ATTORNEY

**CITY COUNCIL VISION STATEMENT AND
GOALS FOR FYs 2017-18 AND 2018-19**

VISION STATEMENT

Elk Grove strives to provide a high quality of life for all generations that builds upon the community's diversity and heritage through safe and connected neighborhoods that are welcoming to all, with diverse residential, educational and employment choices and amenities that create a sense of place.

GOALS FOR FY 2017-18 AND FY 2018-19

- 1. Foster a vibrant and diverse economy in Elk Grove oriented towards growing jobs in targeted industries, while also offering an array of residential choices, civic amenities, and entertainment options that attract businesses.***

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 business attraction will leverage the City's workforce and range of employers. 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:

- 1.1. Develop a business brand and targeted marketing plan for business attraction of industries in identified sectors, activate the City's recruitment team, and solicit new businesses to consider re-location to Elk Grove.
- 1.2. 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.
- 1.3. Identify gaps in infrastructure (both physical and digital) necessary for medium to large business retention or relocation and create plan for addressing identified impediments.

- 1.4. Implement the Southeast Policy Area plan and develop a recruitment strategy for new or expanding businesses to capitalize on the newly installed infrastructure to drive employment generation.
- 1.5. Ensure the successful opening of the regional outlet mall and assist with business attraction to provide diverse retail opportunities.
- 1.6. Develop a strategy for an entertainment district in the Old Town area that incorporates the re-use plan for the Old Town Plaza.
- 1.7. Update City Design Guidelines to enhance standards for community design (architectural and landscaping), encouraging creativity and recognizing the unique characteristics of distinct neighborhoods while maintaining housing affordability.
- 1.8. Identify potential small business startup and scale-up candidates and support their launch and growth to foster future major employers.
- 1.9. Undertake efforts and develop partnerships that maintain the City's low resident unemployment rate, grow the City's workforce in ways that meet the needs of major and emerging companies, and increase the percent of residents employed by Elk Grove companies.
- 1.10. Position Elk Grove as a competitive location for business and personal travel, with emphasis on development of additional hospitality projects, leveraging our "gateway" status, and capitalizing on our extensive youth sports network.
- 1.11. Position Elk Grove as a major player in regional economic development decision making and business attraction efforts through personal and corporate relationships that drive business to Elk Grove.
- 1.12. Foster the growth/development of higher education institutions in Elk Grove.

2. Continue to foster and support the safest neighborhoods, promote the unique attributes of Elk Grove communities and lifestyles - both urban and rural- and connect neighborhoods internally and to the region through roads, transit, and trails.

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:

- 2.1. Complete the General Plan Update, including a policy on future expansion of City boundaries.
- 2.2. Prioritize public transit opportunities (e.g., light rail, heavy rail and bus rapid transit, multimodal station) and trail connections, both regional and local; develop and implement a political and funding strategy that supports the City's goals for enhanced neighborhood and regional connectivity.
- 2.3. Continue the implementation of recommendations from the Police Staffing Study and publicize to the community the ongoing increases in public safety support commensurate with population and business growth.
- 2.4. Strengthen and support the engagement of neighborhoods in the protection and safety of Elk Grove.
- 2.5. Continue the development and implementation of culturally relevant strategies and programs to address the problem of domestic violence in the community and support and leverage the funding of the Police Department Family Services Unit.
- 2.6. 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.

- 2.7. Develop an implementation schedule and funding strategy, with milestones for design, right of way acquisition, and construction for Kammerer Road as the City's highest priority transportation project.
- 2.8. Complete implementation of Phase 4 of the Intelligent Traffic System and update the 2004 ITS Master Plan to identify improvements to enable enhanced traffic flow along east/west arterials.

3. *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 and entertainment districts that also promote and leverage economic growth and attract a variety of age groups to participate in the community.*

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. The City will also develop entertainment districts for the enjoyment of residents and visitors.

Strategic Imperatives:

- 3.1. Continue collaboration for optimal delivery of parks and recreation services with the Cosumnes Community Services District.
- 3.2. Continue efforts to establish a multi-sport park complex that attracts various users, establish a development and services plan and funding and marketing strategy that supports the achievement of this vision.
- 3.3. Identify funding strategies to fully develop the Civic Center (South Property) Master Plan as adopted by the City Council in 2016.

- 3.4. Complete current Civic Center Phase One amenities:
 - a. Complete construction of Aquatic Center and commons space by summer 2018; identify and retain an operator.
 - b. Complete construction of the community center, including space for the Veterans Hall and Senior Center in 2019.
- 3.5. Identify funding to evaluate unmet needs for performing arts venue and identify Elk Grove programming and facility operations, with an immediate focus on opportunities to share facilities and private business.
- 3.6. Develop and promote an entertainment district(s) that will attract young professionals and create a unique Elk Grove venue(s) that supports the City's brand and sense of place.
- 3.7. Evaluate opportunities and risks for the aging population to maintain a safe and active community for all generations.

4. *Serve as wise and responsive stewards of fiscal, physical and natural resources, and prepare for, adapt to, and find opportunities in changes to the natural environment.*

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. Elk Grove needs to be a resilient community, adaptable to climate changes and potential natural disasters. There may be opportunities with water storage (weir) in heavy rainfall; consider consultation with the U. S. Army Corps of Engineers on possible water amenities.

Strategic Imperatives:

- 4.1. 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.

- 4.2. 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.
- 4.3. Develop recommendations for resource enhancement to fully fund highest priority improvement projects.
- 4.4. 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.
- 4.5. Update the 2011 Storm Drainage Master Plan to develop a drainage system with multiple benefits including 200-year flood protection, habitat preservation and enhancement, groundwater recharge, and the use of water as an aesthetic resource/amenity.
- 4.6. Evaluate emergency preparedness for natural disasters.
- 4.7. Identify and pursue funding opportunities that allow the City to accomplish its near-term needs and long-term objectives.

5. Continue to elevate the City’s high operational performance using innovation to achieve new levels of organizational excellence and 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:

- 5.1. 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.

- 5.2. Complete design, capital funding strategy, and operating budget impacts for City-operated animal shelter.
- 5.3. Collaborate with other governmental agencies to enhance service delivery and reduce costs, with a focused effort on possibility for shared facility use with Elk Grove Unified School District.
- 5.4. Evaluate opportunities to collaborate regionally on issues related to homelessness, transportation funding, and regional jobs growth.
- 5.5. Improve the availability of social services by identifying regional providers and encouraging allocation of funding for local services.
- 5.6. Evaluate physical space needs for City services and take action to address those needs as opportunities arise.

No Mandatory Duty

Nothing herein is intended to and shall not be construed or given effect in a manner that imposes upon the City or any officer or employee thereof a mandatory duty of care towards persons and/or property within or without the City, so as to provide a basis of civil liability for damages, except as otherwise imposed by law.

CERTIFICATION
ELK GROVE CITY COUNCIL RESOLUTION NO. 2017-098

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 April 26, 2017 by the following vote:

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

NOES: **COUNCILMEMBERS:** *None*

ABSTAIN: **COUNCILMEMBERS:** *None*

ABSENT: **COUNCILMEMBERS:** *Nguyen*



Jason Lindgren, City Clerk
City of Elk Grove, California