

CITY OF SEBASTOPOL
CITY COUNCIL
AGEND ITEM

Meeting Date: July 16, 2019
To: Honorable Mayor and City Councilmembers
From: Agenda Review Committee
Subject: Goals and Priorities
Recommendation : That the City Council Discuss Goals and Priorities FY 19-20 and 20-21
Funding: Currently Budgeted: _____ Yes _____ No XX N/A
Net General Fund Cost: n/a
Account:

INTRODUCTION: This item is to request that the City Council continue discussion of the City's Goals and Priorities and continue to engage in an interactive process with the community to establish Goals and Priorities for the next two fiscal years.

BACKGROUND: Through a collaborative process with the City Council, City Staff, and members of the public, the goals and priorities sessions identify issues and concerns that are thought to be of the most importance for the City Council and City staff to focus their energies on during upcoming years. The City Council establishes goals and priorities as areas of focus/action.

DISCUSSION: Goals and priorities provide a clear communication tool as to which significant priorities/projects/policy matters the City Council wants to accomplish during the fiscal year. Establishing goals and priorities for the City helps to develop the Council's vision and goals for the City and creates objectives that will enable the City to move forward as well as providing an important tool in review of City budgets. However, it is important to remember that it is common for items to be recommended by the public, the City Council or staff during the fiscal year that could impact the City's budget or Council Goals. These new projects or priorities should take into account certain variables, including staff capacity that may hinder progress or project completion. Many current goals have an ongoing nature to them is important to consider as the City Council looks at staff capacity and prioritization.

The City Council conducted a City Council Goals and Priorities workshop on January 31, 2019. The City Council and community provided topics for consideration as well as discussed current goals. City staff took the comments/suggestions from this meeting and created a spreadsheet (Exhibit A).

Due to the length of the meeting and multitude of topics presented, the City Council created a City Council Sub-Committee (Councilmember Carnacchi and Councilmember Glass) to review the current goals and priorities; review the topics proposed, and provide suggestions for tonight's meeting. As part of their review, the Council sub-committee directed staff to review the current goals and provide recommendations for retention, removal or if items are now considered routine. From staff's review, the sub-committee directed staff to combine the remaining goals with the proposed goals (Exhibit B). Exhibit B should be discussed by the Council tonight whether to keep, amend, or remove the current/proposed goals. The current goals are listed in black on this exhibit and the proposed goals from the January meeting are listed in red.

The Council should discuss potential goals and specific action strategies and objectives to implement each goal or provide recommendations for new goals.

RECOMMENDATION: That the City Council continue discussion of the City's Goals and Priorities and continue to engage in an interactive process with the community to establish Goals and Priorities for the next two fiscal years.

Attachment:

Exhibit A – suggested Topics from City Council January 2019 Workshop

Exhibit B – Combination of Current/Proposed Goals

Exhibit C – Current Goals as reviewed by City Staff

Sebastopol City Council
2019 GOAL SETTING

	Highest Priority	Medium Priority	Lower Priority
Mayor Hinton			
Ives Park improvements	11	2	0
Disaster preparedness	10	3	3
Zero waste (Bag ordinance, straws, recycling...)	6	6	1
Homelessness & Park Village expansion / increase affordable housing	5	1	0
Downtown Business District Support	1		3
Vice Mayor Slayer			
CalPERS (Retirement Funding)	10	1	0
Reduce greenhouse gas emissions (continuation)	5	2	2
Community Vitality Officer (housing, economic development, clearing house between groups)	5	0	3
Downtown land use (includes parking study)	2	4	2
Water/sewer rate use study	1		2
Councilmember Glade-Gurney			
Community health (people and environment)	8	5	2
Safety (pedestrian)	7	3	2
Expand parks/open space	6	1	0
Economic vitality	2	1	0
Infrastructure investment	2	1	1
Councilmember Glass			
Public health/community health, engagement and vitality	12	4	2
Financial stability	5	1	0
Maintain/increase parkland	4	0	0
Economic vitality and housing	2	0	1
Infrastructure	1	2	
Councilmember Carnacchi			
Community-building events/increase community participation	8	2	3
Traffic/explore scenic corridor option/engage with County on their General Plan Development	5	1	2
Develop evacuation routes (public safety) and paid firefighter	4	2	1
Economic vitality specialist/brand city	3	5	1
Downtown vitality and enhancement	3	0	2

Sebastopol City Council
2019 GOAL SETTING

Emails received from members of the community

1. Tobacco retail license	0	0	0
2. Speeding on City streets	0	0	0
3. Pedestrian safety	0	0	0
4. Pedestrian education	0	0	0
5. Morris Street and RV parking - plan for this area	0	0	0
6. Returning Main Street to two-way traffic	0	0	2
7. Bike/pedestrian corridor on Bodega Avenue needs to be completed (safety issue)	0	0	0
8. Traffic - worse each year - status of a bypass	0	0	0
9. Road surfacing on Bodega Avenue	0	0	0
10. Quality of life should be a major consideration	0	0	0
11. Open interactive discussion with the City Council on a regularly scheduled basis to discuss ideas, concerns and issues as they relate to Sebastopol Businesses, community, city planning and the upcoming quarter	0	0	0
a. Quarterly meeting hosted by the City Council for business owners only (formal)	0	0	0
b. Quarterly meeting hosted by the City Council for business owners only (formal)	0	0	0
c. Separate meetings scheduled and held in a neutral space (informal)	0	0	0
12. Ives Pool/outdoor showers	0	0	0
13. City's enrollment at SCP - Evergreen Program	1	0	0
14. Ban on fossil fuel powered blowers (similar to the ban in the city of Sonoma) within the City of Sebastopol by the end of this year. Empower a subcommittee to generate support through educations outreach clarifying the benefits to our community	0	0	0
a. Justification: Air and sound pollution from fossil fuel powered blowers	0	0	0
b. Availability of electric blowers for replacement	0	0	0

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c. Encourage a site-specific approach to hardscape surface maintenance: evaluate site design such as type of plants and groundcover depositing debris on hardscape and modify to reduce debris; evaluate amount of debris allowed before hardscape is considered unsafe; consider the appropriate technology to achieve safe hardscape i.e. sweepers powered by humans/machines or electric blowers, have community members adopt hardscape areas	0	0	0
d. Allocate funds: to provide city staff with sweeping equipment and electric blowers and retire their fossil fuel blowers; hold community workshops on alternatives to fossil fuel blowers; offer rebates on rakes, brooms, electric blowers	0	0	0
e. Build community activism: ground entry in Apple Blossom Parade demonstrating alternatives to fossil fuel blowers; partner with organizations such as Daily Acts to help.	0	0	1
15. Bocce Courts - enough to have Leagues	0	0	0
16. Dog Park - large and fenced	0	0	0
17. Hiring of an Economic Vitality Employee to be the Sebastopol liaison between business owners and City needs	1	0	0
a. This person could:	0	0	0
i. Help to connect potential new businesses to available spaces in town	0	0	0
ii. Help new business get any grants, certifications, or legals taken care of to expedite the process and be the informational guide to local resources	0	0	0
iii. Deliver city information to business owners	0	0	0
iv. Ensure all construction etc. is done in a manner that doesn't negatively affect the store's open hours, or high-volume times	0	0	0
v. Promotes the local economy	0	0	0
vi. Works in conjunction with the downtown, chamber, city paper, and other advertising resources to cultivate a sense of excitement around town	0	0	0
vii. Can be the go-to person if anybody has a question for the city regarding business needs	0	0	0
18. Fireworks	0	0	0

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19. Barrier in the turn lane near Parkside School adjacent to Washington Street. It's a big square of stones that can't easily be seen at night. It blocks the driveway across the street just near it, so that you can't turn into that driveway from a turn lane any longer, and you have to turn from the traffic lane. Cones should be removed.
20. Meanwhile, while they are building these stupidly dangerous barriers in turn lanes, the street nearby (Bodega Ave.) remains broken up a teeth-rattling. It's damaging cars every day, and yet there seems to be plenty of money for dangerous crosswalk barriers
21. Blue Tanks at City Hall - hard to look at - destroys the nice look of City Hall
22. Sonoma County is a top destination worldwide for road-cycling and Sebastopol is probably best location of Sonoma County for those that enjoy the sport. I have been renting road bikes to customers for about seven years and have seen customers from all over the world. They love it here. Unfortunately, they are often less than thrilled about the available lodgings. Sebastopol needs more hospitality development and I look forward to seeing a hotel on the plaza here in Sebastopol.
23. Undo the damage/confusion of the one lane road from Palm Drive Hospital to Sebastopol Road and the ensuing back-up when trying to turn left onto Petaluma Ave from Fannen when cars back up to South Main St. waiting to turn. Also force the corner property owner to take down the bushes that block the view of the one incoming lane of cars coming down Petaluma Avenue towards town. Admit this.
24. One-lane conversion was a mistake. I have never!!!! seen anyone on a bicycle ride down the middle of road on the bike lane. They always ride off to the right. They are not suicidal enough to ride in the middle of the street.
25. Regarding the new directional-directional signs. Add the street striping
26. Arrows/lanes/symbols/directions/crossings/and doo-dab triangles to the confusing mix. Now there are street signs to direct people to street signs... Now needing plaquest and more directional arrows and signs! When is enough enough? A sandwich board directing people to City Hall at the Main St./Bodega intersection???? and why not signs all over town directing people to the city restrooms. Where are they?

0	0	0
0	0	0
0	0	0
0	0	0
0	0	0
0	0	0
0	0	0
0	0	0
0	0	0

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27. No one can do anything about bikes and skateboards on city sidewalks. Certainly, the SIGNS painted on the sidewalks hasn't stopped them.
28. That a financial feasibility study be implemented in order to expand the square footage of our library, which has the smallest compared to all of our sister libraries, per patron usage. Additionally, and similar to our sister San Francisco Library, there is a need for a public health social worker to be assigned to our library for a few hours per week in order to provide referrals and assessments. Our library, like others nationwide, has become a de facto social service agency in its efforts to meet the diverse needs of our lower socio-economic patrons.
29. Address the traffic problem where 12 meets 116.
30. I believe the current solution is wrong for the condition. A solution that eliminates the lights (except to help pedestrians) needs to be found. The lights are creating the congestion. We want people to experience our city, but not get frustrated as they transition it.
31. Too many empty storefronts - the Formula Business regulations need some prescriptive out - maybe time vacant...
32. I believe our Inclusionary Housing zoning needs to identify other alternatives explicitly that satisfy what we want to accomplish. I share the goals that others have stated (quality affordable housing and integrated neighborhoods being two of them). However, I believe we should compromise on some in order to achieve the greater goal of insuring we have quality affordable housing for everyone within the city limits.
33. Lack of affordable housing resulting in a shocking exodus of younger people.
34. Lack of younger people resulting in declining attendance/quality schools.
35. Lack of people and foot traffic resulting in depressing number of empty or underutilized storefronts.
36. Lack of diverse retail options for local shoppers.
37. Drivers are distracted and speeding - the crosswalks do not stop these drivers.

0	0	0
1	0	0
0	0	0
0	0	0
0	0	0
0	0	0
0	0	0
0	0	0
0	0	0
0	0	0
1	0	0

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38. On Litchfield and Hayden street we are constantly grabbing hold of our children out of fear that a speeder will lose control of their car going down the hills. We have had to run into our neighbors' lawns off the sidewalk. Walking to and from school (Sunridge) can be pretty intense. Everyone is racing to work and school. During rush hour people use Litchfield as a cut through to bypass traffic by Fircrest market.

0	0	0
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39. Would speed bumps solve this problem on Hayden and Litchfield? They fly down the roads? Speed bumps could stop a tragedy.

0	0	0
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40. Also, we were involved in accident while crossing Main Street from Litchfield to Petaluma Ave. We were going straight and the motorist on Petaluma Ave made a left turn. We had the right of way. Before this accident I have had 4 other times where it was close calls. There needs to be sign that says "yield to oncoming car"?

0	0	0
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41. It's also become impossible to turn onto Petaluma Ave after the bike lane was installed.

0	0	0
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42. I worry that we will be experiencing more and more traffic as our town becomes more of a vacation destination.

2	0	0
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43. Please help make our town pedestrian safe not just bike safe. Families should be able to go out for a walk safely.

0	0	0
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44. State of the City's downtown. With all the vacancies, it's pretty clear it's an economically depressed state. It's certainly not helping the tax base, and relying solely on the incoming hotel to save the tax base and the downtown is a tall order. The downtown is not attracting a variety of users, or good uses may be getting turned away. Small businesses tend to struggle with finances during slow seasons for shopping, and turning away all corporate uses could be creating problems. Perhaps the City should hire an economic consulting firm to obtain suggestions on reviving the downtown. When visitors come and are willing to spend dollars, they need more reasons to spend a lot of time on Main Street. The goal should be having both Main Street and the Barlow be successful.

0	0	0
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45. Take the action necessary to have the City of Sebastopol "opt up" to the Evergreen Program with Sonoma Clean Power (100% renewable energy). The City of Sonoma has already done this, and I would love to see our city follow suit and thereby make a significant reduction to the greenhouse gases emitted by electricity production. As residential customers, my husband and I opted into this program and are very happy to be supporting renewable energy. In addition to opting up to Evergreen, request that the Sebastopol City Council formally requests of Sonoma Clean Power that all new future additional power procured through SCP via the Evergreen program meet new demand from additive projects (e.g. new solar installations), rather than a reallocation of existing hydro and geothermal resources. This will stimulate the development of new renewable energy production projects, which, in addition to benefiting the environment, will stimulate local job growth.

46. Vision: City of Sebastopol is a recognized and respected leader in reducing greenhouse gas emissions. Goals: Increased use of renewable energy, including a City-owned and operated micro-grid. Zero-waste in all City functions, meetings, events and projects.

Subject items received from members of the community

Teen club

Needs of Young Families

City Government goes Evergreen

Community engagement, Evergreen, preparedness, well-facilitated meetings

Public banking

Sue CalTrans

Re-cup/ Wasteless Windsor

Public/private partnership for Ives Park

Local Compost

Street repairs/maintenance

Create multi-use trails

Green power

Monitor Green Bike Lanes

Develop community gathering place

Police Department accountability/oversight

	0	0	0
	1	0	0
	12	4	3
	11	7	5
	10	1	0
	6	1	1
	5	1	1
	4	1	1
	4	0	1
	3	0	4
	3	2	2
	3	1	1
	3	1	0
	3	0	0
	2	0	3
	2	0	2
	2	0	2

Sebastopol City Council
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Re-write Downtown Plan
Electric-ready ordinance
Sustainability festival
Occupy 2.0
Enact tobacco retail license

1	1	1
1	1	1
1	1	0
1	0	2
1	0	0

Priority	Objective	Task	General Plan Reference	Responsible Department	Community Partners	Timeline/Status
Goal 1: Maintain the long-term financial stability and sustainability of the City of Sebastopol and Operate City government in a fiscally responsible and responsive manner.						
1a.	Address the City's pension (CalPERS) obligations responsibly	Maintain communication with actuarial and Provide informational report and recommendations on City's Liabilities to CalPERS				
1b.	Secure financial sustainability through a comprehensive review of cost reductions and revenue enhancement opportunities	Evaluate opportunities for new or expanded revenue sources, including but not limited to: other tax measures and a review of City fees.				
1c.	Secure infrastructure financial sustainability through a comprehensive review of cost related to water/sewer utilities to ensure user fees are consistent with the growing costs of new construction and maintenance of infrastructure.	Completion of Water/Sewer Rate Use Study and Bring to the Council and community information and consideration of next steps prior to any decision on study.				
	Work with Cittaslow to encourage community services to enhance the economic vitality of the City.			City Council and All Departments		
	Work with local government, agencies and private entities on funding revenue sources for expanded operations and improved facilities for the Sebastopol Library.			City Council Sub-Committees		
	Continue & Conduct efforts to pre-plan opportunity sites and maintain awareness of sites as identified in the General Plan			Planning Department		
	Develop programs (such as CARE) and incentives for conservation and coordinate with/promote ongoing community efforts.			Finance and Public Works Departments		
	Pursue other financial participation from Federal, State and Local agencies such as grants or matching programs.			All Departments		

Priority	Objective	Task	General Plan Reference	Responsible Department	Community Partners	Timeline/Status
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Goal 2 - Infrastructure – Invest in Quality Infrastructure and Development and Research Resources to support sustainable growth and Provide and Develop a Plan for the Future for the City of Sebastopol with the Implementation of the new General Plan.

2a.	Traffic – Explore scenic corridor option/engage with County on the General Plan Development					
2b.	Develop Master City Plan for Building/Infrastructure Upgrades					
	Review the City’s Pavement Management Plan and develop long term rehabilitation plans based on expected funded levels.			Engineering Department		
	Develop building maintenance plans for each City Building			Public Works Department		
	Explore the possibility of installing solar on public facilities.			Public Works Department		
	Continue to beautify and enhance the Library and City Hall buildings with the completion of the Library/City Hall Landscape Project			Public Works Department		
	Review existing parking lots for potential alternate re- use of those properties			Planning Department		
	Create a list of potential uses that will optimize the use of City Parking Lots			Planning Department		
	Encourage beautification of all parking areas			Public Works Department		
	Incorporate the Small-Town Character values into the City’s land use policies			Planning Department		
	Review, evaluate and update the Design Review Guidelines			Planning Department		
	Review of enforcement of City policies and ordinances such as the Telecommunications Ordinance			Planning Department		

Priority	Objective	Task	General Plan Reference	Responsible Department	Community Partners	Timeline/Status
	Goal 3 - Health, Safety and Well Being - Maintain and Enhance the City of Sebastopol as a Walkable/Bike-able Community and Enhance the City's Commitment to Promotion of our public's health. Safety and well-being by Creating and Participating in City and Community Programs, Services and Policies and Maintaining, Enhancing and Increasing Park-land.					
3a.	Ensure strong investment in our roads and bike/pedestrian trails					
3b.	All major residential areas to be connected for safe travel (streetlights, sidewalks, and bike lanes/paths) to schools and downtown	Conditions to be identified with development applications				
3c.	Identify City-funded sidewalk infill project with a specified funding source					
3d.	Ives Park Improvements/Ives Park Master Plan					
3e.	Expand City Parks and Open Space					
	Evaluate and create list of potential sidewalks to be established to provide connect-ability to the entire community and maintain efforts to eliminate gaps in sidewalks to improve pedestrian amenities			Public Works Department/Engineering Department		
	Continue to explore opportunities for dedicated bicycle and pedestrian thoroughfares within the City			Engineering Department	Work with Caltrans and other agencies for funding	
	Identify initial funding sources to enable a phase implementation of the bike/pedestrian plan.			Engineering Department	Work with Caltrans and other agencies for funding	
	Work with Caltrans to improve traffic synchronization within the City of Sebastopol.			Engineering Department	Work with Caltrans	
	Work with interested Groups and Citizens in efforts dedicated to Class I Bicycle Routes in the City.			Engineering Department		
	Work with the citizens and Sonoma County Transit to increase the number of bus stops in town and encourage usage by the entire community and address services for the elderly and improvements to bus service and number of bus stops.			City Council	SCTA/SCT	
	Research and identify possibilities for access and/or purchase of the former concrete plant on Morris Street for connection to the Laguna de Santa Rosa			City Council sub-Committee/Planning Department	Barney Aldridge (property owner)	
	Research establishment of permanent parklets and pocket parks and grabbing the opportunity when it arises			Planning Department		
	Implement Laguna Preserve Master Plan			Planning Department		

Priority	Objective	Task	General Plan Reference	Responsible Department	Community Partners	Timeline/Status
	Improve and beautify the downtown plaza to create a people centric space for community events and gatherings			Public Works Department		
	Perform comprehensive evaluation of current improvements, uses, and access to Ives Park			Public works Department/Planning Department		
	Implementation of the Ives Park Master Plan			Planning Department		
	Evaluate public commons and land and identify opportunities to enhance benefits to the community			Public works Department/Planning Department		
	Establishment of a Parks and Public Space Foundation			Planning Department		
	Foster a Sense of Community by Providing and Encouraging Participation in Community Events, Volunteering, and working with Non-Profits to Support Local Events			All Departments		
	Create a walkable downtown that improves connectivity, with emphasis on Main Street to Morris Street for unification			Public works Department/Planning Department		

Priority	Objective	Task	General Plan Reference	Responsible Department	Community Partners	Timeline/Status
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	Goal 4 - Provide Open and Responsive Municipal Government Leadership and Maintain a highly qualified Staff that works to provide services to serve and protect the residents, visitors and business of this community.					
4a.	Develop Evacuation Routes (Public Safety)					
4b.	Develop Position for Paid Firefighter					
4c.	Conducted department assessments of key services, e.g., Human Resources, City Clerk's Office, organizational review of Silicon Valley Power, and City Manager's Office					
4d.	Work with Directors to develop succession plans and stabilize workforce					
4e.	Continue emergency preparedness outreach					
	Conduct Town Hall Meetings on Matters of Interest to the Community as needed.			City Council		
	Enhance the use of the City of Sebastopol Committees, Commission and Board.			City Council/all Departments (Dependent upon item)		
	Promote and enhance utilization of community energy and skills by creating opportunities for volunteer service.			All Departments		
	To analyze the adequacy of fire services and to budget for analysis in order to determine best long-term plan for the fire department			City Council Sub-committee/Fire Department		
	Encourage and increase public awareness of City Policies, decisions, programs and all public processes and meetings, by investigating effective methods of communication and obtaining feedback from the community.			All Departments		

Priority	Objective	Task	General Plan Reference	Responsible Department	Community Partners	Timeline/Status
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Goal 5 - Enhance and Maintain the Economic Vitality of the City by Attracting and Expanding Diverse Business and Employment Opportunities.						
5a.	Responding quickly to business expansion and relocation inquiries					
5b.	Provide presentations to service clubs, civic groups and partners					
5c.	Town Halls or State of the City Addresses					
5d.	Economic Vitality / Branding of City					
5e.	Community Vitality Officer (liaison between groups – housing/economic development (clearing house for groups)					
5f.	Downtown Business District Support					
5g.	Downtown Land Use (Include Parking Study					
5h.	Community Building (Events/Community Participation)					
5i.	Downtown Vitality and Enhancement					
5j.	Improve the way that we listen to and provide information to our residents and businesses					
5k.	Maintain up-to-date and accessible information about public works projects, significant private development sites, and other city activities					
5l.	Reducing regulatory barriers (complexity, time and cost in processing applications, amount and scope of regulations) wherever possible, without sacrificing community aesthetics and livability					
	Develop Programs & Policies to Promote, Attract and Retain Local Businesses.			Planning Department		
	Promotion of Experience Sebastopol.com to increase visitors to the City			All Departments		
	Support a Vibrant, Attractive and Accessible Downtown That Attracts Residents and Visitors thereby creating a Viable Sales Tax Base			Public Works and Planning Departments		
	Identify Businesses wanted in Sebastopol - (Use of City Committees to conduct survey of the community)			Planning Department		
	Encourage new and existing businesses to offer living wage to employees			City Council		
	Review of the Downtown Association District			City Council		

Priority	Objective	Task	General Plan Reference	Responsible Department	Community Partners	Timeline/Status
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	Research possibility of partnerships with various organizations to promote participation in regional events to increase economic vitality			Planning Department		
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Priority	Objective	Task	General Plan Reference	Responsible Department	Community Partners	Timeline/Status
Goal 6 – Housing and Homelessness: Promote the development of new and affordable housing in the community and strengthen our community Partnerships to Improve our Residents’ Quality of Life.						
6a.	Homelessness and Park Village Expansion					
6b.	Increase Affordable Housing					
6c.	Identify new funding sources and initiate partnerships with affordable housing developers to apply for limited-term State and Federal affordable housing funding					
6d.	Hold outreach meetings and workshops with affordable housing developers to identify barriers to affordable housing and innovative solutions to those obstacles					
6e.	Homelessness and Park Village Expansion					
6f.	Increase Affordable Housing					
6g.	Identify new funding sources and initiate partnerships with affordable housing developers to apply for limited-term State and Federal affordable housing funding					
6h.	Hold outreach meetings and workshops with affordable housing developers to identify barriers to affordable housing and innovative solutions to those obstacles					
6i.	Homelessness and Park Village Expansion					
6j.	Increase Affordable Housing					
6k.	Identify new funding sources and initiate partnerships with affordable housing developers to apply for limited-term State and Federal affordable housing funding					
6l.	Homelessness and Park Village Expansion					
	Encourage Employment Opportunities as well as Housing Opportunities (Need for Assisted living facilities or graduated living facilities)			City Council and Planning Department		
	Encourage housing in the downtown core and commercial district to include all stages of life cycles			City Council and Planning Department		
	Engage with community on housing issues and suggested review of City policies to facilitate a positive jobs/housing balance			City Council and Planning Department		
	Review potential policies to increase requirements for housing in the downtown core			City Council and Planning Department		

City of Sebastopol

Objective of Goal Defined Action Task Under Goal	General Plan or SDAT Reference	Responsible Department	Milestones Progress Comments	STATUS OF GOAL AS OF JUNE 2019
Goal 1 - Maintain the long term financial stability and sustainability of the City of Sebastopol and Operate City government in a fiscally responsible and responsive manner				
Economic Vitality (EV) Goal EV 7: Maintain a Stable and Self-Sustaining Fiscal Base in Order to Generate the Resources Necessary to Provide Desired City Services and Support New Growth that is Consistent with the City's Values and Goals [Pg.9-8]				
1.1 Develop and Implement Sound Financial Management Policies and Procedures				
1.1.1 Review the City Council Financial Policies to ensure they meet the needs of the City		Finance Department	On-going	Remove - This is an ongoing duty performed by the Budget Subcommittee
1.1.2 Create City Policy to Maintain Operating Reserves and Create Emergency Reserves which complies with the City's Strategic Plan, provides for optimal staffing levels, minimizes service level reductions, and develops a plan for the General Fund to obtain long-term financial stability		Finance Department	On-going	Remove - Ongoing - The City Budget Sub-committee and City Staff routinely review and enhance Financial policies during the calendar year and brings recommendations to the City Council for review and discussion.
1.1.3 Evaluate methods to increase City revenues		City Budget Subcommittee	Review methods during City Budget Process. Look at revenue such as TOT, single coffee-cup use, recreational marijuana revenues	Remove Ongoing - This is reviewed routinely each year during budget sub-committee meetings
1.1.4 Create a multiyear City liability and revenue chart showing when tax expire and when debt service items are paid in full showing total and installment payment amounts.		Finance Department	Budget Review Process. Look at adding new schedule to the budget	Remove - This is an ongoing duty performed by the Finance Department
1.2 Develop Private / Public Partnerships				
1.2.1 Work with Cittaslow to encourage community services to enhance the economic vitality of the City.		City Manager / Assistant City Manager / City Clerk *Council Liaison	To be reviewed during budget review process for upcoming year	Keep - Need to review this item for future of Cittaslow (Matt - retiring - Tasha staying on for one more year.
1.2.2 Work with local government, agencies and private entities on funding revenue sources for expanded operations and improved facilities for the Sebastopol Library.		Council Liaison /Engineering and Public Works Departments		Keep - Work with County of Sonoma and surrounding jurisdictions on grants and funding for library
1.2.3 Continue & Conduct efforts to pre-plan opportunity sites and maintain awareness of sites as identified in the General Plan		Planning Department		Keep - should discuss listing opportunity sites in City
1.3 Develop Appropriate Expenditure of Water and Sewer Funds				
1.3.1 Develop programs (such as CARE) and incentives for conservation and coordinate with/promote ongoing community efforts.		Finance Department / Council Budget Subcommittee		Keep - should review specific programs - Should be coordinated with the County programs
1.3.2 Continue to inform and educate the community on water conservation efforts and programs.		Council Subcommittee / Public Works	Ongoing	Remove - Should be part of community outreach for Public Works
1.4 Develop potential uses for Village Mobile Home Park				
1.4.1 Develop plan in partnership with outside resources for transition of Village Mobile Home Park to supply affordable housing, low income housing, and community programs and services such as homelessness.		City Subcommittee /Engineering and Public Works Departments	Work in progress. Comprehensive inspection completed. Cost estimate presented to Council subcommittee.	Keep but should be revised to reflect current status and upcoming projects (apartment remodel/RV sites)
1.4.2 Annexation of Property		Planning Department	Annexation and pre-zoning of Railroad Forest Property approved by Council. Planning Department processing application with LAFCO.	Remove - paperwork submitted for annexation

City of Sebastopol

Objective of Goal Defined Action Task Under Goal	General Plan or SDAT Reference	Responsible Department	Milestones Progress Comments	STATUS OF GOAL AS OF JUNE 2019
Goal 2 - Maintain, Improve and Invest in the City's Infrastructure (Water, Sewer, Streets, Circulation, Parks, Storm Drains and Public Facilities).				
<p>Community Services and Facilities (CSF) ~Goal CSF 1: Provide High Quality Community Services, Facilities, and Infrastructure to All Residents, Businesses, and Visitors in Sebastopol [Pg.4-2] ~Goal CSF 3: Provide an Adequate, Clean, Safe, and Environmentally Sound Water Supply to All Existing and Future Water Users in Sebastopol [Pg.4-8] ~Goal CSF 4: Provide Adequate Sewer Service Capacity to Serve Existing and Future Demands [Pg.4-9] Conservation and Open Space (COS) ~Goal COS 5: Protect, Manage, and Enhance Groundwater as a Valuable and Limited Shared Resource [Pg.5-8]</p>				
2.1 Develop Priorities for Improvement or Construction of Infrastructure				
2.1.1	Maintain and update the five year rolling capital improvement program list with prioritized projects			Remove: Maintained and updated each year by Engineering and Finance and budget subcommittee
2.1.2	Pursue other financial participation from Federal, State and Local agencies such as grants or matching programs.	All Departments		Keep
2.1.3	Review the City's Pavement Management Plan and develop long term rehabilitation plans based on expected funded levels.	Engineering Department		Keep
2.1.4	Develop building maintenance plans for each City Building	Public Works Department		keep- suggest creation of a Maintenance Plan for City buildings
2.1.5	Explore the possibility of installing solar on public facilities.	Public Works Department		Keep
2.1.6	Continue to beautify and enhance the Library and City Hall buildings with the completion of the Library/City Hall Landscape Project	City Council Subcommittee/Public Works Department		Keep - continue to work on beautifying City facilities
2.1.7	Explore the concept for a new City Hall and / or new Civic Center Building			Remove
2.1.8	Analyze as appropriate, review and remove street signage within the City — sign litter.			Remove - Should be a routine staff function
2.2 Work to improve traffic circulation and enhance trail, bicycle and pedestrian facilities.				
2.2.1	Revise sidewalk repair program — optimize current maintenance techniques and reduce administrative/legal costs			Remove - should be routine staff function
2.2.2	Evaluate and create list of potential sidewalks to be established to provide connectivity to the entire community and maintain efforts to eliminate gaps in sidewalks to improve pedestrian amenities	Engineering Department/Public Works Department		Keep
2.2.3	Continue to explore opportunities for dedicated bicycle and pedestrian thoroughfares within the City	Engineering Department		Keep
2.2.4	Identify initial funding sources to enable a phase implementation of the bike/pedestrian plan.	Engineering Department		Keep - need to work with Caltrans and other agencies for funding
2.2.5	Continue the City of Sebastopol's commitment to the reduction of Greenhouse Gas Emissions	Planning Department/City Council Subcommittee		
2.3 Work to improve traffic circulation and enhance trail, bicycle, bus and pedestrian facilities.				
2.3.1	Work with Caltrans to improve traffic synchronization within the City of Sebastopol.	Engineering Department		Keep - Need to get update from W Trans as to status of study
2.3.2	Work with interested Groups and Citizens in efforts dedicated to Class I Bicycle Routes in the City.	Engineering Department		Keep
2.3.3	Work with the citizens and Sonoma County Transit to increase the number of bus stops in town and encourage usage by the entire community and address services for the elderly and improvements to bus service and number of bus stops.	Engineering Department		Keep
Goal 3 - Maintain, Enhance and Increase Park-land in the City of Sebastopol				

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Objective of Goal Defined Action Task Under Goal	General Plan or SDAT Reference	Responsible Department	Milestones Progress Comments	STATUS OF GOAL AS OF JUNE 2019
3.1 Investigate the Potential for Purchase of Land for Park Amenities Priority:	Community Services and Facilities (CSF) ~Goal CSF 2: Provide a Diversified and High Quality Public Park and Trail System that Provides Active and Passive Recreational Opportunities for All Segments of the Community and Provides Enhanced Connectivity between Key Residential, Commercial, and Recreational Areas of the City [Pg.4-4] Conservation and Open Space (COS) ~Goal COS 12: Ensure the Provision and Preservation of Diverse and Accessible Open Spaces throughout the Sebastopol Planning Area [Pg.5-18]			
3.1.1 Research and identify possibilities for access and/or purchase of the former concrete plant on Morris Street for connection to the Laguna de Santa Rosa		Planning Department		Should get a status as to the property
3.1.2 Research establishment of permanent parklets and pocket parks and grabbing the opportunity when it arises		Planning Department		Keep
3.2 Work to Enhance the Laguna Preserve				
3.2.1 Implement Laguna Preserve Master Plan		Public Works Department/Planning Department		Keep
3.3 Increase Accessibility to the Laguna and Open Space Areas				
3.3.1 Provide, develop and preserve clean, well-maintained and accessible streets and sidewalks, facilities, amenities, parks recreational facilities that are accessible to all				Remove - this should be a routine staff function
3.3.2 Establish permanent parklets and pocket parks and seize opportunity when it arises.		Public Works Department/Planning Department		Remove - Duplicate

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Objective of Goal Defined Action Task Under Goal	General Plan or SDAT Reference	Responsible Department	Milestones Progress Comments	STATUS OF GOAL AS OF JUNE 2019
Goal 4 - Maintain and Enhance the City of Sebastopol as a Walkable/Bike-able Community and Enhance the City's Commitment to Promotion of our public's health by Creating and Participating in City and Community Programs, Services and Policies.				
Circulation (CIR) ~Goal CIR 2: Maintain and Expand a Safe and Efficient Pedestrian, Bicycle, and Transit Network that Connects Neighborhoods with Key Destinations to Encourage Travel by Non-Automobile Modes while also Improving Public Health [Pg.3-9] Community Health and Wellness (CHW) Chapter 10: Goals CHW 1 thru CHW 6 [Pg.10-1 thru 10-8]				
4.1	Create a Safe, Healthy and Attractive Environment for Residents and Visitors			
4.1.1	Improve and beautify the downtown plaza to create a people centric space for community events and gatherings		Public Works/Engineering and Planning Departments	Keep can continue to improve the downtown plaza
4.1.2	Perform comprehensive evaluation of current improvements, uses, and access to lves Park		Public Works/Engineering and Planning Departments	keep - suggest a report on this
4.1.3	Implementation of the lves Park Master Plan		Public Works/Engineering and Planning Departments	Keep
4.1.4	Evaluate public commons and land and identify opportunities to enhance benefits to the community		Public Works/Engineering and Planning Departments	Could be combined with parks and beautification of the City
4.1.5	Establishment of a Parks and Public Space Foundation		Planning Department	Keep
4.1.6	Explore funding sources for implementation of the Way Finding Sign Program			Remove - completed
4.1.7	Completion of the Freedom of Speech area in the downtown plaza			Remove - completed
4.2	Create Economic, Cultural and Recreational Opportunities to Maintain the Small Town Character of Sebastopol			
4.2.1	Incorporate the priorities of Cittaslow Sebastopol wherever appropriate, and build a cohesive and collaborative community, identified as Peace-town USA		All Departments	This is done in all aspects of the City now/Could be considered routine
4.2.2	Foster a Sense of Community by Providing and Encouraging Participation in Community Events, Volunteering, and working with Non Profits to Support Local Events		All Departments	Keep
4.2.3	Create a walkable downtown that improves connectivity, with emphasis on Main Street to Morris Street for unification		Engineering and Public Works Departments	Keep

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Objective of Goal Defined Action Task Under Goal	General Plan or SDAT Reference	Responsible Department	Milestones Progress Comments	STATUS OF GOAL AS OF JUNE 2019
Goal 5 - Provide Open and Responsive Municipal Government Leadership				
5.1 Expand and Encourage Community Involvement in the Government Process by Increasing the Public's Understanding of local Government Operations and Increasing Interaction with Elected Officials				
<small>~Community Services and Facilities (CSF) ~Goal CSF 6, Policy CSF 6-1: Continue to maximize public participation in local government actions and maintain excellent levels of City government service. [Pg.4-12]</small>				
5.1.1	Enhance the City Website that encourages communication with the City in a user-friendly format, easy calendar event scheduling and include potential additional on-line services			This is a routine staff function.
5.1.2	Create easy to read documents that educate the public and community on City Finances.	All Departments		Remove - Ongoing improvements for transparency
5.1.3	Conduct Town Hall Meetings on Matters of Interest to the Community as needed.	City Council		Keep
5.1.4	Enhance the use of the City of Sebastopol Committees, Commission and Board.	City Council and Relevant Departments		Keep
5.1.5	Engage in outreach to underserved communities to include in community processes."			This is done in conjunction with our community outreach coordinator
5.2 Develop and Encourage a Volunteer Service Program Priority				
5.2.1	Promote and enhance utilization of community energy and skills by creating opportunities for volunteer service.	Public Works and Planning Departments		Keep
5.3 Develop and Implement a Program to evaluate delivery of City Services to Community				
5.3.1	Develop community service delivery process and analyze results to evaluate community satisfaction			Remove - this is done as part of the duties of the community outreach coordinator
5.3.2	Maintain Community Outreach Coordinator position to provide professional, educational and publicity material promoting the values of Sebastopol, why Sebastopol is the unique and special place that it is, what it is about Sebastopol and who we are that attracts residents, visitors and businesses who enjoy Sebastopol's small town character and charm and what the City is doing and why. Review community outreach policies, methodology and messaging.			Remove routine
5.3.3	Encourage and increase public awareness of City Policies, decisions, programs and all public processes and meetings, by investigating effective methods of communication and obtaining feedback from the community.	All Departments		Keep

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Objective of Goal Defined Action Task Under Goal	General Plan or SDAT Reference	Responsible Department	Milestones Progress Comments	STATUS OF GOAL AS OF JUNE 2019
<i>Goal 6 - Maintain a highly qualified Staff that works to provide services to serve and protect the residents, visitors and business of this community.</i>				
6.1 Enhance the Mayor, City Council, and manager-employee communication by the continuation of clear communications and direction and enhance positive relations between the City Council, Staff and Public so that all groups. Work together to provide stability and consistency.	Safety (SA) Chapter 8: Goals SA 1 thru SA 6 [Pg.8-1 thru 8-12]			
6.1.1 To analyze the adequacy of fire services and to budget for analysis in order to determine best long term plan for the fire department		Fire Department		Keep as objective for future staffing of personnell (Staff is proposing on scheduling a meeting with the Sub-Committee after budget approval to disuss changes that are happening in the Fire Service with all of the consolidations
6.1.2 Implement a City-wide Standard Performance Evaluation System for Employees				Remove - June 18th Council Meeting for approval

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Objective of Goal Defined Action Task Under Goal	General Plan or SDAT Reference	Responsible Department	Milestones Progress Comments	STATUS OF GOAL AS OF JUNE 2019
<i>Goal 7 - Provide and Develop a Plan for the Future for the City of Sebastopol with the Implementation of the new General Plan</i>				
7-1	Complete the General Plan Update by December 2016.			
	~Entire Sebastopol General Plan [Adopted November 15, 2016] ~Relates to the Future of Sebastopol			
7.1.1	Work with the community to update the City's General Plan			Remove
7.1.2	Establish a sub-committee for the General Plan, incorporating local experts			Remove
7.2	Review and establish updated downtown plan, including updating the downtown plan and developing a street scape scheme in Conjunction with Implementation of the new General Plan			
7.2.1	Incorporate the Small Town Character values into the City's land use policies		All Departments	Ongoing
7.2.2	Review, evaluate and update the Design Review Guidelines		Planning Department	
7.2.3	Review of enforcement of City policies and ordinances such as the Telecommunications Ordinance		Planning Department	

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Objective of Goal Defined Action Task Under Goal	General Plan or SDAT Reference	Responsible Department	Milestones Progress Comments	STATUS OF GOAL AS OF JUNE 2019
Goal 8 - Enhance and Maintain the Economic Vitality of the City				
<p>8.1 Promote the City of Sebastopol as the destination for slow travel, eco-tourism and supporting of bike activities:</p> <p>~Economic Vitality (EV) ~Goal EV 1: Encourage Economic Development that Broadens the City's Employment Base, Attracts High-Quality Jobs, Provides Services and Goods that Reflect the City's Values, and Increases the City's Tax Base [Pg.9-2] ~Goal EV 3: Protect and Increase the Economic Vitality of the City's Main Economic Sectors: Downtown and the Northern and Southern Gateways [Pg.9-5]</p>				
8.1.1	Develop Programs & Policies to Promote, Attract and Retain Local Businesses.	Planning Department		Keep overall objective
8.1.2	Support a Vibrant, Attractive and Accessible Downtown That Attracts Residents and Visitors thereby creating a Viable Sales Tax Base	Planning Department		Should be combined with park beautification
8.1.3	Promotion of Experience Sebastopol.com to increase visitors to the City	All Departments		Is promoted through city web site and brochures
8.1.4	Identify Businesses wanted in Sebastopol - (Use of City Committees to conduct survey of the community)	Planning Department		
8.1.5	Encourage new and existing businesses to offer living wage to employees	City Council		Keep
8.1.6	Review of the Downtown Association District	City Council Subcommittee		Keep - Could be item to work with Economic Development Coordinator
8.1.7	Research consulting services for inventory, assessment, and management practices of City parking			Remove part of city zoning
8.1.8	Provide adequate parking facilities at key locations in the City and ensure ADA-compliant parking is distributed in these key locations			Remove part of City zoning
8.1.9	Review the City's policies on parking			Remove part of City zoning
8.1.10	Review existing parking lots for potential alternate re- use of those properties	Planning Department		Keep
8.1.11	Create a list of potential uses that will optimize the use of City Parking Lots	Planning Department		Can be combined with 8.1.10 above
8.1.12	Encourage beautification of all parking areas	Public Works Department		Could be combined with park beautification
8.2 Encourage Participation in Regional Events and other County-wide Programs to Capture the Economic Vitality beyond the City Limits				
8.2.1	Research possibility of partnerships with various organizations to promote participation in regional events to increase economic vitality	Planning Department		Keep - Could be item to work with Economic Development Coordinator

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Objective of Goal Defined Action Task Under Goal		General Plan or SDAT Reference	Responsible Department	Milestones Progress Comments	STATUS OF GOAL AS OF JUNE 2019
Goal 9 - Enhance housing opportunities in Sebastopol and, when possible, provide assistance to housing projects.					
9.1 Encouragement of Jobs and Housing in Sebastopol		Housing Chapter 11: All Goals established under sections A thru I. [Pg.11-1 thru 11-18]			
9.1.1	Encourage Employment Opportunities as well as Housing Opportunities (Need for Assisted living facilities or graduated living facilities)		Planning Department		Keep
9.1.2	Encourage housing in the downtown core and commercial district to include all stages of life cycles		Planning Department		Keep
9.1.3	Engage with community on housing issues and suggested review of City policies to facilitate a positive jobs/housing balance		Planning Department		Keep
9.1.4	Review potential policies to increase requirements for housing in the downtown core		Planning Department		Keep