



CITY OF CLEARLAKE

City Council

STAFF REPORT

SUBJECT: Discussion and Consideration of Updates to the City's Strategic Plan

MEETING DATE: Dec. 4, 2025

SUBMITTED BY: Alan D. Flora, City Manager

PURPOSE OF REPORT: ☐ Information only ☒ Discussion ☒ Action Item

WHAT IS BEING ASKED OF THE CITY COUNCIL:

Update the City's strategic plan.

BACKGROUND/ DISCUSSION:

On August 6th the City Council held a special meeting Council Retreat to overview the City's strategic plan, receive presentations from department heads and set new goals and priorities. Later a workshop was held prior to the Council meeting on September 18th to review the updated goals and priorities. On November 14th the City's leadership team met to round out an action plan to achieve the Council's goals and priorities.

We ask the Council to review the goals, priorities and action plan, direct any necessary changes and adopt the updated plan if appropriate.

OPTIONS:

1. Adopt the 2025 Strategic Plan Goals, Priorities and Action Plan
2. Direction to Staff.

FISCAL IMPACT:

☒ None ☐ \$ Budgeted Item? ☐ Yes ☐ No

Budget Adjustment Needed? ☐ Yes ☒ No If yes, amount of appropriation increase: \$

Affected fund(s): ☐ General Fund ☐ Measure P Fund ☐ Measure V Fund ☐ Other:

Comments: N/A

STRATEGIC PLAN IMPACT

- ☒ Goal #1: Make Clearlake a Visibly Cleaner City
- ☒ Goal #2: Make Clearlake a Statistically Safer City
- ☒ Goal #3: Improve the Quality of Life in Clearlake with Improved Public Facilities

- ☒ Goal #4: Improve the Image of Clearlake
- ☒ Goal #5: Ensure Fiscal Sustainability of City
- ☒ Goal #6: Update Policies and Procedures to Current Government Standards
- ☒ Goal #7: Support Economic Development

☒ **Attachments:**

- 1. Goals and Priorities - Draft**
- 2. Action Plan - Draft**