



City of Grass Valley City Council Agenda Action Sheet

Title: City of Grass Valley Strategic Plan Update

CEQA: Not a Project

Recommendation: Staff is seeking direction from the City Council regarding the next steps for updating or developing a new City of Grass Valley Strategic Plan.

Prepared by: Timothy Kiser, City Manager

Council Meeting Date: 01/14/2025

Date Prepared: 01/08/2025

Agenda: Administrative

Background Information: The City of Grass Valley initiated its first comprehensive strategic planning process in Spring 2018. The purpose of the Strategic Plan was to establish clear, actionable goals from which comprehensive programs could be developed to guide future strategies, projects, and resource allocation. The plan was created with significant input from community focus groups, comprising residents, community leaders, and business owners. A Citywide public forum allowed further engagement and discussion on enhancing Grass Valley's livability while preserving its unique identity.

The Strategic Plan rests on the City's **Mission, Vision, and Core Values**, forming the foundation for seven key goal areas: Community and Sense of Place, Transportation, Recreation and Parks, Economic Development and Vitality, High-Performance Government and Quality Service, Public Safety, and Water and Wastewater Systems and Underground Infrastructure.

Strategic objectives under each goal were developed through careful analysis of community input, feedback from stakeholders, industry trends, insights from City professionals, and City staff. The City Council approved the Strategic Plan on November 13, 2018, and since then, it has served as a guiding force for City projects, policies, and services.

Progress and Updates:

- In January 2020, staff presented an updated Strategic Plan reflecting completed project goals, highlighted in green text.
- Between January 2020 and December 2021, additional progress was made, with these completed project goals shown in blue text.
- In 2022, staff engaged members of the original stakeholder groups to gather feedback on updates and future directions. Additional public and City Council comments were received during the April 5, 2022, Council Meeting. Key feedback from 2022 included: Continued support for the original goals and objectives, suggestions to incorporate new priorities addressing housing and development

challenges, recognition of the Nisenan community, prioritization of undergrounding utilities, and consideration of climate change impacts in all future City projects.

Importance of a Strong Strategic Plan:

A strategic plan serves as a **critical roadmap** for a city's long-term success, offering clarity, focus, and alignment of resources with the community's highest priorities. It ensures that:

- **Vision and Goals Are Unified:** A well-defined strategic plan aligns elected officials, staff, and community stakeholders around shared goals, fostering cohesive decision-making.
- **Resource Allocation is Efficient:** By establishing priorities, the plan helps the City allocate resources effectively, avoiding duplication of efforts and focusing investments where they have the greatest impact.
- **Accountability and Transparency Are Enhanced:** Clear goals and measurable objectives provide benchmarks for tracking progress, enhancing accountability to residents and stakeholders.
- **Resilience and Adaptability Are Strengthened:** A strategic plan incorporates future challenges such as climate change, economic shifts, and growth pressures, preparing the City to adapt proactively.
- **Community Trust is Built:** Engaging citizens in the strategic planning process strengthens public trust by demonstrating a commitment to transparency, collaboration, and responsiveness to community needs.

To ensure that Grass Valley's strategic framework remains relevant and effective, staff seeks City Council direction on the following key questions:

1. **Mission, Vision, and Values:** Do these statements still accurately reflect our community's identity and aspirations?
2. **Key Goals:** Do the current goal areas remain representative of our priorities, or are there additional or revised goals to consider?
3. **Plan Development Process:** Should the City proceed with updating the current Strategic Plan or develop a new plan entirely?
4. **Approach:** If a new or updated plan is pursued, should we engage a consultant, utilize City staff, or use a combination of both to guide the planning process?

In conclusion, a comprehensive, forward-thinking Strategic Plan is essential to ensuring that Grass Valley continues to thrive while meeting future challenges and opportunities. Staff looks forward to receiving Council's input to define a clear path forward for this foundational document.

Council Goals/Objectives: This item executes portions of work tasks towards achieving/maintaining the Strategic Plan - This action executes portions of work tasks towards achieving/maintaining Strategic Plan objectives of Community Leadership, and Productive and Efficient Workforce.

Fiscal Impact: There is no immediate budget/financial impact associated with the proposed actions.

Funds Available: N/A

Account #: N/A

Reviewed by: Tim Kiser, City Manager

Attachments: Grass Valley Strategic Plan 2022 Update