



## City of Grass Valley City Council Agenda Action Sheet

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**Title:** City of Grass Valley Strategic Plan Update

**CEQA:** Not a Project

**Recommendation:** Staff is seeking direction from the City Council on the next steps for updating or developing a new City of Grass Valley Strategic Plan. Based on input from the January 14, 2025, Council Meeting, the options are:

1. Conduct a comprehensive update of the City's current strategic plan while retaining the existing Mission, Vision, and Core Values, and reaffirming the City's key goals, objectives, and projects.
2. Defer the comprehensive update to next year, allowing the City Council to evaluate the current short-, medium-, and long-term projects as part of the planning process.

Council's input will help determine the preferred approach and timeline for this important initiative.

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**Prepared by:** Timothy Kiser, City Manager

**Council Meeting Date:** 01/28/2025

**Date Prepared:** 01/22/2025

**Agenda:** Administrative

**Background Information:** The City of Grass Valley launched its first comprehensive Strategic Plan in Spring 2018 to establish actionable goals for guiding strategies, projects, and resource allocation. Developed with input from community focus groups, a public forum, and stakeholders, the plan aimed to enhance Grass Valley's livability while preserving its unique identity.

The plan is grounded in the City's Mission, Vision, and Core Values, focusing on seven key goal areas: Community and Sense of Place, Transportation, Recreation and Parks, Economic Development, High-Performance Government, Public Safety, and Water and Wastewater Infrastructure. Approved in November 2018, it has since guided City policies, projects, and services.

Periodic updates have incorporated community and stakeholder feedback. Notable updates include completed project milestones (shared in 2020 and 2021) and public input in 2022, emphasizing priorities like housing, utility undergrounding, climate resilience, and recognition of the Nisenan community.

### **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.

Based on the Council’s discussion on January 14, 2025, staff has provided examples of strategic plans from other cities for reference. These include plans from the City of Pleasanton ([link](#)), City of Fort Collins, CO ([link](#)), City of Colorado Springs ([link](#)), and Pioneer Community Energy ([link](#)). These documents are provided for informational purposes to illustrate how other jurisdictions have approached their strategic planning efforts. It is important to note that the success of any strategic plan depends on the commitment and collaboration of the City Council, staff, and community to implement the plan and achieve its desired outcomes.

Staff believes that a comprehensive, forward-thinking Strategic Plan is critical to ensuring Grass Valley’s continued success while addressing future challenges and opportunities. We look forward to receiving Council’s input to help shape a clear and actionable 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