



City of Grass Valley City Council Agenda Action Sheet

Title: City of Grass Valley Strategic Plan Update (last updated April 2020)

Recommendation: That Council 1) receive an update on the Strategic Plan comments to date; 2) receive additional public comments; and 3) provide comments and direction to staff on updating the Grass Valley Strategic Plan.

Prepared by: Timothy M. Kiser, City Manager

Council Meeting Date: 04/05/2022

Date Prepared: 03/30/2022

Agenda: Administrative

Background Information: The City of Grass Valley initiated the strategic planning process in the Spring of 2018. The purpose of the Strategic Plan was to provide a set of goals from which comprehensive programs could be developed and adopted to help direct the City's future strategies and projects. The Strategic Plan was developed with input from community focus groups consisting of interested citizens and community leaders. Community contributions culminated at a Citywide public forum where discussion focused on the future direction of Grass Valley and potential projects to enhance the City's livability while protecting our unique identity.

The City's mission, vision, and values provide the foundation for the plan's seven key goals: 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. We developed the strategic objectives (projects) in each Goal via extensive analysis of citizen needs and desires, community leaders and local business owners' feedback, local and statewide trends, and information provided from various professionals within the City's organization. City Council approved the City of Grass Valley Strategic Plan on November 13, 2018. Since its approval, staff has used the Strategic Plan as a road map and guiding force for all the projects, plans and services provided by the City.

In January 2020, staff updated the 2018 Strategic Plan to reflect the project goals completed up to that point, those updates are shown in green text in the attached draft update of the Strategic Plan. Currently, staff is updating the project goals completed between January 2020 and December 2021, those updates are shown in blue.

Recently, staff met with some of the members from the original stakeholder groups to get their input and feedback on updates and future direction of the Strategic Plan. Staff will provide a summary of their comments at the Council meeting. After receiving further comments at the City Council meeting, staff will finalize the updates and

incorporate into the executive draft of the Strategic Plan any projects/goals that Council provides. The final draft will be presented to Council for review and approval. Attached for Council's consideration are the summary of two community surveys about the Strategic Plan and the small stakeholder group meetings that recently took place.

Council Goals/Objectives: 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:

1. Draft 2022 Update of the City of Grass Valley Strategic Plan
2. Summary of Online Survey Results
3. Summary of Stakeholder Group meetings