



City of Grass Valley City Council Agenda Action Sheet

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

Recommendation: That Council provide direction on updating the Grass Valley Strategic Plan.

Prepared by: Timothy M. Kiser, City Manager

Council Meeting Date: 01/25/2022

Date Prepared: 01/19/2022

Agenda: Administrative

Background Information: The City of Grass Valley initiated the strategic planning process in the Spring of 2018. Staff met and worked with stakeholders (Grass Valley citizens, community and business owners, City employees, and others) to develop the components of the strategic plan (vision, mission, values, goals, projects, etc.). The goals and projects presented in the 2018 City of Grass Valley Strategic Plan was the result of multiple meetings and countless discussions regarding the well-being of our City and how to best improve our unique identity as we plan for the future.

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. On November 13, 2018, the City Council approved 2018 City of Grass Valley Strategic Plan.

Since Council approved the Strategic Plan, staff has used this document as a road map and guiding force for all the future projects, plans and services by the City. In January 2020, staff updated the 2018 City of Grass Valley Strategic Plan to reflect accomplishments (shown in Green text). Now, staff is in the process updating the accomplishments from January 2020 through December 2021 which should be completed early next month.

Due to COVID 19, the 2020 update did not involve holding any small group meetings, but we did send out an email with a draft version of the plan for comments to stakeholders that previously participated meetings. Staff received a few comments/suggestions through emails in addition to comments from the City Council Meeting.

Staff is looking to keep this document updated making it a living document. With COVID 19, this has been a difficult process. Some of the information can be updated with new census data, but the bigger question is “does the City Council still feel the City’s mission, vision, values, and seven goals still represent our city?”. Based upon Council’s response to this question, there are several options on how to proceed and staff will present these potential options at the meeting.

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. 2020 Update of the City of Grass Valley Strategic Plan