



## City of Grass Valley City Council Agenda Action Sheet

---

**Title:** City of Grass Valley 2022 Strategic Plan Update

**Recommendation:** That Council approve the 2022 Strategic Plan update.

---

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

**Council Meeting Date:** 06/28/2022

**Date Prepared:** 06/22/2022

**Agenda:** Consent

**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 update of the Strategic Plan. The project goals completed between January 2020 and December 2021 are shown in blue text.

Earlier this year, staff met with some of the members of the original stakeholder groups to get their input and feedback on the updates and future direction of the Strategic Plan. At the April 5, 2022 City Council Meeting, staff received additional comments from the public and Council. Based on those comments, staff modified the Strategic Plan to incorporate additional ideas and suggestions.

Most of the comments/suggestions demonstrated continued support for the original goals and objectives. However, there was also a unanimous desire to include goals and objectives that address housing and development issues, and to ensure the impacts of climate change are considered with every new project the City implements and reviews/approves.

On June 14, 2022, the City Council provided some additional comments (recognizing the Nisenan, prioritizing the undergrounding of utilities, and updating the population numbers in one of the exhibits). Staff made these minor revisions/updates and formatted the final version for City Council approval. Attached for Council's approval is the final version of the 2022 Grass Valley Strategic Plan Update.

**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. Executive draft of the Grass Valley Strategic Plan 2022 Update