



CITY OF ORLAND STAFF REPORT

MEETING DATE: March 5, 2024

TO: Honorable Mayor and City Council Members

FROM: Pete Carr, City Manager

SUBJECT: **City Visioning Process** (Discussion/Direction)

BACKGROUND:

In addition to the City's 25-year General Plan and the annual objectives matrix, the City in 2013 set a five-year plan (Building Orland 2018) consisting of vision-type statements to be achieved, primarily in operational services and fiscal stability. This plan was updated in 2016 (Advancing Orland 2021) [AdvancingOrland2021](#). The five-year vision/plan served as a guide for annual project objectives, and many of those objectives have been realized. Then came the Camp Fire, a pandemic, and a drought...

ANALYSIS:

At the request of City Council, City department heads are suggesting updates and new ideas for the plan, as well as a new and improved format. The content of Staff's first draft, with 13 categories narrowed to five, is submitted to Council for review and reaction, acknowledging that we have a ways to go in content before we establish the new format. We intend that final document will be a clear and reader-friendly expression of improvements we collectively envision for the City and the community, some in a five-year and some in a ten-year timeframe, and that the new vision will also help us prepare for a timely General Plan Update project in the next ten or so years.

Options at this point include:

- A. Departments to provide more refined content and improved format.
- B. Council conversation will take it from here.
- C. Bring in a consulting facilitator to guide the visioning process.

Attachment: First draft

RECOMMENDATION:

Consider City Staff input and provide direction for the process going forward.

FISCAL IMPACT OF RECOMMENDATION: None.