

September 15, 2018 City Council Debrief:

Workshop: Strategic Planning / Goal Setting Session. Discussion of broad areas of interest/overarching goal areas and specific individual interests.

Council individually expressed interest in the following:

- Sports park.
- Economic development. Create conditions attractive to new business.
- Homelessness.
- Housing.
- Sustainability.
- Finish Downtown Plan/start General Plan update.
- Communications/relationship building.
- Neighborhood issues.
- Fiscal sustainability. Renewal of sales tax. Alternative sources of revenues. Manage personnel costs. Legislative strategy to get resources needed.
- Equity.

Draft Goal Areas for 2018-2020:

- Fiscal
- Economic Development
- Sustainability
- Infrastructure
- Safe, Healthy, Equitable Community
- Build and Promote Vibrant City
- Foster Excellence at “City Hall” (City Services/Government)
- Foster Positive Workplace Dynamics

Council individually listed top items of interest to pursue over next 2 years:

- Sports park—feasibility/economic studies, RFEI for locations. Innovation center. Support adoption of proposed Fiscal Sustainability Subcommittee items under fiscal goals.
- Inventory of available space for economic development. Innovation center. Consider use of city properties for business startups, such as catering coops. Giving meters. Management of homeless in open spaces. South Davis improvements. Form based planning.
- Downtown restroom completion. Electronic wayfinding/parking signage completion. Dog park lights. Innovation center. Implementation of electric vehicle readiness plan. Utilization of OpenGov platform. Food truck regulations. Neighborhood focus—traffic calming, public arts. Additional infill sites for variety of uses. Additional opportunities for affordable housing—city property and in general. Renters resources.
- Fiscal package proposed by Fiscal Sustainability Subcommittee. Pursue state funding. Develop strategy related to affordable housing and homeless. Transportation/ride sharing in context of existing Davis Community Transit; exploration of city ride share. Update Climate Action Plan, incorporate into General Plan update. Innovation center strategy.
- Affordable housing requirement for mixed use/stacked flats. Consolidating affordable housing wait lists. Fire house relocation/remodel. Robust Traffic calming. Employee recognition at City Council meetings. Additional budget for communications outreach. Restriping safe routes to school paths. Russell Blvd bikepath. Paid parking proposal—

geography and plan. Economic development scorecard—develop metrics to measure success (jobs created, attract businesses to town, etc.). Update budget/financial software. Develop strategies for responding to homelessness issues. Campground pilot program.

Council selected the top 7 highest priorities from the above list:

1. Innovation center/space inventory for economic development
2. Dog park lights
3. Communications strategy proposal
4. Draft homelessness strategy proposal
5. Restriping safe routes to school
6. Sports park economic analysis
7. Downtown restrooms completion

See <http://cityofdavis.org/councilagendas> for a full agenda and more details.