



Fort Bragg City Council ~ Goal Setting Matrix
(draft based on discussion at 7/13/13 Council retreat)

PRIORITY AREA: A Healthy Environment

Water, Sewer, Streets & Parks; Smart Growth and Green Buildings; Small-town Atmosphere; Walkable and Bike-Friendly Communities; Healthy Lifestyles

GOAL 1.0: MAINTAIN AND IMPROVE CITY INFRASTRUCTURE

Objective 1.1: Increase Water Storage Capacity

Strategies/Actions:

Define methods to reduce water consumption, such as rainwater collection and use of gray water. Consider changing the code to allow people to use gray water for irrigation. Revise City's Water Conservation ordinance.

Continue efforts to increase City's water storage

- Construct the Summers Lane Reservoir
- Consider acquisition of MCRPD Highway 20 site
- Consider acquisition of GP's Pudding Creek reservoir.

Priority

Year(s)

Responsible

Objective 1.2: Construct Necessary Repairs and Upgrades to the City's Wastewater Treatment Facilities

Implement Wastewater Treatment Facility upgrade project.

Objective 1.3: Maintain City Streets and Alleys

Continue to improve the streets.

Objective 1.4: Partner with County to Build New Transfer Station

Objective 1.5: Continue to implement energy efficiency improvements to all City facilities.

Objective 1.6: Implement On-going Information Technology Upgrade

Continue to improve City government and promotional websites

Continue to research and embrace the "cloud"



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Work towards implementation of paperless document dissemination, storage and retrieval systems.

Improve broadband connectivity throughout Fort Bragg.

Objective 1.7: Continue to invest in the City's human resources (employees) as a critical element to achieve future goals.

Objective 1.8: Prepare a funding plan for all City infrastructure projects

Consider implementing a two-year Operating Budget process

Consider refinements to the City's Operating Budget and Capital Improvement Program to more accurately project the costs of future repair, maintenance and capital equipment replacement needs.

GOAL 2.0: CREATE A WALKABLE AND BIKE-FRIENDLY COMMUNITY AND PROMOTE HEALTHY LIFESTYLES

Objective 2.1: Implement the "City Surrounded By A Park" Vision from the General Plan

Continue progress with the Mill Site.

Construct entire coastal trail (plan, permit, fund, build).

Prepare a conceptual plan for the forest and river sections of the "City Surrounded by a Park" and construct a footbridge across Pudding Creek.

Objective 2.2: Pursue development of additional active recreational facilities and bicycle and pedestrian access projects

Continue to seek funding for implementation of the South Fort Bragg Access & Beautification Plan.

Continue to seek funding for implementation of Residential Streets Safety Plan.



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Objective 2.3: Integrate Concepts of Sustainability into City Plans, Projects, and Purchases

Implement and periodically update Climate Action Plan.

Integrate Green Building/LID components in City projects.

Develop incentives for solar panels on every rooftop.

Continue to pursue installation of EV Charging stations throughout Fort Bragg.

PRIORITY AREA: A Prosperous Economy

Economic Development, Living Wages, Affordable Housing, a Diversified & Sustainable Economy

GOAL 3.0: FOSTER A STRONG, RESILIENT AND PROSPEROUS LOCAL ECONOMY

Objective 3.1: Redevelop the Georgia-Pacific Mill Site

Complete the long-range planning for the Mill Site.

Ensure ample amount of industrial-zoned property on the Mill Site.

Continue to pursue implementation of the Noyo Center & Industrial Arts Center projects.

Prepare a marketing and outreach plan to generate developer interest in the Mill Site.

Work with GP and the regulatory agencies to resolve the Mill Pond issues.

Ensure that GP's water rights are available to serve future development on the Mill Site.

Objective 3.2: Support Local Businesses and Increase the Number of Sustainable Wage Jobs in Fort Bragg

Pursue the Industrial Arts Center project to support the economic success of local woodworkers and artists.

Pursue implementation of the Biomass Power Plant & Sawmill project



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Promote Fort Bragg as an eco-tourism destination.

Encourage development of off-road bicycle recreation opportunities and services.

Support local food production.

Look for creative ways to encourage business property owners to fill empty storefronts.

Continue encouraging recycling and reuse possibilities.

Support Partners for Zero with organizational capacity building technical assistance.

Partner with the schools and the college to create green job opportunities to help keep young people in the community.

Ensure continued success for Fort Bragg.com.

Objective 3.3: Support our local schools and community college in developing job training opportunities to attract and retain young people in the community

Explore ways to strengthen our local community college and support continued affiliation with Mendocino College.

Encourage community college to provide educational opportunities and technical programs in conjunction with the Noyo Center.

Ensure that Noyo Center education programs continue to reach out to all of our local schools.

Objective 3.4: Promote enhanced digital access throughout the community as an economic development tool.

Support rural broadband initiatives and make a plan for fiber conduit throughout Fort Bragg.

Encourage broadband providers to offer digital access at reasonable costs.

Provide expanded public wireless availability throughout Fort Bragg.

Objective 3.5: Support the Development and Retention of Workforce Housing in Fort Bragg



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Objective 3.6: Explore ways to support our local hospital and help strengthen the community health care system.

Work with hospital to recruit doctors.

Objective 3.7: Develop a Long-term Financial Plan for the City including Organizational Efficiency & Budget

Revise the budget format to clearly link it to the Council's goals and priorities.

Be continually vigilant on the grant front.

Explore various revenue generating strategies.

Consider preparation of two-year Operating Budgets and Capital Budgets on an alternating annual cycle.

PRIORITY AREA: An Engaged Community

Partnerships With Various Communities, Community Groups and Agencies

GOAL 4.0: IMPROVE COMMUNITY ACCESS TO CITY SERVICES

Objective 4.1: Increase the Availability of Services, Communication and Outreach to the General Public

Involve the community in what matters to the public, i.e., continue to hold workshops.

Continue bi-weekly column to keep the community informed.

Engage all segments of the community to participate in community decisions by use of social media, website interactivity, NextDoor, etc.

GOAL 5.0: DEVELOP PARTNERSHIPS WITH VARIOUS COMMUNITY GROUPS AND AGENCIES

Objective 5.1: Strengthen Neighborhoods and Increase Public Safety on our Streets

Continue to establish and support Neighborhood Watch groups.

Continue foot and bike patrols to increase police visibility.

Address issues related to the homeless.



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Objective 5.2: Establish partnerships with community groups and agencies that provide vital local services.

Coordinate with the school and hospital on wellness programs (i.e., ACHIEVE, wellness fair, etc.), educational programs, and community outreach.

Figure out how to get more kids walking/biking to school.

Create more community gardens and involve the community in community gardens to create food security.

Objective 5.3: Establish Community Partnerships for City Parks and Coastal Trail

Objective 5.4: Update City's Emergency Plans and Educate Community about Emergency Preparedness

Work with other community partners (Fire District, hospital, schools) to enhance coordination of emergency preparedness programs.

Complete upgrade of Emergency Operations Center.

Develop resources to encourage household emergency preparedness.

Objective 5.5: Encourage Volunteerism in the Community

Expand City opportunities to acknowledge and recognize volunteers

Consider adding links and/or calendar on City website to community requests for volunteer services