



AGENCY: City Council
MEETING DATE: April 22, 2019
DEPARTMENT: City Manager
PRESENTED BY: Tabatha Miller
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AGENDA ITEM SUMMARY

TITLE:

Receive Report and Approve the City Council Priority Areas and Goals

ISSUE:

The City Council, City Manager and Facilitators with Heather Paulsen Consulting, spent most of the day on March 27, 2019 in a Goal Setting Meeting. From the City Council's 2050 Vision brainstorm exercise, Councilmembers discovered a shared intention for all of their priority areas: enhancing local self-sufficiency and supporting healthy ecosystems. These concepts underpin all of the goals listed below under each of the four top priority areas: Jobs/Industry, Quality of Life, Housing and Infrastructure. Within each priority area, the City Council prioritized three goals. As the first step in City staff creating an action plan to develop, implement and achieve the goals, I ask the City Council to review and approve the Priority Areas and Goals. This action provides additional opportunity for members of the public to provide public comment on the Priority Areas and Goals City Council developed.

ANALYSIS:

The summary below provides the Priority Areas and Goals, in order of ranked importance to the City Council.

JOBS/INDUSTRY

1. Become more business and customer service friendly
Ideas: Ombudsman support for developers and new businesses; provide for more decisions to be reviewed by the Planning Commission; look at fee collection structure; ensure fees are fair and reasonable; prioritize restorative businesses; proactively invite businesses to Fort Bragg; and market Fort Bragg as a place to locate your business.
2. Partner with educational institutions
Ideas: Education and developing a qualified workforce.
3. Foster and help sustain local businesses
Ideas: public/private partnerships; overcome barriers to industry such as broadband, housing, and transportation; work with West Company and Economic Development Financing Corp. (EDFC); and support businesses that "keep money here".

QUALITY OF LIFE

1. Beautification of streets/sidewalks
2. Assist façade improvements for businesses
Ideas: matching funds/grants; Main St. Program; EDFC; and Mills Act - property tax.
3. Pursue partnerships to maintain open space
Ideas: Example: Pudding Creek 80 acres.
4. Maintain a fully staffed police force
Ideas: A more community-involved police force.

HOUSING

1. 200 units of housing in the next 5 years
Ideas: Pursue public/private partnerships; funding for developers; updating local plan to make more attractive; pursue tax credits and grants; and look at density.
2. Pursue Community Land Trust/JPA/Housing Authority
Ideas: Joint Power Authority (JPA) with other cities or county; incubator program for nonprofit land trust; and research funding mechanisms.
3. Streamline permitting and creative approaches to fees
Ideas: Pay fees over time or delay collection until permit final; and review barriers to building.

INFRASTRUCTURE

1. Develop water security
Ideas: modular de-salinization; additional tanks; and other water sources.
2. Renewable energy
Ideas: wind power; solar power; micro-grid; and starting with City facilities.
3. Emphasize grants for City infrastructure
Ideas: focus Community Development Block Grants (CDBG) funds on City infrastructure projects; pursue all sorts of other funding options.

RECOMMENDED ACTION:

Approve the City Council priority areas and goals and direct staff to develop action plans.

ALTERNATIVE ACTION(S):

Modify the priority areas and goals.

FISCAL IMPACT:

Approval of the City Council Priority Areas and Goals does not have a fiscal impact but the action plans will likely carry fiscal and resource impacts.

CONSISTENCY:

N/A

IMPLEMENTATION/TIMEFRAMES:

Staff will prepare action plans for Council's approval within approximately two months. The action plans will provide milestones and estimated accomplishment dates.

ATTACHMENTS:

1. Summary of Priority Session
2. 2050 Vision Brainstorm

NOTIFICATION:

Economic Development Planning