
Strategic Goals



Strategic Goal # 1
Exceptional Public Health & Safety

Provide exceptional services in order to maintain and ensure the health, safety and welfare of our community.

Strategic Goal # 2
Sense of Community

Ensure that the City retains a sense of community through planned development.

Strategic Goal # 3
High Quality of Life

Enhance the quality of life in the City.

Strategic Goal # 4
Organizational Development

Continuously develop the City organization to provide and maintain high quality services with given resources.

Strategic Goal # 5
Quality Service Delivery

Improve communications between citizens and the City and improve the level of customer satisfaction for public services.

Strategic Goal # 6
Use of Technology

Ensure that City employees have access to the technology necessary to provide high quality services.

Strategic Goal # 7
Modern Public Infrastructure

Provide adequate funding and management systems to maintain and enhance City infrastructure.

Strategic Goal # 8
Prudent Financial Management

Operate City government in a fiscally prudent and managerially responsible manner to assure the most efficient expenditure of public funds.

Strategic Goal # 9
Balanced Economic Development

Ensure a well-planned and diverse local economy in order to provide a strong economic base.

City Council

Strategic Goal # 1
Exceptional Public Health & Safety

Strategic Goal # 6
Use of Technology

Strategic Goal # 2
Sense of Community

Strategic Goal # 7
Modern Public Infrastructure

Strategic Goal # 3
High Quality of Life

Strategic Goal # 8
Prudent Financial Management

Strategic Goal # 4
Organizational Development

Strategic Goal # 9
Balanced Economic Development

Strategic Goal # 5
Quality Service Delivery

1. State and federal takeaways of local government resources will have long-term fiscal impacts on the City.

1	2	3	4	5	6	7	8	9
				b			b	b

2. Planning for the City's future through the General Plan and zoning update. Insure that specific plans and annexations will make Yuba City a desirable place to live and work.

1	2	3	4	5	6	7	8	9
	b	b						b

3. Investing in a strong infrastructure program which includes transportation, bridges, road widening, interchanges, sewer and water, levee improvements and storm drains is critical to the long-term economic health and livability of Yuba City.

1	2	3	4	5	6	7	8	9
b						b	b	

4. Having a strong economic policy to provide for the redevelopment of the Yuba City downtown and a strong commercial hub for the region as well as providing future job centers to increase employment for our residents will facilitate a jobs housing balance for our community.

1	2	3	4	5	6	7	8	9
	b					b	b	

5. Proper ethics and good moral judgment must be foremost in the actions of the City Council.

1	2	3	4	5	6	7	8	9
	b		b	b				

City Manager

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Prudent Financial Management

Strategic Goal # 9
Balanced Economic Development

1. Planning for the future of the City both internally as well as externally looking to long-term positive outcomes, making Yuba City a desirable place to live and work.

1	2	3	4	5	6	7	8	9
b	b	b	b		b	b	b	b

2. Implementing the new General Plan, the downtown Strategic Plan, Infrastructure Plan, and an employee development plan, which will produce long-term economic benefits to the City in order to meet its service delivery requirements for a growing city.

1	2	3	4	5	6	7	8	9
b			b			b	b	b

3. Impacts from the State fiscal crisis and statewide legislation will have socioeconomic impacts on the City that can result in long-term fiscal implications to the City.

1	2	3	4	5	6	7	8	9
b						b	b	b

Administrative Services

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Strategic Goal # 9
Balanced Economic Development

1. *Exceeding Customer Expectations.* We must strive to improve service delivery in light of the fact that customers define quality and continue to explore improved means of exceeding their expectations.

1	2	3	4	5	6	7	8	9
b				b				

2. *Continuous Learning.* Providing employees with the proper training and development ensures that we have the skills to provide City services effectively and that daily tasks are aligned with the organizational mission.

1	2	3	4	5	6	7	8	9
			b		b			

3. *Valued Products.* Timely and accurate reporting of information is the cornerstone for the sustained credibility of the department. Integration of GASB 34 will be a multi-year effort.

1	2	3	4	5	6	7	8	9
b							b	

4. *Access to Information.* Integration of information system through the use of GIS (Geographical Information Systems) provides a means for employees and the public to access consistent and current information.

1	2	3	4	5	6	7	8	9
				b	b			

5. *Promoting Services.* Enhancing communications with our customers (both employees and citizens) and promoting our City services will increase the spread of information and ideally increase civic awareness.

1	2	3	4	5	6	7	8	9
	b	b		b			b	

Human Resources

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Strategic Goal # 9
Balanced Economic Development

1. Develop recruitment strategies to not only recruit, but also retain quality applicants and existing employees.

1	2	3	4	5	6	7	8	9
b			b	b				

2. Provide training opportunities to motivate and develop City employees in preparation for attrition and advancement and to enhance morale.

1	2	3	4	5	6	7	8	9
b			b	b				

3. Monitor the new performance evaluation system to ensure that it is supportive of the City's team-based management and quality customer service culture and is being utilized throughout the organization.

1	2	3	4	5	6	7	8	9
			b	b			b	

4. Continue to foster partnerships with other City departments to provide both citizen and employee access to the City's job opportunities, benefits, Personnel Rules and Regulations, and other applicable information via the City's website and intranet access.

1	2	3	4	5	6	7	8	9
			b	b	b			

5. Provide oversight to the Quality Assurance Action Team to help ensure City wide continual support of the team-based management philosophy.

1	2	3	4	5	6	7	8	9
			b	b			b	

6. Encourage citywide utilization of the City's Volunteer Program to supplement staffing needs and provide the community an opportunity to participate in providing governmental service.

1	2	3	4	5	6	7	8	9
	b		b	b				

Human Resources

7. To research technology to provide better, more efficient, method to maintain and store official City files

1	2	3	4	5	6	7	8	9
				b	b			

8. Research methods utilized to maintain City deed and agreement files including storage for more efficient retrieval.

1	2	3	4	5	6	7	8	9
				b	b			
