

CITY OF YUBA CITY
STAFF REPORT

Date: July 6, 2021
To: Honorable Mayor and Members of the City Council
From: Administration
Presentation By: Dave Vaughn, City Manager

Summary

Subject: Priorities and Goals for Fiscal Year 2021-2022
Recommendation: Discuss and Consider adopting a Resolution adopting the City Council's Priorities and Goals for Fiscal Year 2021-2022
Fiscal Impact: None.

Purpose:

Adopt the Priorities and Goals of the City Council for FY 2021-2022.

Background:

Annually, the City Council and Executive Team hold a Priorities and Goal Setting workshop to review and define the priorities and goals for the next fiscal in preparation for the annual budget adoption. This year's workshop was an all-day session held in May 2021.

Outline of process

Per Council's direction, the Executive Team took the information and feedback gathered at the workshop and developed priorities, objectives and goals for FY21/22 and submit the following:

Analysis:

After consolidation and review of all the meeting notes and discussion items, one overarching them with four clear priorities, as well as specific objectives rose to the top:

Overarching Theme: Quality of Life

1. Public Safety
 - Formalize a comprehensive emergency preparedness plan.
 - Provide timely and effective emergency response, while implementing at least two innovative programs per year.
 - Annually update training expenses to ensure new legislative demands are being accounted for in budget.
2. Infrastructure
 - Maintain and update a five-year rolling capital improvement program list with prioritized projects.
 - Pursue other financial participating from Federal, State and Local agencies such as grants and matching programs
3. Business Friendly

- Develop and maintain programs and policies to promote, attract and retain local business.
 - Support a vibrant, attractive and accessible downtown; which attracts residents and visitors to enhance tax increases, jobs and quality of life.
4. Fiscal Responsibility
- Cybersecurity
 - Evaluate methods to increase City Revenues.

Fiscal Impact:

None to adopt the Priorities and Goals.

Recommendation:

Adopt a Resolution adopting the City Council's Priorities and Goals for Fiscal Year 2021-2022

Attachments:

1. Resolution
2. Council Priorities - Graphic

Prepared By:

/s/ Dave Vaughn

Dave Vaughn
City Manager

ATTACHMENT 1

RESOLUTION NO. _____

**RESOLUTION OF THE CITY COUNCIL OF THE CITY OF YUBA CITY
ADOPTING THE PRIORITIES AND GOALS FOR FISCAL YEAR 2021-2022**

WHEREAS, the City Council holds an annual Priorities and Goals Workshop in advance of the budget preparation process in order to discuss its policy and budget priorities for the upcoming fiscal year and the strategic direction the Council intends to move the City during its term; and

WHEREAS, the City Council and staff held a Priorities and Goals Workshop on May 19, 2021; and

WHEREAS, the City Council provided feedback and direction regarding their priorities to staff; and

WHEREAS, The Executive team took the information gathered at the workshop to develop corresponding objectives and goals for Fiscal Year 2021-2022.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Yuba City hereby adopts the following Priorities and Goals for the City of Yuba City during the Fiscal Year 2021-2022:

Overarching Theme: Quality of Life

1. Public Safety
 - Formalize a comprehensive emergency preparedness plan.
 - Provide timely and effective emergency response, while implementing at least two innovative programs per year.
 - Annually update training expenses to ensure new legislative demands are being accounted for in budget.
2. Infrastructure
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3. Business Friendly
 - Develop and maintain programs and policies to promote, attract and retain local business.
 - Support a vibrant, attractive and accessible downtown; which attracts residents and visitors to enhance tax increases, jobs and quality of life.
4. Fiscal Responsibility
 - Cybersecurity
 - Evaluate methods to increase City Revenues

The foregoing Resolution was duly and regularly introduced, passed, and adopted by the City Council of the City of Yuba City at a regular meeting thereof held on the 6th day of July 2021.

AYES:

NOES:

ABSENT:

ATTEST:

Marc Boomgaarden, Mayor

Ciara Wakefield, Deputy City Clerk

APPROVED AS TO FORM
COUNSEL FOR YUBA CITY

Shannon Chaffin, City Attorney
Aleshire & Wynder, LLP

ATTACHMENT 2



2021 City Council Priorities

PUBLIC SAFETY

Maintain highly qualified teams to provide services that serve and protect the residents, visitors and businesses of this community.

BUSINESS FRIENDLY

Enhance and maintain a Business-Friendly environment for our City and our partners.

QUALITY OF LIFE

Maintain, improve and invest in the City's Infrastructure (water, sewer, streets, circulation, parks, stormwater and public facilities).

INFRASTRUCTURE

Maintain the financial stability and sustainability of the City of Yuba City and operate our city government in a fiscally responsible and responsive manner.

FISCAL RESPONSIBILITY