

CITY OF SAN CARLOS ⚙️ **SIX-MONTH STRATEGIC OBJECTIVES**
 March 2, 2010 through August 15, 2010

July 2010 – MONTHLY UPDATE

NEXT STEPS/FOLLOW-UP PROCESS

	WHEN	WHO	WHAT	STATUS			COMMENTS
				DONE	ON TARGET	REVISED	
1	Wednesday, March 3	City Manager	Distribute the strategic plan record to those unable to attend or had to leave early.	✓			
2	Within 48 hours of receipt	City Council, City Manager and Department Heads	Read the retreat record.	✓			
3	By March 17, 2010	City Manager (lead) and Department Heads	Share and discuss the updated Strategic Plan with staff.	✓			
4	At the April 12, 2010 City Council Meeting	City Council	Present the updated Strategic Plan to the public.	✓			
5	By April 13, 2010	Management Team (City Manager – lead)	Review the “Internal Weaknesses/Challenges” list for possible action items.	✓			
4	Monthly	City Council & Management Team	Monitor progress on the goals and objectives and revise objectives (add, amend and/or delete), as needed.		✓		
5	Monthly	City Manager	Prepare and distribute the updated Strategic Plan monitoring matrix.		✓		
6	August 27, 2010 8:00/8:30 am – 4:00 pm	City Council City Manager City Attorney Management Team	Strategic Planning Retreat for a more thorough assessment of progress on the goals and objectives. Develop objectives for the next six months.		✓		

THREE-YEAR GOAL: PLAN FOR AND IMPLEMENT LONG-TERM FINANCIAL SUSTAINABILITY

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. Aug. 14, 2010	Community Development Dir. – lead, Asst. City Manager, City Clerk, Economic Development Manager	Develop a consistent branding image, marketing messages and marketing materials for business attraction, increased retail sales and all city materials and outreach correspondence and present to the City Council for action.			✓	
2. June 1, 2010	Administrative Services Director	Hold a Reserve Policy Study Session and obtain direction from the City Council.	✓			
3. August 1, 2010 Changed to: Aug 23, 2010	Asst. City Mgr. and Public Works Dir.	Enter into contracts for the Energy Cost Savings Grant for LED street lights and city buildings to reduce energy costs.			✓	Revise date
4. FUTURE OBJECTIVE	Community Development Dir., working with a consultant	Implement the branded image and marketing messages.			✓	
5. August 15, 2010	City Manager	Identify where the City Council could consolidate, share, merge, regionalization and contract services and present cost proposals to the City Council for direction.	✓			

THREE-YEAR GOAL: PROVIDE EFFECTIVE AND SUSTAINABLE PUBLIC SAFETY

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. July 12, 2010	Fire Chief	Report to the City Council on the proposed standardized fees for fire prevention activities related to the south zone of the county.	✓			
2. May 1, 2010	Fire Commissioners Omar Ahmad and Andy Klein	Report to the City Council on the results of the Fire Board discussion regarding a revised fire funding formula and potential regional fire service options.	✓			
3. Aug. 15, 2010	Police Chief—lead; Fire Chief—City Attorney	Review the public safety sections of the municipal code and make recommendations to the City Council for action on changes that can be made to enhance public safety in San Carlos.			✓	Remove from plan as a result of current public safety service model proposals.
4. June 1, 2010	Police Chief	Provide an update, with possible recommendations, to the City Council for consideration on the city's Red Light Camera Program and its future.	✓			
5. July 15, 2010	Police Chief and Fire Chief	Hold a disaster training exercise for the CERT team.	✓			
6. Aug. 1, 2010	Fire Chief	Provide an update to the City Council regarding Fire, Police and Public Works radio narrow banding requirements imposed by the FCC.	✓			

THREE-YEAR GOAL: MANAGE EFFECTIVELY THE INFRASTRUCTURE AND FACILITIES

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. May 1, 2010	Asst. City Manager	Bring to the City Council for action an ordinance for mandatory commercial and multi-family residential recycling.	✓			
2. May 31, 2010	Public Works Dir.	Present to the City Council for action a resolution of support for a C/CAG grant application to prepare an Urban Greening Plan for the Cordilleras Creek Watershed, which would reduce the flooding risk in the White Oaks neighborhood.	✓			
3. July 1, 2010	Asst. City Manager, working with SBWMA	Develop an outreach program for the commercial recycling blitz and the new garbage services that start on Jan. 1, 2011.	✓			
4. FUTURE OBJECTIVE	Parks and Recreation Dir. and the Public Works Dir.	Present to the City Council for direction a report on revenue and volunteer options to keep parks open and street lights on.		✓		
5. July 31, 2010	Public Works Dir.	Present to the City Council a resolution of support for a grant application by a community group to the Rose Foundation for a creek restoration project.		✓		
6. July 31, 2010	Public Works Dir.	Present to the City Council for action an implementation plan to obtain compliance with the consent decree with San Francisco Baykeepers.	✓			
7. Aug. 1, 2010	Public Works Dir.	Present to the City Council for action recommendations regarding an assessment district for improvements to the San Carlos levee.		✓		
FUTURE OBJECTIVE	Public Works Dir.	Present to the City Council for direction a feasibility report regarding the formation of a stormwater utility, which would include incentives to reduce flow and reduce water runoff to help prevent flooding.		✓		
FUTURE OBJECTIVE	Public Works Dir.	Present to the City Council for action a budget proposal for a Transit Needs Survey.		✓		

THREE-YEAR GOAL: ENHANCE COMMUNITY AWARENESS, INVOLVEMENT AND ENGAGEMENT

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. Ongoing	Asst. City Manager and Public Works Dir.	Inform the community of high speed rail work-shops/events and report to the City Council on the results of the community outreach.		✓		
2. Mar. 13, 2010	City Manager, working with the City Council Finance Subcommittee	Review and implement the presentation of the budget and public input process.	✓			
3. FUTURE OBJECTIVE	Asst. City Manager Webmaster	Investigate better navigation of the website following the results of the branding consultant's work.		✓		
4. Aug. 15, 2010	City Clerk	Present to the City Council for action options for appointing and reappointing city board and commission members.	✓			
FUTURE OBJECTIVE	_____	Develop a Customer Service Plan.		✓		

THREE-YEAR GOAL: PRESERVE AND ENHANCE OUR DISTINCT COMMUNITY CHARACTER

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. May 24, 2010	Community Development Dir.	Hire a consultant to prepare a comprehensive zoning update.	✓			
2. Aug. 15, 2010 Change to: Aug. 23, 2010	Parks and Recreation Dir. and City Attorney	Determine the feasibility of an ordinance that would regulate field use and report the results to the City Council for direction.			✓	Revise date-pending lawsuit outcome.
3. Aug. 15, 2010	Parks and Recreation Dir.	Present to the City Council for consideration a business model for retaining key community events utilizing volunteers and local San Carlos non-profit organizations.		✓		
4. July 31, 2010	Community Development Dir.	Present to the Planning Commission for approval the conditional use permit (CUP) for the In ' N Out Burger Project.	✓			
5. July 31, 2010	Public Works Dir.	Report to the City Council on the feasibility of paid parking in the downtown.				
6. FUTURE OBJECTIVE	Community Development Dir.	Present to the City Council for action the site plan, deal terms and ownership structure for the Wheeler Plaza Development Project.		✓		
7. Aug. 15, 2010	Community Development Dir.	Provide a draft 'Green Building Ordinance' for public input.		✓		
8. FUTURE OBJECTIVE	Community Development Dir.	Present to the Planning Commission and the City Council the Transit Village draft EIR to consider for certification.		✓		
9. FUTURE OBJECTIVE	Parks and Recreation Dir.	Convene a joint meeting with the City Council, Mid-Peninsula Open Space Dist. and citizens regarding trail access to Pulgas Ridge from San Carlos hills.		✓		

FUTURE OBJECTIVE	Community Development Dir.	Complete the sale of the site for In N' Out Burger.	✓		
FUTURE OBJECTIVE	Parks & Recreation Dir., working with the Art and Culture Commission	Prepare a 'Public Art Master Plan' for new public and private development.	✓		
FUTURE OBJECTIVE	Public Works Dir. and Police Chief	Determine the feasibility of placing signs indicating no parking on street sweeping days and make a recommendation to the City Council for direction.	✓		