

Attachment

4. 8/24/21 City Council Strategic Initiative Update PowerPoint



CITY COUNCIL STUDY SESSION

Strategic Initiatives Update

&

Council Request for Discussion of Downtown Ad Hoc Committee



Objective

- ❑ Provide a brief update on funded and unfunded City Council Strategic Initiatives
 - Inform Council of Strategic Initiatives that are in progress, planned for later in the fiscal year and those that are on-hold

- ❑ Hold a City Council Discussion Regarding Potential Establishment of a Downtown Ad Hoc Committee



Quarterly Updates

- ❑ Council to Be Provided with a Summary Status Report on Strategic Initiatives each Quarter
 - Q1 Update: July - September
 - Q2 Update: October - December
 - Q3 Update: January - March
 - Q4 Update: April - June



Council Priority Focus Areas & Strategic Initiatives

City Council Priority Focus Areas

The City Council reviews priority areas of focus as part of the development of the annual operating and capital improvement program budgets. The priority areas of focus can and do change over time, based on interest, need and resources.

City Council Strategic Initiatives

A special project or effort identified by the City Council as an important area of focus for the City. Such projects are typically in addition to the regular work effort for City operations and capital project delivery. Each Strategic Initiative aligns to one or more Priority Focus Areas.



City Council Priority Focus Areas

- A. Implement Transit Corridor Vision to Revitalize Downtown and Commercial Corridor
- B. Assure Rehabilitation & Replacement of Critical Community Facilities and Infrastructure
- C. Grow City Revenues to Assure On-Going Fiscal Stability and Economic Vitality
- D. Continue to Strengthen Community Connections, Engagement and Communication
- E. Protect and Improve Community Aesthetics and Safety
- F. Continue Proactive Planning for the Future of San Bruno



Strategic Initiatives Update

- ❖ 42 Individual SI's adopted for FY 2021-22
 - ☐ 3 Completed
 - ☐ 19 Active
 - ☐ 12 Anticipated to Start Later this Fiscal Year
 - ☐ 8 Unlikely to Start this Fiscal Year



Completed SI's

- ☐ 6.0 - Traffic Calming Measures, including Speed Bumps and Repaving
- ☐ 9.4 - Execute a Cost Allocation Plan (CAP) and User Fee Study (UF)
- ☐ 24.2 - Personnel Board Transition



Active SI's

- ☐ 1.1 - Installation of Parking Meters Downtown
- ☐ 11.0 - Channel 1 Updates
- ☐ 14.0 - Citywide Parking Programs
- ☐ 15.1 - Crestmoor Wildfire Mitigation Project
- ☐ 15.2 - Citywide Wildfire Mitigation Project & Public Education Programs Covering Fire Safety and Emergency Preparedness
- ☐ 16.0 - Clean San Bruno
- ☐ 19.0 - Bayhill Specific Plan and YouTube Phase I Planning Entitlement Approvals
- ☐ 2.0 - Downtown Parking Strategies for Short Term Parking
- ☐ 20.0 - Implement Online Permitting Through e-TRAKit
- ☐ 23.0 - Communication Plan
- ☐ 24.1 - Council Policies Procedures Manual Development
- ☐ 24.3 - District Elections
- ☐ 3.1 - Trash Receptacles
- ☐ 4.3 - Centennial Park Improvements
- ☐ 5.0 - Community Fiber Upgrade
- ☐ 8.0 - City Shared Services, including Grant Writing
- ☐ 9.+2:203 - Cannabis Regulations
- ☐ 9.2 - Short-term Rentals
- ☐ 9.3 - Stormwater Revenue

SI's Anticipated to Start Later This Fiscal Year



- ☐ 1.1 - Installation of Parking Meters Downtown
- ☐ 11.0 - Channel 1 Updates
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SI's Anticipated to Start Later This Fiscal Year

- ☐ 3.2 - Newspaper Racks
- ☐ 10.1 - Water Rate Study
- ☐ 10.2 - Sewer Rate Study
- ☐ 13.0 - East/West Street Sweeping Alignment
- ☐ 17.0 - Adopt an Affordable Housing Fund Implementation Plan
- ☐ 18.0 - Affordable Housing, including Development Partnership
- ☐ 2.1 - Installation of Temporary Loading Zones
- ☐ "21.0 - Economic Development Program"
- ☐ 22.0 - Climate Action Plan
- ☐ 24.4 - HEART Committee Review
- ☐ 24.5 - TSPC Committee Review
- ☐ 9.1 - Charter City - focused on Commercial transfer tax



SI's Unlikely to Start Later This Fiscal Year

- ☐ 4.1 - Downtown Greening/Landscape Plan
- ☐ 1.2 - Way finding Signage
- ☐ 12.0 - Summer Saturdays or Sundays for Street Closures
- ☐ 21.1 - Small Business Attraction Program (w/ Chamber)
- ☐ 24.6 - Culture & Arts Committee Review
- ☐ 25.0 - Citywide Metrics
- ☐ 4.2 - Posy Park Improvements
- ☐ 7.0 - Adopt-a-Drain Program



20 SI's Related to Downtown

(Directly or Indirectly)

- ❑ 1.1 - Installation of Parking Meters Downtown
- ❑ 1.2 - Way finding Signage
- ❑ 2.0 - Downtown Parking Strategies for Short Term Parking
- ❑ 2.1 - Installation of Temporary Loading Zones
- ❑ 3.1 - Trash Receptacles
- ❑ 3.2 - Newspaper Racks
- ❑ 4.1 - Downtown Greening/Landscape Plan
- ❑ 4.2 - Posy Park Improvements
- ❑ 4.3 - Centennial Park Improvements
- ❑ 9.3 - Cannabis Regulations
- ❑ 12.0 - Summer Saturdays or Sundays for Street Closures
- ❑ 13.0 - East/West Street Sweeping Alignment
- ❑ 14.0 - Citywide Parking Programs
- ❑ 16.0 - Clean San Bruno
- ❑ 17.0 - Adopt an Affordable Housing Fund Implementation Plan
- ❑ 18.0 - Affordable Housing, including Development Partnership
- ❑ 21.0 - Economic Development Program
- ❑ 21.1 - Small Business Attraction Program (w/ Chamber)
- ❑ 24.3 - District Elections
- ❑ 24.6 - Culture & Arts Committee Review



Questions and Discussion





THE END