



**CITY COUNCIL
GOAL-SETTING WORKSHOP
AGENDA**

Wednesday, March 15, 2017 / 5:30 Pm / Dinuba Transit Center / 180 W Merced St Dinuba

District 1	District 2	District 3	District 4	District 5
Emilio Morales Council Member	Maribel Reynosa Council Member	Scott Harness Mayor	Kuldip Thusu Vice Member	Linda Launer Council Member

All attendees are advised that electronic devices must be powered off upon entering the Council Chambers.

- I. Welcome and Introduction
- II. Review status of existing goals
- III. Amend existing goals
- IV. Future goals
- V. Next steps
- VII. Adjournment

This agenda was posted at least 72 hours prior to the regular meeting per GC Section 54954.2(a). In compliance with the Americans with Disabilities Act, if special assistance is needed to participate in the meeting, please contact the City Clerk's Office at 559-591-5900. Please provide at least 48 hours notification prior to the meeting to allow staff to make reasonable arrangements. (28 CFR 35.102-35.104 ADA Title II)

City Council
Report on Strategic Goals Years 2015-2018

Goal 1: Fiscal Health of Community

Objective	Strategy	Assigned to	Status			Comment
			Not Started	In Progress	Completed	
A. Balance economic development throughout the community	1. Fill vacant commercial centers (eastside especially)	Daniel/Luis		✓		The Retail Coach retained and is working on retail recruitment. Quad Knopf held "kick-off" meeting in March for preparation of East Side Master Land Use Plan.
	2. Seek funding for extension of Randle Avenue including sewer and water to encourage ongoing development on the eastside	Blanca/Cristobal		✓		Received \$1.3 m CDBG grant to extend Randle Avenue including sewer, water & storm drain. Annexation approved. RFP for engineering services released in March.
	3. Market vacant Odwalla facility	Daniel/Luis			✓	Facility acquired and used as cold storage facility.
	4. Stabilize internet Sales Tax	Luis/Cass			✓	City entered into a long-term operating agreement with BestBuy.com in 2015 to secure & grow internet sales tax.
B. Recruit businesses that have low impact on City services	1. Focus on low water use industries	Luis/Daniel		✓		Staff continues to submit potential sites to prospective companies through Tulare EDC and direct leads.
	2. Participate in the Tulare EDCs Certified Sites Program to market shovel-ready industrial sites	Cristobal/Dean			✓	Two sites were certified as shovel-ready by Foote Consulting and listed on the Tulare EDC's website
	3. Establish list of all potential industrial and commercial properties	CeCe/Cristobal			✓	All available industrial and commercial sites identified and added to the City's website and GIS system
	4. Preparation of an Economic Development Strategic Plan	Luis/Daniel		✓		Staff working with Tulare EDC on preparation of an Economic Development Strategic Plan. Expected completion in July/August.
C. Develop plan to annex West El Monte to Rd 56	1. Evaluate feasibility and need to annex land to Road 56	Cristobal/QK	✓			Annexation of land to Road 56 is not recommended at this time. Staff will continue to evaluate long-term planning for this area.
	2. Plan for 5 Year review of General Plan and update as needed	Cristobal/QK	✓			Work with planning consultant to review and update General Plan as needed in 2017/18.
D. Balance economic development with housing	1. Focus on job creation to achieve jobs/housing balance	Luis/Daniel		✓		Business recruitment efforts ongoing. The 2015 Housing Element indicates we have a jobs/housing ratio of 1.69, which means that local jobs exceed supply of housing.
	2. Market Ridge Creek Ranch Subdivision	Luis		✓		Installation wet and dry utilities in progress. Builder is targeting June/July for completion of model home complex.

Goal 2: Quality of Life and Neighborhood Improvements

Objective	Strategy	Assigned to	Status			Comment
			Not Started	In Progress	Completed	
A. Plan and develop a suitable venue to honor and memorialize fallen staff and citizenry	1. Identify and appropriate location and/or venue for recognizing fallen public safety personnel	Chad/Devon		✓		Council selected preferred site for memorial. Conceptual plan prepared and cost estimate in progress. Budget dollars in FY 17/18.
B. Develop mentorship programs for youth (e.g., "Big Brothers/Big Sisters")	1. Continue to participate in the Big Brothers/Big Sisters program	Stephanie			✓	DUSD partners with Big Brothers/Big Sisters.
	2. Look into creating a Youth Commission for 7 th and 8 th graders	Stephanie		✓		Stephanie to explore interest in formation of Youth Commission.
	3. Continue to support and expand membership in the Fire Explorer Program	Chad		✓		This is an ongoing program.
	4. Continue to support and expand membership in the Police Explorer Program	Devon		✓		This is an ongoing program.
	5. Continue to support and expand membership in the Youth Law Enforcement Day Camp	Sgt. Bissett		✓		Event scheduled in July. Teen's ages 14-17 will get an inside look into the law enforcement profession.
	6. Create a Local Government Internship Program	Luis/Linda			✓	Program implemented Summer 2016. Three interns hired in Finance, Public Works, and IT. Goal is to expose youth to careers in local government.
C. Develop a community-wide traffic safety awareness campaign with appropriate enforcement measures	1. Hire two motor officers for traffic enforcement	Devon			✓	Two new officers hired and on duty in October and December of 2016.
	2. Enhance radar enforcement by placing radar trailer in high speeding areas, and evaluate purchasing and installing radar speed sign in high speed areas	Devon		✓		Ongoing, especially during school year.
	3. Conduct random traffic enforcement details throughout the year	Devon		✓		Two traffic enforcement details conducted this year. Details resulted in citations for speeding and various other traffic related violations.
	4. Complete speed survey for all arterials and collectors and post appropriate speeds	Devon/Engineer		✓		All arterials and collectors surveyed except for W. El Monte Way due to construction. Speed survey to be done once W. El Monte Way is completed.
	5. Continue to conduct random crosswalk stings around schools and other heavy pedestrian crossings & cite violators	Devon		✓		Ongoing during the school year.

Goal 2: Quality of Life and Neighborhood Improvements (Cont'd)

Objective	Strategy	Assigned to	Status			Comment
			Not Started	In Progress	Completed	
D. Engage community groups in beautification projects (especially downtown)	1. Create an Adopt-a-Planter Program for downtown and market program to service groups & the community	Joe Grijalva/Stephanie		✓		Program to be released on March 20. Executive staff to landscape first planter on March 18.
	2. Install lights on trees in the downtown area along L Street.	Joe G.			✓	Lights installed in December 2015. More durable, outdoor LED lights will be purchased.
	3. Conduct sidewalk condition survey, prepare costs, prioritize projects, and budget	Blanca/Ismael		✓		Staff identified 33 damaged sidewalks. Public Works replaced 14 locations at a cost of \$15,000 for material and supplies. Goal is to replace sidewalks each year until all have been improved.
	4. Conduct a street illumination study, identify streets needing lighting, budget new lighting	Blanca/Engineer		✓		Staff conducted survey. New street light requests submitted to PG&E. They expect to complete engineering in June/July followed by installation of new lights.
	5. Upgrade infield at baseball field in KC Park	Joe G./Stephanie			✓	All sprinkler heads replaced and infield repaired. Staff will seek grant to repair/replace scoreboard.
	6. Develop wayfinding signage program, branding design, cost and budget	Daniel/Luis		✓		Wayfinding Signage Program and cost estimate completed. Staff will budget funds for installation of some directional in FY 17/18.
	7. Participate in the State's Turf Replacement Program at City facilities	Stephanie/Joe		✓		California Conservation Corps replaced turf at the Lincoln/McKinley Paseo and Fire Department. City Hall is scheduled for March/April 2017.

Goal 3: Capital Projects and Delivery

Objective	Strategy	Assigned to	Status			Comment
			Not Started	In-Progress	Completed	
A. Develop and adopt a balanced capital improvement program	1. Develop street condition survey, including incomplete streets for inclusion in CIP	Blanca			✓	Pavement management system in place & condition of streets indexed. Street maintenance & repairs based on funding.
	2. Work with TCAG on a funding for a Complete Streets Study	Blanca/Dean		✓		TCAG expected to fund \$75,000 for complete street study. Study gives agencies additional points for street projects.
	3. Seek grant funds for street and infrastructure projects	Blanca/Dean		✓		City awarded CMAQ grant for Alta/El Monte Way traffic synchronization project and Measure R funds for design, environmental and ROW for Nebraska/Alta roundabout.
	4. Kamm/Crawford intersection improvements	Dean			✓	Repairs to pavement at intersection completed.
B. Deliver key projects in a timely manner	1. Complete W. El Monte Way widening project	Dean/Joe A.		✓		Widening work complete. Contractor working on punch list items and close-out issues.
	2. Fire Station No. 2	Chad/Cass		✓		Site plan, layout, and elevation design completed. Architect preparing construction documents. Plan is construct project in Summer 2017.
	3. Public safety training facility	Chad/Devon		✓		Preliminary design of training facility included with Fire Station No. 2 as future phase.
	4. Wastewater Reclamation Facility Upgrade & Expansion	Blanca/Dean		✓		Draft Preliminary Design Report (PDR) completed and will be presented to Council in April/May. Application for SRF Loan on file with the State.
	5. Hayes Avenue Widening	Engineer			✓	Project completed in December 2016.
	6. Install new playground and restroom facility at Gregory Park	John			✓	New playground and restrooms installed.
	7. Install restroom facility and lighting at Roosevelt Park (scope of work changed)	John			✓	New ADA entrance doors and restrooms installed at Community Center in lieu of lighting at Roosevelt Park.
	8. College Park Recreation Center	Ed/Stephanie			✓	Remodel complete. Tenant to occupy site for child care center for up to 56 kids.
	9. Well No. 21	Blanca		✓		New well needed by 2020/21. Rate adjustments will be evaluated over next 5 years.
	10. Kern Street Storm Drain	Engineer		✓		Engineer to update estimate. Will work with grant consultant to seek grant for project.
	11. Community Center – remove asbestos and replace roof	Dean/Joe			✓	Asbestos removed and new roof installed.
	12. Bucket Truck for Parks Crews	Stephanie/Joe			✓	Bucket truck purchased.

Goal 4: Maintaining organizational capacity for service delivery and goal accomplishment

Objective	Strategy	Assigned to	Status			Comment
			Not Started	In Progress	Completed	
A. Provide adequate staffing for all new facilities before they come on line	1. Fire Station No. 2 - Evaluate staffing needs and funding capacity	Chad/Finance		✓		Staffing needs identified and funding to be included in FY 17/18 budget.
	2. College Park Recreation Center – Evaluate staffing needs and funding capacity for new recreation personnel	Stephanie			✓	CPR leased to Fresno-based agency for use as child care and development center.
	3. Senior Programs – Evaluate request for the City to take over senior programs.	Stephanie/CeCe			✓	Senior Center transition to the City became effective July 1. Transition going smoothly and senior participation & programming has increased.
B. Evaluate staffing in all departments to ensure adequate service levels	1. Staffing in Police Department	Devon			✓	Budgeted for one new Police Officer and Part-Time Records Technician in FY 16/17.
	2. Staffing in Parks & Community Services	Stephanie			✓	One General Maintenance Worker promoted full-time in FY 2016-17.
C. Maintain employee compensation within 5% of the top comparator cities	1. Evaluate current salaries with comparator cities	Luis/Finance		✓		Evaluation of salaries ongoing. Retention of public safety staff stable. Lateral police officer recruitments from other departments effective.
D. Evaluate and update use of technology to improve organizational efficiency	1. Evaluate accounting system				✓	Implemented new accounting system in Finance.
	2. Evaluate agenda manager system				✓	Implemented new agenda manager system to provide for efficient preparation of staff reports and agendas
E. Adopt a code of ethics for staff, Council, Boards and Commissions	1. Create a draft code of ethics for Council review and adoption	Luis/Linda		✓		Policy in progress and expected to be presented to City Council in April 2017.
	2. Adopt City Council Travel Policy	Jayne/Linda			✓	Council adopted Travel Policy to ensure transparency for out of city travel.

Goal 5: Community Engagement

Objective	Strategy	Assigned to	Status			Comment
			Not Started	In Progress	Completed	
A. Designate a public information specialist in the organization	1. Establish a single-point of contact for media outlets	Daniel			✓	Daniel James is the designated public relations officer.
B. Regularly employ social media to provide information and obtain feedback on services and activities	2. Provide weekly information of City's Facebook page	Daniel/Linda		✓		Use of social media ongoing.
C. Comprehensive Update of City website	3. Update City website	Daniel			✓	New website launched in August 2017. Positive response on new format and ease of use on mobile devices.
D. Create E-Newsletter	4. Create subscription-based electronic newsletter	Daniel/Linda			✓	Stay Connected Dinuba E-Newsletter launched in July 2016.