SPECIAL MEETING

SONOMA CITY COUNCIL

Wednesday March 25, 2015
2:00 p.m.

Emergency Operations Center (EOC)
175 First Street West
Sonoma CA 95476

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City Council
David Cook, Mayor
Laurie Gallian, Mayor Pro Tem
Madolyn Agrimonti
Gary Edwards
Rachel Hundley

CITY COUNCIL GOAL SETTING WORKSHOP

AGENDA

1. CALL TO ORDER

2. GOAL SETTING WORKSHOP

The City Council will convene in a goal-setting workshop facilitated by City Manager Giovanatto.

There will be an opportunity for public comment.

3. ADJOURNMENT

I do hereby certify that a copy of the foregoing agenda was posted on the City Hall bulletin board on March 23, 2015. GAY JOHANN, ASSISTANT CITY MANAGER/CITY CLERK

Copies of all staff reports and documents subject to disclosure that relate to any item of business referred to on the agenda are normally available for public inspection the Wednesday before each regularly scheduled meeting at City Hall, located at No. 1 The Plaza, Sonoma CA. Any documents subject to disclosure that are provided to all, or a majority of all, of the members of the City Council regarding any item on this agenda after the agenda has been distributed will be made available for inspection at the City Clerk's office, No. 1 The Plaza, Sonoma CA during regular business hours.

If you challenge the action of the City Council in court, you may be limited to raising only those issues you or someone else raised at the public hearing described on the agenda, or in written correspondence delivered to the City Clerk, at or prior to the public hearing.

In accordance with the Americans With Disabilities Act, if you need special assistance to participate in this meeting, please contact the City Clerk (707) 933-2216. Notification 48-hours before the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting.

2015-2016 CITY COUNCIL GOAL-SETTING SESSION

OVERVIEW

March 25, 2015

2:00 pm

Emergency Operations Center

- Opening Comments – Mayor
- Opening Comments – City Manager
- 2014-15 Council Goals
  - Progress update – City Manager
- Presentation of 2015-16 Proposed Goals
  - Goals submitted by Councilmembers
  - Goals submitted by the Public
- Council Deliberations
  - Review Major Categories
  - Designate 2015-16 Council Goals
  - Prioritization of Goals or Alphabetical List?
- *ACCEPT PUBLIC COMMENT ON 2015-16 GOALS*
- Finalize 2015-16 Council Goals
- Next Steps:
  - City Manager to prepare final report on outcome of Goal-Setting Session
- Wrap-up
- Final Council Comments
- Adjourn

CITY OF SONOMA - COUNCIL GOALS 2014-2015
PROGRESS REPORT

"TO PROVIDE SOUND MUNCIPAL LEADERSHIP IN A MANNER THAT ENSURES SONOMA REMAINS A SAFE, HEALTHY & VIBRANT COMMUNITY"

BALANCING CITY CHARACTER

COUNCIL GOAL: *To promote effective communication between City Council, residents, and businesses so that decisions reflect the community's desires and expectations; provide open dialog which is responsive to residents, and is characterized by ethical behavior, stability, public trust, transparency, confidence in the future, and cooperative interaction among civic leaders, residents, business representatives, and staff, while recognizing and respecting legitimate differences of opinion on critical issues facing the City; recognize the City's economic attributes and build a cohesive relationship which allows the City to continue to thrive.*

	Strategies for Balancing City Character	***March 2015 Progress Update***
1.	Increase community dialog through series of Town Hall forums. (Example: Schedule quarterly with established topics; create survey tool through website to poll topics)	IN PROCESS. City Council held workshops on specific issues including Water, housing element, circulation element, wine-tasting. Due to the additions of these meetings and change in majority of Councilmembers, the Town Hall forums were not calendared. City website redesign is in process with anticipated completion scheduled for June. Use of website survey tool will be available for use on the new site.
2.	Promote effective discussion on the City's tourism-based economy. (i.e. How can we balance tourism with Sonoma "Hometown feel"?)	COMPLETED. Continued meetings with Sonoma Valley Visitors Bureau; renewal of Sonoma Tourism Improvement District; revitalization of the Sonoma Chamber and Economic Vitality Steering Committee.
3.	Set policy for community events not to impact our City in negative ways (Example: Have City staff or event coordinator on-site during events to insure compliance)	COMPLETED. CSEC, City staff and City Council worked diligently to update the Special Events Policy (SEP) to include provisions to streamline the application process and event management including opportunity for event coordinator to administratively approve events that display compliance with SEP provisions in the prior year. *Council adopted updated SEP in January 2015.*

2.	Provide commissions more training to assure there is a real understanding of expectations. Provide increased training budget to cover costs	COMPLETED. Planning Budget was increased $3,000 to provide for increased Commission and staff training.
3.	Develop and implement standards for the Design Review & Historical Preservation Commission to use in its decision-making (Examples: Certified Local Government standards; establish a series of relative topics to be discussed by the DRHPC)	IN PROCESS. In the FYI 2014/15 Budget, the City Council has allocated funds for the preparation of downtown design guidelines. Staff is developing a request for proposals for this work that will be presented to the City Council for in April.
4.	Review options for increasing availability of affordable rental housing to low income residents working in the city (Example: Support California Homes and Jobs Act - SB 391)	IN PROCESS. Discussion of establishing an Affordable Housing in-lieu fee; meeting with Sonoma County Housing Authority to support development of Broadway property. Met with Community Development Commission Representatives regarding Housing and Consolidated 5-year plan for homeless and transitional housing.
5.	Continue implementation of Climate 2020 Plan principles	COMPLETED. Support of extension of Sonoma Garbage Company Contract for construction of local composting site; reduction of transportation of greenwaste thereby reducing carbon emissions. Support of PACE/HERO program financing initiatives. Implementing green building and energy best practices.

PUBLIC SERVICE

COUNCIL GOAL: *Expand efficiencies with a focus on providing excellent customer service; openly share information about City actions, events and decisions; increase the awareness of City programs and promote community participation; improve public access to City information.*

Strategies for Balancing City Character		***January 2015 Progress Update***
1.	Continued outreach to the public to assure that City procedures and processes are transparent and understandable	ON-GOING. The Building Department continues to update forms, informational handouts and Frequently Asked Questions (FAQ's) and post them on the City's web site for use by the general public to help make the building permit process easier to understand; In November, 2014, the City made significant changes to Water bills to provide additional information to customers. Additional changes will be made based on customer feedback.
2.	Continue efforts to streamline internal processes to allow for greater	ON-GOING. Minor plan reviews for building permit applications

		resolve pedestrian traffic issues on West Napa St./First St. West and at Fifth St. West/Studley St. are being developed. Where warranted, City crosswalk markings are being converted to the "Ladder" or "Continental" style for better visibility.
4.	Increase promotion of bicycle riding and walking	COMPLETED. Encourage at all public events to promote bicycle or walking. Discounts are provided at special events such as Stompers Baseball and Fall Music Festival.
5.	Transportation: Review options for increasing public transit within Sonoma, taxi cabs, shuttles	No options have been pursued at this time due to funding constraints.
6.	Parking: Continue outreach to business owners to avoid employee parking around the Plaza; review options for creating publicly-owned parking lots	ON-GOING. Discussions regarding parking with Chamber ED. April Chamber "Table Talk" will focus on Parking in the downtown ; Staff has outreached to State Parks regarding potential leasing of Casa Grande Parking Lot. Discussion pending.
7.	Pursue available grant opportunities and cost-saving or green efficiencies. Pursue LED street lighting replacement program for energy efficiency (zero% financing availability to reduce costs).	COMPLETED. Developing LED Street Light replacement program for Council consideration in April 2015. Estimated $1.2 million program will include PG&E rebates, and with a 6-year payback, should result in $190K annual energy savings thereafter.
8.	Initiate Street signage replacement program to meet retro reflectivity standards for headlight visibility. Consider unique Sonoma "historic design" street signage.	COMPLETED. Preparing design options for unique Sonoma street name signs, to enhance the historic character of the City, while upgrading signage to meet retro-reflectivity standards. Design approved by Council on March 16th. Awaiting DRHPC approval.

POLICY & LEADERSHIP

COUNCIL GOAL: *Provide continuing leadership as elected officials and residents of the community; review Mission and Vision Statement to assure that it reflects the current economic, environmental and social climate and creates a visual image for the community; take steps to assure a safe and vibrant community; respond to County, State and Federal legislative issues with a focus on retaining local control.*

Strategies for Balancing City Character		***January 2015 Progress Update***
1.	Review Mission and Vision Statement for the City of Sonoma. Determine method of involvement of public process/community engagement	This is a roll-forward goal from FY 2013-14. Council should discuss if it wishes to agendize for future agenda.

		an additional grant funded amount of $581,283. Approved for a $900K Clean Water EPA Grant with SEC and County, which will save the City approximately $150K in Stormwater Program Costs over the next 4 years. Approved for a $15K PTAP grant from MTC to help fund the next Pavement Management System update. (EMS) Completed GEMT certification of costs for EMS which recovered approximated $45,000 in prior year ambulance revenues; pursuing EMT/IGT agreement for cost recovery of unreimbursed medical for indigent care transports.
5.	Initiate long-term plan to address the potential phase-out of Measure J Sales Tax; review options for future ballot measure	Funding derived from Measure J sales tax has allowed for significant Streets Capital Improvements and one-time purchases $1.2M; staff will prepare a proposed (optional) ballot measure calendar to the Council prior to the end of FY 2015.

INFRASTRUCTURE

COUNCIL GOAL: *To provide reliable, safe and effective infrastructure (streets & roads, sidewalks, transportation, parking and pedestrian safety) throughout the City; work with Sonoma County and Caltrans to increase maintenance on connector streets and/or State Hwy 12 through downtown Sonoma.*

Strategies for Balancing City Character		***January 2015 Progress Update***
1.	Maintain Streets Capital repair program including sidewalk repairs; focus on sustaining PCI rating of 70% or above. Work with property owners regarding shared responsibilities.	COMPLETED the $162K Slurry Seal Project of 33 street segments in August 2014. Completed the $384K Street/Utility Rehab Project of Church and Curtin Streets in July 2014. Completed the $695K Street Utility Project on Studley, 6th West, Oregon, 7th West, Patten, and Mallet Streets in January 2015. Completed Phase 2 of the Sidewalk Trip Hazard Repair Program, repairing 904 trip hazards at City cost, and reducing City liability risk. Preparing to bid a $700K project to Rehab East Napa Road in February 2015.
2.	Encourage County and State agencies to enhance streets that interact with City streets	ON-GOING. Meeting monthly with County Public Works management staff to discuss road/street issues. County Public Works completed $392K East Napa Road overlay project in November 2014.
3.	Pedestrian traffic-review signalization and pedestrian signage	IN PROCESS. As part of the Circulation Element, concept designs to

4.	Implement and practice Smart Growth Strategies. (Example: Review design standards that encourages social, civic and physical activity)	ONGOING. The overall framework for the City's smart growth strategies is the General Plan. Currently, the Housing and the Circulation Elements of the General Plan are being updated. This work includes reviewing and updating policies and implementation measures related to smart growth within the areas encompassed by those Elements.

FISCAL MANAGEMENT

COUNCIL GOAL: *Maintain fiscal responsibility that ensures short and long-term prosperity through effective fiscal planning and efficient management of the taxpayers' assets; apply sound budget strategy to assure financial sustainability in the General and Enterprise Funds through the continued application of sound financial policies; maintain stable reserve levels.*

Strategies for Balancing City Character		***January 2015 Progress Update***
1.	Maintain a Balanced City Budget & Capital Improvement Plan; no reduction in services	COMPLETED. City Operating & Capital Budget adopted on June 30, 2014; Capital Improvement Plan adopted including an estimated $4.5 million in Capital and Infrastructure projects in 2015.
2.	Develop a strategy to address long-term pension liabilities; establishment of a Pension Stabilization/Reserve Fund	IN PROCESS. City maintains CalPERS lowest employee pension level; Employees pay full employees share of pension costs; City negotiated future percentage payment by employees towards Employer share during Union Labor Negotiations. ONGOING. Discussion of possible Pension Stabilization Reserve Fund following completion of City audit. City has no outstanding OPEB liability other than retirement costs.
3.	Identify long-term strategy to address or restructure the Cemetery Fund deficit	ON-GOING. In FY 13-14 Operating Budget the City began funding any cost over-runs through GF transfer to assure no further deficit increase. Recommend Council consideration of establishing payoff of deficit over 5-year period through an internal funding agreement.
4.	Continue to seek opportunities for new revenue sources or grant revenue to augment existing revenues	ON-GOING. (Public Works) Increased Highway Bridge Program Grant funding for Chase St. Bridge from $1,464,065 to $2,045,348,

		funding policy was meeting the needs of the community. Review of the Recreation Funding Policy is scheduled for review on a future Council agenda.
3.	Outreach to County of Sonoma to open discussions for a long-term solution to provide a structured recreation program Valley-wide (Examples: Seek grants or other monies available; review programs in place in other cities/counties; research options for Park/Recreation District)	ON-GOING. Mayor Cook & City Manager Giovanatto outreached to County Recreation to solicit interest in working with the City. No programs are active through County Departments. Potential for additional discussions once Maxwell Park Masterplan is completed.

WATER

COUNCIL GOAL: *Develop long-term strategies to address current and future infrastructure needs, promote water conservation while maintaining a stabilized rate structure; strengthen Capital infrastructure needs with a focus on enhancing the City's local water supply; promote and support the value of water conservation to protect local resources.*

Strategies for Balancing City Character		***January 2015 Progress Update***
1.	Enhance Sonoma's water reduction goals by providing the public the tools they need to increase conservation (Examples: Town Hall meetings, press releases, collaboration with VOM Water District with water wise solutions; review per capita water consumption; modified to reflect industry consumption; increase promotion of existing conservation programs; engage hotels and commercial businesses in water conservation strategy)	ON-GOING. Directly participated in local water workshops to promote water conservation. Together with the Sonoma-Marin Saving Water Partnership, provided widespread marketing of "The Drought is On, Turn the Water Off" media campaign. City promoted water conservation rebates on Before-the-Movie marketing at Sonoma Cinema 9. Staff publicly releases monthly per capita water consumption data to the State Water Resources Control Board.
2.	Review options to increase capacity through new sources/more storage (current capacity 15.5 million gallons)	COMPLETED. Bidding project in February 2015 to convert the Field of Dreams irrigation well into a Municipal Well 8. Continuing to work with SCWA on the Groundwater Banking Pilot project on City's Well 6. Working with SCWA to bring Recycled Water to the School District properties and to the City's Engler Park, which will reduce potable water demand by nearly 55 acre-feet annually.
3.	Pre-planning for Disaster Preparedness (automatic shutoff valves in aqueduct, pre-staged spare parts, pre-staged equipment, etc.)	COMPLETED. City Water staff participated in the Earthquake Preparedness Exercise in October 2014. Public Works gained lessons learned from Napa Water managers following the Napa Earthquake event.

	ease of public use of Sonoma's Building and Planning process	have been given a higher plan review priority, which results in more permit applications being approved in a shorter period of time. This has reduced the number of complaints regarding the length of time it takes to review and process permits. In addition, the Building Department has expanded its Fast Start plan checking process to now include residential alteration projects which allows certain residential projects to go ahead of other projects in the plan check cue.
3.	Revise/adopt changes to the Appeal process; evaluate transparent and expedient processing, needs, staff hours and involvement	ON-GOING. These topics are discussed in the meetings of the Streamlining Committee (the City Manager, the Economic Development Coordinator, the Building Official, the Planning Director and the Public Works Director.) Specific recommendations are then forward to the City Council for consideration and possible adoption. Example, changes to the Growth Management Ordinance adopted by the City Council in September came out of discussions of the Permit Streamlining Committee. Fee Schedule update (February 18th) will include recommendations on full cost recovery due to staff time necessary to respond to appeal requests.

RECREATION & COMMUNITY RESOURCES

COUNCIL GOAL: *Promote coordination of efforts of local and regional non-profits, community youth groups, School District and Sonoma Valley organizations; work with County to address lack of County resources available and potential long-range opportunities to share resources with the City*

Strategies for Balancing City Character		***January 2015 Progress Update***
1.	Encourage the creation of a Community-wide website for all youth activities, adult activities and major local events	COMPLETED: Mayor Cook and City Manager met with several County agencies to discuss the potential to create a central site for City/County activities; no County agency was available to engage in the process. Potential to create satellite calendar on Chamber of Commerce website.
2.	Review Recreation Funding Policy	This is a rollover goal from FY 13-14; previous discussion included potential modifications to the Tier 1 structure to assure that the

MAYOR COOK
2015-16 PROPOSED GOALS

Category	Description of Goal
7	**Water conservation** - The city of Sonoma needs to continue its effort to conserve water and look at programs that have worked in the past. Conservation is key to our success and would not want to place restrictions unless it is a dire need. A) Look for ways to get more water through new sources, Look at more storage in the future and conservation programs. 1 Recycle water (non potable) 2 Well at plaza for irrigation 3 Grey water grants for residents 4 Look at infrastructure changes for recycled water 5 Programs designed to compensate fixture changes in local businesses
2	**Budget** - The budget is always a major concern. There is a concern with Measure J, due to its sunset clause. It will be important to show our residents that we are using these monies responsibly. 1 Continue to fix roads and include sidewalk repair. Look at sidewalk needs around proposed projects. 2 Look at revenue sources that are not being utilized 3 Look at selling unused real estate. 4 Balanced Budget 5 Partner with more nonprofits financially.
	Traffic/ circulation - Sonoma has a major circulation problem. Highway 12 runs through our town and two of our busiest streets Broadway (Hwy 12) and Fifth Street West have schools next to them. 1 Pedestrian traffic- More signals and pedestrian signage 2 Vehicle traffic- Look at ways to promote bicycle riding and walking. Possibly making the bike lane from First Street West to First Street East north of the depot park a road. Look at places where one way roads could help. Look at Fifth Street West congestion and possibly one way turn in/out of Safeway (These three are only suggestions and is only suggesting a discussion in feasibility) 3 Taxi-cabs, public transit, bicycles and motor cycles - As Sonoma grows there may be a need to make some yellow parking spots for taxi's around the square. Also in some of the unusable triangles make motorcycle parking. Look at public transit increases within our city. Look at bicycle traffic and possible outreach programs to further use.
1	**Tourism /Parking** - Look at the city as a whole and discuss how Sonoma can balance tourism with our much needed "Hometown Feel". 1 Set policy for community events not to impact our city in negative ways. Paid staff on the clock during events to ensure compliance. 2 Outreach to the business owners and community to not park on the square if working around the plaza. 3 Look at vacant properties that can be parking lots instead of infill. This includes possible state property around the square not being utilized (This is a long term solution and may not be feasible at this time) 4 Tourism education in marketing pamphlets explaining our way of life, this could curb standing in crosswalks, not yielding to pedestrians, not drinking and driving and all the other bad habits we have seen.
	Housing - Sonoma has a major issue when it comes to low income housing. 1 Continue to enforce illegal vacation rentals. 2 Continue the effort to allow residents to rent out their rooms in their house where they live.

MAYOR PRO TEM GALLIAN
2015-16 PROPOSED GOALS

#	CATEGORIES
1	Balancing City Character (delete)
2	Fiscal Management
3	Infrastructure
4	Policy & Leadership
5	Public Service
6	Recreation & Community Resources
7	Water
8	New Category- City Character

Category	Description of Goal
4, 8	**Aging in Place**- How does Council continue to provide and assess services and housing to residents for our aging community? (Communication & Engagement, Affordable Housing, Safety, Health & Wellness, Sense of Place
3, 4	**Climate Action Plan Targets:** **Transportation and Land Use:** Define local healthy community strategies that reduce GHG emissions. **Energy Efficiency and Renewable Power:** Promote development and installation of renewable power in the form of solar/thermal/cogeneration. **Green Economy:** Expand working relationships with the business community. **Natural Resource Management:** Establish actions (on a local government level) to protect agricultural and natural resources from climate change impacts. What benefit? Building on the past climate action plan. Help to establish and start implementation for Climate Action Plan 2020. 1 year attainable? This goal is longer than 1 year. Strategic planning and collaboration of community leaders, will give feedback, buy in, and local input to 2020 process.
6	**Long Term Valley Wide Recreational Program -** Collaborate with County of Sonoma to establish, implement long-term recreation program Valley wide.
7	**Drought resiliency -** Promote in partnership with SCWA all water conservation measures in commercial and residential daily practices. Increase public education and awareness around drought impacts to groundwater and water supply. Investigate and pursue projects related to additional sources of water and recycled water. Develop strategies for funds needed for Water Capital projects like water storage, wells.
2, 3	**Sales Tax Measure -** Sales Tax Measure will sunset. Do we need to put a new measure in place? Funding for balance of contracts and payment of approved Redevelopment dollars is ending. This will create an impact on services and the General Fund Balance.
4, 8	**Establish a blueprint for Sonoma "a Safe, Healthy &Vibrant Community "** Facilitate and reach out to City of Sonoma residents- to establish current needs and priorities. Survey the City's Tourism Industry, Business Community to establish current needs and priorities.

COUNCILMEMBER AGRIMONTI
2015-16 PROPOSED GOALS

Category	Description of Goal
3	**Infrastructure** 1. Review the value of continental striping of crosswalks for future scheduled striping. Sonoma crosswalks have a variety of striping, at lease have them conform.
7	**Water Conservation** 1. Review 2014 – 2015 goals, i.e. especially encourage public forums to demonstrate methodology for storage, the use of recycled water, and the consideration of a more serious regulation of the over use of water. Including requiring restaurants to serve water to patrons only if it is requested. 2. Revisit reviewing opportunities for shared services with the Valley of the Moon Water District.
6	**Recreation and Community Services** 1. Revisit the goals from 2013-2014 and 2014-2015. What has been accomplished? 2. Provide outreach to groups dedicated to services for children and families to assess the needs of this segment of our population. 3. "Fish or cut bait" with respect to a District dedicated to Recreation and Community Services., to include the discontinuance of the Big 3 funding and folding those costs into the responsibility of the District.
	Community Values 1. The TID is so important and valuable to the economy of Sonoma. Just as important is the quality of life for our residents. Beside public services afforded our community what value is provided to our residents. 2. Can we dedicate a yearly commitment to the community, i.e. the year of children, the year of neighborhoods, et al. 3. Consider the addition of Conflict Resolution Services.
2	**Budget Strategy and Fiscal Stability** 1. Continue to initiate a long term plan to address the potential phase out of Measure J Sales Tax Fund. 2. Cemetery Fund deficit – consider the addition of a pet cemetery.
4	**Policy and Leadership** 1. Maintain strong relationship with Supervisor Gorin and the Board of Supervisors.
	Affordable Housing 1. Support the continuance of the 1993 Rent Control Ordinance to support our mobile home parks. 2. Revisit the issue of affordable housing to include rental units.
	Homeless 1. Support the establishment of a consortium of the groups dedicated to housing support, feeding and counseling that segment of our population.

COUNCILMEMBER EDWARDS
2015-16 PROPOSED GOALS

Category	Description of Goal
	For the Council to maintain and strengthen the "Historic Values" of the Community. Hundreds of thousand of hours have been put in to where we are now and yes some mistakes have been made-We must be conscious of our history
	See # 1, Be prudent and encourage settlement of Potential Cost producing conflicts etc. Be wise with our resource, Treat The City Dollars as if they belong to the Community as they do.
	Spend the dollars on projects with accepting the best quality bid for the best price, Consider price sharing on City Mandated issues IE Sidewalks and Tree buckled Roadways.
	Lead Like you are working for this community and not your next elected position. Expect others to do as we do and not as we say and set an example in "All Behavior On and Off duty.
	Set the example in a leadership role in a service organization or Non-Profit
	Recognize that in most cases Agencies and Non-Profits fill vital Roles with services that the city does not provide.

COUNCILMEMBER HUNDLEY
2015-16 PROPOSED GOALS

Category	Description of Goal
8	**Workforce Housing** - Increase availability of workforce housing. Encourage creation of alternate rental housing such as Cottage Housing and Junior Second Units. Benefits: Reduce traffic, increase the voice of an underrepresented group, add balance to community. Progress could be made in one year, but it will take longer to address the housing shortage.
1	**City Character** – Preserve, promote and celebrate the unique history of Sonoma; encourage the incorporation of our history into City, community and business identities. History brings community together and good for economy. Best executed through strategic partnerships. Ongoing goal.
1, 2, 6	**Community Services Fund** – Create a 1-2% fund within the General Fund for Tier 1 nonprofit allocations and add additional small grants to community service organizations. Small grants could be awarded on a rotating competitive application process. Could be achieved in one year.
1, 4	**Sonoma Based Businesses** – Support the creation and growth of diverse Sonoma based businesses. Facilitate small business support resources. Establish a local business liaison to bridge gap between Sonoma businesses and the City. Review City administrative processes to make more transparent, efficient and easier to understand. Local businesses strengthen our economy and bring the community close together.
4	**Customer Service** – Adopt and implement a strong customer service policy for City services. Administer customer satisfaction surveys. Update informational resources to make them more attractive and user friendly
7	**Water** – Draft strategic planning document outlining policies and strategies for achieving significant improvements in Sonoma's water security and sustainability, including improvements in infrastructure, conservation efforts, and community education and awareness programs. We need to look further ahead to see what big steps we can take to make Sonoma more water secure.

SUMMARY OF THE SUGGESTIONS SUBMITTED BY THE PUBLIC

2015-16 PROPOSED COUNCIL GOALS

Topic	Suggestion
Tasting Rooms	Address the proliferation of tasting rooms on the Plaza
Tier 1 Funding	Expand to allow access to funding by other non-profits
Park & Rec	Follow Santa Rosa's lead
Spanish	Conduct town hall meetings in Spanish
Leaf Blowers	Ban leaf blowers
Cross Walks	Adopt the Continental pattern as City standard for all crosswalks
Small Town Character	Protect the small town character
Water	Conserve / reduce water usage
Water	Reduce consumption, restore Sonoma Creek habitat
Energy	Reduce carbon footprint, require new construction to use the best water and energy savings components available
Sustainability	Develop a measurable standard definition of sustainability. Focus on increasing affordable housing, increasing minimum wage to $15, expand Climate Action 2020 goals, make Sonoma more equitable for the working class
Dogs on Trails	Allow leashed dog access on either the Overlook Trail or Montini
Dog Park	Establish a large dog park in City limits
Dog Poop Bags	Place dog poop bag dispensers in neighborhood parks
Community Pool	Continue to support and endorse the permit application to be submitted to the County
Solar	Make Sonoma the most solarized city in California

CITY COUNCIL

GOAL SETTING – CATEGORIES

1	*BALANCING CITY CHARACTER*
2	*FISCAL MANAGEMENT*
3	*INFRASTRUCTURE*
4	*POLICY & LEADERSHIP*
5	*PUBLIC SERVICE*
6	RECREATION & COMMUNITY RESOURCES
7	*WATER*