



CITY OF SONOMA COUNCIL GOALS 2016-2017

*“TO PROVIDE SOUND MUNICIPAL LEADERSHIP IN A MANNER
THAT EXEMPLIFIES SONOMA’S HISTORIC CHARACTER WHILE
ENSURING LONGTERM VIABILITY, RESILIENCY AND SUSTAINABILITY”*

CITY CHARACTER

To preserve, promote and celebrate the unique characteristics of Sonoma; encourage the incorporation of our history into City, community and business identities; focus on fostering a tourism economy while maintaining and strengthening historic values; create a sense of place for our residents in a safe, healthy & vibrant community; preserve Sonoma as a “hometown”.

- Update vision statement including providing for community engagement
- Foster more connectivity with the Sonoma Valley Visitors Bureau marketing program to insure that a nexus is established between tourism, hometown character and residents of the community
- Market Sonoma not only as a destination but as a great place to work, raise families and work towards creating a more diverse community

FISCAL MANAGEMENT

Maintain high level fiscal accountability that ensures short and long-term sustainability of City’s financial position; provide for effective and efficient management of local taxpayers’ dollars; apply prudent internal policies and practices to assure the most cost-effective methods are utilized; be wise with our resources.

- Adopt Balanced City Budget & Capital Improvement Plan with conservative assumptions that maintains a stable General Fund reserve level
- Identify long-term strategy to address the Cemetery Fund deficit; explore alternative revenue options and programs including review of the prior cemetery master plan
- Continue to seek opportunities for new revenue sources and/or grant revenues
- Review funding of Tier 1 non-profits using Community Grant Funds and/or other revenue sources

HOUSING

To analyze policy and programmatic tools suggested by the City's Housing Element; implement strategies to facilitate creation of affordable rental and workforce housing; sustain and increase opportunities to continue the programs currently in place to maintain current affordable housing stock.

- Develop housing programs while protecting the Urban Growth Boundary
 - ❖ Options for rent stabilization
 - ❖ Encourage alternative rental housing
 - ❖ Continue to support affordable workforce and senior housing
- Develop and implement policy, Development Code and Zoning changes that encourage or direct developers to build smaller units and market rate rental housing.
 - ❖ Appoint ad hoc committee (including Councilmembers, Planning Commissioners, local developers and others with industry knowledge)
- Continue to enforce illegal vacation rental provisions & review options for limitations on future vacation rentals
- Track ongoing legislation for affordable housing and support legislative efforts
- Explore revenue sources and/or partnerships to off-set costs of housing programs and to establish and sustain an Affordable Housing Trust Fund.
- Explore options for establishing a resource page on City website for Housing related assistance programs.
 - ❖ Legal Aid of Sonoma County
 - ❖ Share Sonoma County

INFRASTRUCTURE

To provide reliable, safe and effective infrastructure (streets & roads, sidewalks, parking and pedestrian safety) throughout the City; maintain the high level of service and reliability of City facilities; monitor, mitigate and reduce community impacts related to development, infrastructure repair, community events or other outside agencies.

- Transportation: Review options for increasing public transit within Sonoma
 - ❖ Connector bus for SMART station in Petaluma, bus service to San Francisco, County services in Santa Rosa and commuting options for single car drivers (CAP 2020 Climate Goal)
 - ❖ Seek assistance from outside agencies SCTA, GGBD, RCPA
- Promote walking and bicycle (promote bicycle valet at special events)
- Review parking options/stripping for taxi-cabs (Reserved spaces 4-corners of Plaza)

- Upgrade interior of Plaza bathrooms. Review policy for maintenance, cleaning and hours open for public use
- Install a water bottle filling water fountain on Plaza
- Prioritize infrastructure needs, don't overuse the Plaza, work on appearance of Plaza and streets by engaging Plaza businesses to be custodians of their storefront areas (i.e. sweeping, collecting litter, etc.)
- Pursue lease of Casa Grande Parking Lot from State Parks for City long-term use

POLICY & LEADERSHIP

Promote the highest standard of ethics and accountability; respond to County, State and Federal legislative issues with a focus on retaining local control; maintain strong relationships with institutional partners to maintain economic vitality; promote actions to protect agricultural and natural resources from climate change impacts through Climate 2020 Plan strategies

- Expand focus on elements of the Climate 2020 Plan Targets; lead by example with the Sonoma community
 - ❖ Encourage more electric vehicles (CAP Climate 2020 Goal)
- Promote opportunities to expand the installation of Electric Vehicle Charging Stations at businesses, shopping centers and lodging establishments; include eligibility for funding under Business Loan Program
- Review/update policies for public notices to maximize public engagement
- Establish internal policy to maximize utility and effectiveness of City social media; expand public communication in using these resources.
- Revisit City staff's core values, training, procedures & policies with a focus on efficiencies and becoming more customer service accommodation. Work to streamline processes and assist in downsizing requirements
- Create tracking system to monitor training for City commission and committee members.
- Continue work with the Sonoma Chamber through the Economic Vitality Partnership Program to communicate with businesses

PUBLIC SERVICE & COMMUNITY RESOURCES

Provide continued leadership as public officials and residents of the community; display the values exemplified through the extensive community-wide volunteerism by participation and actions; promote synergy of local and regional non-profits, community youth groups, School District and Sonoma Valley organizations; recognize that local agencies and non-profits fill vital roles with services that the City does not provide.

- Provide more public education and review policies on Smart Growth; create smart growth strategies

- Work with County to address lack of overall County resources available and potential long-range opportunities to share resources with the City
- Review options to provide diverse and affordable recreational programs. Collaborate with other agencies and groups to achieve this objective
- Review options to create an inventory of current recreation services (outsource to local non-profit organization)
- Take survey (utilizing local groups and senior housing to get maximum outreach) of need of senior residents. Host study session on results, potential aging in place policies we could adopt and possible strategic partnerships with area non-profits.
- Review Community Grant Program and how it compares with other donor organizations to assure that the City does not duplicate funding opportunities.

WATER

Evaluate, develop and implement short and long term strategies to address the environmental and financial impacts of drought conditions; strengthen Capital infrastructure with a focus on enhancing the City’s local water supply; promote and support the value of water conservation to protect local resources.

- Discuss a water reserve fund to assist with infrastructure upgrades
- Educate through many nonprofits like Daily Acts landscaping and garden best practices for a drought tolerant and resilient community
- Conservation awareness/continue to operate as if we are in a drought; continue current information flow on conservation efforts
- Balance water use and new development of hotels/businesses/residential housing and affordable housing.
- Continue to explore options for City uses related to recycled water, water banking, grey water uses, and storm runoff
- Update and review opportunities for programs/grants for business and residential Infrastructure changes (recycled water and grey water for landscaping)
- Continue to repair and upgrade City infrastructure to avoid leaks and waste
- Research feasibility of extending purple pipe carrying recycled water from High School to Plaza
- Review greywater permits, regulation and procedures to standardize with County

CITY COUNCIL GOALS POLICY STATEMENT:

“OUR COUNCIL GOALS ARE LISTED ALPHABETICALLY AND NOT IN PRIORITY ORDER AS WE BELIEVE THEY ARE ALL EQUAL IN VALUE TO THE COMMUNITY”