




# Short-term Goal & Priority Setting City of Sebastopol



September 3, 2024



# Goals and Priorities Provide Focus

- Required for sustainable success
  - What's most important to the full Council
  - Emphasizing next several months
    - Goal-setting planned for February
    - Full context helpful for short-term decisions
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# Overall

- Day to day operations dominate
- Four Department Heads are Part time
- Need both discipline and flexibility
- Should review progress regularly (6-12 months)

“We can do anything you want, just not everything you want.”



# Updates

- Calder Creek
  - Grant application opening soon
  - Request for City staff time and \$2,000
- Homelessness
  - Can review City options
  - Could arrange presentation/discussion including roles for cities
    - Regional problem requiring regional solution



# Updates

- Events
  - Chamber (and others?) hosting some
  - City can sponsor
- Financial Reporting
  - Moving forward now
  - Goal: First Quarter Report in Fall



# Suggestion for Council Discussion

- 1. Anything missing or unclear?
- 2. Questions?
- 3. Discussion/Direction



# Organizational Capacity

- Vast majority of staff time is daily operations
- Department Heads manage operations, & often have multiple roles
- Four are part-time
- And take on projects
- As do City Manager and Assistant City Manager
- Turn-over happening and will accelerate
- Expertise matters for most projects



# Calder Creek Naturalization

- ▶ On hold in staff report
- ▶ Grant opportunity forthcoming?
- ▶ Level of effort and costs unknown

Example of how opportunities emerge and the value of being flexible






# Mostly Legal/contractual obligations: Recommend Proceeding Now

1. Affordable Housing Monitoring – contract w/County
2. Employee Negotiations
3. EIFD
4. Fleet Assessment (if approved)
5. Fire Topics
  - a. Reorg/Consolidation
    - i. Station Assessment
  - b. Expanded Coverage
6. Housing Element Implementation – Mandatory Requirements
7. Public Education re: Sales Tax Measure
8. Solid Waste Hauler Procurement
9. Sustainable Transportation Grant




# Four Categories of Recommendations for Next 5-6 Months

1. Legal/contractual obligations
2. Council-approved Initiatives to focus on
3. Council-approved initiatives for February consideration
4. Councilmember initiatives not approved by full Council
5. On hold/inactive




# Group 1 - Council-approved Initiatives: Recommend Proceeding Now

1. Council protocols (get started; finish June 2025)
2. Classification/Compensation study
3. Community Center Fire Safety Improvements
4. Community Center Master Plan
5. Emergency Operations Center Assessment
6. Review Staff Support for Climate Action Committee
7. Review Staff Support for Public Arts Commission



## Group 2 - Council-approved Initiatives: Recommend Considering in Feb.

1. ABAG Priority Development Area Grant
2. Additional Economic Development
  - a. Currently working on Barlow Hotel, EIFD
3. Management Review of Admin Services
4. Additional Revenue Options
5. Restructure Planning Commission/DRB
6. Water Master Plan



## Group 3 – Councilmember Initiatives: Recommend Considering in Feb.

- Art/Wellness Market at Redwood Market
- Assist filling vacancies at Redwood Market
- Clean up downtown (painting, graffiti, power washing, decorating, etc.)
- Event celebrating Sebastopol strengths
- Increased financial transparency re: water/sewer finances
- Commercial water sales update
- Increased police patrols downtown



## Group 3 – Councilmember Initiatives: Recommend Considering in Feb. (con't)

- ▶ Light up Sebastopol/Holiday lighting
- ▶ Quarterly reports on storm water infrastructure
- ▶ RFP for IT support
- ▶ RFP for Public Communications Contract
- ▶ Teen Memorial Labyrinth – Repair or Relocate
- ▶ SAFE



# On Hold/Inactive

- Barlow Townhomes Final Map and Housing Agreement
- Calder Creek Naturalization
- Evaluation of Records Management System
- Hazard Mitigation Plan
- Library Video Surveillance
- Sewer Master Plan



# Setting Goals and Priorities: Standard Practice in Local Government

- Typically, Goal Setting First
  - At beginning of year
- Priorities Emerge from Council Goals
- Priorities translated to projects
- Progress report back to Council and community
- Also inform budget process