



City Council Communication

AGENDA DATE: July 27, 2026

LEGISTAR ITEM #: Pres 26-389

SUBMITTED BY: Courtney Brown, DCM **DEPARTMENT:** City Manager's Office

☐ Ordinance	☐ Resolution	☒ Presentation
☐ Admin Business	☐ Public Hearing	☐ Other

REQUEST

This touchpoint provides Council with an update on the Strategic Plan Refresh process, including a review of the refreshed framework, an overview of public engagement efforts, and a request for consensus on the draft Goal Category Priorities.

BACKGROUND

The purpose of this item is to brief City Council on the Strategic Plan Refresh effort and to seek consensus on the draft Goal Category Priorities. The refresh focuses on building a clearer, more actionable plan that strengthens public communication, improves prioritization, and aligns with budget and operational considerations.

Key background points include:

- Council reviewed Part 1 of the Strategic Plan Refresh in June and was generally supportive of the draft Goal Categories and Goal Category Statements.
- Following the Part 1 presentation, staff proceeded to draft Priorities for each Goal Category that will narrow down the policy focus of Council which informs staff development of the City Manager's Operations Plan.
- Goal Categories and Draft Priorities:
 - **Economic Investment & Opportunity:**
 - Strengthen Commercial Corridors
 - Grow and Diversify the Local Business Base
 - Develop Workforce-Aligned Employer Partnership
 - Elevate Economic Transparency

CITY COUNCIL COMMUNICATION CONTINUED

- Align Growth with Long-Range Fiscal Sustainability
- **Safe & Thriving Community:**
 - Improve Traffic Safety Citywide
 - Expand Neighborhood-based Policing
 - Strengthen Behavioral Health Partnerships
 - Enhance Environmental Conditions that Promote Lived Safety
 - Build Community-First Safety Culture
- **Healthy, Connected, & Sustainable Environment:**
 - Invest in Parks, Trails, and Recreation Amenities
 - Advance Community Beautification & Visual Pride
 - Improve Environmental Resilience
 - Enhance Community Identity & Cohesion
- **Housing for All Stages of Life:**
 - Increase Diversity of Housing Types
 - Stabilize Existing Neighborhoods
 - Align Growth with Infrastructure Capacity
 - Expand Partnerships for Affordable/Supportive Housing
 - Improve Housing Stability and Resident Protections
- **Mobility & Infrastructure:**
 - Build Connected Multimodal Network
 - Improve Corridor Safety
 - Strengthen Regional Partnerships
 - Ensure Infrastructure Maintenance Keeps Pace
- **Trusted, Transparent, & Accountable Government:**
 - Improve Customer Experience & Service Delivery
 - Advance Transparency & Accountability
 - Strengthen Internal Coordination & Alignment
 - Modernize Technology & Secure Infrastructure
 - Build a Sustainable, Well-Supported Workforce
- **Attached to the agenda item are the full draft Priorities for contextual review.**
- Public engagement milestones, including SpeakUp surveys, Music in the Parks events, and Town Halls, inform the refresh effort.

CITY COUNCIL COMMUNICATION CONTINUED

JUSTIFICATION

☒ Council Goal	☒ Strategic Plan	☒ Work Plan	☐ Legal
Citation	The Strategic Plan Refresh effort outlined during the Council Retreat supports updating Council's long-term priorities and aligning operations and the budget to achieve clear, community-facing outcomes.		

PUBLIC OUTREACH

Public outreach informing the refresh effort includes: SpeakUp online survey (open until July 15), Music in the Park outreach events (June 11 & 25; July 9), Financial Planning Town Halls (July 7–8), and additional SpeakUp engagement planned for August 12. Broad communication through the City Manager's Office.

AVAILABLE ACTIONS

- **Approve as Submitted** – Council agrees, through consensus, that the draft Priorities are sound and staff can continue moving forward with the Strategic Plan Refresh.
- **Request Modifications** – A majority consensus may request slight adjustments to the Priorities through NCB before the August 3 meeting, which staff will incorporate and bring back to Council on September 21 at Adoption

STAFF RECOMMENDATION

Staff recommends Action #1: Approve as submitted to allow the Strategic Plan Refresh work to continue toward framework adoption in September.