

Strategic Focus Area:

Public Streets, Storm Drains & Sidewalks

Objective and Initiative

Street Repairs & Traffic Calming: Continue to repair streets and implement traffic calming strategies and seek additional grant money to improve city streets, with an emphasis on those near schools, parks and neighborhoods.

Storm Drains: Seek federal, state, and regional monies to replace the worst storm drains and those with the highest impact and begin repair and replacement.

Sidewalks: Construct and repair sidewalks, and remove obstacles (e.g., utility boxes) in walkways, to help create bike and pedestrian connections between neighborhoods and parks that will improve walkability and bicycle access.

Strategic Focus Area:

Revenue & Economic Development

Objective and Initiative

Sales Tax Measure for the 2024 Ballot: Engage voters on the benefit of passing a sales tax in FY 2024 that will increase revenue to address the City's priority needs and the value this measure has over competing sales tax measures.

Village Downtown Plan: Seek grant funding and investment for the Village Downtown Improvement Plan by advocating for federal, state (e.g., California Jobs First), county and non-profit funding sources.

Economic Development Plan: Seek a RFP for an Economic Development Plan that includes business engagement strategies. Connect Main Street: Expedite completion of the Connect Main Street project which supports economic development and that encourages walkability and livable neighborhoods.

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Strategic Focus Area:

Public Safety & Homelessness

Objective and Initiative

Homelessness: Implement best practices and top strategies to address homeless issues, to include short-term housing solutions with wrap-around services, partnering with east county cities and the County, and hiring a contractor to serve as project manager and advocate.

Strategic Focus Area:

Community Life

Objective and Initiative

Council Meetings Broadcasting: Prepare a report to the City Council detailing one-time and ongoing costs and implement livestream broadcasting of City Council meetings.

Housing: Repair and reopen the Senior Center while exploring the feasibility of senior housing and identify strategies to attract investors and developers to create housing that is affordable for all economic strata.