

## Priority

### Creekside: A Strategy, Not Just a Street

Objective 1.A: Advance the Creekside District as a vibrant area.

- 1.A.1 Enhance visibility, access, and engagement with the Big Walnut Creek
- 1.A.2 Attract and support businesses that reflect community interests.
- 1.A.3 Promote the creation of vibrant, usable spaces for dining and entertainment.
- 1.A.4 Review Creekside District planning documents to ensure alignment with updated citywide planning policies and support ongoing district-level planning efforts.
- 1.A.5 Reimagine a Creekside District based organization to align with current needs for the district.
- 1.A.6 Develop a comprehensive parking strategy for the Creekside District.
- 1.A.7 Improve walkability and pedestrian safety within the Creekside District
- 1.A.8 Develop streetscape design standards to be implemented throughout the district. *(extend along Granville Street, provide more safe pedestrian crossings)*
- 1.A.9. Develop a Creekside District Improvement Program. *(work with the CIC to establish a Creekside facade improvement program)*
- 1.A.10 Establish a comprehensive wayfinding and beautification campaign for the Creekside District and other priority development areas.
- 1.A.11 Develop an event strategy that activates the Creekside District through vibrant programming while balancing economic, social, and environmental impacts.

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### Connected Service: One Call, One Answer

Objective 2.A: Enhance internal operations.

- 2.A.6 Hold an annual retreat to review the Strategic Plan and update or revise goals as appropriate. (or biannual retreat as new Council members are elected)
- 2.A.7 Enhance existing new employee orientation.
- 2.A.8 Ensure transparency and responsiveness throughout City government.
- 2.A.9 Enhance collaboration by regularly sharing updates across departments.
- 2.A.10 Strengthen employee-employer communication.
- 2.A.11 Expand professional development and training opportunities for all departments.
- 2.A.12 Assess technology usage across all city departments and identify needs and/or barriers to utilizing available technology to the fullest extent to enhance communications and improve operations.
- 2.A.14 Establish internal guidance of policies and procedures to ensure they are applicable, modern, and achieve compliance.
- 2.A.15 Identify opportunities to elevate and maintain employee wellness and morale.

Objective 4.C: Enhance citywide communications and promotions

- 4.C.2 Evaluate opportunities to expand communications to the public.
- 4.C.3 Produce an Annual Report to share information with residents.

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### Quality of Place: Safe, Sustainable, Strong

Objective 2.B: Maintain a high level of stewardship and safety.

- 2.B.1 Create a business continuity plan for internal operations to maintain essential functions and operations during a major disruptive event such as a natural disaster, cyber security threat, or pandemic.
- 2.B.2 Maintain a high quality of public safety through proactive services and community partnerships.
- 2.B.3 . Create a long-term plan for emergency preparedness citywide. *(disaster preparedness plan, complete table top exercises)*
- 2.B.4 Adopt a Sustainability Plan.
- 2.B.5 Evaluate and enhance urban forestry initiatives.
- 2.B.6 Promote programs offered by partner organizations that assist residents and businesses with the cost of sustainable activities.
- 2.B.7 Expand recycling and composting programs
- 2.B.8 Promote soil health by encouraging regenerative practices such as composting and reduced fertilizer use.
- 2.B.9 Provide additional tools for residents and business owners to address erosion/flood risk for their properties.

Objective 3.B: Foster an engaged and inclusive community.

- 3.B.1 Establish a Citizen's Police Academy.
- 3.B.2 Become an age-friendly community to support healthy aging and improve quality of life for all.

Objective 4.B: Strengthen placemaking efforts.

- 4.B.1 Develop a gateway improvement program.
- 4.B.2 Prepare and adopt a Wayfinding Master Plan that implements a comprehensive and visually appealing wayfinding system consistent with City branding.
- 4.B.4 Prepare and adopt a Public Art Master Plan