

Benefits of Strategic Planning

- Identifies the community's primary interests
- Increases the organizations effectiveness and efficiency
- Improves public relations and communications

Components of the Strategic Plan

- A vision Sets the focus for the future.
- A mission a statement of the purpose of the City of Pinole.
- Goals Set the framework that guide the direction and focus.
- Strategies Means to achieve the goals.
- Implementation Action Plan The blueprint for carrying out the plan.

Strategic Planning Process Overview

- Council Interviews
- Boards and Commissions Focus Group
- Department Questionnaire
- Community Meetings
- Environmental Scan

Pinole's Vision

"Pinole is a safe, vibrant, and innovative community with small town charm and a high quality of life."

Pinole's Mission

"Pinole will be efficient, ethical, and effective in delivering quality services with community involvement and fiscal stewardship."

- Safe and Resilient Pinole
 - Develop and communicate community resilience through quality public safety service delivery, property maintenance policies and practices, and disciplined investment in community assets.

- Conduct a citywide asset condition assessment.
- Update the emergency preparedness and response plan (including results of the facilities and equipment assessment).
- Explore restoring the community emergency response team (CERT) program and conducting annual tabletop exercises and community drills.
- Review, prioritize, and implement as appropriate the 2019 fire service study recommendations.

- Financially Stable Pinole
 - Ensure the financial health and longterm sustainability of the City.

- Develop a long-term financial plan (LTFP) and use it to guide budget and financial decisions (including policies regarding reserves and management of liabilities).
- Conduct a comprehensive fee study to ensure cost recovery of current and potential service fees. (Evaluate implementing an online payment platform.)
- Establish a program to evaluate grant opportunities and capacity.
- Explore an array of revenue generation opportunities to recover costs.
- Develop a disciplined approach to funding infrastructure maintenance and improvements.

- Vibrant and Beautiful Pinole
 - Facilitate a thriving community through development policies and proactive relationship building.

- Update the General Plan and Three Corridors Specific Plan.
- Develop/create a comprehensive strategy to encourage streamlining the rehabilitation and re-use of undeveloped or under-developed properties.
- Partner with regional for- and non-profit housing agencies (and developers) to provide an array of housing options consistent with community income levels.
- Develop a comprehensive economic development strategy that includes a focus on downtown redevelopment to activate the core of the community as a destination for the region (including gateway and way finding signage as well as branding).
- Partner regionally to improve and enhance transportation circulation, including public transit, cars, bikes, and pedestrians.
- Conduct a review and update of the City's code enforcement and property maintenance programs with a focus on increased beautification efforts and investment in community amenities, business districts, and nuisance abatement.

- High Performance Pinole
 - Build and organization culture that is efficient, ethical and effective in delivering quality services with community involvement and fiscal stewardship.

- Develop an employee attraction, retention and development plan.
 - Analyze the City's classification and compensation system and update as needed.
- Conduct a citywide organization review to optimize efficiencies.
- Review citywide implementation of best practices and improve processes.
- Develop a strategic communication plan (i.e., public information officer, messaging, marketing, technical implementation).
- Develop a public engagement plan.
 - Develop policies and practices that provide a framework for diverse community members to connect, interact, and proactively participate.
 - Explore opportunities for meaningful youth participation in city and community life.
 - Develop a robust volunteer and internship program.
- Develop a comprehensive information technology Strategic Plan.
- Develop an interagency legislative advocacy program.

Implementation Action Plan

 The implementation action plan sets forth timelines and staff assignments. Progress reports will be provided periodically throughout the year to the City Council. Community members are encouraged to attend City Council meetings to learn more.

Questions