

Berkeley Strategic Plan: Update and Next Steps



CITY COUNCIL WORK SESSION - JANUARY 16, 2018

Work Session Objectives

- Review the content of the draft Strategic Plan
- Provide an overview of how the plan will be implemented
- Say “thank you” to all who made plan possible – City Council, commissions, staff, community members
- **Recommendation:** Adopt the FY 18/19 Strategic Plan

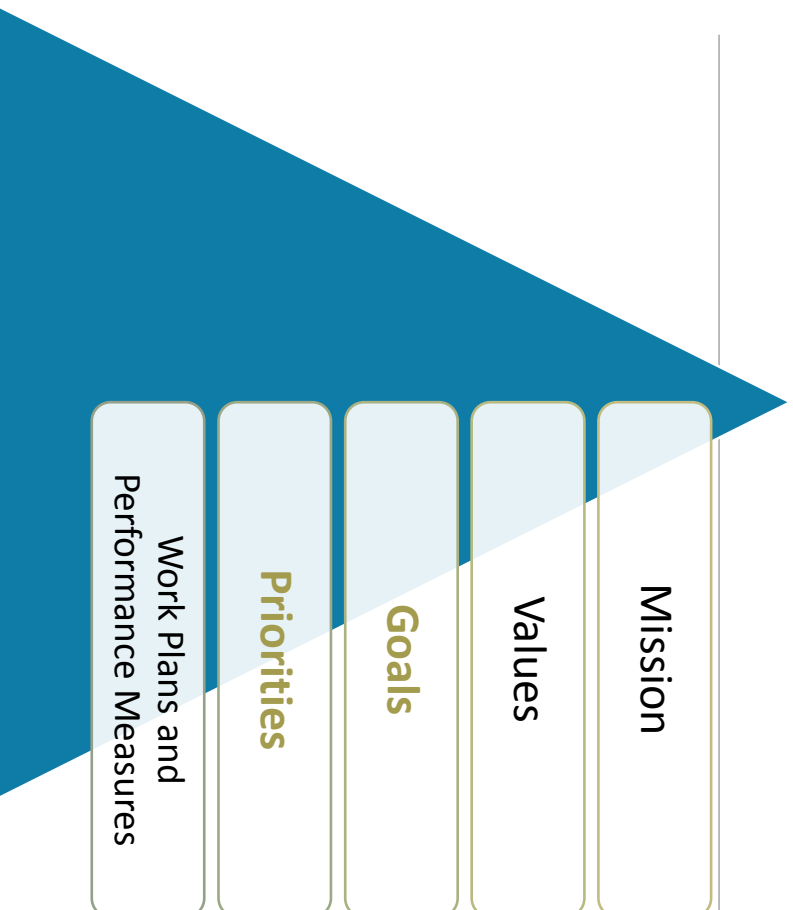
Why is the Strategic Plan important?

- **Clarity:** The plan articulates a clear set of goals and priorities in one place
- **Accountability:** The plan enables increased accountability for achieving stated priorities
- **Collaboration:** The plan provides a forum for increased and innovative partnerships



City staff providing input on the Berkeley Strategic Plan

City of Berkeley Strategic Plan



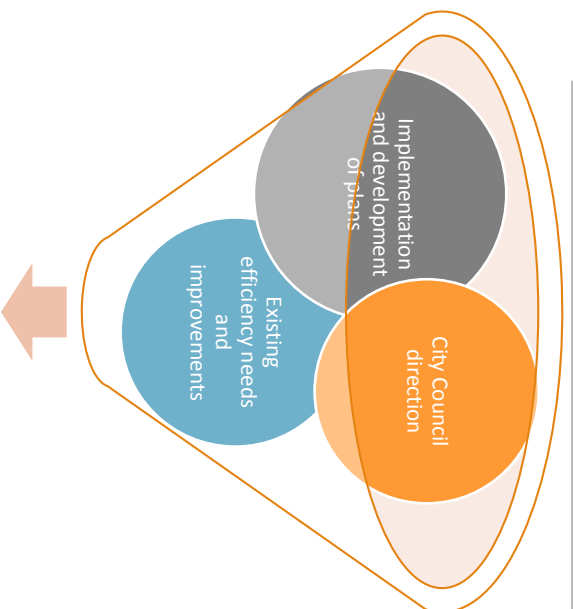
Goals are broad and multi-year in nature and are statements of desired outcomes.

Priorities are the means to achieve the goals.

The Strategic Plan is a reflection of Council priorities and the City's budget



What is the source of the priorities included in the Strategic Plan?



Strategic Plan Priorities

Strategic Plan priorities include:

- City Council referrals and direction (used RRV as a guide)
- Implementation and development of important plans
 - Bicycle Plan, Climate Action Plan, Digital Strategic Plan, Resilience Strategy, etc.
- Known infrastructure, service and technology improvement needs (e.g., new website, ERMA, new equipment for Fire Dept.)
- Known efficiency needs (e.g. succession planning)

Goal: Provide state-of-the-art, well-maintained infrastructure, amenities and facilities

- **Priority:** Citywide infrastructure improvements/implementation of Measure T1
- **Priority:** Adeline Corridor Plan
- **Priority:** Conceptual plan for the Berkeley Transfer Station

Goal: Create affordable housing and housing support services for our most vulnerable community members

- **Priority:** Increased affordable housing (e.g., Berkeley Way project, streamlined permitting)
- **Priority:** Pathways Project
- **Priority:** Expanded and streamlined Rental Housing Safety Program

Goal: Create a resilient, safe, connected, and prepared city

- **Priority:** Seismic safety programs
- **Priority:** Cyber-resilience strategy
- **Priority:** Comprehensive Police Department policy review

Goal: Foster a dynamic, sustainable, and locally-based economy

- **Priority:** Small business support package
- **Priority:** Implementation of public art in private development policy
- **Priority:** Small-scale ferry service at the Berkeley Marina

How will we implement the plan and monitor our performance?

- Identify **clear milestones and metrics** that staff will report to Council, commissions and the community
- Launch an **online performance dashboard** that illustrates priorities and progress
- Continue to tie the plan to the **biennial budget**

Building Flexibility into the Plan

- *Intention moving forward:*
- Future policies and programs align with the goals of the Strategic Plan
- New policy and program work is analyzed for impact on existing Strategic Plan priorities

THANK YOU

- *Mayor and Council*
- *City Commissions*
- *City staff*
- *Members of our community*



Staff checking in to the
January 11, 2018
strategic plan and staff
appreciation event