

Riverbank City Council Strategic Plan Presentation

Tuesday
September 14, 2021



Our Process



- ▣ Meetings with All Council Members
- ▣ Meetings with City Manager and All Department Heads
- ▣ Review of Annual Budget
- ▣ Review of Meetings/Agendas and Key Issues
- ▣ Review Previous Strategic Plan/Updates
- ▣ Review of News Media
- ▣ Review of Council Meetings

2022-2023 Goals



1. Ensure Financial Stability
2. Improve Public Safety
3. Improve the City's Historic Downtown
4. Improve internal and External Communication

2022-2027 Goals



5. Encourage Employee Development
6. Promote Sustainable Development
7. Promote Economic Development that Supports Jobs-Housing Balance
8. Maintain a High Quality of Life



1. Ensure Financial Stability



- 1.1 Maintain sound, responsible fiscal policies regulating debt and establishing parameters for reserves.
 - 1.1.a. Maintain a minimum of 10% of the General Fund in reserves.
 - 1.1.b. Adhere to adopted policies and procedures.
 - 1.1.c. Continue to review and update Master Fee Schedules and Rate Schedules on regular basis.
- 1.2 Prioritize use of discretionary funds based on the 2022-2027 Strategic Plan Goals.

1. Ensure Financial Stability



- 1.3 Continue to seek local, regional and federal grant opportunities to support City projects, programs and initiatives especially those that provide funding for diversity and equity.
- 1.4 Explore options to reduce pension liabilities including retiring debt through bond(s) or other financial tools.
 - 1.4.1. At Mid-Year review, Council will establish a % of reserves to commit to a 115 Trust or other investment option to reduce CalPERS liability.

1. Ensure Financial Stability



- 1.5 Provide transparency in all activities related to municipal finance and ensure that financial records are accurate, reliable and timely.
- 1.6 Continue to explore options for service delivery mechanisms to reduce costs.
 - 1.6.a. Explore the use of renewable energy for City operations/vehicles.





2. Improve Public Safety

- 2.1 Ensure adequate funding for appropriate levels of staffing for law enforcement and fire department personnel.
 - 2.1.a. Expand community resource deputy program.
 - 2.1.b. Seek options for availability of mental health providers in the field.
- 2.2 Support local and regional partnerships for mutual aid.
- 2.3 Continue to update emergency operations plan(s) and ensure appropriate staff training and engagement for implementation.

2. Improve Public Safety



- 2.4 Support emergency preparedness throughout the community, including those related to public health and natural disasters.
- 2.5 Maintain safe, well-lit streets and roads.
 - 2.5.a. Complete the City's Active Transportation Plan
 - 2.5.b. Continue to support enhancements for Safe Routes to Schools.
 - 2.5.c Review ADA access and compliance working collaboratively with public utilities.
 - 2.5.d. Consider development of a Local Road Safety Plan for the City.

2. Improve Public Safety



- 2.6 Monitor treatment, storage and delivery systems to ensure safe, reliable delivery of water.
- 2.7 Explore and Expand use of technology to including cameras.
- 2.8 Eliminate use of illegal fireworks through aggressive/proactive monitoring and enhanced marketing/community outreach strategies.

PARK
PARALLEL



GEORGE
LITTLEFIELD

CITY H



3. Improve the City's Historic Downtown



- 3.1 Continue to work with Community Development to solicit feedback from businesses and developers on the permit approval and other processes and provide recommended solutions for consideration by the City Manager and/or City Council.

- 3.2 Support efforts that promote beautification of the physical environment including public art.
 - 3.2.a. Support the efforts of Code Enforcement.
 - 3.2.b. Enforce compliance by landlords through fines and/or other incentives.

3. Improve the City's Historic Downtown



- 3.2.c. Explore opportunities for façade improvement programs.
- 3.3.d. Explore opportunities for lighting and landscaping enhancements.
- 3.3 Support sustainable programs to promote local businesses and/or improve the downtown area.
- 3.4 Coordinate efforts with the Chamber of Commerce, Opportunity Stanislaus and regional economic interests to identify opportunities for development.

3. Improve the City's Historic Downtown



- 3.5 Explore opportunities for incubator businesses.
- 3.6 Support community events produced by local non-profit agencies.
- 3.7 Consider structural amenities to enhance the downtown experience.
 - 3.7.a Include charging stations for electric vehicles.
 - 3.7.b Promote connectivity/mobility for multiple modes of transportation including bike and pedestrian access, and ADA compliance.



4. Improve Internal and External Communication

- 4.1 Proactively communicate news about the City to residents, businesses and surrounding communities.
 - 4.1.a Continue to deliver the City's newsletter to residents.
 - 4.1.b Use new electronic billboard to share information.
 - 4.1.c Ensure appropriate linguistic translation of materials to engage the City's Hispanic population.
- 4.2 Use social media to disseminate positive news, milestones and accomplishments throughout the community.

4. Improve Internal and External Communication



- 4.3 Promote regional interaction and coordination with surrounding communities and service providers including schools, economic development interests, transportation and non-profit agencies.
- 4.4 Work with youth to develop a Youth Council for the community that includes millennials.



5. Encourage Employee Development



- 5.1 Develop and implement organization wide staff succession planning.
- 5.2 Develop and implement specialized customer service training across all departments.
- 5.3 Support employee training, enrichment and recognition, including team building opportunities.
- 5.4 Establish clear performance standards for the workforce and provide annual employee reviews.

5. Encourage Employee Development



- 5.5 Conduct a review of the City's management tools, systems and resources including geographic information systems (GIS).
 - 5.5.a. Consider “shared” administration position(s) to support multiple departments.
 - 5.5.b. Review technological tools/software to ensure maximum efficiency.

- 5.6 Research feasibility of a new City Hall to accommodate current and future needs,

6. Promote Sustainable Development



- 6.1 Update the City's General Plan and Zoning Code including:
 - 6.1.a. Work with LAFCO to update the City's Sphere of Influence.
 - 6.1.b. Follow North County Corridor project impacts on Riverbank.
 - 6.1.c. Housing Element Update and Technical General Plan Update
 - *Consider exploring dual-use housing for farmworkers during growing season and homeless off-season.*
 - 6.1.d. Inclusion of an Environmental Justice Element

6. Promote Sustainable Development



- 6.2 Complete/implement High Value Specific Plans including:
 - 6.2.a. Eastside Industrial Specific Plan
 - 6.2.b. The River Walk Specific Plan
 - 6.2.c. The Cannery Site
- 6.3 Develop Regional Storm Water Plan.
- 6.4 Continue to Develop Regional Waste Resources/Treatment Plant and identify funding for project completion.

6. Promote Sustainable Development



- 6.5 Incentivize programs for saving electricity, water and other essential resources.



7. Promote Economic Development That Supports Jobs-Housing Balance



- 7.1 Complete the Crossroads West Development.
- 7.2 Implement permit streamlining to attract businesses to the City.
- 7.3 Focus efforts on manufacturing and development businesses.
- 7.4 Cross train building and community development staff to support economic development

7. Promote Economic Development That Supports Jobs-Housing Balance



- 7.5 Complete conveyance of Army property to the City.



8. Maintain High Quality of Life



- 8.1 Maintain and refresh the parks, trails and facilities to provide exceptional experiences.
 - 8.1.a. Seek ways to provide amenities and facilities to underserved/aging neighborhoods.
 - 8.1.b. Provide public restrooms, benches and other amenities in City parks.
 - 8.1.c. Develop recreational facilities such as an aquatic center.
 - 8.1.d. Support youth activities.
 - 8.1.e. Promote Stanislaus River opportunities and activities.

8. Maintain High Quality of Life



- 8.2 Promote Community Partnerships
 - 8.2.a. Support Love Riverbank and other volunteer groups.
 - 8.2.b. Support public art opportunities.
 - 8.3.c. Support community-driven multi-cultural events.

- 8.3 Support environmental enhancements.
 - 8.3.a. Consider a sound wall on east side of BNSF tracks.
 - 8.3.b. Support efforts to improve air quality.
 - 8.3.c. Explore new materials and technology for roadway improvements and lighting.

8. Maintain High Quality of Life



- 8.4 Promote a healthy community.
 - 8.4.a. Consider establishing a PAR course or other facilities to promote fitness.
 - 8.4.b. Explore opportunities for community gardens.
- 8.5 Engage the community and non-profit partners in the development of programs, facilities, transitional housing and/or solutions for homeless services.
- 8.6 Successfully implement a transitional shelter type pilot project within Riverbank to be funded through grants.

Implementation



Voters

Policy/Goals

Strategies

Tactics

Residents

City Council

City Manager

Staff