



# Strategic Visioning FY 2023-24



## BIG BUG 5 YEARS (Big Unifying Goal)

*"Eureka: A historic city embracing the future while honoring its environmental and ancestral heritage, where safety, inclusivity, sustainability, and innovation converge to create a vibrant and thriving community for all."*

Effective Governance & Communication	Economic Development	Health & Safety	Community Pride
<b>Two Year Lil BUGs</b>			
Unified Public Relations Effort	Adequate No/Low Barrier Shelter (capacity for all)	Expand Care/CSET 24/7	Implement a Public Education Plan for City Services
Effective Labor Relations	Update LCP	Bay to Zoo Trail	Comprehensive Maintenance Plan for Parks
Employee Development (BCLA)	ADU Financing	Construct Public Works Operations Complex & EOC	Greenways and Gulches Ordinance.
Systematize DEI - Recruit	Address Vacancy Issues	Adopt the Climate Action Plan	Complete Park Projects - Da-Yas, Grace Martin, Highland, and Carson

Effective Governance & Communication	Economic Development	Health & Safety	Community Pride
<b>1 Year Targets</b>			
Retention/Recruit Through Unified Negotiations Strategy	Game Plan for Dumpsters	Corp Yard / EOC - Site, Design, and Start	Hire Maintenance Worker for Waterfront Trail
Annual Town Halls	Build ADU Financing Program Framework & Initiate Three Projects	Work with County to Expand Semper Virens Capacity	PR (Public Relations) Checklist
Working Group w/ NGOs (inc. Faith Organizations) for Homeless	Lighting Plan for Old Town	Retention Bonus/Longevity Pay	Update Street Tree Guidelines
DEI Training Services (In-House)	Navigation Center - Initiate Build	Research & Report on Safe Use Sites	Encouraging Community Engagement Through Events and Collaboration

# 90-Day Milestones



Effective Governance & Communication			Economic Development			Health & Safety			Community Pride		
90 Day Milestones											
Lead	Goal Type	Milestone and Actions	Lead	Goal Type	Milestone and Actions	Lead	Goal Type	Milestone and Actions	Lead	Goal Type	Milestone and Actions
	1 Year Target	<b>Retention/Recruit through Unified negotiations strategy</b>		1 Year Target	<b>Game Plan for dumpsters.</b>		1 Year Target	<b>Corp Yard / EOC - Site, Design, and Start</b>		1 Year Target	<b>Hire Maintenance Worker for Waterfront Trail.</b>
Will		Negotiations Orientation	Miles		Negotiate with Business Owners	Brian		Complete Conceptual Design	Lane		Finance Availability- Gather/Generate Fund
Will		Present Labor Market Data	Swan		Report on Dumpster (fire)	Brian		Develop List of Criteria For Alternate Procurement Methods	Lane		Incorporate into F1 2023-24 Budget
	1 Year Target	<b>Annual Town Halls</b>		1 Year Target	<b>Build ADU Financing program framework &amp; get 3 projects in the pipeline</b>			Determine Targeted Outreach Plan For Development	Lane		Present and Adopt Budget with Council
Lane		Establish Budget for Council Members	Swan		Approve Program + Report to Council		1 Year Target	<b>Work with County to expand SV Capacity</b>		1 Year Target	<b>PR(Public Relations) Checklist.</b>
Shannon		Establish Tentative Annual Schedule /Themes		1 Year Target	<b>Lighting plan for Old Town.</b>	Jacob		Determine Existing Efforts to Increase Capacity	Donna		Identify Aparate Staff (EP, CS)
			Sarah		Meeting with Internal Stakeholders	Jacob		Staff Evaluate Existing Efforts and Determine Adequacy Of Ways We can Help	Donna		Develop Draft Plan
	1 Year Target	<b>Working Group w/ NGOs(inc. Faith Organizations) for Homeless</b>		1 Year Target	<b>Navigation Center - Initiate build</b>		1 Year Target	<b>Retention bonus/ longevity pay</b>	Donna		Department & Other Organization Review
Miles & Todd		Create List of Potential Organizations	Miles		Bring update to CC	Will		Develop a List of Potential Programs and When They Would Apply		1 Year Target	<b>Update Street Tree Guidelines</b>
Miles & Todd		Have a Round-Table Meeting with Interested Orgs (share efforts)		1 Year Target	<b>Research efficiency units, condos, and co-ops(No/Low Barrier Shelters)</b>	Lane		Analyze Fiscal Implications of Increased Cost + Where it Could Come From	Autumn		Provide Street Tree Guidelines to CA
	1 Year Target	<b>DEI Training Services(In House)</b>	Jeff		Homekey Grant Application	Miles		Survey Staff on Potential Options	Autumn		Research All Applicable Regulations
Will		Identify Trainings (Tribal Governance)		1 Year Target	<b>Submit completed LCP application to Coastal Commission</b>		1 Year Target	<b>Research &amp; Report on safe use sites</b>	Autumn		Draft Updates for Pub Review & KEB
Will		Establish Tentative Schedule	Cristin		Draft LUP on Website	Autumn		Examine Legality of Public & Private Safe Use Sites		1 Year Target	<b>Encouraging community engagement through events and collaboration</b>
	1 Year Target	<b>Employee Development BCLA(2 year BUG)</b>	Cristin		Bring Coastal Zoning Code (50%) to PC + CC for Report	Todd		Develop List of Safe Use Sites With Positive and Negative Impacts	Donna		Staff Prep an Community Event to Pub Empower Eureka and Upcoming Evolunteer Events (Sept)
Will		Plan Summer Employee Picnic				Miles		Report Findings to Council	Donna		Identify a Tangible Appreciation Gift (OMS)
Will		Identify Future Program Components(BCLA)					1 Year Target	<b>Encourage alternative healthcare options</b>	Donna		Present to Interested Agencies (Main Street, Chamber, HLMA)
Will		Set Date for Annual De-Escalation Training				Swan		Interview Representative Sample of Healthcare Providers		1 Year Target	<b>Survey the public about neighborhood District Designations</b>
	1 Year Target	<b>Effective Labor Relations(2 year BUG)</b>				Scott	1 Year Target	<b>Adopt Bike Plan</b>	Public		Develop Geographic Units
Miles		Explore Opportunities for Funding				Maggie		Public Kickoff of Outreach	Cristin		Develop Survey
Will		Wellness Initiative Proposal						Update Map of Existing Facilities	Miles		Internal Review of Survey
	1 Year Target	<b>Local &amp; Unified PR Plan</b>					1 Year Target	<b>Complete Bay to Zoo trail right of way.</b>		1 Year Target	<b>Identify partners, locations, volunteers, and finances for a cultural event.</b>
Miles		Identify Lead Staff				Katie		Develop Targeted Outreach Plan for Key Land Owners	Donna		ID Partners
Donna		Presentation to Council on Current PR Efforts					1 Year Target	<b>Hire a consultant to rewrite the Emergency operations plan</b>	Donna		Consult with Partners about Timing and Location
						Kristin		Gather Examples of EOPs Operations Plan of Similar Emergencies	Donna		Identify Potential Partners
						Kristin	1 Year Target	<b>Community gardens - In street &amp; vacant lots</b>			
						Donna		Evaluate Existing Conditions & Locations of Community Gardens			
						Scott		Examine Examples of Dead-end Street Closures			
						Scott	1 Year Target	<b>Ambassador Program</b>			
						Jeff		Implement One Pilot In-street Community Garden			
						Jeff		Examine Examples of Ambassador Programs			
						Jeff		Present Options to Council w/ Cost Analysis			