



City of Woodland
Meeting Agenda
City Council

Community and Senior Center
Meeting Room 1 and 2
1000 East Street
Woodland, CA 95776

February 12, 2022
9:00 AM

CITY COUNCIL RETREAT

A. CALL TO ORDER

B. ROLL CALL

C. PLEDGE OF ALLEGIANCE

D. COMMUNICATIONS - PUBLIC COMMENT

This is an opportunity for the public to speak to the Council on any item other than those listed on this agenda. The Mayor may impose a time limit on any speaker depending on the number of people wanting to speak and time available for the rest of the agenda. In the event comments are related to an item scheduled on the agenda, speakers may be required to wait to make their comments until that item is considered.

E. COMMUNICATIONS - COUNCIL/STAFF STATEMENTS AND REQUESTS

This is an opportunity for the Council Members and Staff to make comments and announcements, to express concerns, or to request Council's consideration of any items a Council Member would like to have discussed at a future Council meeting.

F. REPORTS OF THE CITY MANAGER

1. SUBJECT: City Council Study Session / Retreat

G. ADJOURN

I declare under penalty of perjury that the foregoing Agenda for the City Council Special Meeting of the City of Woodland scheduled for Saturday, February 12, 2022 was posted on Thursday, February 10, 2022 in the outside display case at City Hall, 300 First Street, Woodland, CA, and was available to the public during normal business hours.


Ana B. Gonzalez
City Clerk

Upon request, agendas and documents in the agenda packet will be made available in appropriate alternative formats to persons with a disability, as required by law. Any such requests must be made in writing to the Office of the City Clerk of the City of Woodland. Requests will be valid for the calendar year in which the request is received, and must be renewed prior to January 1st.

Persons needing disability-related modifications or accommodations in order to participate in public meetings, including persons requiring auxiliary aids or services, may request such modifications or accommodations by calling the Office of the City Clerk (530-661-5806) at least 48 hours prior to the meeting.



TO: THE HONORABLE MAYOR AND CITY COUNCIL
AGENDA: City Council Special Meeting
DATE: February 12, 2022
ITEM #: F.1
SUBJECT: City Council Study Session / Retreat

Establishing explicit City Council goals and priorities is important in several respects. First, the goals set by the Council will continue to be the basis for assessing progress made in addressing the most important issues facing the city and community. Additionally, clearly articulated Council priorities will assist in ensuring the City's limited resources are focused on those initiatives and programs that contribute most directly to the outcomes envisioned in advancing city priorities.

Progress in advancing Council goals is best achieved when there is consensus around community priorities, alignment of resources and shared focus across the Council, staff and our boards and commissions. Staff applauds the Council's continued interest in evaluating its goals and priorities, and its support for building the organizational capacity critical to our efforts.

To this end, the City Council has scheduled a Study Session / Retreat to review and update its 2021/22 Priority Goals and Strategic Actions.



Ken Hiatt
City Manager

Attachments:

1. 2021-22 City Council Priority Goals and Strategic Plan Summary



DESTINATION 2023

Woodland City Council Priority Goals & Strategic Plan

Improve Quality of Life

Preserve and enhance Woodland as an inclusive community that is an exceptional place to live, learn, work play, and engage for current and future generations



Focus on Economic Development & Downtown

Support a vibrant economy throughout town with a diverse economic base offering a range of employment opportunities and business services. Revitalize Downtown as the heart of the community and center of civic activity.



Strengthen Public Safety & Infrastructure

Ensure that Woodland is a safe and resilient community through delivery of high quality public services and infrastructure that protects our community from risk and harm.



Enhance Governance & Fiscal Responsibility

Promote a local government and city organization that is committed to transparency and fiscal responsibility while meeting the needs of the community with effective delivery of services and information.



Improve Quality of Life

Key Strategies

- Promote healthy and purposeful living
- Provide opportunities for youth to thrive
- Celebrate our diversity through multicultural events
- Continually reevaluate the effectiveness of programs and services
- Invest in cultural and recreational amenities
- Focus on sustainability and resiliency to climate change

Priority Initiatives

- Youth Master Plan
- Woodland Promise Program
- East Beamer Way Campus Project
- Second Aquatic Complex
- Woodland Regional Park
- Improvements to Sports Park Fields
- Library improvements
- Neighborhood traffic calming
- Strengthened code enforcement
- Expanded volunteer programs
- Create and promote additional multicultural events
- Formalize volunteer and internship programs
- Promote enhanced engagement and awareness through improved multilingual communications

- Evaluate different models to deliver impactful and inclusive programming
- Improve citizen engagement
- Address community child care needs

Focus on Economic Development & Downtown

Key Strategies

- Cultivate existing businesses
- Strengthen communications and relationships with entire business community
- Continue to develop Woodland as a visitor destination
- Expand digital and technology-based economy
- Develop workforce training initiatives in support of existing and future economy

Priority Initiatives

- Establish The Lab@AgStart to foster food and agriculture innovation
- Complete entitlement process and annexation for Woodland Research and Technology Park
- The Food Front food and ag industry partnership campaign
- Support the construction of new industrial space
- Complete comprehensive zoning update
- Promote Woodland as a destination
- Outdoor dining and shopping parklets
- Lighting, landscaping, and public art enhancements
- JAPA parking management pilot program
- Shop Small, Eat Local campaign
- Identify key workforce development needs
- Establish workforce development initiatives to support local industry
- Strengthen communications to better engage with businesses in all areas and sectors
- Implement new marketing, events, and promotions that drive increased business activity and hotel stays

Strengthen Public Safety & Infrastructure

Key Strategies

- Continually assess public safety service delivery models
- Invest in programs that support youth and families
- Advocate for the District Attorney's 5-point-plan on homelessness
- Communicate and educate the public on neighborhood safety
- Ensure maintained infrastructure that complies with regulations

Priority Initiatives

- Update strategic plans for Police and Fire Departments
- Advocate for key legislative changes to criminal justice system
- Redefine and reinvigorate YGRIP collaboration

- Invest in community-based gun violence reduction programs
- Increase traffic enforcement and strategic deployment of public safety patrols
- Expand volunteer and neighborhood watch programs
- Determine funding plan for relocation of Fire Station 3
- Complete lower Cache Creek flood study
- Complete outfall channel improvements and expansion
- Continue to leverage state and outside funding for reconstruction of major roadway corridors
- Evaluate industry best practices in public safety delivery models and identify potential opportunities to adapt and expand capacities
- Advocate to State of California for maintenance of Cache Creek
- Educate public on flood risks and the importance of flood protection
- Continue to invest in projects to improve the efficiency and resiliency of the City's water system

Enhance Governance & Fiscal Responsibility

Key Strategies

- Proactive communication of factual and relevant information
- Utilize City boards and commissions to effectively engage public
- Streamline budget process while maintaining transparency
- Regularly reassess effectiveness of government services

Priority Initiatives

- Improve and expand access to public information and constituent services
- Expand volunteer programs
- Invest in improved service delivery and organizational efficiencies
- Improve collaboration with partner agencies and community organizations
- Continue to work with labor groups to address budget priorities while ensuring adequate benefits
- Conduct comprehensive evaluation of existing communications efforts and partner with new City Communications Manager and Policy Analyst to develop a coordinated framework to ensure timely and broad-based dissemination of information
- Evaluate the City's boards, commissions, and committees and strengthen alignment with Council priorities
- Maintain balanced budget while strategically investing in projects and programs that yield fiscal, social, and / or environmental benefits