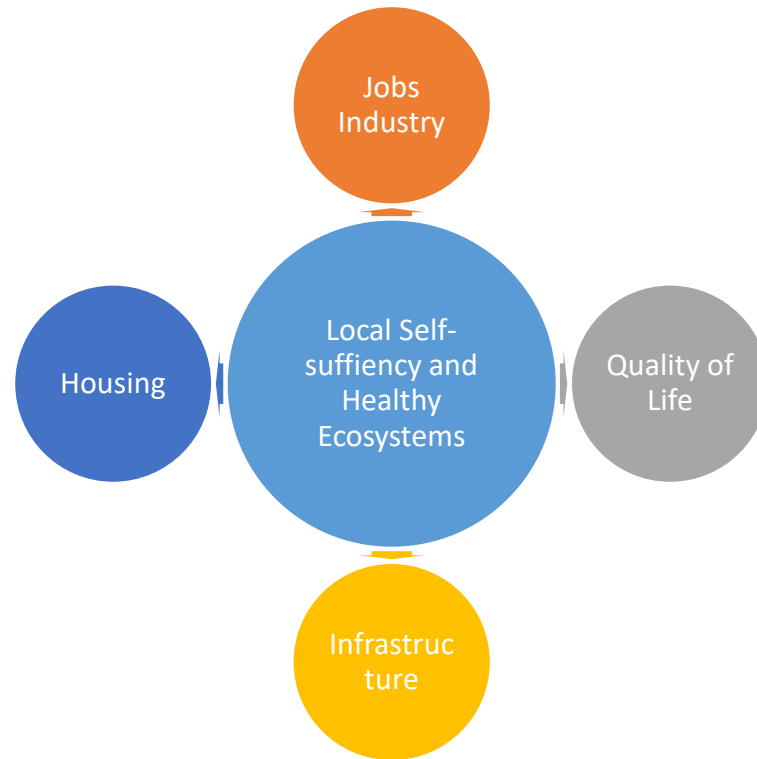


*Overview*

The City Council, City Manager and Facilitators with Heather Paulsen Consulting, spent most of the day on March 27, 2019 in a Goal Setting Meeting. From the City Council's 2050 Vision brainstorm exercise, Councilmembers discovered a shared intention for all of their priority areas: enhancing local self-sufficiency and supporting healthy ecosystems. These concepts underpin all of the goals listed below under each of the four top priority areas: Jobs/Industry, Quality of Life, Housing and Infrastructure. Within each priority area, the City Council prioritized three goals. The next step in the process is for City staff to create an action plan to develop, implement and achieve these goals.



<b>Priority Area 1: Jobs/Industry</b>		
	<b>Ideas</b>	<b>Initial Progress/Results</b>
<b>Goal 1 – Become more business and customer service friendly</b>	Ombudsman support for developers and new businesses; provide for more decisions to be reviewed by the Planning Commission; look at fee collection structure; ensure fees are fair and reasonable; prioritize restorative businesses; proactively invite businesses to Fort Bragg; and market Fort Bragg as a place to locate your business.	Staff has reviewed and updated fees that were adopted by City Council effective August 1, 2019.
<b>Goal 2 – Partner with educational institutions</b>	Education and developing a qualified workforce.	City Council is pursuing opportunities to assist in providing a higher education facility
<b>Goal 3 – Foster and help sustain Local businesses</b>	Public/private partnerships; overcome barriers to industry such as broadband, housing, and transportation; work with West Company and Economic Development Financing Corp. (EDFC); and support businesses that “keep money here”.	Staff and Council are exploring ways to encourage local businesses over chain or formula box stores

Priority Area 2: Quality of Life		
	Ideas	Initial Progress/Results
<b>Goal 1 – Beautification of streets/sidewalks</b>	Adopt a street program; sponsor volunteer clean-up days; and explore in-house maintenance options.	
<b>Goal 2 – Assist with façade improvements for businesses</b>	Matching funds/grants; Main St. Program; EDFC; and Mills Act - property tax.	Staff is developing a façade improvement grant program
<b>Goal 3 – Pursue partnerships to maintain open space</b>	Example: Pudding Creek 80 acres; and Mill Site Open Space.	City Council is actively pursuing both the Pudding Creek restoration project and preserving property for public facilities on the Mill Site
<b>Goal 4 – Maintain a fully-staffed police force</b>	A more community-involved police force.	Police Department is only an officer short of being fully staffed.

<b>Priority Area 3: Housing</b>		
	<b>Ideas</b>	<b>Initial Progress/Results</b>
<b>Goal 1 – 200 Units of housing in the next 5 years</b>	Pursue public/private partnerships; funding for developers; updating local plan to make more attractive; pursue tax credits and grants; and look at density.	Council is in the process of adopting the 2019 Housing Element to expand housing units within the City of Fort Bragg
<b>Goal 2 – Pursue Community Land Trust/JPA/Housing Authority</b>	Joint Power Authority (JPA) with other cities or county; incubator program for nonprofit land trust; and research funding mechanisms.	Staff and City Council are reviewing opportunities for a community land trust or other community housing partnership
<b>Goal 3 – Streamline permitting process and pursue creative approaches to fees</b>	Pay fees over time or delay collection until permit final; and review barriers to building.	Staff is developing an Economic Development Incentives Policy and Programs to encourage economic growth, business expansion and local retention.

<b>Priority Area 4: Infrastructure</b>		
	<b>Ideas</b>	<b>Initial Progress/Results</b>
<b>Goal 1 – Develop Water Security</b>	Modular de-salinization; construction of additional water tanks; seek out other water sources.	
<b>Goal 2 – Renewable Energy</b>	Develop and encourage: Solar Power; Wind Power; micro-grids. Focus on City Facilities first as a demonstration of possibilities.	
<b>Goal 3 – Emphasize Grants for City</b>	Focus Community Development Block Grants (CDBG) funds on City infrastructure projects. Actively pursue all grant and other funding options and possibilities.	Staff has developed a list of shovel ready projects, so that grant and funding opportunities can be easily matched.