

DATE: April 16, 2024

TO: Mayor Robinson and City Councilmembers

FROM: Diane Carlson, Acting City Manager

SUBJECT: Strategic Target Areas and 2024-26 Council Priorities

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Council is set tonight to adopt the updated Strategic Target Areas and 2024-26 Priorities, which are attached to this memorandum. These documents reflect the consensus developed at your January and March retreats. Together, they guide staff in implementing the Council's vision and align the work of the organization in support of established outcomes, objectives, and initiatives.

### **Strategic Target Areas**

The Council's Strategic Target Areas detail the Council's vision and support alignment with budgeting and work plan development. Updates incorporated in the Target Areas reflect increasing emphasis on community safety, equity, environmental stewardship, resiliency, and the importance of partnership in achieving our long-term goals. Each Target Area now includes several supporting objectives to further guide implementation.

The updated Strategic Target Areas (Attachment A) are:

- Vibrant Economy
- Safe and Efficient Transportation System
- High Quality Built and Natural Environment
- Community Safety and Health
- Thriving People and Communities
- High Performance Government

### **2024-26 Priorities**

City Council has reviewed accomplishments from the 2021-23 priorities and considered options for new priorities. At recent retreats, Council confirmed that majority of the prior priorities have been completed or are now incorporated into the city's current work plans and do not need to continue to the 2024-26 priorities list. Councilmembers also agreed to the creation of seven new priorities. Attachment B reflects the Council's final direction on priority initiatives for the next three years, focused on areas including customer

service and community engagement, transportation, housing, homelessness, human services, and arts. The combination of work needed to respond to those issues, as well as the on-going and new priority work, may present the need for additional resources in targeted areas, and will be presented to the Council as part of the 2025-26 budget.

### **Next Steps**

If Council is prepared to proceed with the Strategic Target Areas and Priorities as written in the attached documents, action can be taken by adoption of the following motion:

Move to approve the Council's Strategic Target areas and 2024-26 Priorities as presented this evening.

Staff will develop materials and messaging to share the updated Strategic Target Areas and Priorities with the community and with City staff over the coming weeks. Moving forward, staff will share regular updates regarding implementation of the Council Priorities on the City website.

### **Attachments**

- A. Updated Strategic Target Areas
- B. 2024-26 Council Priorities