CITY COUNCIL AGENDA: JUNE 18, 2002

SUBJECT: Approval of Strategic Action Plan And Public Participation Approach for Strategic Issue Management

SOURCE: CITY MANAGER

The Council and public have conducted three Saturday sessions to consider strategic issues. The result of the effort, was a listing of action items to be addressed. The concept is that for each action item, a staff point of contact (POC) is designated. They, with the City Manager, will be responsible for the completion of the action items.

To assure public participation, over the next six to eight months, two follow up meetings will be held with individuals who have indicated interest in the subject area. In December 2002, the City Manager will report to the Council on the status of each of the five strategic areas and the work programs that have been defined from the strategic sessions. The work programs defined below are specified because significant progress can be achieved over a six-to-eight month time-frame.

1 The City should establish an environment that encourages development of a value-added, dynamic economic base. The staff point-of-contact is Brad Dunlap. The elements of the work program are:
   • Continue to implement the City’s web site including a virtual access to the community
   • Facilitate City development processes by placing the permitting process on the web site
   • Organize a community collaborative to define and advance element of global competition (“new economy”)
   • Utilize and distribute the tourist brochures

2 The City should ensure that it meets service needs and wants and achieves balanced community services. The point-of-contact is Frank Guyton. The elements of the work program are:
   • Complete the GIS for graphics interface
   • On the library computers, place the City Web as the default page
   • The City should develop an active program to meet with service clubs
   • City project status reports should be placed on the web

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3  **The City should improve its effort to recruit, train, and retain employees to meet the essential service responsibilities of local government.** The point-of-contact is Gary Irish.

- Analyze long-term cost of extending health plan benefits beyond age 65
- As revenue permits, increase tuition reimbursement
- Recruit more retired persons for part-time/temporary openings
- Reconsider implementation of alternative work schedules where practical and economically feasible

4  **The City should determine its need for additional parks, and how it can best determine the size, location, access and types of parks.** The point-of-contact is Gil Meachum:

- Include all new and future parks and facilities in the Element and include review of this at Parks & Leisure Services Commission during 2002/03 Fiscal Year
- Update Park priorities including school input on park project rankings and implementing the Adopt-A-Program
- Implement a public participation program to review the updated Park Element

5  **The City must ensure that water and sewer requirements are met over the next five-year period.** The point-of-contact is Hal Hill:

- Starting in July, 2002, public service announcements should be provided to KTIP to promote water conservation
- Change median island landscaping to eliminate water running across the pavement
- Include water conservation messages in the July utility bill
- The City Council should proclaim July as “Water Conservation Month in Porterville”

**RECOMMENDATION:**

The request is for the Council to adopt the work program including continued public participation. The City Manager should report to the Council on progress with the work program in December, 2002.