

Strategic Visioning FY 2023-24



BIG BUG 5 YEARS (Big Unifying Goal)

"Eureka: A historic city embracing the future while honoring its natural 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
Two Year Lil BUGs			
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
1 Year Targets			
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	Retention/Recruit through Unified negotiations strategy		1 Year Target	Game Plan for dumpsters.		1 Year Target	Corp Yard / EOC - Site, Design, and Start		1 Year Target	Hire Maintenance Worker for Waterfront Trail.
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	Annual Town Halls		1 Year Target	Build ADU Financing program framework & get 3 projects in the pipeline			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	Work with County to expand SV Capacity		1 Year Target	PR(Public Relations) Checklist.
Shannon		Establish Tentative Annual Schedule /Themes		1 Year Target	Lighting plan for Old Town.	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	Working Group w/ NGOs(inc. Faith Organizations) for Homeless		1 Year Target	Navigation Center - Initiate build		1 Year Target	Retention bonus/ longevity pay	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	Update Street Tree Guidelines
Miles & Todd		Have a Round-Table Meeting with Interested Orgs (share efforts)		1 Year Target	Research efficiency units, condos, and co-ops(No/Low Barrier Shelters)	Lane		Analyze Fiscal Implications of Increased Cost + Where it Could Come From	Autumn		Provide Street Tree Guidelines to CA
	1 Year Target	DEI Training Services(In House)	Jeff		Homekey Grant Application	Miles		Survey Staff on Potential Options	Autumn		Research All Applicable Regulations
Will		Identify Trainings (Tribal Governance)		1 Year Target	Submit completed LCP application to Coastal Commission		1 Year Target	Research & Report on safe use sites	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	Encouraging community engagement through events and collaboration
	1 Year Target	Employee Development BCLA(2 year BUG)	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	Encourage alternative healthcare options	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	Survey the public about neighborhood District Designations
	1 Year Target	Effective Labor Relations(2 year BUG)				Scott	1 Year Target	Adopt Bike Plan	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	Local & Unified PR Plan					1 Year Target	Complete Bay to Zoo trail right of way.		1 Year Target	Identify partners, locations, volunteers, and finances for a cultural event.
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	Hire a consultant to rewrite the Emergency operations plan	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	Community gardens - In street & vacant lots			
						Donna		Evaluate Existing Conditions & Locations of Community Gardens			
						Scott		Examine Examples of Dead-end Street Closures			
						Scott	1 Year Target	Ambassador Program			
						Jeff		Implement One Pilot In-street Community Garden			
						Jeff		Examine Examples of Ambassador Programs			
						Jeff		Present Options to Council w/ Cost Analysis			