

D E L R E Y O A K S
STRATEGIC PLANNING RETREAT

October 4, 2016 * City Hall

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MISSION STATEMENT

*The mission of the City of Del Rey Oaks is to provide quality municipal services
to those who live, work and visit our safe, small town
in the sun belt of the Monterey Peninsula.*

CORE VALUES

not in priority order

The City of Del Rey Oaks values...

Fiscal Responsibility

Honesty and Integrity

Open Communication and Transparency

Ethical Behavior

Responsiveness to Community Needs and Concerns

THREE-YEAR GOALS

2015-2018 * not in priority order

Become financially sustainable, including reserves

Update the General Plan and ordinances, beginning with the Housing Element

Improve the infrastructure, facilities and appearance of the city

Improve community awareness and involvement in Del Rey Oaks

NEXT STEPS/FOLLOW-UP PROCESS

WHEN	WHO	WHAT
Within 48 hours of receipt	All	Read the retreat record.
By October 7, 2016	City Manager (lead), Tina, Karen, Kim	Review the “Internal Weaknesses/Challenges” list for possible action items.
By October 7, 2016	Kim	Post the “Strengths” on the City’s website.
By October 7, 2017	Councilmember Dennis Allion	Share and discuss the updated Strategic Plan as well as the Expectations & Needs with Councilman Ventimiglia
October 7, 2016	City Manager and Police Chief Office Administrators	All hands meeting to share and discuss the Strategic Plan with staff and contractors.
At the October 25, 2016 City Council Meeting	City Council	Share the updated strategic plan with the public.
Monthly	City Council and City Manager	Monitor progress on the goals and objectives and revise objectives (add, amend and/or delete), as needed.
Monthly	Kim	Provide a written update of the objectives monitoring grid to the City Council and staff.
March 29, 2017 8:00/8:30-3:00	City Council, City Manager and City Attorney	Strategic Planning Retreat for a more thorough assessment of progress on the goals and objectives. Develop objectives for the next six months.

CITY OF DEL REY OAKS * SIX-MONTH STRATEGIC OBJECTIVES

October 4, 2016 - March 31, 2017

THREE-YEAR GOAL: <i>BECOME FINANCIALLY SUSTAINABLE, INCLUDING RESERVES</i>					
WHEN	WHO	WHAT	STATUS		COMMENTS
			DONE	ON TARGET	
1. Monthly	City Manager	Present a status report on any and all new revenue-generating projects within the city.			
2. At the February 28, 2017 City Council meeting	City Manager, working with Council Member Dennis Allion	Develop and present to the City Council for action a 5-Year Financial Plan.			
3. By March 15, 2017	City Manager, working with the City of Seaside, CalTrans and TAMC	Conduct a study of all the side roads, pedestrian and bicycle paths, intersections and traffic control devices from Highway 68 to Fremont Boulevard and present a status report to the City Council.			
4. By March 15, 2017	City Manager	Recommend to the City Council for action the relocation and expansion of the RV parking lot.			
5. At the March 28, 2017 City Council meeting	City Attorney and Police Chief	Recommend to the City Council for action the first reading of an ordinance on short-term rentals.			

THREE-YEAR GOAL: UPDATE THE GENERAL PLAN AND ORDINANCES, BEGINNING WITH THE HOUSING ELEMENT

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. By March 15, 2017	City Manager and City Attorney, working with the Planning Commission	Present to the City Council for action the General Plan Housing Element for Del Rey Oaks.				
2. At the March 28, 2017 City Council meeting	Planning Commission Chair	Update the City Council on the review of the General Plan by the Planning Commission and present a schedule for completion of the General Plan elements.				
FUTURE: By _____	City Manager	Obtain a commitment for funding of the General Plan update from outside source and report the results to the City Council.				

THREE-YEAR GOAL: IMPROVE THE INFRASTRUCTURE, FACILITIES AND APPEARANCE OF THE CITY

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. Beginning October 17, 2016 and at least weekly thereafter	City Manager and Operations Supervisor	Develop and update a list on the website of public reports and how they were reported regarding maintenance repairs needed and the status of the repairs.				
2. At the November 17, 2016 City Council meeting	City Manager	Report to the City Council the progress on the grant application for improvements to the Safeway path.				
3. At the January 24, 2017 City Council meeting	Operations Supervisor, working with the City Engineer	Present to the City Council for prioritization a list of street repairs needed, including approximate cost for each of the repairs.				
4. At the January 24, 2017 City Council meeting	City Attorney	Present to the City Council for action a draft exterior paint ordinance for direction.				
5. At the March 28, 2017 City Council meeting, as a part of the 2017-2018 budget	City Manager and Operations Supervisor	Recommend to the City Council for direction additional staff and equipment needed to improve the City's infrastructure, facilities and appearance of the city.				

THREE-YEAR GOAL: IMPROVE COMMUNITY AWARENESS AND INVOLVEMENT IN DEL REY OAKS

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. By November 1, 2016	Police Chief and City Manager	Schedule the City Open House to inform, educate and get community input.				
2. At the November 17, 2016 City Council meeting	Operations Supervisor	Present to the City Council for direction options for replacing the City's kiosks, including funding stream needed.				
3. At the January 24, 2017 City Council meeting	City Manager, working with the Monterey Free Library	Expand the number of "Free Libraries" from two to four and report the results to the City Council.				
4. By March 1, 2017	Planning Commission	Identify resident incentives for beautifying Del Rey Oaks and State Route Highway 218 and present to the City Council for direction.				

S.W.O.T. ANALYSIS

Strengths – Weaknesses - Opportunities - Threats

WHAT ARE THE STRENGTHS AND THE ACCOMPLISHMENTS OF THE CITY OF DEL REY OAKS SINCE THE APRIL 2016 STRATEGIC PLANNING RETREAT?

Brainstormed Perceptions:

- Council Members and City Manager have assumed leadership positions in external agencies
- We are the second city in California to pass a CEQA for the initiative process
- Ended the fiscal year with a reserve (\$104,000) for the first time in the City's history
- Homeowners continue to make property improvements
- Monterey Bay Alternative Medicine Clinic won the "Business of the Year" award
- Two ballot measures for 5% tax on marijuana-related products
- Our police are well trained and there were no shooting deaths
- There is now a safe trail/pedestrian path to Safeway
- We have fast tracked approval of our upscale RV park
- Fees were updated
- Pursuing a grant to enhance the pedestrian path to Safeway
- Operational results of the budget presented
- Waste hauling rates were adjusted
- We are the first city in Monterey County to get LED streetlights
- Feedback from the public that they like the pedestrian trail to Safeway
- Our residents say that they really like our police force
- We have a great group of people here
- We have two new City employees who are doing outstanding work—one police officer and one maintenance employee
- Feedback from our residents during this election season that the work of the city has been overwhelmingly positive
- City's 63rd anniversary this year
- Our Police Chief spoke to the residents at the Open House about security—he did a great job
- Increasing sources of revenue
- Approved the manufacture of marijuana projects for sale in the community
- Citation given for loose dogs in the park
- Reached consensus Carleton Drive traffic calming
- Dog park is under control open House held at the Old Town Hall for the community to meet their City officials
- Avoided litigation
- 2/3 support of development at the Fort Ord property
- City awarded \$5000 to Del Rey Oaks Citizens Action Group for community events, including the community picnic
- We're a safe city
- City Council passed ordinances to provide law enforcement tools to deal with our increasing homeless population

- Increasing number of people are using the pedestrian path to Safeway
- The vast majority of people on the north side in our community are very happy and extremely satisfied with the City

Mayor and City Council comments about the strengths of the City Manager:

- Responds extremely well to the City Council with emails, calls and texts
- Takes initiative
- Good management of staff
- Financially savvy and fiscally responsible
- Participates actively in regional government boards and agencies' activities
- Has expertise in the job
- Lives and performs duties and responsibilities of his contract
- Shows leadership of staff
- Responds to questions raised in public comments
- Is objective so he can manage staff
- Educates the City Council and the community
- Shares concerns of the staff with the City Council
- Has personal energy
- Has a great sense of humor
- Does a great job of encouraging cooperation with and among other agencies
- Does very well getting Agency A to work well with Agency B
- Does have a concern for residents

City Manager comments about the strengths of the Mayor and City Council:

- No surprises on the dais
- Reads agenda ahead of time and does homework before Council meeting
- Meets with City Manager to ask questions, if needed, before City Council meeting
- Gives reports to the City Council on boards and commissions they sit on
- Has professional respect for staff and each other
- Asks City Staff for information but does not give them direction
- Agrees to disagree
- Asks a community member who complains about something if s/he has contacted the City Manager
- Avoids conflict of interest
- Remembers that they represent the entire City
- Given resource limitations, gives clear directions on goals and objectives