



## Strategic Initiatives & Goals, 2020-2025

Overarching Objective:	Nurture Healdsburg's vitality and quality of life				
Strategic Initiatives	#1	#2	#3	#4	#5
	Adopt sustainable development as an operating principle	Plan for a diverse, inclusive and resilient economy	Implement a clear community driven vision to guide development	Improve connectivity & livability	Strive for metric-driven excellence in governance
<b>Goal 1</b>	<b>Plan for a climate resilient future</b>	<b>Preserve Healdsburg's identity and roots, while building on our assets to ensure a vibrant economy</b>	<b>Clarify &amp; codify for developers what type of development Healdsburg wants and needs</b>	<b>Reimagine Healdsburg as a place for people, not cars</b>	<b>Improve transparency, accountability and performance</b>
<b>Action Item 1.1</b>	Conduct climate change impact assessment (impacts, implications); Update City GHG inventory and set GHG reduction goals <b>By December 2021</b>	Revise the general plan to create an updated vision and policy statement for the City <b>Initiate in Fiscal Year 2019</b>	Adopt a form-based code for the City of Healdsburg in parallel with the General Plan update	Move Healdsburg from bronze- to gold*-level Bicycle America Community (League of American Bicyclists). *Platinum level may not be achievable <b>By 2023</b>	Establish system of quantitative metrics, goals, tracking & reporting for each element of the Strategic Plan – and make available to the public online <b>By completion of Strategic Plan</b>
<b>Action Item 1.2</b>	Adopt a climate change strategy & action plan (mitigation, adaptation) to minimize carbon emissions from all sources. <b>By December 2022 that would reduce emissions by 50% by 2030</b>	Secure a permanent for the farmer's market and nurture and support local farmers <b>By March 2021</b>	Create a robust campaign to educate & encourage the public, including an ADU design & financing manual, with a view to achieving the HAP ADU goal <b>Launch campaign in 2019</b>	Test parklet* system and create dedicated bicycle parking and new bike lanes in the downtown area <b>Test 6 parklets in 2019</b>	Tie merit-based pay to achievement of stretch goals (exemplary performance) <b>By completion of Strategic Plan</b>
<b>Action Item 1.3</b>		Grow cycling and other forms of active tourism			Adopt user-friendly, fully transparent financial reporting to foster lay person understanding and trust <b>By completion of Strategic Plan</b>
<b>Goal 2</b>	<b>Create standards defining sustainable development including: energy, economic diversity, care for the environment &amp; social well-being</b>	<b>Implement an economic development plan that diversifies our economy</b>	<b>Expand availability of (middle-income and affordable) housing</b>	<b>Connect City neighborhoods, services, schools &amp; parks with bike and pedestrian friendly routes that are safe and accessible</b>	<b>Strengthen citizen engagement</b>
<b>Action Item 2.1</b>	Create standards defining sustainable development	Recruit a diversity of sustainable businesses that leverage local assets and offer high-paying jobs	Utilize the General Plan update process to update the zoning and land use codes to allow for increased housing density and uses in appropriate areas, including removing barriers to taller buildings where appropriate.	Develop a plan for non-motorized routes to connect Fitch Mountain to Healdsburg Ridge and the Russian River <b>By June 2021</b>	Work with Community Based Organizations (incl. HB2040) to engage citizens in Strategic Plan/General Plan development
<b>Action Item 2.2</b>		Preserve agricultural, commercial & industrial land	Foster the creation of a public/private partnership and/or private housing trust to raise funds for Healdsburg's Affordable Housing needs.		Shift the public comment period in all public meetings to fall between the deliberations of the bodies (incl. staff presentations) and their decisions <b>Immediately</b>
<b>Action Item 2.3</b>		Build partnerships to leverage city resources to achieve economic development and other strategic goals			Solicit and leverage local citizen expertise to ensure that a diversity of perspectives contribute to major projects, plans and decisions (e.g., include professional architects, landscape architects and artists in the planning process) <b>Immediately</b>
<b>Goal 3</b>	<b>Broaden people's perspectives through education</b>	<b>Develop an arts &amp; culture-based element to the economy – Healdsburg as an arts destination</b>	<b>Improve social &amp; cultural connectivity</b>	<b>Shift regional transportation to clean, efficient modes</b>	<b>Make full use of resources beyond tax revenues to achieve strategic plan goals</b>
<b>Action Item 3.1</b>	Provide for post-secondary science & technology education to support quality jobs (SRJC North, Sonoma State, UC Davis...)	Foster creation of arts & cultural spaces and center	Implement "Age-Friendly Community" design principles <b>Adopt principles in 2019</b>	Complete the bike/pedestrian path to the Windsor SMART station and expand connectivity to other regional transportation modalities (transit/foot/bike path connectivity) <b>By December 2022 (consistent with train station opening)</b>	Implement paid parking or other measures to make car drivers pay for the use of city land for parking – and earmark funds to further livability/connectivity goals <b>Implement by end 2020</b>
<b>Action Item 3.2</b>		Develop appreciation of the arts and our diverse cultural history	Ensure that seniors have suitable housing, care or aging-in-place strategies that allow them to stay in Healdsburg	Leverage connectivity to drive economic development	Set goals to obtain external funding to achieve Healdsburg's goals <b>Integrate into Strategic Plan</b>
<b>Action Item 3.3</b>			Facilitate adequate child care & early childhood education		

### ABBREVIATIONS

ADU	accessory dwelling unit
HB2040	Healdsburg 2040
GHG	greenhouse gas

### DEFINITIONS

Parklet a small seating area or green space created as a public amenity on or alongside a sidewalk, especially in a former roadside parking space