

## **2022 Jackson Council Goals & Objectives**

Goals: City Council establishes the following goals and priorities:

1. Fiscal Stability and Stewardship
2. Public safety
3. Infrastructure
4. Government & Organization
5. Economic Development
6. Environment & Quality of Life
7. Regional Partnership & Collaboration

Objectives: City Manager and staff are tasked to implement the following objectives.

1. Fiscal stability and stewardship
  - a. Promote our core value of being fiscally responsible
  - b. Fund balance increase (done, will continue)
  - c. Create easy to read financial reports (done, will continue)
  - d. Periodical budget reviews (done, will continue)
  - e. Implement fund balance policy (implemented)
  - f. Budget amendments when necessary (done, will continue)
  - g. Stabilizing Pension PERS unfunded liabilities (done, will continue)
  - h. Cost allocation plan (done)
  - i. Revenue enhancement measures, including grants
  - j. Educate employees of city's financial situation
  - k. Water, sewer rates study (2021 water due to AWA rate changes)
  
2. Public safety
  - a. Promote our core value of protecting the safety and wellbeing of the community
  - b. Respond to community call for services timely and professionally
  - c. Grants to fund equipment and staffing
  - d. Fund dedicated homeless coordinator to reduce homelessness
  - e. Creek cleaning options and ensure service
  - f. Police outreach/ academy. Neighborhood watch.
  - g. Fire prevention activities
  - h. Emergency preparedness readiness (individual and city)
  - i. Maintain and improve City sewer, drainage, water systems (no leak, no damage, no penalty)
  - j. Keep up with risk management demands and promote a safe environment to work, play and live
  
3. Infrastructure
  - a. Maintain Roads (combined with implementing SB1 \$)
  - b. Critical infrastructures – water facilities (distribution system: pumps, meters, lines), sewer collection system (lift stations, lines), city hall facility, Corp yard, etc.
  - c. Make progress on bridge projects
  - d. Make progress on Sutter St. Roundabout (extension)
  - e. Keep track of other grand funded CIPs, make progress, and receive reimbursements
  - f. Make progress on new/improved water reservoir
  - g. Sewer lateral repair grant (grant programs with CDBG, incorporate into SSMP)
  - h. Fleet update plan
  - i. Completing capital projects on budget & on time

4. City government and organization
  - a. Promote our core value of “do the right thing” and ethical behaviors
  - b. Motivate employees, hold employee accountable, recognition
  - c. Hire good people and mentor them
  - d. Evaluations, measure productivity and performance
  - e. City election (done in 2020)
  - f. Adjust to Covid needs
  - g. Be customer service oriented
  - h. Training of employees
  - i. Negotiate labor agreements with organization sustainability in mind
  - j. City website for civic engagement and compliances
  - k. Modernize city payroll system
  - l. Explore IT management options
  
5. Economic Development (Be Business Friendly)
  - a. Address business needs post covid
  - b. General Plan update
  - c. Employ civic engagement tools, including social media, notification tools
  - d. Monitor short-term rental activities
  - e. TOT enhancement: continue TOT funded programs while evaluating effectiveness
  - f. Beautify downtown, market Jackson to the outside world
  
6. Environment & Quality of life (park, Oro, Argonaut Mine, code enforcement, events)
  - a. Clean environment, participate in recycle programs & emission reduction programs
  - b. Park improvements (on going) – eg. skate park; walking bridge at Detert Park; other park facilities
  - c. Swimming programs, swimming pool improvement
  - d. Continued Cemetery improvement – ground keeping & process organization
  - g. Beautifying city – ROW, city facilities, Main St., etc.
  - h. Timely code enforcement actions
  - i. Signature events - Christmas Delights, July 4<sup>th</sup> Fireworks, parades, Dandelion’s Day
  
7. Regional partnerships and collaboration
  - a. Support hospital and schools
  - b. Have a voice on LAFCO, ACTC
  - c. Consider partnership with Rancheria (and other creative ways for economic development)
  - d. AWA relationship
  - e. Relationship with local law enforcement agencies, fire service agencies
  - f. Continue to utilize league of cities as a resource
  - g. Consider revenue sharing with county