

Strategic Plan Goals of the City of Folsom

- Goal I:** *To create a diverse and vibrant economic base.*
- Goal II:** *To expand and maintain the city's infrastructure and services.*
- Goal III:** *To become an environmentally sustainable community.*
- Goal IV:** *To increase nationwide exposure for Folsom.*
- Goal V:** *To sustain and enhance community amenities.*

The City Council and the Executive Management Team for the City met on June 17, 2008 and identified the goals above that will be used to guide the City through the next few years. The following pages are the six-month objectives identified by the City Council and the Executive Management Team to meet these goals.

CITY OF FOLSOM

SIX-MONTH STRATEGIC OBJECTIVES

June 17, 2008 – December 1, 2008

THREE-YEAR GOAL: *Create a diverse and vibrant economic base*

WHEN	WHO	WHAT	STATUS		
			DONE	ON TARGET	REVISED
1. By October 1, 2008	Economic Development and Intergovernmental Affairs Director, working with the Folsom Chamber of Commerce and FedCorp	Identify strategies to help sustain Folsom businesses during challenging economic times.			
2. By December 1, 2008	City Manager and Finance Director	Substantially complete negotiations with Sacramento County for a tax sharing agreement for the SOI annexation and the auto mall expansion.			
3. By December 1, 2008	Economic Development and Intergovernmental Affairs Director and Community Development Director, working with owners of vacant property in Folsom	Develop and execute strategies to attract a large employer to the city.			
4. By December 1, 2008	Economic Development and Intergovernmental Affairs Director, working with FedCorp and existing clean-energy technical businesses in Folsom	Solicit ideas for attracting other clean-energy business and establish contact with at least five of those businesses.			
5. By December 1, 2008	Redevelopment Housing Director, Assistant City Manager, working with the Historic Commercial District	Develop strategies to attract and retain businesses in the Historic Redevelopment Area during Streetscape Revitalization.			

THREE-YEAR GOAL: *Expand and maintain the city’s infrastructure and services*

WHEN	WHO	WHAT	STATUS		
			DONE	ON TARGET	REVISED
1. By August 1, 2008	Public Works Director (lead), Utilities Director and Parks and Recreation Director	Inventory the City’s Infrastructure Master Plan needs and recommend to the City Manager those Master Plans that need to be updated.			
2. By November 1, 2008	Fire Chief	Update the Fire Department Strategic Plan.			
3. By December 1, 2008 and annually thereafter	Assistant City Manager, working with the Department Heads	Monitor, evaluate and prioritize services to match funding sources over the next three years.			
4. By December 1, 2008	Public Works Director (lead)	Continue to address City’s traffic issues to ease congestion.			
5. By December 1, 2008	Utilities Director (lead)	Continue progress toward assuring City’s dry year water supply.			

THREE-YEAR GOAL: *Become an environmentally sustainable community*

WHEN	WHO	WHAT	STATUS		
			DONE	ON TARGET	REVISED
1. By October 1, 2008	Assistant City Manager/ Administrative Services Director	Begin inventory of City facilities, services, and programs to identify and implement energy conservation strategies.			
2. By October 1, 2008	PIO	Develop a public education strategy, including two outreach tactics to define environmental sustainability for government, business, education and family stakeholders.			
3. By October 15, 2008	Fire Chief	Complete the planning and design of the Fire Station towards achieving green building practices.			
4. By December 1, 2008	Utilities Director	Develop and begin implementation of water management practices to reduce residential, landscaping and commercial consumption.			
5. By December 1, 2008	Community Development Director	Identify model codes and present to the City Council the first phase of building codes towards “green building” standards.			
6. By December 1, 2008	Assistant City Manager/ Administrative Services Director	Develop and begin implementation of plan to determine City’s “carbon footprint.”			

THREE-YEAR GOAL: Increase nationwide exposure for Folsom

WHEN	WHO	WHAT	STATUS		
			DONE	ON TARGET	REVISED
1. By August 15, 2008	Councilmember Kerri Howell and the PIO, working with the Folsom Tourism Bureau	Confirm the airing of the Folsom segment on the TV program "World's Greatest!"			
2. By September 1, 2008	Economic Development and Intergovernmental Affairs Director (lead), City Manager, PIO, and City Clerk, in cooperation with the Folsom Tourism Bureau and FedCorp	Create an inventory of events, venues and amenities and identify events (e.g., PAC10 rowing championships, Apple Hill tourism) that should be marketed.			
3. By September 1, 2008	Economic Development Director and Intergovernmental Affairs Director (lead) and PIO, in cooperation with the Folsom Tourism Bureau and FedCorp	Learn from the Tourism Bureau how the city is currently marketed and determine how the City can best collaborate on these efforts.			
4. By November 1, 2008	Assistant to the City Manager and the City Clerk	Research publications that do national rankings to determine criteria and eligibility for the City of Folsom and present the results to the City Manager.			
5. By December 1, 2008	City Manager, Assistant to the City Manager and PIO	Identify opportunities for the city to gain recognition for our programs and services and narrow the list down to those we will pursue.			

THREE-YEAR GOAL: *Sustain and enhance community amenities*

WHEN	WHO	WHAT	STATUS		
			DONE	ON TARGET	REVISED
1. By August 1, 2008	Library Director	Finalize staffing, schedule and programs for FY 2008-2009 for the Norman R. Siefkin Public Library.			
2. By October 1, 2008	Redevelopment Housing Director	Present to the Redevelopment Board for action the design of the Historic Folsom Station Public Plaza, including funding needed.			
3. By November 1, 2008	Redevelopment Housing Director	Present to the Redevelopment Board for action the final design of the Sutter Street Streetscape Design.			
4. By December 1, 2008	Parks and Recreation Director	Define the scope of work and solicit design and engineering proposals for the Lake Natoma Historic District Access Project.			
5. By December 1, 2008	Assistant to the City Manager	Develop and begin implementation of community-wide volunteer program.			