

*“Placerville, a Unique Historical Past Forging into a Golden Future “*

**City Manager’s Report**  
**June 28, 2022 City Council Meeting**  
**Prepared by: Cleve Morris, City Manager;**  
**Item #: 12.3**



**Subject:** By Minute Action Adopt the City’s Strategic Plan and direct Staff to proceed with implementation.

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**Purpose:** To adopt the City’s newly developed Strategic Plan

**Background:** In November of 2021, the Council began development of a Strategic Plan for the City. Since that time, two Council review meetings have taken place with suggested changes implemented. In addition, staff has assisted with developing specific strategies for the Plan. On May 31, 2022, an Open House was held to allow the public to provide input on the Draft Plan. At that meeting good discussions took place regarding the plan. Most comments were positive, and staff took the opportunity to explain the plan to attendees. Staff has taken comments from the meeting and implemented those as necessary with the exception of a few discussed below that need Council direction.

**Discussion:** The attached Strategic Plan is now prepared for adoption. The plan lists the following Mission, Vision and Strategies. Included under the strategies are specific goals to accomplish those strategies.

**Vision:**

We are a welcoming, active and business-friendly rural foothill community built on California's rich gold rush history.

**Mission Statement:**

The City of Placerville shall provide a safe, efficient, effective and responsive government for the well-being of its residents, businesses, and visitors.

**City Values:**

**Sense of Community** Placerville is a working community rich in culture and diversity, with great parks and trails, and safe well-kept neighborhoods.

**Leadership** The City of Placerville is non-partisan, fiscally responsible and values honest, ethical leadership.

**Service and Quality Dedicated** to providing well planned infrastructure and high quality services to meet current and future needs.

**Business Friendly Ardent** supporter of local commerce and private property rights.

**Economic Prosperity** Seeking economic development that provides good paying jobs, and a range of housing options and community amenities that meet the needs of our citizens and visitors.

### Strategic Goals

#### **1. Infrastructure**

Maintain and Improve our Infrastructure and Facilities to provide a safe community

#### **2. Fiscal Stability/Sustainability**

Create a fiscally stable and sustainable government that can provide for and maintain a safe community with a high quality of life.

#### **3. Health & Public Safety**

Provide efficient and effective services to provide a safe and healthy community.

#### **4. Maintain/Improve Quality of Life**

Provide and maintain vibrant public spaces, events and programs and ensure a well-designed and protected City infrastructure.

#### **5. Economic Development**

Support a Place for Economic Vitality and a Vibrant Lifestyle that Respects Placerville's Historic Identity

#### **6. Good Governance**

The City Council will embrace effective governance standards and strategies that encompass the basic characteristics and behaviors which enables them to effectively create a climate for excellence.

Attached are comments submitted by Ruth Michaelson. In addition, a comment was received regarding the Health and Public Safety Strategy. The commentor felt that these two topics, Health and Public Safety, should be separated and have their own focus. Because the Public Health is more of a County function, staff included issues related to health under this category. If it is the council's desire, issues related to health could be separated out from Public Safety. In addition, there are several comments from Ruth Michaelson. Staff has not addressed these yet. Most appear to mostly be comments or concerns with implementation rather than recommendations for changes.

Staff plans to use this document to guide our work plan in each department. Each staff report in the future will identify the specific Strategy and Goal that is accomplished through the report. Attached is a new draft Staff Report Template to be used in the future. In addition, any future requests to start new programs should identify which strategic goal the new program will address. The plan will be prominently located on the front page of the City's website for public review.

Staff will return to Council each year during budget time to review and make suggested updates to the Strategic Plan

**Options:**

1. Adopt the Strategic Plan as recommended.
2. Make changes to the Plan and adopt it.
3. Provide Direction to staff for changes and bring the plan back at a future date for adoption.

**Cost:** All costs for preparation of the Strategic Plan were included in the current year budget.

**Budget Impact:** None

**Recommendation:**

By Minute Action Adopt the City's Strategic Plan and direct Staff to proceed with implementation.



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M. Cleve Morris, City Manager

**Attachment A: Final Draft Strategic Plan**

**Attachment B: Staff Report Template**

**Attachment C: Ruth Michaelson Comments**

**Attachment D: Kathi Lishman Comments**