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City Council Discusses Five-Year Priorities in Strategic Plan Workshop

The City Council and City Management team convened in a strategic planning workshop this past Tuesday, May 21. This was the first of two workshops to be held to create the City's first strategic plan in many years. The strategic plan will be a five-year plan with priorities for attention in each of the years.

For Union City, strategic planning is about making choices from the many important things that need to be done to determine which are most critical to the health of the city. City Council and City staff discussed five broad goal areas, along with number possible strategies for achieving the goals.

- Fiscal stability and sustainability
- Economic and community development
- Communication and outreach
- Infrastructure and public safety
- Governance and organizational effectiveness

The group also discussed and worked to gain consensus on an updated City mission, vision for the future and set of values that drive the behaviors of the organization.

A second workshop is planned for Thursday, July 11 from 9:00 AM to 12:30 PM at the Ralph and Mary Ruggieri Senior Center. The second workshop will focus on finalizing the goals, strategies, mission, vision and values. The plan is anticipated to be adopted by the City Council this Fall and City staff will then work to create an implementation action plan in order to operationalize the strategic plan and establish reporting procedures.

Mayor Carol Dutra-Vernaci expresses, "Establishing focused city priorities in a five-year strategic plan is vital to helping the City stabilize financially. Once the plan is adopted, the City Council and I will be committed to ensuring the plan is implemented and that progress is communicated to the public on a routine basis."

Background:

The City Council unanimously approved initiating a five-year strategic plan in November 2018. Since that time, the City began working with Management Partners to gather important data and community input to understand the City's future challenges and most critical needs of the next five years. A survey to the public and community stakeholders earlier this year yielded responses from over 700 people, which contributes high value to this planning process.

You can learn more and find resources about the strategic plan at www.unioncity.org/UCstrategicplan.

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