

**City of Dublin
Two-Year Strategic Plan
July 2020-June 2022**

Strategy
1. Implement the City’s Adopted Preferred Vision for Downtown Dublin.
Objectives
A. Make necessary land use changes.
B. Work with private property owners on acquisitions that result in the creation of a future town square.
C. Establish the proposed street grid network, including study of right-of-way acquisition and the appropriate funding mechanism for construction and maintenance.
D. Conduct a parking analysis of the Transit Oriented District and the Retail District and proposed changes.
E. Create certainty and provide development rights that result in achieving the City Council’s Preferred Vision.
F. Develop implementation measures for the adopted Downtown Streetscape Master Plan and updated Bike and Pedestrian Master Plan for the next Capital Improvement Program.
G. Market, in conjunction with Property owners, the opportunity sites.
H. Work with Downtown property owners on updating the CC&Rs to facilitate retail transition.
I. Work with Downtown property owners on building/site improvements.
J. Refine and provide specificity on City development goals in the Downtown Plan and East Transit Center Area Plan.
Strategy
2. Explore New City Revenue Streams for Long Term Financial Stability.
Objectives
A. Explore the feasibility of increasing the City’s current Transient Occupancy Tax.
B. Evaluate the establishment of other fees and/or taxes that could offset City costs in providing services to the community.
C. Explore operational efficiencies in delivering services with other public agencies.
D. Continue to maintain strong fiscal policies.
Strategy
3. Create More Affordable Housing Opportunities.
Objectives
A. Facilitate production of affordable housing for lower income seniors, workforce and special needs households by leveraging the Alameda County Measure A-1 Bond funds and the City’s Affordable Housing Fund.
B. Look for additional opportunities to facilitate the acquisition of sites, at low or no cost, to build housing that is affordable to lower income households.
C. Facilitate the production of accessory dwelling units throughout the community.
D. Seek opportunities to preserve the stock of housing that is affordable to moderate- and middle-income households.
E. Update the City’s General Plan Housing Element in accordance with state law and to ensure an adequate supply of sites to accommodate the City’s Regional Housing Needs Allocation for the period 2023-31.

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Strategy
4. Become a 24/7 City Hall to Enhance Resident and Business Engagement.
Objectives
A. Reduce/eliminate the need for paper transactions where feasible.
B. Provide more opportunities for residents to complete transactions with the City online, with appropriate security measures.
C. Enhance citizen online interaction via reporting of issues and transparent data.
D. Continue to utilize all appropriate methods to share and exchange information with the public, including social media, at events and at the City's website.
E. Explore additional social media platforms and expanding use of Facebook to other departments.
F. Explore more exciting and user-friendly presentation of information, and a periodic report from the City Manager's Office.
Strategy
5. Large Land Tract Development and Open Space.
Objectives
A. Look to establish an Economic Development Zone to prioritize commercial and industrial development east of Fallon Road.
B. Work with the area property owners in conjunction with the Dublin Boulevard extension project on issues such as road and project mitigation, entitlements, as well as supporting infrastructure.
C. Begin discussions regarding required reporting under the Open Space Initiative of 2014 for the provisions of commercial and industrial development in the unincorporated area.