

City of Dublin Two-Year Strategic Plan

Adopted on April 2, 2024

Adopted for Fiscal Years 2024-25 & 2025-26 (updated every two years)

Mission

The City of Dublin promotes and supports a high quality of life, ensures a safe, secure, and sustainable environment, fosters new opportunities, and champions a culture of equity, diversity, and inclusion.

Vision

Dublin is a great community to live, work, and raise a family.

Values

- **Business** – We will provide a full spectrum of opportunity by supporting current and prospective businesses through ongoing economic development efforts and helping them grow and thrive locally.
- **Customer Service** – We will provide welcoming, excellent customer services to our residents and businesses at all times.
- **Diversity** – We will support a wide range of programs and events that reflect and cater to the diversity of our residents.
- **Environmental Sustainability** – We will continue to lead in building a well-planned sustainable community and protecting our natural resources.
- **Equity** – We will deliver our services in a way that ensures equitable access to all.
- **Finances** – We will strive to be fiscally transparent and balance our budgets annually.
- **History** – We will honor our history through places and programs that remind people of our beginnings.
- **Inclusivity** – We will advocate for programs and policies that support inclusive access to housing and cultural opportunities.
- **Innovation** – We will continue to innovate in every aspect of government and promote innovation within the business community.
- **Living an Active Lifestyle** – We will continuously promote an active lifestyle through our parks and facilities and encourage participation in local sports.
- **Safety** – We are dedicated to excellent public safety resources, including police and fire.

Strategies

Strategy
1. Economic Development, Small Business Support, and Downtown Dublin
Strategic Objectives:
1A. Support the implementation of the 2024 Economic Development Strategy, including pursuing growth industries.
1B. Work with ARA and Hines on the development of the Dublin Commons project, including associated public improvements, relocation of tenants, development agreement and appropriate incentives to effectuate physical changes to the area, as well as support for small businesses.
1C. Continue supporting the Fallon-East Economic Development Zone and associated agreements that effectuate the construction of the Dublin Blvd. Extension.
1D. Continue to evaluate and implement small business programs that provide financial assistance, business development, permit processing, and support services to the community.
2. Public Safety
Strategic Objectives:
2A. Work with County officials on Santa Rita Jail release procedures and services to improve the safety of adjacent neighborhoods.
2B. Continue to invest in public safety technology and programs that advance proactive, community policing and protect citizens and law enforcement.
2C. Establish a Business Watch program to collaboratively address commercial theft.
2D. Work with Alameda County Fire on upgrades to fire stations to improve safety and efficiency of operations.
2E. Develop a more comprehensive security infrastructure for City facilities, including video surveillance, building access and improvements, and alarm systems.
3. Housing Inclusivity and Affordability
Strategic Objectives:
3A. Implement the goals, policies, and programs in the 2023-2031 Housing Element.
3B. Support efforts to produce housing affordable at all levels of income.
3C. Support programs that facilitate homeownership such as the First-Time Home Buyer Loan Program.
3D. Support development of housing types to support essential workers, younger buyers, and seniors.
3E. Support efforts to address housing for special needs communities.

4. Inclusive and Effective Government

Strategic Objectives:

- 4A. Set reserves aside for major infrastructure investments which are key to the City's economic future.
- 4B. Develop policies and procedures to address transition to District-based elected officials.
- 4C. Implement DEI Action Plan and continue to use a diversity, equity, and inclusion lens in organizational development and programming.
- 4D. Conduct ongoing outreach and garner feedback on services and programs to meet the community's needs.
- 4E. Evaluate ways to increase transparency in finance, policing, and development and infrastructure projects.
- 4F. Continue proactive evaluation of policies and procedures and ensure cybersecurity infrastructure and practices are sufficient to protect the City's assets.

5. Long-Term Infrastructure and Sustainability Investments

Strategic Objectives:

- 5A. Continue to explore funding mechanisms for capital and ongoing maintenance needs.
- 5B. Focus on major street improvements to assist in improving safety and traffic movement, including Village Parkway, Tassajara Road, and the Dublin Boulevard extension.
- 5C. Continue to make progress on the Climate Action Plan and sustainable operations.
- 5D. Evaluate options for a sustainable pavement management program.
- 5E. Evaluate use of General Fund reserves to address asset replacement needs.