



City of Dublin STRATEGIC PLAN

City of Dublin Two-Year Strategic Plan

Adopted on April 17, 2018

Adopted for Fiscal Years 2018-19 & 2019-20 (updated every two years)

Mission

The City of Dublin promotes and supports a high quality of life, ensures a safe and secure environment, and fosters new opportunities.

Vision

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

- ***Safety*** – We are dedicated to excellent public safety resources, including police and fire.
- ***Finances*** – We will strive to be fiscally transparent and balance our budgets annually.
- ***Multi-Cultural Opportunities*** – We will meet the cultural needs of our community through programming, understanding and events.
- ***Innovation*** – We will continue to innovate in every aspect of government and promote innovation within the business community.
- ***Customer Service*** – We will provide excellent customer service to our residents and businesses at all times.
- ***Living an Active Lifestyle*** – We will continuously promote an active lifestyle through our parks and facilities and encourage participation in local sports.
- ***History*** – We will honor our history through places and programs that remind people of our beginnings.
- ***Business*** – We will support our businesses through ongoing economic development efforts and help them grow and thrive locally.
- ***Environmental Sustainability*** – We will continue to lead in building a sustainability community and protecting our natural resources.

Strategies

Strategy
1. Assure the City's long-term financial sustainability.
Strategic Objectives:
1A. Maintain strong conservative fiscal policies.
1B. Explore operational efficiencies in delivering service with other public agencies.
1C. Look for additional ways to increase sales tax revenue for the City.
2. Enhance the City's engagement efforts to better connect and inform residents of City activities and public safety matters.
Strategic Objectives:
2A. Continue utilizing social media as a communication platform to connect and provide information to the community, while exploring various options to maximize the footprint and efficiency of this tool.
2B. Strengthen the City's social media presence on existing platforms.
2C. Conduct a residential satisfaction survey.
2D. Put greater emphasis on the disaster preparedness efforts by the City.
2E. Participation in 2018 Urban Shield mass care and shelter countywide exercise.
2F. Review and update the City's comprehensive emergency management plan.
3. Pursue efforts to help strengthen the City's infrastructure and technology.
Strategic Objectives:
3A. Work to establish a Public-Public Partnership with Parks Reserve Force Training Area (RFTA) Maintenance.
3B. Continue to embrace technology to improve traffic, street and engineering infrastructure.
3C. Continue evaluating the feasibility of enhancing and increasing technology such as Automated License Plate Readers (ALPR), video cameras, and other new technology to prevent crime, increase community safety and to aid police investigations.
3D. Develop a special needs affordable housing project.

Strategies

4. Focus efforts on ways to strengthen the City's economic vitality, including the Downtown, through public investment and economic development.
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Strategic Objectives:

4A.	Continue implementing the recommendations in the City's adopted Economic Development Strategic Plan, including offering of incentives and other grants to small businesses to make physical improvements to properties.
4B.	Market, in conjunction with property owners, the opportunity sites.
4C.	Work with Downtown property owners on updating the CC&Rs to facilitate retail transition.
4D.	Work with Downtown property owners on building/site improvements.