



City of Dublin STRATEGIC PLAN

City of Dublin Two-Year Strategic Plan

Adopted on May 5, 2020

Adopted for Fiscal Years 2020-21 & 2021-22 (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.
- ***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.
- ***Customer Service*** – We will provide welcoming, 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 provide a full spectrum of opportunity by supporting current and prospective businesses through ongoing economic development efforts and helping them grow and thrive locally.
- ***Environmental Sustainability*** – We will continue to lead in building a well-planned sustainable community and protecting our natural resources.

Strategies

Strategy
1. Implement the City's Adopted Preferred Vision for Downtown Dublin.
Strategic Objectives:
1A. Make necessary land use changes.
1B. Work with private property owners on acquisitions that result in the creation of a future town square.
1C. Establish the proposed street grid network, including a study of right-of-way acquisition and the appropriate funding mechanism for construction and maintenance.
1D. Conduct a parking analysis of the Transit Oriented District and the Retail District and proposed changes.
1E. Create certainty and provide development rights that result in achieving the City Council's Preferred Vision.
1F. Develop implementation measures for the adopted Downtown Streetscape Master Plan and updated Bike and Pedestrian Master Plan for the next Capital Improvement Program.
1G. Market, in conjunction with Property owners, the opportunity sites.
1H. Work with Downtown property owners on updating the CC&Rs to facilitate retail transition.
1I. Work with Downtown property owners on building/site improvements.
1J. Refine and provide specificity on City development goals in the Downtown Plan and East Transit Center Area Plan.
2. Explore New City Revenue Streams for Long Term Financial Stability.
Strategic Objectives:
2A. Explore the feasibility of increasing the City's current Transient Occupancy Tax.
2B. Evaluate the establishment of other fees and/or taxes that could offset City costs in providing services to the community.
2C. Explore operational efficiencies in delivering services with other public agencies.
2D. Continue to maintain strong fiscal policies.

Strategies

3. Create More Affordable Housing Opportunities.

Strategic Objectives:

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| 3A. | 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. |
| 3B. | 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. |
| 3C. | Facilitate the production of accessory dwelling units throughout the community. |
| 3D. | Seek opportunities to preserve the stock of housing that is affordable to moderate- and middle-income households. |
| 3E. | 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. |

4. Become a 24/7 City Hall to Enhance Resident and Business Engagement.

Strategic Objectives:

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| 4A. | Reduce/eliminate the need for paper transactions where feasible . |
| 4B. | Provide more opportunities for residents to complete transactions with the City online, with appropriate security measures. |
| 4C. | Enhance citizen online interaction via reporting of issues and transparent data. |
| 4D. | 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. |
| 4E. | Explore additional social media platforms and expanding use of Facebook to other departments. |
| 4F. | Explore more exciting and user-friendly presentation of information, and a periodic report from the City Manager's Office. |

5. Large Land Tract Development and Open Space.

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| 5A. | Look to establish an Economic Development Zone to prioritize commercial and industrial development east of Fallon Road. |
| 5B. | 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. |
| 5C. | Begin discussions regarding required reporting under the Open Space Initiative of 2014 for the provisions of commercial and industrial development in the unincorporated area. |