



# STRATEGIC PLAN

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2020-2025

# Vision

“Pinole is a safe, vibrant, and innovative community with small town charm and a high quality of life.”







# Mission

“Pinole will be efficient, ethical, and effective in delivering quality services with community involvement and fiscal stewardship.”

# Pinole's Goals

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## Safe and Resilient Pinole

Develop and communicate community resilience through quality public safety service delivery, property maintenance policies and practices, and disciplined investment in community assets.

## Financially Stable Pinole

Ensure the financial health and long-term sustainability of the City.

## Vibrant and Beautiful Pinole

Facilitate a thriving community through development policies and proactive relationship building.

## High Performance Pinole

Build an organization culture that is efficient, ethical, and effective in delivering quality services with community involvement and fiscal stewardship.

# Goal 1. Safe & Resilient Pinole

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## STRATEGIES

1. Conduct a citywide asset condition assessment.
2. Update the emergency preparedness and response plan (including results of the facilities and equipment assessment).
3. Explore restoring the community emergency response team (CERT) program and conducting annual tabletop exercises and community drills.
4. Review, prioritize, and implement as appropriate the 2019 fire service study recommendations. - completed

# Goal 2. Financially Stable Pinole

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## STRATEGIES

1. Develop a long-term financial plan (LTFP) and use it to guide budget and financial decisions (including policies regarding reserves and management of liabilities). - **completed**
2. Conduct a comprehensive fee study to ensure cost recovery of current and potential service fees. (Evaluate implementing an online payment platform.) - **completed**
3. Establish a program to evaluate grant opportunities and capacity.
4. Explore an array of revenue generation opportunities to recover costs. - **completed**
5. Develop a disciplined approach to funding infrastructure maintenance and improvements.

# Goal 3. Vibrant & Beautiful Pinole

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## STRATEGIES

1. Update the General Plan and Three Corridors Specific Plan.
2. Develop/create a comprehensive strategy to encourage streamlining the rehabilitation and re-use of undeveloped or under-developed properties. Establish a program to evaluate grant opportunities and capacity.
3. Partner with regional for- and non-profit housing organizations to provide an array of housing options consistent with community income levels. Develop a disciplined approach to funding infrastructure maintenance and improvements. - completed

# Goal 3. Vibrant & Beautiful Pinole

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## STRATEGIES (continued)

4. Develop a comprehensive economic development strategy that includes a focus on downtown redevelopment to activate the core of the community as a destination for the region (including gateway and wayfinding signage as well as branding). - completed
5. Partner regionally to improve and enhance transportation circulation, including public transit, cars, bikes, and pedestrians.
5. Conduct a review and update of the City's code enforcement and property maintenance programs with a focus on increased beautification efforts and investment in community amenities, business districts, and nuisance abatement.



# Goal 4. High Performance Pinole

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## STRATEGIES

1. Develop an employee attraction, retention and development plan. - **completed**
  - a) Analyze the City's classification and compensation system and update as needed.
2. Conduct a citywide organization review to optimize efficiencies. Partner with regional for- and non-profit housing organizations to provide an array of housing options consistent with community income levels. Develop a disciplined approach to funding infrastructure maintenance and improvements. - **completed**
3. Review citywide implementation of best practices and improve processes.
4. Develop a strategic communication plan (i.e., public information officer, messaging, marketing, technical implementation). - **completed**

# Goal 4. High Performance Pinole

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## STRATEGIES (continued)

5. Develop a public engagement plan. - **completed**
  - a) Develop policies and practices that provide a framework for diverse community members to connect, interact, and proactively participate.
  - b) Explore opportunities for meaningful youth participation in city and community life.
  - c) Develop a robust volunteer and internship program.
6. Develop a comprehensive information technology Strategic Plan. - **completed**
7. Develop an interagency legislative advocacy program.

# Strategic Plan Updates

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Any updates desired to the 2020 – 2025 Strategic Plan?

- Process to develop a successor Strategic Plan for 2026 – 2030 could begin in spring 2025