



# City of Morgan Hill

## Legislation Details (With Text)

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## CITY COUNCIL STAFF REPORT MEETING DATE: FEBRUARY 15, 2017

PREPARED BY: Steve Rymer, City Manager  
APPROVED BY: City Manager

## SUSTAINABLE MORGAN HILL AND 2017 STRATEGIC PRIORITIES

### RECOMMENDATION(S)

Adopt Sustainable Morgan Hill, updated ongoing priorities, and the City Council's 2017 Strategic Priorities.

### COUNCIL PRIORITIES, GOALS & STRATEGIES:

#### Ongoing Priorities

Enhancing Public Safety  
Protecting the Environment  
Maintaining Fiscal Responsibility  
Supporting Our Community  
Fostering a Positive Organizational Culture  
Preserving and Cultivating Public Trust  
Preserving Our Cultural Heritage

#### 2017 Strategic Priorities

High Speed Rail  
Inclusiveness  
Infrastructure  
Regional Initiatives  
Telecommunications

## REPORT NARRATIVE:

On January 27 and 28, 2017, the City Council held its annual Advance Goal Setting Workshop. The focus of the two day discussion was on the dynamics of communication styles and working as a team, the three aspects of sustainable communities, reviewing ongoing priorities, and establishing strategic priorities for 2017.

The City Council discussed the concept of sustainable communities and agreed the common elements are a healthy environment, a strong economy, and a commitment to our entire community. In the spirit of sustainable communities, staff is recommending Council adopt "Sustainable Morgan Hill" as the Council's and organization's guiding principle with the following vision:

*Morgan Hill is a socially responsible, environmentally sound, and economically viable community that embraces inclusiveness and participation by all.*

Adopting "Sustainable Morgan Hill" commits the Council and entire organization to simultaneously look through these lenses when designing projects, delivering services, and creating policies. As stated in the proposed vision, involving the entire community will pay dividends and have a positive effect on the quality of life and future of the community.

As part of the Advance, the Morgan Hill Historical Society proposed the Council consider adding "Preserving and Protecting Our Cultural Heritage" as an ongoing priority and the Council agreed. Staff recommends that the Council consider a slight revision so the priority reads "Preserving Our Cultural Heritage." Furthermore, in responding to the Council's discussion about supporting other parts of our community beyond youth, staff recommends revising the existing priority of "Supporting Youth" to "Supporting Our Community" as it is more inclusive of our entire community.

Moving forward, the Council chose to focus on higher level themes and established five strategic priorities the organization should focus on in 2017. The five strategic priorities are:

- High Speed Rail
- Inclusiveness
- Infrastructure
- Regional Initiatives
- Telecommunications

Attached to the staff report is the proposed Sustainable Morgan Hill document that articulates the vision, ongoing priorities, and provides details about the 2017 strategic priorities.

## COMMUNITY ENGAGEMENT: **Involve**

The City Council Advance Goal Setting Workshop was open to the public, broadcast live on channel 17, and recorded for later viewing on the City's website.

## ALTERNATIVE ACTIONS:

City Council could decide to make changes to Sustainable Morgan Hill, ongoing priorities, and the 2017 strategic priorities.

**PRIOR CITY COUNCIL AND COMMISSION ACTIONS:**

The City Council reviews its goals and priorities annually in January.

**FISCAL AND RESOURCE IMPACT:**

Adopting Sustainable Morgan Hill and the 2017 Strategic Priorities does not have an immediate fiscal or resource impact. As implementation moves forward, staff will convey to the Council the resources necessary to achieve the desired outcomes in each area.

**CEQA (California Environmental Quality Act):**

Not a Project

**LINKS/ATTACHMENTS:**

Sustainable Morgan Hill