



CITY OF BRENTWOOD
STRATEGIC PLAN
FY 2022/23 – FY 2023/24



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Focus Area 1: Public Works

Mission Statement: *Provide a safe, efficient, sustainable and environmentally sound infrastructure system that delivers economic opportunity and enhances the quality of life in Brentwood.*

1. Transportation: Proactively engage and collaborate with regional transportation agencies and stakeholders to facilitate the safe and efficient movement of people and goods
 - a. Construct Innovation Center infrastructure
 - b. Pursue additional funding to preserve our streets
 - c. * Pursue grant funding to improve the Brentwood Blvd. corridor (e.g. underground existing utility lines, widen portion of Brentwood Blvd., etc.)
 - d. * Explore State Route 4 sound study mitigation measures, including raising the lower portion of the existing sound wall adjacent to Livorno Street south of Carrara Street
 - e. * Improve safety in Parking Garage
2. Water, Wastewater, and Solid Waste Services: Provide safe and sustainable water, wastewater, and solid waste services for the build-out of the City per the City's General Plan
 - a. Combat climate change through organics management
 - b. Ensure adequate water supply by expanding water treatment, storage, and distribution infrastructure
 - c. Ensure fiscal sustainability by conducting rate studies

Focus Area 2: Police Services

Mission Statement: *To protect and enhance the quality of life in our community through uncompromised dedication, professionalism, integrity, and innovative police services.*

1. * Enhance Community Engagement by strengthening connections with underrepresented community groups, youth, seniors, mentally ill, and the unsheltered

* Early implementation FY 2021-22

Focus Area 3: Economic Development

Mission Statement: *Maintain and enhance Brentwood's quality of life by developing an economy that is vibrant and diverse.*

1. Implement strategic actions identified in the Downtown and Brentwood Blvd. Specific Plan Updates
 - a. * Encourage private re-investment through the sale of Successor Agency and City owned real properties
 - b. * Incentivize higher tier, unique businesses and development to the Brentwood Blvd. and Downtown areas
2. Enhance the City's marketing and economic development programs capturing retail leakage, promoting local businesses and key investments
 - a. Enhance retail recruitment awareness and prioritize activities that display the City's efforts inducing new retail-commercial development

Focus Area 4: Community Development

Mission Statement: *Develop Brentwood as a high quality, diverse and balanced community while protecting natural and agricultural resources.*

1. Implement Zoning Ordinance update to maintain compliance with State law, including developing objective design standards (SB 330 compliance)
2. Protect natural and agricultural resources
 - a. * Develop implementation plan for General Plan Conservation and Open Space policies to minimize impacts on the environment
3. More effectively engage and educate the community
 - a. * Implement General Plan implementation status updates every two years
4. Provide a diversity of housing opportunities, including equitable distribution of affordable housing for all socio-economic segments of the Brentwood community
 - a. * Update the City's Housing Element including: an evaluation of the 2015 Housing Element; assessment of housing needs, resources, constraints; approval of an updated Regional Housing Needs Allocation; and adoption of housing goals, policies, and actions

Focus Area 5: Parks & Recreation Services

Mission Statement: *Provide community and neighborhood services to enrich lives and to maintain facilities, infrastructure, and resources to maximize Brentwood's high quality of life.*

1. Implement short-term high priority Parks and Recreation Master Plan projects
 - a. Complete carry over strategic initiatives:
 - i. Restrooms at Creekside Park and Garin Park
 - ii. Pickleball courts at Creekside Park
 - iii. Expanded hours of Sunset Park
 - iv. Trail enhancements
2. Develop a plan to implement long-term high priority Parks and Recreation Master Plan projects
 - a. * Sand Creek Sports Complex design & development and issue a RFP for design services as soon as feasible
3. Enhance cultural and performing arts opportunities for Brentwood
 - a. Continue development of Amphitheater
4. Expand and enhance recreation opportunities by increasing programming for seniors, youth, and teens; implementing adaptive recreation
 - a. Complete carry over strategic initiatives
 - i. Adaptive Recreation programming
 - b. * Pursue Measure X funding to renovate CD building for a Youth Center

Focus Area 6: Fiscal Sustainability and Operational Management

Mission Statement: *Provide high quality services that are cost efficient in a fiscally responsible and transparent manner.*

1. Classification & Compensation Study
2. IT Master Plan implementation
 - a. Enhanced Cybersecurity Plan
 - b. Business Continuity Plan