



CITY OF  
**MODESTO**  
CALIFORNIA


**City Council Retreat - Day 2**  
**Strategic Plan and Budget Priority Building**  
**Modesto Centre Plaza**  
*February 13, 2025*  
*9:00 A.M.*

# Welcome



**Joseph Lopez**  
City Manager

# Agenda Review




City Manager's Office  
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## Council Workshop: Goals and Budget Strategy Development

Special Two Agenda  
Thursday, February 13, 2025  
9 AM to 2 PM

- Meeting Goals and Outline:
  - 1) Welcome/Overview – (9:00– 9:15) – J. Lopez/J. Green
  - 2) Vision and Goals– (9:15 -10:00) – J. Green
  - 3) Morning Stretch Break – (10:00-10:15)
  - 4) Strategy Discussion and Direction – J. Green/City Staff (10:15 – 12:00)
  - 5) Lunch Break (12:00 - 12:30)
  - 6) Strategy Discussion and Direction (Continued) – J. Green (12:30 – 1:30)
  - 7) Council Direction on a Multi-Year Budget – S. Christensen/J. Lopez (1:30-2:00)
  - 8) Conclusion (2:00)



# Today's Goals – Day 2

1. Review Council feedback on Vision and Goals to ensure it reflects the Council's direction.
2. Review “Strategies” and provide direction.
3. Pursuant to Day 1, give direction to the City Manager regarding the Multi-Year Budget proposal.

# Strategic Plan Roadmap

Council Workshop  
Vision, Goals &  
Objectives

01



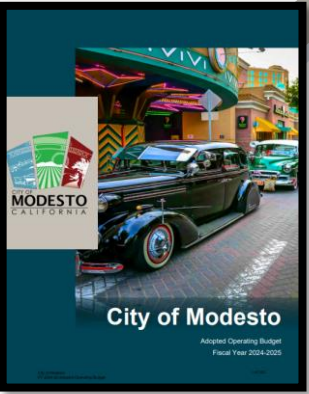
Public Adoption of  
Vision, Goals &  
Objectives

02



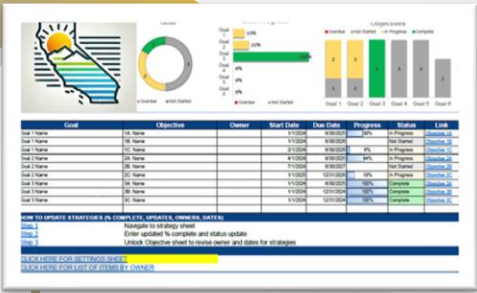
Budget Developed  
& Adopted

03



Work Planning;  
Dashboards/M Measurement

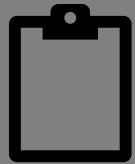
04



City Manager  
Performance  
Evaluation

05

Item 1



# Updated Vision

# Vision Statement

A Vision Statement describes in graphic terms where you as an organization want to see yourselves in the future.

An image of the future we seek to create.

Guiding beacon.

# Modesto Vision – **Current** Statement

*“Modesto is an inviting and safe community with thriving neighborhoods.”*

# Modesto Vision – What We Heard

1. *Future Growth!*
2. *Safety*
3. *Collaboration & partnerships*
4. *The next big thing is economic development*
5. *Regional entertainment draw, destination, tourism*
6. *Base for regional exploration, centrally located*
7. *Forestry, vegetation, landscape*
8. *Sense of optimism*
9. *Good paying jobs and affordable homes*
10. *Family friendly - live, work, play*
11. *Youth Culture – (21-35)*
12. *Eager to bring in growth*
13. *Downtown should be like your home*

# Modesto Vision – Proposed

*““Modesto will be a welcoming and well-maintained home for families, with a downtown that serves as the heart of our community; A regional hub for entertainment with easy access for visitors to the best the region has to offer.”*

Item 2



Goals

# Modesto Strategic Plan – Current





# Definitions

# “Areas of Focus” – Modesto Language

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## QUALITY OF LIFE

Engage partners across the community to ensure the safety, resilience, and attractiveness of Modesto.

## ECONOMIC VITALITY

Retain and attract residential, commercial, and industrial development to meet the community’s needs today and for the next generation.

## GOVERNANCE AND SERVICE DELIVERY

Build community trust in City government through responsive, transparent and efficient service delivery.

# How did we develop updated Goals for Council consideration?

- 1. Incorporated feedback from Council 1:1*
- 2. Incorporated Council feedback from public survey results.*
- 3. Incorporated direct Council input from Session 1*
- 4. Reviewed “Department Priorities” to evaluate alignment with Council feedback.*

**Remember!**

*“Evolution not Revolution”*

# “Area of Focus 1”: Quality of Life - Goals

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*Goal A. Improve the community safety and quality of life through a combination of prevention and intervention efforts that address safety and its underlying issues.*

*Goal B. Increase pride in Modesto’s diverse neighborhoods and business districts through beautification efforts and by investing in community assets and amenities.*

*Goal C. In partnership with public agencies and other key stakeholders, develop and implement a comprehensive housing and homelessness action plan.*

*Goal D. Provide safe, efficient, and reliable infrastructure through proactive community investment, maintenance and sustainability efforts.*

# “Area of Focus 1”: Quality of Life - Goals

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*Goal A. Improve the community safety and quality of life through a combination of prevention and intervention efforts that address safety and its underlying issues.*

~~*Goal B. Increase pride in Modesto’s diverse neighborhoods and business districts through beautification efforts and by investing in community assets and amenities.*~~

*Goal \_\_\_ Enhance pride in Modesto’s diverse neighborhoods and business districts by actively addressing blight and ensuring that community assets and amenities are well-maintained and preserved.*

*Goal C. In partnership with public agencies and other key stakeholders, develop and implement a comprehensive housing and homelessness action plan.*

*Goal D. Provide safe, efficient, and reliable infrastructure through proactive community investment, maintenance and sustainability efforts.*

# “Area of Focus 2”: Economic Vitality - Goals

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*Goal E. Drive the success of a vibrant and economically sustainable business climate.*

*Goal F. Build and promote a recognizable and desirable identity for the City of Modesto.*

*Goal G. Make downtown Modesto a regional destination.*

# “Area of Focus 2”: Economic Vitality - Goals

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*Goal E. Drive the success of a vibrant and economically sustainable business climate.*

~~*Goal F. Build and promote a recognizable and desirable identity for the City of Modesto.*~~

*Goal F. Build and implement a comprehensive marketing strategy focused on communicating City achievements and successful investments while promoting City programs, services, and engagement opportunities.*

~~*Goal G. Make downtown Modesto a regional destination.*~~

*Goal H. Advance a pro-growth Economic Development Strategy that focuses on Downtown, Sports, and Entertainment, building Modesto as a regional destination.*

# “Area of Focus 3”: Service Delivery - Goals

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*Goal H. Achieve long-term financial sustainability.*

*Goal I. Promote trust and engagement between the community and the City.*

*Goal J. Build a high-performance organization.*

# “Area of Focus 3”: Service Delivery - Goals

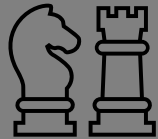
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*Goal H. Achieve long-term financial sustainability.*

*Goal I. Promote trust and engagement between the community and the City by enhancing responsiveness, communicating broadly about City opportunities and challenges, and increasing public participation in municipal affairs.*

*Goal J. Build a high-performance organization.*

Item 3



# Strategies

## **Goal A: Improve Community Safety**

**Strategy:** Continue Improving Community Safety

**Strategy:** Community Risk Reduction

**Strategy:** Emergency Medical Services Enhancement

**Strategy:** Increase the number of technically trained first responders in our region.

**Strategy:** Reduce Crime and the Fear of Crime

**Strategy:** Traffic Safety Unit Enhancements

**Strategy:** Increase Real Time Crime Center Coverage

**Strategy:** Implement a Comprehensive Smoke Shop and Massage Parlor Ordinance

**Strategy:** Develop and Implement Education and Enforcement Operations

**Strategy:** Area Command Community Engagement<sup>1</sup>

**Strategy:** Complete Installation of Detection Cameras at Intersections

## **Goal B: Invest in Beautification Efforts**

**Strategy:** Continue Investing in Beautification Efforts

**Strategy:** Reforestation of the College and La Loma Neighborhoods<sup>1</sup>

**Strategy:** Update Tree Ordinance<sup>1</sup>

**Strategy:** Award and Start Construction on 3 Major Parks Projects

**Strategy:** Reduce Blight<sup>1</sup>

**Strategy:** Complete Parks and Recreation Master Plan<sup>1</sup>

## Goal C: Develop Homelessness and Housing Plan

**Strategy:** Continue to Implement Strategies to Address Homelessness and Increase Affordable Housing<sup>1</sup>

**Strategy:** Encourage and Foster Development of Affordable Housing and New Housing Units <sup>1</sup>

**Strategy:** Reduce Number of Individuals Experiencing Homelessness in Modesto

## **Goal D: Ensure Safe, Efficient, and Reliable Infrastructure**

**Strategy:** Bring Unpermitted/Unsafe Buildings into Compliance

**Strategy:** Expand on Rental Housing Safety Program

**Strategy:** Facilitate Development in Downtown - Update Downtown Infrastructure to Encourage Development <sup>1</sup>

**Strategy:** Complete Feasibility Study for Airport Growth Opportunities

**Strategy:** Complete Feasibility Study for New FAA Tower

**Strategy:** Divert Waste from the Landfill

**Strategy:** Implement Stormwater and Pretreatment Fees

**Strategy:** Pavement Condition Index (PCI) Rating to 70 or Greater

**Strategy:** Curbs, Gutters, Sidewalks (CGS) Work Orders<sup>1</sup>

**Strategy:** Sustainable Groundwater Management Act (SGMA) Compliance

**Strategy:** Finalize Design, Bidding, and Start Construction for Major/High Profile Projects

## **Goal E: Drive Economic Vitality**

**Strategy:** Drive the Success of Vibrant and Economically Sustainable Business Climate

**Strategy:** Attract, Retain, and Expand New Businesses in Modesto

**Strategy:** Development Review Process Department: Community & Economic Development

## **Goal F: Build the Modesto Brand**

**Strategy:** Build and Promote a Recognizable and Desirable Identity for the City of Modesto

## **Goal G: Make Modesto a Destination**

**Strategy:** Make Modesto a Regional Destination

**Strategy:** Facilitate Development in Downtown - Encourage the Redevelopment for Downtown<sup>1</sup>

**Strategy:** Attract more Affordable Sports and Entertainment Opportunities to Modesto

**Strategy:** Deliver Additional Programming at the Historical Properties over the Next Two Years

## **Goal H: Achieve Financial Sustainability**

**Strategy:** Develop a Strategy for Long-term Financial Sustainability

**Strategy:** Reduce General Liability Exposure Claims

## **Goal I: Promote Trust and Engagement**

**Strategy:** Reimagine Public Sector Excellence

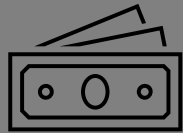
**Strategy:** Enhance Communication City-wide to Reach a Broader Audience<sup>1</sup>

**Strategy:** Complete Overhaul of Special Event Related Policies

**Goal J: Build a High Performance Organization**

**Strategy: Automating Claims to Transform Efficiency**

Item 4



# Multi-Year Budget

# Next Steps

- 1. Incorporate Council feedback into final product.*
- 2. Adopt Strategic Plan with the Budget.*
- 3. Implement Strategic Plan Strategies!*

# Thank you!



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