



CITY OF BRENTWOOD STRATEGIC PLAN

FY 2020/21 – FY 2021/22

Amended July 13, 2021



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Amended 07.13.21

Focus Area 1: Infrastructure

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 by supporting efforts to:
 - a. Improve local roadways such as Sand Creek Road, Brentwood Boulevard, and Lone Tree Way
 - b. Improve regional transportation corridors, such as State Route 4, Vasco Road, and access to Byron Airport
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. Secure funding and start construction of the Wastewater Treatment Plant Expansion project

Focus Area 2: Public Safety

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

1. Increase training opportunities, provide for increased 24/7 coverage, and improve succession planning in the Police Dispatch Center
 - a. Hire 2 additional Police Dispatchers for a total of 12 full time employees

2. Develop a Police Services Plan for the City's estimated build-out population
 - a. Identify police services operational enhancements, including staffing, equipment and technology, required to serve an estimated build-out population
 - b. Review the need to increase visibility and operational effectiveness with the potential construction of a police sub-station in the northern part of the City
3. Implement strategies to enhance fire and medical levels of service
 - a. Transfer fire station property on Grant Street and Empire Avenue to the East Contra Costa Fire Protection District
 - b. Support sustainable financing strategies proposed by East Contra Costa Fire Protection District
4. Implement 5th Beat to enhance public safety through increased police services
 - a. Hire 5 Police Officers to increase resources in order to patrol 5 beats

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. Establish and implement the vision for a vibrant Downtown
 - a. Update the Downtown Specific Plan and Create a Development Strategy
 - b. Establish an Enhanced Infrastructure Financing District for Downtown
 - c. *Create a vision for the Downtown of the future
 - d. *Expand Beautification Program for Downtown
 - e. *Implementation of Downtown Main Street Certification
2. Improve economic vitality along Brentwood Blvd.
 - a. Update Brentwood Blvd. Specific Plan and create a comprehensive infrastructure plan
 - b. Establish an Enhanced Infrastructure Financing District for Brentwood Blvd.

3. Facilitate development and encourage investment
 - a. Develop and implement an Economic Development Incentive Policy and Programs
4. *Implement the Economic Development Action Plan
5. *Create a business friendly culture through commerce facilitation, incentives, and technology
 - a. Create marketing materials tailored to specific industries and sectors
6. Develop a Citywide Beautification Program

Focus Area 4: Land Use Planning

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

1. 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: Community and Neighborhood 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. Expand the City's park facility shade program
 - b. Install a 9-hole disc golf course at Creekside Park
 - c. Assess feasibility for a dedicated youth center
 - d. Add restrooms at Creekside Park and Garin Park

- e. Increase Sunset Park Athletic Complex hours of operations
 - f. Implement trail improvements and expansion
 - i. Improve health and safety measures on trails
 - ii. Increase marketing effort to promote trails and popular loops
 - g. Expand pickleball opportunities
 - i. Increase hours at Creekside Park
 - ii. Install 4-6 courts in existing parks
2. Develop plan to implement long-term high priority Parks and Recreation Master Plan projects
- a. Construct Sand Creek Park as a multi-use indoor/outdoor sports facility that includes a pickleball complex and a basin sports field
 - b. Convert grass soccer fields at Sunset Park Athletic Complex to artificial turf fields
 - c. Expand the Brentwood Senior Activity Center
 - d. Complete 6 miles of trail connections
 - e. Expand Windsor Way Park
3. Enhance cultural and performing arts opportunities for Brentwood
- a. Construct the Vineyards Amphitheater
4. Expand and enhance recreation opportunities by increasing programming for seniors, youth, and teens; implementing adaptive recreation
- a. Implement adaptive recreation for all ages and abilities
 - b. Reassess the recreation program fee policy to enhance opportunities for all ages, including seniors, youth, and teens

Focus Area 6: Fiscal Stability and Operational Management

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

1. Establish Citywide workforce training and development opportunities
 - a. Implement a Diversity and Inclusion Program
 - b. *Develop an Internship Program for local government
2. Leverage technology to improve staff efficiency and enhance the delivery of City services
 - a. *Develop an Information Technology Master Plan
 - b. Develop an online, dynamic Citywide Performance Report
3. Educate and engage the community
 - a. Initiate the 2020 redistricting process by forming a Redistricting Commission, which will work with the public to develop and recommend district boundary maps for City Council consideration and approval
 - b. Initiate a “Community Champion” community engagement program
 - c. Produce a monthly City Newsletter

**Strategic Initiative carried over from the FY 2018/19 - FY 2019/20 Strategic Plan.*



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Funding Deferred Projects Holding List
Amended 07.13.21

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. Establish and implement the vision for a vibrant Downtown
 - a. *Implement a Parking Management Plan

**Strategic Initiative carried over from the FY 2018/19 - FY 2019/20 Strategic Plan.*