



CITY OF BRENTWOOD
STRATEGIC PLAN
FY 2018/19 – FY 2019/20



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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. Regional Transportation: Be an engaged partner in regional transportation collaborating with Contra Costa Transportation Authority (CCTA), eBART, Transplan and other stakeholders
 - a. Leverage funding from Measure RR (BART) in development of the Multimodal Transit Center within the PA-1 planning area; ensure that the Transit Center will accommodate a variety of transportation modes, including autonomous vehicles
 - b. Ensure that PA-1 will be well-positioned as a future Planned Development Area, and that PA-1 properties will be “shovel-ready” for economic development
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. Ensure water supply resiliency by supporting local and regional projects, such as the Los Vaqueros Reservoir Expansion Project and nonpotable water storage projects
 - b. Continue to promote the beneficial use of recycled water, including for agricultural purposes

3. Local Transportation: Provide intra-city roadway circulation and bike/trail system that facilitates the efficient movement of people and goods to support build-out of the General Plan
 - a. Coordinate the design and construction of roadway improvements, including bike lanes, with stakeholders to induce the development of PA-1 per the City's General Plan and the PA-1 Specific Plan
 - b. Effectively utilize SB1 funding for the long-term maintenance and improvements of City roadways

Focus Area 2: Public Safety

Mission Statement: *Maintain a safe community through the provision of high quality public safety services and crime prevention measures.*

1. Improve Disaster Preparedness
 - a. Conduct one emergency/disaster table top exercise that involves the activation of the Emergency Operations Center (facilitated by a consultant)
 - b. Purchase and utilize Mobile Vehicle Barriers at special events
2. Traffic safety improvements using latest technology for vehicle and pedestrian safety
 - a. Analyze intersections and install latest traffic safety devices
 - b. Conduct two community traffic safety presentations
 - c. Conduct six traffic enforcement saturation details
3. Fire and medical community "self-help" strategies
 - a. Certify four additional officers as CPR/First Aid/AED Instructors
 - b. Conduct four community CPR/First Aid/AED classes, to include a public education component regarding prescription drug abuse
 - c. Conduct CPR/First Aid/AED classes for members of Brentwood Commissions
 - d. Purchase and distribute smoke detectors
 - e. Equip patrol vehicles with improved fire extinguisher capability

4. Implement strategies to enhance fire and medical levels of service
 - a. Contract with ECCFPD for a two-person squad vehicle
 - b. Construct a new fire station at the City's Shady Willow property

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. Create a vision for the Downtown of the future
 - b. Implement a Parking Management Plan
 - c. Expand Beautification Program for Downtown
 - d. Expand programming activities for Christmas in the Park
2. Implementation of Main Streets
 - a. Continue implementing Downtown Main Street
3. Implement the Economic Development Action Plan
 - a. Business Development Center at the Community Center
 - b. Full-scale hospital
 - c. Visitors and Tourism Bureau
 - d. Citywide Restaurant District
 - e. Next Generation Business Park
 - f. Economic Gardening Program
 - g. Farm-to-Fork Program
 - h. Economic Development "Corridor of Opportunity" (East County Trade Zone)

4. Create a business friendly culture through commerce facilitation, incentives and technology
 - a. Create marketing materials that are tailored to specific industries and sectors
 - b. Develop an agriculture business program (i.e. Indoor Farmers Market, Walla Incubators, Vertical Farming)
 - c. Pursue opportunities to financially leverage private investment (i.e. Infrastructure Financing Districts, Tax incentives)
5. Establish wayfinding program and signage
 - a. Design and install new wayfinding and pedestrian signage

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. Establish a diverse and balanced community with safe and attractive neighborhoods, complemented by job generating employment centers
 - a. Complete community build-out plan for the phasing of future development
 - b. Work with the school districts to prepare a framework for collaborative planning for future school sites
 - c. Zoning Ordinance comprehensive update
 - d. Annual General Plan status report card

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. Maintain and operate a comprehensive system of parks, trails and recreation facilities in and around Brentwood
 - a. Begin implementation phase of the updated Parks, Trails and Recreation Master Plan

- b. Update the Park and Trail Development Fee to incorporate community recreation facilities as prioritized in the Master Plan
 - c. Consider amphitheater feasibility study recommendations for possible implementation
2. Enhance the quality of life for all City residents through the provision of recreational, cultural and social resources
- a. Update the Joint Use Facilities Agreements with the school districts
 - b. Identify partners to expand recreation/cultural arts programming opportunities

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 the Career Passport Program
 - b. Develop a New Employee Orientation Program
 - c. Develop an Internship Program for local government
2. Leverage technology to improve staff efficiency and enhance the delivery of City services
- a. Develop Information Technology master plan
 - b. Improve social media connectivity