

MONTEREY'S NEW PRIORITIES



The City Council set its priorities for the coming year when it adopted a series of Strategic Initiatives. Some priorities are new, such as the “Green Initiative,” and many priorities continue the work of previous Councils. The Strategic Initiatives emerged from the Council’s Vision, Mission and Value Drivers.

The Strategic Initiatives include Window-on-the-Bay Park, a “Green Building” program, a condominium conversion policy recommendation, Fire Department consolidation, workforce housing, and a plan to meet Areas of Special Biological Significance (ASBS) regulations. The Council grouped these Initiatives under the “quality of life” Value Driver.

Nested under “economic vitality” are Strategic Initiatives for Catellus property improvements, a balanced operating budget, expanding the economic value of DLI and NPS, enhancing heritage tourism, and business district economic revitalization plans. Developing a water allocation policy to support Council priorities, and initiating the land transfer process for the City’s Fort Ord properties are the Council’s Strategic Initiatives in the “water” category. Improving traffic on the Lighthouse / Del Monte corridor and Highway 68 are priorities in the “traffic” area.

Within “historic preservation” are several Strategic Initiatives including responsible stewardship of historic and cultural resources, a strategy for expansion of cultural and performing arts, expansion of Library funding sources, and preservation of Pacific Biological Lab, Wing Chong Market and La Ida Café. In the “workforce” area, Strategic Initiatives focus on continuing to transform the City’s business processes, expanding staff development and supervisory leadership programs, and implementing staff recruitment, retention and recognition strategies.

To read full details of the Monterey City Council Vision, Mission, Value Drivers and Strategic Initiatives, go to monterey.org/councilvision

COUNCIL CRAFTS NEW VISION

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and expressed a commitment to the community. These are the Value Drivers or guiding principles of the Council:

- Working to improve the quality of life of our residents
- Ensuring a level of economic vitality sufficient to support our quality of life and municipal infrastructure requirements (both physical and human)
- Providing sufficient resources and support to develop and retain a high quality City work force
- Ensuring an adequate water supply for the City; now and in the future
- Providing the City of Monterey with multiple modes of transportation that are safe, efficient and effective
- Appropriately preserve, promote, and maintain our historic, cultural, and environmental assets
- Maintain and expand an environment that solicits, welcomes and appreciates input from all

From the Value Drivers flowed a series of Strategic Initiatives, or priorities, for the Council and City staff (see adjacent story).

When the Council adopted its Vision, Mission, Value Drivers and Strategic Initiatives in June, it established a framework for considering a wealth of issues facing the City.