

Foster City City Council

Mission

We are committed to ensuring the long-term financial stability of the City and providing services that enhance the quality of life for those who live, work and play in Foster City.

Values

Engagement

Engage with community stakeholders to build mutually beneficial, lasting relationships.

Provide clear vision and strategy to achieve the best future for Foster City through the capable leadership of people, work practices and community understanding.

Leadership

Integrity

Demonstrate that integrity underpins every decision and action taken by the Foster City City Council by promoting transparency that creates a relationship of trust and respect with all stakeholders, both internal and external.

Maintain a City organization conducive to positive change and flexibility, ensuring it is capable of meeting evolving expectations and environments.

Innovation

Teamwork

Foster an environment of collaboration, support and mutual respect, ensuring individuals and teams work together effectively to achieve results.

Drive ongoing accountability, empowerment and capability to achieve the best for our community, our organization and our people.

Excellence



DATE: February 8, 2016

TO: Mayor and Members of the City Council

VIA: Kevin M. Miller, City Manager

FROM: Dante Hall, Assistant City Manager

SUBJECT: ADOPT CITY COUNCIL VISION STATEMENT AND VALUES AND CONFIRM COUNCIL PRIORITY FOCUS AREAS

RECOMMENDATION

Staff recommends that by Minute Order the City Council:

1. Adopt the Vision Statement provided for consideration at the City Council Vision and Policy Summit held January 25, 2016; and
2. Confirm that the priorities listed in this report are consistent with City Council's direction; and
3. Confirm Councilmembers to serve as ad hoc committee members to the Communications and Public Engagement Subcommittee.

EXECUTIVE SUMMARY

The City Council held a Special City Council meeting on Monday, January 25, 2016, to discuss and establish short, mid, and long term priorities for the remainder of the fiscal year and beyond. A total of five (5) priority focus areas were settled on, but in no particular order. The City Council priority areas include land use, traffic and circulation, infrastructure, economic development, and quality schools. The City Manager was asked to provide draft priority statements for each of the areas to be confirmed by the City Council at a regular meeting. Once the priorities are confirmed, staff will return with a work plan including action steps and schedules for the City Council to review, make revisions to and finalize.

Also during the special meeting, the City Council established ad hoc subcommittees for each of the five priority focus areas and two (2) additional ad hoc subcommittees to focus on the City Council's mission and values, and regional opportunities to purchase goods and equipment when cost saving can be realized or shared services can be delivered more efficiently. Each ad hoc subcommittee will be composed of no more

than two City Councilmembers and will meet on an as needed basis throughout the next year.

BACKGROUND

Strategic planning represents a structured and coordinated approach for developing organizational direction that includes a vision, core values and long-term goals. It is an effective tool for prioritizing strategic initiatives and providing guidance on how to best invest the City's resources. On January 25, 2016, the City Council and the City's executive management team held a Vision and Policy Summit to discuss some of the challenges and opportunities facing the City. The Council reached consensus on a number of issues as detailed below.

Vision Statement - This vision guides the City's day to day work, while moving it towards making the vision a reality. Regardless of changes in condition, the City's vision statement should remain consistent with the community's strategic direction. The Council's proposed vision statement states that:

“We are committed to ensuring the long-term financial stability of the City and providing services that enhance the quality of life for those who live, work and play in Foster City.”

The proposed values that support the mission statement are engagement, leadership, integrity, innovation, teamwork and excellence. The vision and values together create a framework for the City's short, mid and long term objectives and work plans, and serve to align staff work with current priorities.

Priority Focus Areas – In an effort to accelerate the City's ability to address some of its challenges, the City Council identified five (5) focus areas for further discussion and action. They include the following:

- Land Use – Foster City desires to manage growth and development in a manner that is consistent with community values and complements the scale and character of residential neighborhoods, business districts, and open spaces. With this in mind, the Council will explore policies related to the redevelopment of existing sites, new development, improvements to commercial retail centers, and workforce housing.
- Traffic Circulation and Transportation – Foster City desires to enhance multi-modal transportation opportunities to ensure that convenient, accessible and connected local and regional transportation options are available through planning, collaboration, advocacy and execution. Transportation objectives include walkability, bike friendly, drivability, and mass-transit options.
- Infrastructure – Foster City desires to maintain a standard of excellence with regard to its infrastructure, including streets, lagoon, levee, parks, water supply

system, wastewater system, storm water collection system, and City facilities to meet the demands of its residents and business community today and in the future. Since much of the City's infrastructure was built more than 40 years ago, it will require minor renovations or major upgrades to continue to operate efficiently and safely. The City will align its resources with the need for improvements.

- Economic Development – Foster City desires to maximize the vibrancy of its business community by refining and adopting an economic development strategy that contributes to the City's vision and is executed through collaborative work between the City, the Chamber of Commerce, the business community, residents and other stakeholders.
- Quality Education – Foster City desires to create a cohesive partnership in the education of Foster City students by seeking to strengthen relationships with the San Mateo-Foster City School District (SMFCSD) and the San Mateo Unified High School District (SMUHSD) to discuss issues of mutual interest. Two City Council ad hoc subcommittees have been established, including Mayor Perez and Vice Mayor Bronitsky for SMFCSD, and Councilmembers Pollard and Mahanpour for SMUHSD.

Once the City Council confirms these priority focus areas, staff and the ad hoc subcommittees will develop and propose a work plan to balance the directives of the Council with the continued need to provide day-to-day core services.

Ad hoc Subcommittees - Ad hoc committees are one-time committees with a limited duration that are formed to study a specific issue and make recommendations to the full City Council. Ad hoc committee meetings are not subject to the Brown Act.

At the Visioning and Policy meeting, the City Council established seven (7) new ad hoc subcommittees; five (5) for the Priority Focus Areas, one (1) each for Mission & Values and Shared Services. Two (2) ad hoc committees had already been established for the Quality Education Priority Focus Area.

- Mission and Values – Foster City desires to establish and maintain a consistent mission and values that reflect what the City aspires to be in the future.
- Shared Services – Foster City desires to explore opportunities to work collaboratively with neighboring jurisdictions when purchasing equipment and goods, and providing services to our community when appropriate.
- Communications and Public Engagement Subcommittee – Due to time constraints, the Council was not able to receive the update on the City's plans to

improve public outreach and engagement on a variety of issues. Council requested that a seventh ad hoc committee on Communications and Public Engagement be established to work with staff on this issue. Mayor Perez and Councilmember Pollard will serve as the Council representatives to this subcommittee.

Each ad hoc committee is to be comprised of at least one Council Member with staff support. The focus areas and committee members are listed in Table 1.

Table 1: City Council Subcommittee Assignments

CITY COUNCIL SUBCOMMITTEE ASSIGNMENTS	
<ul style="list-style-type: none"> • Land Use <ul style="list-style-type: none"> ○ Vice Mayor Bronitsky ○ Councilmember Mahanpour 	<ul style="list-style-type: none"> • Transportation <ul style="list-style-type: none"> ○ Councilmember Pollard ○ Councilmember Hindi
<ul style="list-style-type: none"> • Infrastructure <ul style="list-style-type: none"> ○ Mayor Perez 	<ul style="list-style-type: none"> • Economic Development <ul style="list-style-type: none"> ○ Vice Mayor Bronitsky ○ Councilmember Hindi
<ul style="list-style-type: none"> • Mission & Values <ul style="list-style-type: none"> ○ Mayor Perez ○ Councilmember Pollard 	<ul style="list-style-type: none"> • Shared Service Opportunities <ul style="list-style-type: none"> ○ Councilmember Mahanpour ○ Councilmember Hindi
<ul style="list-style-type: none"> • Communications and Public Engagement <ul style="list-style-type: none"> ○ Mayor Perez ○ Councilmember Pollard 	<ul style="list-style-type: none"> • Quality Education Priority Focus Area <ul style="list-style-type: none"> ○ Councilmember Pollard SMUHSD ○ Councilmember Mahanpour – SMUHSD ○ Mayor Perez SMFCSD ○ Vice Mayor SMFCSD (Previously appointed)

FISCAL IMPACT

There is no fiscal impact at this time.

Attachments: City Council Mission and Values