

City of Orinda

FY 2023-24 and 2024-25

Strategic Priorities

The following Strategic Priorities are not listed in any priority and have parity, and will be approached through a lens of diversity, equity, and inclusion (DEI) and support for Orinda schools.

Strategic Priority: City Facilities and Infrastructure

Draft Goal Statement: Continue timely implementation of Capital Improvement Plan Projects and seek additional funding for city facility maintenance to address needs in a timely manner.

Notes/Tactics:

- Structure facility maintenance to be as efficient and effective as possible
- Consider and incorporate quality aesthetics into public projects
- Include asset management as part of technology assessment to keep track of facility maintenance/improvements
- Actively assess and seek funding to repair and maintain city facilities (separate from infrastructure funding for roads and drainage)
- Actively assess and seek funding to pursue public amenities and infrastructure projects, including green infrastructure
- Leverage potential *Connect Orinda* opportunities

Strategic Priority: Economic Development

Draft Goal Statement: Attract and maintain businesses in Orinda's Downtown area by building relationships with current and future property owners to minimize vacancies and encourage storefront upgrades.

Notes/Tactics:

- Consider hiring staff/retail broker to work with City Manager, Planning Director, property owners, and the Orinda Chamber of Commerce
- Evaluate (in two years) whether there is need for a full-time staff person to achieve these objectives in alignment with the Downtown Precise Plan (DPP)
- Develop measurements such as new leases and/or amount of sales tax revenue

Strategic Priority: Housing and Downtown Development

Draft Goal Statement: Begin implementation of the Housing Element and Downtown Precise Plan, specifically rezoning downtown Orinda.

Notes/Tactics:

- Maintain and build relationships with property owners and developers
- Demonstrate progress on 2-3 projects/sites
- Continue to assess viability of and pursue viable housing development on BART lot and Caltrans Gateway site
- Promote mixed-use development
- Report and publicize progress to the public using various communication methods

Adopted May 9, 2023 – See the full February 25, 2023, Strategic Priorities Workshop Summary for more information:
(insert hyperlink)

Strategic Priority: Staffing & Technology

Draft Goal Statement (Technology): Evaluate Orinda's technology needs and equip City staff with the technological tools to perform efficiently across departments.

Notes/Tactics:

- Hire a technology consultant to assess the City's hardware, software, and public safety tools (e.g., cameras) and provide associated costs for any necessary upgrades
- Conduct a staff survey of current technology and future needs
- Ensure the consultant report includes survey results and implementation steps
- Consider hiring a GIS specialist or reengaging in regional partnerships to fill this need
- Evaluate current IT services and assess if additional capacity/staff is needed

Draft Goal Statement (Staffing): Attract and retain high quality City staff by using best practices in human resources and employee development to ensure that Orinda maintains exceptional public services and programs.

Notes/Tactics:

- Review compensation and classification system that includes an assessment of current job descriptions, wage/benefit structures, and hiring and retention practices
- Consider updating the City's human resources practices including but not limited to, wages and benefits, job descriptions, DEIB and compensation standards, based on the compensation and classification review and other research
- Consider developing and adopting a compensation strategy
- When developing any retention strategies, measure how long staff is currently staying in positions compared to historical trends and other market data
- Integrate strategies to measure, attract and retain a diverse workforce at all levels of staffing

Strategic Priority: Wildfire Resilience and Emergency Preparedness

Draft Goal Statement: Continue to plan and prepare our community for emergencies including wildfires and advocate for enhanced resources and funding.

Notes/Tactics:

- Expand (and lead) community outreach about emergency preparedness and wildfire resilience
- Continue to collaborate with Orinda Firewise, CERT, and other groups, focusing on community safety and culture change
- Continue to collaborate with MOFD, EBMUD, EBRPD, PG&E, and other partners
- Engage police and others to talk about community safety measures, fire awareness, and evacuation routes