



City Council Strategic Priorities  
2017-2019



## QUALITY OF LIFE

**Purpose:** To provide an outstanding quality of life by enhancing the City's amenities, business mix and services and cultivating connections to promote positive change and progress in our community.

### GOAL 1

Address City Amenities and Facility Usage with an Emphasis on Community Demand, Accessibility, and Cost Recovery.

#### OBJECTIVES

1. Identify amenities in demand based on community feedback.
2. Develop plan to complete existing approved projects, such as: Legacy Fields, Aquatics Center, Senior Center expansion, Tracy Community Center renovation, and Boyd Service Center renovation.
3. Explore cost recovery opportunities to protect and preserve our current amenities.
4. Update community MOU policies and procedures.
5. Engage in efforts to enhance transportation connectivity within and outside the City limits.

### GOAL 2

Promote Public Health, Safety and Community Welfare throughout the Community.

#### OBJECTIVES

1. Reduce the number of blighted property conditions.
2. Address community concerns regarding homelessness.
3. Promote awareness of unsafe living conditions.
4. Explore opportunities to enhance affordable housing options in Tracy.

### GOAL 3

Cultivate Community Engagement through Digital and Traditional Communication Means.

#### OBJECTIVES

1. Explore opportunities to promote the City's brand through various marketing and communication activities.
2. Enhance methods of informing and engaging the community on City related projects, programs and events.

### GOAL 4

Engage in Efforts to Enhance Community Aesthetics.

#### OBJECTIVES

1. Develop design goals and development standards, specifically for buildings and landscape, for the I-205 corridor, Northeast Industrial and Industrial Specific Plan Areas.
2. Develop and implement an improvement plan for City landscape areas.
3. Explore opportunities to enhance the appearance of City landmarks or points of entry through marketing and the built environment.

### GOAL 5

Improve current recreational, cultural arts and entertainment programming and services to reflect community interests and demands.

#### OBJECTIVES

1. Develop recreational, cultural arts, and entertainment programs and services that reflect community demographics, evaluation feedback, and trends.

Customer Service

Honesty

Excellence

Respect

Innovation

Stewardship

Hospitality