



# NATIONAL CITY'S STRATEGIC PLAN

2020-2025

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# We Pledge to Provide Customer Service through a Culture of...

## Courtesy

*We treat everyone with dignity and respect.*

## Collaboration

*We work to achieve common goals and value our differences.*

## Communication

*We communicate openly, honestly, and with clear, consistent messages.*

## with a Commitment to Our Community


# 2020-2025 Strategic Plan

## 7 Strategic Focus Areas

- ▲ Balanced Budget and Economic Development
- ▲ Communication and Outreach
- ▲ Health, Environment, and Sustainability
- ▲ Housing and Community Development
- ▲ Parks, Recreation and Library
- ▲ Public Safety
- ▲ Transportation Choices and Infrastructure





## Balanced Budget and Economic Development



Maximize economic development strategies.



Partner with other public agencies and non-profits to increase revenue and augment services.



Manage pension and other employee expenses.



Optimize City assets and lease property when appropriate.



## Communication and Outreach



Connect the community with timely and transparent information.



Increase meaningful outreach through quality engagement.



Improve emergency preparedness and public noticing.



Promote educational and economic opportunities.



## Health, Environment, and Sustainability



Update and implement the Climate Action Plan.



Support a healthy community through active living and healthy eating.



Create health and education hubs around major transit stops.



Support an age-friendly community.



## Housing and Community Development



Pursue new housing options at all income levels.



Ensure preservation of existing affordable housing stock.



Streamline permitting and improve code compliance.



Enhance role in reducing homelessness.







## Parks, Recreation, and Library

- ▲ Improve outreach and increase participation.
- ▲ Organize community events and support other gatherings.
- ▲ Seek reliable funding and synergize with south bay partners.
- ▲ Develop volunteer program and community services plan.



## Public Safety

- ▲ Reduce overall crime and illegal activity.
- ▲ Improve operational readiness and community resilience.
- ▲ Enhance recruitment and retention and promote public safety pipeline.
- ▲ Expand community engagement and increase visibility.



## Transportation Choices and Infrastructure

- ▲ Expand mobility choices by improving access to transit, biking, walking, rolling, and parking management.
- ▲ Improve traffic safety through traffic calming and safe routes.
- ▲ Update capital needs assessment and funding strategies.
- ▲ Maintain infrastructure and establish measurable targets.

**TOGETHER**  
**WE**  
**CAN!**

**#STRONGERTOGETHER**

WE'RE MAKING NATIONAL  
CITY CLEANER, HEALTHIER,  
AND SAFER.

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