

Council Values

- Fiscally responsible
 - Inclusive
- Open and Transparent
- Responsible and accountable
 - Future-focused
 - Regionally-oriented
 - Entrepreneurial

Council goals

1. Vibrant and resilient economy supporting a sustainable budget

Promote a desirable level of economic growth to maintain an economically vibrant and sustainable community through implementing a comprehensive community supported business development plan. Develop a collaborative community vision to increase economic vitality for under-utilized land, while honoring the needs of the neighboring community and the property owners.

These efforts will be characterized by:

- Engaging the M-2 business community in a discussion of the factors necessary to ensure retention, facilitate future growth, and foster revenue producing commercial opportunities. Based on the outreach with the M-2 business community, we will develop and prioritize a list of potential zoning ordinance and review process changes supporting the retention and growth of existing businesses, attracting new businesses and promoting revenue producing commercial opportunities.
- Presenting a list of potential changes in the zoning ordinance which could include commercial zoning considering different regulations appropriate to that neighborhood or area of the City. Look at other community best practices and stream line models to propose appropriate changes.
- Launching the new Business Development Subcommittee by clarifying its role and determining its assignments in support of Business Development.
- Developing and submitting to Council fiscal policies supporting long-term fiscal sustainability, starting with fiscal year 2009/10.

2. Future focused planning and visioning supporting a high quality of life

Proactively plan for the future direction for the City's growth, development, and public investments by implementing a public outreach process to define values, goals, and policies addressing the Community's future vision and updating appropriate planning documents to reflect the vision.

These efforts will be characterized by:

- Maintaining the ECR / Downtown Specific Plan project on time and budget with continued significant engagement by downtown stakeholders.
- Submitting to Council a recommended planning approach for M-2 land use to support future decisions about housing, transit, commercial development, and research and development businesses improving the area's sense of community and quality of life.
- Completing the Redevelopment Area Implementation Plan on time and within budget.
- Submitting Climate Action Plan to Council including recommendations for implementation based on current financial status.
- Maintaining reasonable progress on recreation facilities improvement projects:
 - Prepare Kelly Park design for bidding,
 - Complete Burgess Gymnasium EIR process and initiate design process.
- Maintaining progress on the Bohannon Marriot / Menlo Gateway project
- Developing High Speed Rail information for Council to achieve their desired outcome.

3. Regional focus creating synergy of efforts on issues of mutual interest

Provide technical expertise and staff support to City Council members as they proactively leverage regional partnerships with all levels of government including the Tri-City collaboration, San Mateo County, regional bodies (such as Association of Bay Area Governments, School Districts, and the Bay Area Water Supply and Conservation Agency), the State of California and Federal Government.

These efforts will be characterized by:

- Implementing stimulus package projects if approved.
- Supporting Council in focusing regional attention on issues related to:
 - BAWSCA
 - Caltrain
 - School districts
 - CCAG, etc.