

CITY OF HUGHSON

City Council Strategic Priorities

On May 22, 2023, the Hughson City Council adopted the City's Vision, Mission, Values, and Strategic Priorities, which outline organizational goals and objectives to be accomplished in 2023-2028.



Background:

In 2023, the City of Hughson held two Council workshops on March 9, and 15, led by consulting firm Sloan, Sakai Yeung & Wong and the City Manager, to discuss the topics of Governance, Fiscal Sustainability, and Strategic Priorities.

On March 9, the first workshop focused on roles in strategic planning, an Environmental Scan and Situational Analysis, and updating the City's current Vision and Mission Statement and Values.

On March 15, the second workshop was held with a focus on preparation and prioritization of the City's Goals, Strategies, and Actions.

The priority-setting discussion was grounded on the idea that it is important to keep the long-term view in focus while establishing what can be reasonably accomplished in the short term.

Vision

To preserve Hughson's unique spirit, heritage, and character, while creating an undeniably great place to be.

Mission

Improving Hughson every day through fiscal responsibility, customer focused service and an emphasis on creating and strengthening partnerships.

Values

Fiscal Responsibility

Customer Focused

Partnership Building

Results Oriented

Open and Accessible

Public Safety

Innovative

Five Strategic Priorities

Good Governance

Economic Development

Infrastructure

Ensure Fiscal Health

Promote Quality of Life

Governance

* 2023-2025 Short-term Priorities

Strategy #1

Model Good Governance and Transparency

- Transparency in all public meetings.
- Continue to provide new Council Member orientations.
- Continue to maintain proper Fair Political Practices Commission (FPPC) reporting, AB1234 Ethics Training and AB1825 Sexual Harassment Training.
- Increase public awareness around City projects and other civic matters.
- Increase public awareness around City Council meetings and agenda items.

Strategy #2

Provide Adequate Resources for Efficient Government Services*

- Conduct a staffing assessment.
- Review opportunities to outsource services.
- Provide employee development opportunities.

Economic Development

Strategy #1

Support Resources for Businesses through:

- Continuing to support the Hughson Chamber of Commerce.
- Continuing to support Opportunity Stanislaus.
- Continuing to support the Valley Sierra Small Business Development Center.

Strategy #2

Complete the General Plan Update and Housing Element Project*

Strategy #3

Revitalize Downtown Hughson*

Examples include:

- Shadow Art
- Murals
- Pedestrian crosswalks

Strategy #4

Annexation of Industrial Zoned Land*

Provide Infrastructure to Promote Industrial Business

(in combination with Strategy 2 General Plan Update)

Strategy #5

Review Business Leases at the Incubation Center (located in the City Hall Annex)

- Review business leases to determine if businesses can move to a permanent Hughson Avenue location.
- Advertise Incubation Center vacancies and opportunities.
- Incentivize business opportunities within the City.

Maintain Infrastructure and Leverage Funds

Strategy #1

Maintain Streets and City-owned Sidewalk Infrastructure

- Complete the Measure L Annual Plan. *
- Continued maintenance of streets (potholes and annual street striping).
- Complete the Whitmore Pedestrian Crossing Project in coordination with BNSF. *
- Review traffic calming measures in priority areas.
- Complete CDBG Projects
 - Walker Lane*
 - Tully Road
 - 7th Street
- Replace the ADA parking on 3rd Street. *
- Create ADA Parking on Hughson Avenue. *

Strategy #2

Maintain Stormwater Infrastructure

- Finalize a trash capture system.
- Tie in 2-3 dry wells to the stormwater system.

Strategy #3

Maintain Wastewater Treatment Facility and Sewer

- Proactively maintain Wastewater Treatment Plant facilities and sewer infrastructure, by replacing aging infrastructure, and maintaining infrastructure.
- Ensure technical backing for a Salt Ordinance is approved for wastewater. *

Strategy #4

Maintain Water Infrastructure

- TCP Treatment at Well 8 (City back-up well). *
- Drought Contingency Plan.
- Riverview Consolidation Project.
- Whitmore Consolidation Project.
- Proactively maintain water facilities and infrastructure and replacing aging infrastructure.
- Coordinate with Duarte Nursery for water connection.

Strategy #5

Maintain Parks Infrastructure

- Complete a restroom and concession stand project and ADA walkways at Lebright Fields. *
- Pave the Lebright Fields parking lot and install a tie in to the storm drain system. *
- Replace lighting at Lebright Fields with LED.

Ensure Fiscal Health

Strategy #1

Maintain a Structurally Sound Budget

- Develop a Capital Improvement Plan.
- Develop Water, Wastewater Treatment Plant, Sewer, and Stormwater maintenance plans.
- Conduct a comprehensive review of the City's fees for service, for City Council review. *
- Develop a Deferred Maintenance Plan, and Vehicle Replacement Plan. *
- Conduct a review of current Development Impact Fees and Capacity Fees.
- Continue to maintain a 33% Contingency Reserve.

Strategy #2

Provide Efficient Government Operations Using Technology

- Acquire a public-facing permit system including the state-mandated solar permitting system.
- Conduct a review and update of Code Enforcement regulations and nuisance procedures.

Promote Quality of Life

Strategy #1

Strengthen Community Safety Through Crime Prevention Reduction Activities

- Implement and enhance the use of technology. Using social media, cameras, and crime analytics to generate evidence-based intelligence.
- Continue to work with Hughson Police Services to ensure they have the tools necessary for the provision of law enforcement services.

Strategy #2

Support the Hughson Volunteer Fire Protection District with its Efforts to Generate Revenue to Support the Current and Increasing Level of Service

- Continue City/Fire 2+2 Committee bi-monthly meetings.

Strategy #3

Strengthen Emergency Operations Preparedness

- Ensure all employees are trained in the appropriate FEMA National Incident Management System (NIMS) level for their position. *
- Continue to partner with Stanislaus County and other cities on the Multi-Jurisdictional Hazard Mitigation Plan (every five (5) years).

Strategy #4

Research and Development for Potential Recreational Activities

- Conduct a Community Survey to determine interest in recreational activities.
- Research on how other cities hold recreational activities and funding sources.
- Develop programs, secure funding, and hire instructors.
- Continue to support family friendly events in Hughson:
 - Hughson Fruit and Nut Festival
 - Christmas Parade
 - Hughson has Heart
 - National Night Out
 - Trunk, or Tent and Treat
 - Operation Santa and Light Up the Town