



City of San Juan Bautista

The "City of History"

www.san-juan-bautista.ca.us

CITY COUNCIL SPECIAL JOINT CITY COUNCIL/PLANNING COMMISSION TOWN HALL MEETING

**FRIDAY, JUNE 2, 2023
5:00 P.M. – 7:00 P.M.**

**San Juan Bautista Public Library
801 Second Street, San Juan Bautista, California**

AGENDA

Welcome and Call to Order (5:00 p.m.)

Public Comment Time Restriction

Public comments are restricted to items on the special meeting agenda pursuant to California Government Code section § 54954.3(b). Public comments generally are limited to three (3) minutes per speaker; the Mayor may further limit the time for public comments depending on the agenda schedule.

PowerPoint Review on Implementation Strategies and Quick Review of Final Survey Results

(5:00 p.m. – 5:15 p.m.)

Review and Discussion 5-Year Strategic/General Plan Update and Implementation Session

(5:15 p.m. – 6:45 p.m.)

Wrap Up (6:45 p.m. – 7:00 p.m.)

A. Questions

Adjournment



Elizabeth Soto, Deputy City Clerk

AGENDA MATERIAL / ADDENDUM

Any addendums will be posted within 72 hours of regular meetings or 24 hours of special meetings, unless otherwise allowed under the Brown Act. City Council reports may be viewed at the City of San Juan Bautista City Hall at 311 Second Street San Juan Bautista, and are posted on the City website www.san-juan-bautista.ca.us subject to Staff's ability to post the documents before the meeting, or by emailing deputycityclerk@san-juan-bautista.ca.us or calling the Deputy Clerk (831) 623-4661 during normal business hours.

In compliance with the Americans with Disabilities Act, and Govt. Code 54953(a), the City will make reasonable arrangements to ensure accessibility to this meeting. If you need special assistance to participate in this meeting, please contact the Deputy City Clerk, a minimum of 48 hours prior to the meeting at (831) 623-4661.

PUBLIC NOTIFICATION

This agenda was posted on Tuesday, May 30, 2023, on the bulletin board at City Hall, 311 Second Street, the bulletin board at the City Library, 801 Second Street, the bulletin board at the entrance to the United States Post Office, 301 The Alameda, and the City's website.

Meetings are streamed live at <https://www.facebook.com/cityofsanjuanbautista/>.



CITY GATE
ASSOCIATES

STRATEGIC PLANNING Implementation Update and Discussion

CITY OF SAN JUAN BAUTISTA

June 2nd, 2023



Why we are here

- Organizational Assessment and High-level Budget Study
- Survey, Interview, Documentation, Strategic Sessions
- Develop a 5-Year Strategic and Implementation Plan
- Final Report aka the “Road Map”

Updated Confidential Community Survey Data

- Both quantitative and qualitative questions
- Community 3.8% (7.3%) return (Above Average)
- Staff 75% return (Well Above Average)
- 81 responses as of 4/7/23 | 158 Responses as of 4/27/23

Community Survey Results (cont.)

- **Top 10 Priorities (new data)**
 - **Water Quality (29) (50) – Most significant as #1/#2**
 - Roads and Streets (23) (44) and Sidewalks and Curbs (11) (19)
 - *Economic Development (14) (25)
 - Water Costs (10) (19) + Water (unspecified) (7)
 - **Business Friendliness (10) (17) + Downtown Improvement (11) (23)*
 - *Crime & Safety (22)*
 - Schools (12) (17)
 - *Youth Recreation (10) (14) | Development (16)
 - *Cleanliness / Vacant Lots / Blight (9)
 - Sewers Service Quality (8) + Sewers (unspecified) (3)
 - Communications/Responsiveness w/City (8)
 - *73

Community Survey Results (cont.)

- **Top 10 Biggest Concerns (new)**
 - *Staff or Leadership Capability (15) (18)*
 - *Water Quality (14) + Water Unspecified (3) (21)*
 - Growing too fast (11) (16)
 - Water Cost (6) (9)
 - Infrastructure (4) (7)
 - Sewer Services Costs (3) & Roads and Streets (5)
 - Schools (2)
 - Growing to slow (2) – 60% moderate to slow growth ok (0 at not at all/very fast, 15% no opinion, 23% very slow)
 - Economic Development (2)

Strategic Plan Worksheet Update and Discussion

Implementation Best Practices

- Turning plans into action for desired outcome
 - Clear goals/plan
 - Commitment “story” (activity)
 - Attainability
 - Align with culture
 - Create best environment
 - Be realistic
 - Flexibility
 - Reflection

Values | Priorities | Mission | Vision

Core Values: Collaboration | Honesty | Resourcefulness | Accountability | Integrity

Council Priorities: Fiscal stability | Infrastructure | Economic Development | Public Safety (Disaster Preparedness / Code Enforcement) | Communication | General Plan | Parks and Recreation

Mission: *The City of SJB strives to provide exceptional service to the community by fostering a sustainable economy, while preserving its uniqueness through collaboration, honesty, and resourcefulness.*

Vision: San Juan Bautista is a vibrant, thriving community who strives to tell its complete history & cultural heritage while honoring the needs of its residents & businesses. San Juan offers the world a unique destination amidst boundless natural beauty, open space & agricultural resources.

Quantitative Studies – Fail Facts in Execution

1. Minimal investment/buy-In to aligning with the new plan
2. Lack of clear consistent communication from leadership
3. Add-Ons – Adding to staff's workload while nothing taken away (HBR, 2022)
4. Lack of accountability (both ways)
5. Lack of patience
6. Staff's lack of clarity on the strategy
7. *Everything is a priority syndrome (my issues first and now)
8. No true allocation of resources
9. Lack of perceived fairness (recognition, rewards)
10. Lack of fostering innovation by leadership
11. Was the right approach utilized in the execution
12. Some failures are success
13. Lack of understanding the real problem (HBR)
14. Understanding organizational capabilities (HBR)
15. Lack of understanding cultural landscape (if they did it before will they do it again?)

We listened...

- Part-time staff for city hall (Stay Open)
- Recreation
- ED Strategy
- Budget Workshops
- Public Safety Re-Org.
- Communications:
 - CM is out and about (neighborhood meetings) Visibility
 - Mentor

Accountability | Monitoring | Implementation

- City Administrator
 - Annual detailed report to City Council (January)
 - Technology, smartsheets, or...
 - Motivation
 - Workshops
 - Meetings
 - Executive Timely Memos
 - Task Force



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ASSOCIATES

THANK YOU