CITY OF SHASTA LAKE

GOALS AND OBJECTIVES WORKSHOP-FEBRUARY 9, 2011

Economic Development and Downtown Revitalization

Goal Statement

1. Develop a community character that promotes economic vitality, environmental protection and social equity.
    a. Partner with other local/regional agencies. (4 dots)
    b. Reduce blight. (1 dot)
    c. Expand Sphere of Influence (1 dot)
    d. Work on Regional Economic Development Participation. (1 dot)
    e. Honor our Heritage (1 dot)
    f. Define "downtown" and create an inviting environment (Not necessarily physical boundaries)
    g. Spend Redevelopment Funds ($) before the government gets it. Keep Redevelopment alive.
    h. Public Parking
2. Welcome green and ecologically sound businesses and development
    a. "Go Green" to improve parks and roadways. (Utilizing local nurseries/to increase commerce and jobs) (1 dot)
    b. Green businesses (1 dot)
3. Grow the non-residential base consistent with the General Plan
    a. Build hotel/conference center (8 dots)
    b. Encourage in-fill development, work out incentives, such as impact fee deferrals (5 dots)
    c. Expand SGIP (Industrial Park) (3 dots)
    d. Develop Four Corners 151 & Lake-add signage (2 dots)
    e. Finish Civic Center Development (1 dot)
    f. Identify blighted areas and offer incentives to maintain (1 dots)
4. Market local businesses and promote tourism (8 dots)
    a. Add murals to City Programs (1 dot)
    b. Advertise in major journals to attract entrepreneurs (1 dot)
    c. Signage for business in Industrial Park (removable letters)
    d. Electric Reader Board
    e. Method to ID business on SDB (bring attention to businesses over the hill from the freeway)

    f. Put information in each business to promote City
    g. Keep up heat on State to preserve Enterprise Zone.
5. Develop educational and employment opportunities to expand workforce skills.
    a. Job programs for youth (2 dots)
    b. Career Economic Development through SCC based here. Increase career education and vocational programs by establishing a Shasta College Outreach campus, possibly through SC Economic and Workforce Development Department

INFRASTRUCTURE/STREETS AND ROADS

Goal Statement

1. The City will continue to operate and maintain the Wastewater Plant efficiently while looking to the future needs of the community.
    a. Increase Sewer Treatment Plant Capabilities. (2 dots)
    b. Look for ways to reduce future utility increases (rates) (1 dot)
    c. Increase Reclaimed Water Usage.
    d. Reduce nuisance issue at 1-5 and SDB
2. The City will provide the best feasible local and regional infrastructure to move people and traffic safely.
    a. Fix well traveled road first (Grand Oaks) (2 dots)
    b. Get Pine Grove fixed (1 dot)
    c. Repair and Repave all City Streets (1 dot)
    d. Traffic lights on SDB for key intersections (1 dot)
    e. Electric Vehicle Charging Stations (1 dot)
    f. Develop Commercial Center Infrastructure Plan
    g. Light up Crosswalks on SDB
    h. Provide more Street Lighting
    i. Pursue additional Safe Routes to School Projects
    j. Pursue additional Bike Lane Grants
    k. Collaboration and consider ownership of Hwy 151 into the City's Street System

3. The City will create a sustainable commitment to promote energy efficiency activities.
    a. Establish a drop off area for Compact Flourescent Lights (2 dots)
    b. Develop a Legislative Strategic Plan (2 dots)
    c. Look for ways to reduce future utility increases (rates) (1 dot)
    d. Continue efforts to achieve the New Housing Solar Usage Mandate
    e. Market Energy Savings Rebates

HOUSING AND COMMUNITY DEVELOPMENT

Goal Statement

1. The City will encourage and support new housing development and rehabilitation of existing properties.
    a. Use HUD process to purchase foreclosed properties (1 dot)
    b. Consider incentives for larger lot sizes (greater than 40’ x 60’)
    c. Increase marketing efforts of existing programs to community
        i. E-market to investors/lenders/others to promote City programs
        ii. Improve energy audit response rate
2. The City will strive to develop affordable housing units.
    a. Encourage development of multi-family and senior housing.
    b. Recognize need for transitional housing
3. The City will promote and enhance community pride within its boundaries. (1 dot)
    a. Explore funding opportunities for the building of the Library/Museum complex at the Civic Center (3 dots)
    b. Encourage additional joint-use projects (Multi-purpose room w/Gateway) (3 dots)
    c. Enhance educational choices (using existing facilities)—opportunities for GED, Advanced Degrees, Satellite Campus (2 dots)
    d. Ensure defensible space needs are addressed through public outreach and education
    e. Educate Board of Realtors about local schools
    f. Plant trees on SDB Boulevard
    g. Parks are needed within walking distance
    h. Evaluate multi-parcel ownership (absentee landlords)
    i. Encourage community involvement
    j. Adopt an area program
    k. Hire civic engagement coordinator
    l. Collaborate with Healthy Shasta

LAW ENFORCEMENT

Goal Statement

1. The Shasta Lake Law Enforcement Division will provide the highest level of service for the citizens of our City, while protecting the peace and improving community livability.
    a. Strive to lower the Crime Rate (1 dot)
    b. Increase Personnel (1 dot)
    c. Motorcycle control (1 dot)
    d. Maintain current staffing levels in case of State budget shortfalls
    e. Decrease Response Time
    f. Increase Park Patrols
2. The Shasta Lake Law Enforcement Division will encourage community policing throughout the City with education and participation.
    a. School Resource Officer (2 dots)
    b. Cut down on Non-Emergency calls (1 dot)
    c. Encourage Neighborhood Watch programs
    d. Fortify Citizens' Patrol
3. The Shasta Lake Law Enforcement Division will strive to make our streets safer and reduce vandalism and drug issues.
    a. Target Areas for Enforcement (2 dots)
    b. Assist Youth and Schools Partnership to reduce domestic and drug issues (2 dots)
    c. Secure funding for Radar Speed Limit Signs (1 dot)
    d. Parental Education of Juvenile Offender

PARKS AND RECREATION

Goal Statement

1. The City of Shasta Lake will work to create a secure funding source and identify operational efficiencies for Parks Maintenance. (1 dot)
    a. Cameras (1 dot)
    b. Additional lighting for Parks.
    c. Use more native plants (water efficiency)
    d. Pursue Parks Grants
    e. Map Heritage Trees
    f. Get rid of arundo
2. It is the goal of the Shasta Lake Parks and Recreation Department to provide the community with high quality, safe, and entertaining recreational opportunities.
    a. Swimming Pool Partnership w/Schools (2 dots)
    b. Recreational center for kids (1 dot)
    c. Provide additional activities for families at Park
    d. Co-ed softball league to prevent vandals
    e. Continue to pursue parks grants
    f. Water feature