



Priority	Action Item
Strengthen Public Safety and Emergency Response	Reinforce enforcement strategies for short term rentals to improve neighborhood safety and compliance.
	Implement Phase 3 of the city's Ambulance Transportation Program, expanding coverage and enhancing service delivery.
Advance Transportation, Water, and Infrastructure Planning	Develop a comprehensive five-year pavement improvement plan, including a detailed Pavement Condition Index (PCI) analysis and prioritization framework.
	Complete a full feasibility analysis and prepare a Council ready proposal for Source and Supply water projects for consideration in the FY 2027/28 budget.
Strengthen Old Town's Economic Vitality and Tourism Strategy	Deepen engagement with Old Town business owners, property owners, and community stakeholders to support a thriving economic environment.
	Conduct a evaluation of the Old Town Trolley Route to ensure efficiency, ridership value, and alignment with community needs.
	Evaluate and implement a long-term Old Town marketing strategy that enhances brand consistency, visitor experience, and return on investment.
Expand Community Engagement and Strengthen Internal Communications	Develop and launch a citywide community engagement strategy that standardizes outreach practices and improves resident access to information.
	Launch a new employee briefing to strengthen internal communication, improve organizational alignment, and enhance employee engagement.
Create Competitive Recruitment and Retention Strategies and Programs	Explore new partnerships and possible apprenticeship programs to help with recruitment (ASU and technical schools)
	Explore and implement retention practices aside from compensation
	Evaluate recruitment and hiring processes to better serve the organization