



# CITY OF SANTA BARBARA

## COUNCIL AGENDA REPORT

**AGENDA DATE:** December 16, 2025

**TO:** Mayor and Councilmembers

**FROM:** City Administrator's Office

**SUBJECT:** Adoption of Citywide Strategic Plan

### **RECOMMENDATION:**

That Council adopt the citywide strategic plan and direct the City Administrator to advance key initiatives identified for the first year as well as create a system of accountability that will include regular reporting to Council.

### **DISCUSSION:**

A strategic plan is a vital tool for municipalities to ensure that the vision and priorities set by the City Council are clearly conveyed to employees and the community, that City strategies and projects are developed to meet Council priorities, and that overall city government is accountable to meeting community needs. Over the past year, the City of Santa Barbara has worked to create a three-year Strategic Plan that outlines key objectives and identifies specific initiatives that are in process, or will be implemented, by City departments to accomplish these objectives.

In June 2025, the Council provided input on the vision, strategic priorities, and objectives for the Strategic Plan. Then City staff and consultants facilitated four community focus groups to gather feedback on these priorities and objectives. The Executive Team also worked to outline key initiatives to be implemented over the next three years to advance progress toward accomplishing these objectives.

City Council held another work session on October 20, 2025 to hear the feedback from the community and refine the planning objectives as needed. Council also provided input on the prioritization of key initiatives.

The culmination of this comprehensive planning process is the attached Strategic Plan (Attachment 1) and draft Work Plan (Attachment 2) for the first year of initiatives that will be advanced by City Departments with leadership and support from the City Administrator's Office. It is important to note that these are only the high-level, strategic

initiatives that are being elevated to track progress and report back regularly to City Council. The day-to-day work of City staff in ensuring our public safety, maintaining critical infrastructure, and protecting the natural environment will continue to be supported and executed.

**BUDGET/FINANCIAL INFORMATION:**

Raftelis Financial Consultants, Inc was retained to provide facilitation and planning services in support of the City of Santa Barbara Strategic Plan. This agreement was executed under the authority of the City Administrator for a total cost of \$84,150. Costs associated with the implementation of the strategic plan will continually be assessed and brought forth to Council for consideration as needed.

A copy of the agreement is available for public review by contacting Talhia Dorado at [TDorado@SantaBarbaraCA.gov](mailto:TDorado@SantaBarbaraCA.gov).

**ATTACHMENT:**

1. Citywide Strategic Plan
2. First-Year Work Plan

**PREPARED AND SUBMITTED BY:** Barbara Andersen, Sr. Assistant to the City Administrator

**APPROVED BY:** Kelly R. McAdoo, City Administrator