

2009-2012 ACTION PLAN: Goals/Priorities

February 24, 2009

1. AREA OF FOCUS - ANTI-POVERTY

Item	GOALS/PRIORITIES	ACTION STEPS	COMPLETION
a	Complete appointments to the newly established Richmond Anti-Poverty Commission.	<ul style="list-style-type: none"> • Work collaboratively with City Admin/Mayor's Office and identified stakeholders to determine parameters for the commission's work and make-up • Identify opportunities to establish a critical mass of funding for the work of the commission 	3.30.09
b	Reduce poverty in the City by 50 percent during the next three years.	<ul style="list-style-type: none"> • Analyze key indicators • Clearly identify effective steps to reduce City poverty 	2.24.12
c	Reduce Richmond poverty level below State average.	<ul style="list-style-type: none"> • Identify specific percentage measures for long-term poverty reduction over the next three years • Focus energy/effort on obtaining anti-poverty grants and initiatives • Create detailed documentation of all anti-poverty funding efforts and policies • Create measurement criteria and fully evaluate use of funding to ensure on-going reduction of poverty 	

2. AREA OF FOCUS - COMMUNITY DEVELOPMENT

Item	GOALS/PRIORITIES	ACTION STEPS	COMPLETION
a	Engage Richmond Department of Community Development in creating a master plan for the entire city (all districts) not just business/downtown development to effectively manage current out-dated zoning challenges and incorporate transportation issues. (three-year timeframe for completion)	<ul style="list-style-type: none"> • Identify planning funds available during budget process to finance 3 yr. planning project • Gain buy-in from Mayor/City Admin./Richmond Department of Community Development 	March 2010
b	Create a comprehensive anti-litter campaign to engage schools, neighborhoods and businesses in citywide cleanliness effort.	<ul style="list-style-type: none"> • President of Council to draft letter to Mayor regarding full Council support of an anti-litter campaign • Engage the Richmond Department of Public Works and Richmond Clean City Commission to identify and evaluate current programs and efforts underway • Work collaboratively with Mayor/City Admin. to develop a plan for an enhanced anti-litter campaign 	March 2009-2010
c	Reduce blight in districts where issues exist.	<ul style="list-style-type: none"> • Recommend consistent enforcement of current laws that relate to citywide cleanliness 	3.30.09

3. AREA OF FOCUS - ECONOMIC DEVELOPMENT

Item	GOALS/PRIORITIES	ACTION STEPS	COMPLETION
a	Proactively coordinate with Mayor/City Admin/other entities of economic development to create a more collaborative implementation of policies and activities.	<ul style="list-style-type: none"> • Explore reactivation of the Comprehensive Economic Development Strategy Committee • Identify alternative funding mechanism for economic development other than general operating dollars • Identify and implement action steps to attack the challenges at a policy level where we are creating deals differently • Be available resource to assist the Richmond Dept. of Economic Development in the implementation of identified and agreed upon goals. 	
b	Enhance City economic development opportunities and diversify revenue sources.	<ul style="list-style-type: none"> • Conduct an in-depth study to identify and evaluate current Tax revenue • Review Strategic plan created in 2002 as information reference • Council and Mayor/City Admin. to analyze current situation in preparation for the next City budget cycle • Work collaboratively with Richmond Dept. of Economic Development to create strategy/action steps to enhance diversity of the tax base by __%. 	

4. AREA OF FOCUS - EDUCATION

Item	GOALS/PRIORITIES	ACTION STEPS	COMPLETION
a	Develop productive working relations between Richmond City Council and the Richmond Public Schools Board.	<ul style="list-style-type: none"> • Each Councilmember will establish consistent meetings with the Richmond Public Schools Board member from their District to stay informed • Complete review of combining the Council Office of the City Auditor with Schools auditors and analyze findings • Develop a productive working relationship between Richmond City Council Health, Human Services and Education Standing Committee and the Richmond Public Schools Board • Identify an individual member of the Richmond City Council Health, Human Services and Education Standing Committee to act as an educational liaison to Richmond Public Schools Board to attend their meetings and be responsible for sharing information via minutes etc. with individual Council members 	