Vision: Stockton will become the best city in America to live, raise a family, and grow a business.

STRATEGIES: (Captain)  
“How” we will Win …

1. Safer Streets (Chief Jones)  
a) Reduce violent crime  
b) Increase community partnerships & engagement  
c) Increase data driven strategies & tactics  
d) Reduce property crime

2. Growing Economy (Carrie Wright)  
a) Grow jobs  
b) Increase economic development incentives  
c) Reduce the barriers to entry  
d) Increase small business development

3. Housing Opportunities for all (Will Crew)  
a) Reduce the barriers to entry  
b) Optimize partnerships & linkages  
c) Increase investment in high impact affordable and market rate housing strategies  
d) Optimize performance-based distribution of available city funds, e.g. grants

4. Thriving and Healthy Neighbors (John Alita)  
a) Establish a City integrated team approach, e.g. cross-departmental team, to optimize clean and safe neighborhoods  
b) Increase placemaking and space activation  
c) Increase community engagement  
d) Positively impact overall community well-being

5. Fiscal Sustainability (Matt Paulin)  
a) Continue learning from the past  
b) Mitigate risk  
c) Optimize resources through innovative business practices

FY 2020-21 PLANS:

- Build upon Ceasefire Strategy to reduce shootings and homicides  
- Build out our community infrastructure with an emphasis on high-risk population  
- Build on Intelligence, Communication, and Planning (ICAP)  
- Establish inter-departmental collaboration  
- Expand the existing police Community Advisory Board  
- Reactivate the Neighborhood Enhancement Program (NEP)

- Leverage sound market intelligence for strategy development  
- Leverage our maritime and agricultural assets  
- Leverage our logistics and multi-modal transport assets  
- Discover and take advantage of right-of-way monetization opportunities  
- Recast the Stockton story  
- Establish industry partnerships  
- Update business license form

- Create an affordable housing strategic plan  
- Implement homelessness strategic plan upon completion  
- Reinvent our distribution of state and federal funds to be more performance- and outcome-based  
- Enable access to housing opportunities through education and awareness  
- Identify and remediate barriers

- Produce an annual citywide community cohesion project  
- Promote and support healthy living  
- Enable the pursuit of special events  
- Leverage anticipated Smart Cities efforts to create technology and connectivity opportunities

- Upgrade bond rating  
- Continue commitment to L-RFP  
- Initiate revenue maximization project  
- Continue implementation of new ERP system  
- Continuous pursuit of opportunities for greater efficiency

FY 2020-21 METRICS:

1) Reduce Uniform Crime Report (UCR) rate of violent crime, target – 5% reduction
2) Increase number of engagements and interventions (YN)
3) Emphasize use of SPD’s ICAP and OVP’s life coaching and case management system (YN)
4) Reduce UCR rate of property crime, target – 5% reduction

COUNCIL PRIORITY GOALS (Tier 1 & 2):

1. Develop solutions to address homelessness, increasing the affordable housing supply
2. Focus on crime reduction in focus areas
3. Prioritize resource allocation to focus areas within Council Districts
4. Develop our core downtown

1. Develop business incentives and tools for underserved neighborhoods
2. Work with education partners to improve quality of life, increase literacy, fund college scholarships, and develop the workforce
3. Engage private employers and the business community in workforce development and job placement (including people with criminal records) and develop an employment pipeline for Stockton residents to Stockton employers

Updated: 09/10/20