SUSTAINABLE MORGAN HILL

VISION

To sustain a safe, inclusive, socially responsible, environmentally conscious, and economically sound community

Choose Morgan Hill

The City of Morgan Hill is the best community for people to live, work, visit, and operate their businesses.

City Council Ongoing Priorities

- Enhancing Public Safety
- Protecting the Environment and Preserving Open Space and Agricultural Land
- Maintaining Infrastructure
- Supporting our Youth, Seniors, and Entire Community
- Fostering a Positive Organizational Culture
- Preserving and Cultivating Public Trust
- Preserving our Community History
- Enhancing Diversity and Inclusiveness
- Advancing Regional Initiatives

2020-2021 Strategic Priorities

- **Fiscal Sustainability**
- Affordable Housing and Homelessness
- Community Engagement and Messaging
- Economic Development
- Transportation

! These strategic priorities were established prior to the COVID-19 pandemic. In light of recent events, we recognize that all of these goals and priorities will be viewed through the lens of the global pandemic, and we will continue to have equity, public health, and financial responsibility in mind.

CITY OF MORGAN HILL

2020 - 2021
STRATEGIC PRIORITIES:

Fiscal Sustainability

The City will continue to be financial stewards of its resources and assets to ensure longterm fiscal sustainability. Through the upcoming biennial budget development process, the City will continue to control and/or reduce costs to achieve a structurally balanced budget, while maintaining adequate fund balance reserves. The City will evaluate its existing user fee schedules to ensure reasonable costs of providing services are appropriately assessed. The City will explore new or expand existing tax revenue sources to address the City's unfunded needs and liabilities.

- Continue the Engage Morgan Hill efforts (conversation about services, funding and priorities)
- Consider a revenue measure in November 2020
- Employ a sustainable budget strategy and identify funding gap
- Define the funding plans for police and fire services, and the City's infrastructure needs

Affordable Housing and Homelessness

Morgan Hill will continue to improve, preserve, and develop new safe, quality, rental and ownership housing for residents at all income levels. To the extent possible, the City will respond to and reconcile new housing initiatives and legislative mandates. The City will explore opportunities to respond to changes that are beneficial to the community as well as compliant with the law.

The City of Morgan Hill will collaborate with Santa Clara County and the City of Gilroy to continue to build a South County homeless response system that integrates County Safety Net Services and provides rapid response to people in need. The City will continue to employ a balanced approach, offering resources and referrals to services, partnering with the faith-based community and non-profits to create appropriate local service points, while also utilizing code compliance to protect private and public property.

- In preparation for the Statewide 6th Housing Cycle, update the Housing Element of the General Plan to respond to new production mandates and actively participate in the development of formula and allocations of "fair share" housing unit assignments
- Engage the community in decisions about where to locate new housing density requirements and necessary on-going changes to objective design criteria which guide quality development
- Continue to respond to the new and proposed housing legislative and policy matters to the benefit of the community
- Respond to the Governor's 2020 Homelessness initiatives by advocating for direct local dollars and direct access to funding for communities of less than 50,000 population
- Seek out partnerships with non-profit housing developers to create new housing opportunities directly aligned with the City's "fair share" Regional Housing Needs Allocation (RHNA)
- Work with the non-profit owner of affordable units to rehabilitate and extend the life of vital housing supplies at Depot Commons, the Willows, Skeels Hotel, and Villa Ciolino

2020 - 2021
STRATEGIC PRIORITIES *(CONTINUED)*:

Community Engagement and Messaging

The City will continue to engage the community through the Engage Morgan Hill process. Engage Morgan Hill is a conversation about services, funding, and priorities. The focus of this process is both educating and engaging the community regarding what services the City provides, how the services are provided, and the funding sources/options for the services as we look toward the future. While educating the community, the City will provide opportunities for the community to be part of the decision-making process to ensure the City's fiscal sustainability in the future. The City will continue to nurture connections with all facets of our community, finding the best ways to outreach and share important community information.

- Continue to facilitate the Engage Morgan Hill process
- Continue to inform the community about significant development projects
- Provide outreach and engagement with the community on the 2020 United States Census
- Continue to find better ways to reach members of the community that do not speak English

Economic Development

The City's Economic Development efforts will focus on implementing the Economic Blueprint strategies and actions in the areas of healthcare, innovation, retail, and tourism, to help build long-term fiscal sustainability and improve quality of life for residents. This will be achieved by attracting jobs and commercial investment which generate revenues to support general City services, improving access to fast and reliable wireless connectivity, and increasing telecommunications infrastructure.

- Complete Request for Proposal (RFP) process and select provider for telecommunications services for City facilities
- Complete an Industrial Land Preservation Policy
- Complete a Retail Concentration Strategy
- Economic Development Outreach and Education/Awareness Campaign

Transportation

The City has clearly identified traffic and transportation issues facing Morgan Hill as regional in nature. Morgan Hill will partner with the City of Gilroy to advocate for improvements and funding for the South Santa Clara County Transportation Corridor. The City will actively advocate on regional transportation planning issues. Locally, the City will prioritize funding for Vision Zero safety strategies over congestion management. The City will take actions to implement its goal to create a culture that prioritizes safety, creates livable streets, and seeks to eliminate traffic fatalities. Safety of pedestrians, bicyclists, drivers, and passengers is paramount.

- Respond to the Environmental Impact Report on the High-Speed Rail Authority's (HSRA) preferred alternative
- Continue efforts on Hale Avenue extension
- Advocacy will include:
  - Working with the Valley Transportation Authority (VTA), Caltrain, the County, the HSRA and the State to enhance service, secure funding for transportation projects and road maintenance, and protect the community from negative impacts of regional projects
  - Expansion of Highway 101 between Morgan Hill and Gilroy to reduce pass-through traffic and improve commute traffic for South County residents
  - Electrification of commuter rail from San Francisco to Gilroy
  - Funding for priority projects in South County

CITY OF MORGAN HILL

morganhill.ca.gov