



AGENDA

Special Study Session of the
Scotts Valley City Council
Date: March 12, 2026, 9:00 AM
March 13, 2026, 9:00 AM

CONTACT INFORMATION	MEETING LOCATION	POSTING
City of Scotts Valley 1 Civic Center Drive Scotts Valley, CA 95066 (831) 440-5600	Scotts Valley Water District Santa Margarita Community Room 2 Civic Center Drive Scotts Valley, CA 95066	Agenda posted on 3-6-2026 at City Hall, SV Senior Center, SV Public Works Building, and on the Internet at: www.scottsvally.gov

ELECTED OFFICIALS	CITY STAFF MEMBERS
Derek Timm, Mayor Donna Lind, Vice Mayor Steve Clark, Council Member Krista Jett, Council Member Greg Wimp, Council Member	Mali LaGoe, City Manager Kirsten Powell, City Attorney Jayson Rutherford, Chief of Police Taylor Bateman, Community Development Director Stephanie Hill, Administrative Services Director Rodolfo Onchi, Public Works Director Cathie Simonovich, City Clerk

CALL TO ORDER 9:00 AM

PLEDGE OF ALLEGIANCE and MOMENT OF SILENCE

ROLL CALL

SPECIAL SET MATTER

1. Study Session: Strategic Plan 2026

ADJOURNMENT

ADA NOTICE

The City of Scotts Valley does not discriminate against persons with disabilities. The City Council Chambers is an accessible facility. If you wish to attend a City Council meeting and require assistance such as sign language, a translator, or other special assistance or devices in order to attend and participate at the meeting, please call the City Clerk's office at (831) 440-5608 five to seven days in advance of the meeting to make arrangements for assistance. If you require the agenda of a City Council meeting be available in an alternative format consistent with a specific disability, please call the City Clerk's Office. The California State Relay Service (TTY/VCO/HCO to Voice: English 1-800-735-2929, Spanish 1-800-855-3000; or, Voice to TTY/VCO/HCO: English 1-800-735-2922, Spanish 1-800-855-3000), provides Telecommunications Devices for the Deaf and Disabled and will provide a link between the TDD caller and users of telephone equipment.

City of Scotts Valley CITY COUNCIL STAFF REPORT

DATE: 3/12/2026
TO: Honorable Mayor and City Council
FROM: Mali LaGoe, City Manager
APPROVED: Mali LaGoe, City Manager
SUBJECT: **Study Session: Strategic Plan 2026**

SUMMARY OF ISSUE

The Scotts Valley City Council and executive staff meet annually to review the City's current year strategic goals and discuss setting goals for the following fiscal year. In 2025, the Council decided to create five bi-annual goals, that would apply to Fiscal Years 25/26 and 26/27. The five goals are attached to the agenda.

This study session is intentionally scheduled before the City's new year budget is developed in order to provide staff the opportunity to build in funding to support the strategic goals, in the budget development process.

The study session will include presentations from each of the City's main departments: Public Works, Police, Finance, Community Development and Recreation, as well as discussions on important City Projects such as the Town Center and emerging issues that impacts the City.

Staff will take the City Council's input at the strategic planning workshop and bring back action items at regular City Council meetings that incorporate the Council's direction. The Council does not vote or take formal action at the study session.

FISCAL IMPACT

There is no fiscal impact associated with this item as no formal action is taken.

STAFF RECOMMENDATION

Staff recommends the City Council receive updates and information provided and discuss/provide feedback to staff regarding the City's priorities and strategic goals for FY26/27.

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1. Biannual 25-27 Strategic Goals



Biannual 2025-27 Strategic Goals

1. Maximize citywide high performance through efficient use of resources, proactive revenue development, adaptability, and strategic thinking across all operational areas.
2. Promote safety across the City through improving road conditions including safe routes for cyclists and pedestrians, preparing for and preventing wildfire impacts, and continuing proactive, community-based policing.
3. Support a thriving city through economic development, diverse and affordable housing, recreation programs, (protecting and) promoting the City's brand and supporting community building events.
4. Improve City facilities to meet the needs of a modern workforce and community services.
5. Invest in and continue planning the City's Town Center.