

City of Morgan Hill Strategic Priorities Workplan 2024-2025

REVISED AUGUST 2025

Strategic Priorities 2024-2025							
#	Activity Goals	Fiscal Sustainability	Affordable Housing & Homelessness	Community Engagement	Economic Development & Tourism	Transportation	Healthy Community
City Manager							
1	Ensure Departments maintain focus on cost containment and continue to actively pursue County, State, and Federal funding	X					
2	Advocate with regional partners for the clearly identified traffic and transportation issues, including the High-Speed Rail, expansion of Highway 101, electrification of commuter rail, and funding for priority projects in South Santa Clara County	X				X	X
3	Represent the City's interests by regularly meeting with County of Santa Clara, MHUSD, Santa Clara Valley Transportation Agency (VTA), Chamber of Commerce, Gilroy, South County Regional Wastewater Authority (SCRWA), and Cal Cities	X	X		X	X	X
4	Work with the City departments to implement a work plan for Diversity, Equity, and Inclusion		X	X	X	X	X
Communications and Engagement							
5	Continue outreach and bilingual communication with a focus on maximizing opportunities to provide information on events and resources to the Community in English and Spanish.		X	X			
6	Continue implementing the Communications, Outreach and Engagement Plan with a focus on Priority 4 - Ensure a Well-informed City Workforce and Priority 5 - Reinforce Brand Identity			X			X
7	Continue implementing Morgan Hill Together, celebrating our diverse community through events and educational campaigns, including the "Meet Morgan Hill" campaign, highlighting City teammates.			X			
8	Manage the Council Chamber A/V equipment replacement and upgrade project	X		X			
		Status					
		% Complete for In Process Activities					
		Estimated Completion By					
		Ongoing					
		Ongoing					
		Ongoing					
		Ongoing					
		Ongoing					
		Ongoing					
		In Process					
		90%					
		Fall 2025					

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9	Develop and implement a customer service training program for teammates	X		X			
City Attorney							
10	Communicate with Council and the Community regarding changes to the Housing Accountability Act and advocate for measures to mitigate potential impacts		X	X			
Human Resources							
11	Implement new NEOGOV Attract module for recruiting			X			
12	Implement and enhance organizational values by providing robust diversity, equity and inclusivity (DEI), harassment prevention, succession planning, customer service, and manager/supervisor development training			X			
13	Work with Work On Wellness (WOW) committee to promote and encourage a healthy and active lifestyle for our teammates						X
Council Services and Records Management							
14	Continue to improve accessibility of information: Continue adding resources and documents to the newly launched online portal for public access to City documents and records.	X		X			
15	Facilitate the November 2024 election process for the Mayor, two City Council seats, the Treasurer, and two ballot measures	X		X			
Finance/Budget/Utility Billing							
16	Explore new or expand existing tax revenue sources to address City's unfunded needs	X			X		
17	Implement new Enterprise Resource Planning System to replace the outdated system	X		X			

Status	% Complete for In Process Activities	Estimated Completion By
In Process	90%	Fall 2025
Ongoing		
Complete	100%	Fall 2024
Ongoing		
Ongoing		
Ongoing		
Complete	100%	Winter 2024
Ongoing		
In Process	80%	December 2025

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18	Review and adjust certain impact and user fees to ensure the long-term sustainability of the City's critical infrastructure and services	X					
Public Services							
19	Support ongoing coordination with Visit Morgan Hill, MHOSC, the operator of the Outdoor Sports Center, and the team at the Aquatics Center to host regional sports events, while minimizing impact to the community	X		X	X		X
20	Create and manage a volunteer program for the Magical Bridge Playground in Community Park			X			
21	Explore alternative options for management of the City's open space	X					X
22	Continue to monitor and adjust water restrictions to meet local and state water conservation efforts			X			
23	Implement Climate Action Plan			X			X
24	Continue to implement the new and significant organic waste management regulations adopted by the State under SB 1383			X			X
25	Continue participation with Valley Water and the City of Gilroy in working towards recycled water opportunities for the City of Morgan Hill			X			
26	Develop the City's first Transportation Master Plan in coordination with the update to the City's General Plan Transportation Element					X	X
27	Collaborate with City of Gilroy and elected officials on advocacy for the South County Transportation Corridor; VTA, Caltrain, Highway 101 expansion, and electrification of commuter rail	X				X	X
Fire							
28	Complete construction of Butterfield Fire Station and take delivery of new Engine 59	X		X	X		X
Status		Estimated Completion By					
Ongoing							
Ongoing							
Ongoing							
In Process		50%					
Ongoing							
Ongoing							
Ongoing							
Complete		100%					
Ongoing							
In Process		100%					
		September 2025					

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29	Add solar panels to both existing fire stations to reduce Department's Carbon Footprint	X					X
30	Identify training grounds for Morgan Hill Fire Personnel	X					X
31	Increase community fire safe resiliency	X		X	X		X
Police							
32	Complete Police Department Building Expansion Project	X					
33	Add 4th Beat to Patrol to redistribute call volume			X			X
34	Implement Police Department Wellness Programs	X					X
35	Implement NextGen 911 System	X		X			
36	Implement Report Writing Management and Computer Aided Dispatch Systems	X		X			
Information Services							
37	Procure and deploy new cybersecurity tools	X					
38	Modernize applications by leveraging hosted, clouded systems	X					
Development Services							
39	Implement Economic Development Outreach Campaign to attract new advanced manufacturing, office, innovation, and medical users	X			X		
40	Implement Downtown parking management strategies to maximize parking spaces by identifying short-term parking.				X	X	
41	Improve business license process to improve efficiency and capture appropriate revenue.	X			X		

Status	% Complete for In Process Activities	Estimated Completion By
Ongoing		
Ongoing		
Ongoing		
Complete	100%	January 2025
Delayed	0%	2027
Complete	100%	January 2025
Delayed	75%	TBD
Complete	100%	May 2025
Complete	100%	August 2024
Ongoing		
Ongoing		
In Process	25%	TBD
Completed	100%	May 2024

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42	Modernize the City’s Entertainment Permit and Noise Ordinance to encourage live music and entertainment while promoting better management and security practices.				X		
43	Conduct annual Business Legislative Roundtable and bi-annual Human Resources Roundtable with major employers				X		
44	Launch economic mobility efforts to support workforce development and entrepreneurship opportunity with a focus on connecting Spanish-speaking residents to job opportunities and housing		X	X	X		X
45	Update Circulation Element			X		X	X
46	Prepare Environmental Justice Element			X			X
47	Update the Natural Resources and Environment Element and the Safety, Services, and Infrastructure Element			X			X
48	Prepare LOS-VMT Model and policy guide					X	
49	Continue affordable housing and homelessness initiatives: Safe Park Program, Inclement Weather Shelter Program, and Case Management		X				X
50	Identify resources to support the implementation of the Housing Element		X				
51	Implement the Housing Element initiative: Develop and coordinate an eviction counsel program		X				
52	Develop a Housing Mobility Counseling Program to support Housing Choice and combat housing insecurity		X				
53	Seek out opportunities to increase access to housing in Higher Resource Areas and Areas of Affluence, making funding available through an RFP		X				
54	Produce farmworker Housing Development Program		X				

Status	% Complete for In Process Activities	Estimated Completion By
In Process	<div><div></div></div> 25%	Winter 2026
Ongoing		
Completed	<div><div></div></div> 100%	June 2025
In Process	<div><div></div></div> 20%	June 2026
In Process	<div><div></div></div> 60%	February 2026
In Process	<div><div></div></div> 20%	June 2026
Complete	<div><div></div></div> 100%	December 2024
Ongoing		
Ongoing		
In Process	<div><div></div></div> 10%	June 2026
Commencing Soon		June 2026
Commencing Soon		June 2026
In Process	<div><div></div></div> 15%	June 2026