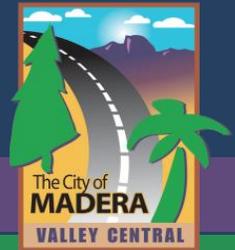


Vision Madera 2025 2014 Update



Focus Area: A Well Planned City (100 Series)

Emphasis Area: Managed Growth

Strategy	Action #	Action	Lead Agency	Completed	Routine	Parking Lot	Priority Focus
#101 Conduct a comprehensive update of the City of Madera General Plan, including revised and improved standards and zoning codes, with active and effective involvement of the community.	101.1	Form a Citizen Advisory Committee to provide citizen input on the General Plan update process.	Planning	X			
	101.2	Explore feasibility and timing of specific plan at the time of the General Plan update. Evaluate which specific plan needs updating at the end of the General Plan update.	Planning	X			
	101.3	Evaluate best zoning practices of other communities, including but not limited to form-based codes, when updating the General Plan.	Planning	X			
	101.4	City will initiate contact with County, explore & evaluate mechanism and process to promote greater collaboration between on the update of the Madera General Plan & related plans and policies, as well as ongoing communication and cooperation on planning issues.	Planning	X			
	101.5	As a part of the General Plan update process, create inventory of and utilize vacant land within City limits.	Planning		X		
	101.6	Ensure infrastructure can sustain population growth in the development of the General Plan.	Engineering		X		
	101.7	Create an assessment of existing housing inventory to determine the gap between affordability & income.	Grants				X
	101.8	Promote & encourage development & redevelopment of low & moderate-cost housing as part of the Housing Element Update.	Planning		X		
	101.9	Promote development of new affordable housing oriented to the senior market as part of the Housing Element Update.	Grants				X
	101.10	Ensure adequate supply of affordable housing by promoting programs to assist in home ownership.	Grants			X	

Strategy	Action #	Action	Lead Agency	Completed	Routine	Parking Lot	Priority Focus
	101.11 NEW	Promote programs that help low-income homeowners remediate health and safety deficiencies in their homes.	Grants		X		
#102 Develop and promote a community involvement plan to provide on-going information and opportunities for community input and participation concerning growth.	102.1	Explore creation of a bi-lingual PIO/Ombudsman position within the City dedicated to government/community relations. Develop bi-lingual or multi-lingual capacity within City to address needs of non-English speaking community members.	City Admin				X
	102.2	Develop a communications plan to reach diverse audiences including but not limited to: publications, mailings, broadcast and electronic delivery. <ul style="list-style-type: none"> ● Schedule and promote City, County and Chamber(s) meetings to encourage community involvement. ● Promote on-going communications among key agencies. ● Develop and implement a plan for community engagement of non-English speaking participants. ● Develop a bank of volunteer translators. ● Coordinate requests for translation for public events and publications. 	City Admin				X
	102.5	As a component of the Vision Madera 2025 process, establish a Town Hall for annual review and feedback of community processes.	City Admin				

Strategy	Action #	Action	Lead Agency	Completed	Routine	Parking Lot	Priority Focus
Emphasis Area: Effective Government							
#111 Promote greater alignment of local government agencies under a shared community vision.	111.1	Explore feasibility of establishing a council of county governments (must have three cities based on statutes).	Community Development			X	
#112 Develop impact fee standards: establish a uniform policy and standards to manage all city user fees.	112.1	Review Development Impact Fees (DIF) every 2 years or less. All other fees are evaluated as often as needed, but not less than three years.	Community Development				X
#113 Promote greater accessibility of City facilities and services to meet the needs of various cultural, socio-economic and disabled groups.	113.1	After update of General Plan, update existing City Accessibility Plan.	Human Resources	X			
	113.2	Evaluate non-centralized offices throughout the community to offer services.	Human Resources			X	
	113.3	Establish budgets to ensure all City facilities that provide services to the public are ADA compliant.	Human Resources		X		
	113.4	Provide parking with easy access for the handicapped	Human Resources	X			
#115 Ensure sufficient economic resources to provide adequate City services and prepare for future growth.	115.1	As a component of the General Plan Update, encourage viable economic development.	Planning	X			
	115.2	As a component of the General Plan Update, increase retail outlets and promote Shop Madera and include additional downtown parking.	Planning	X			
	115.3	Develop a financial plan to provide appropriate infrastructure to carry out the General Plan update, seek and retain grants, support appropriate bonds.	Finance		X		
	115.5 NEW	Insure the physical and financial sustainability of the City's existing and expanding sewer and water infrastructure	Public Works				X
Emphasis Area: Diverse Accessible Transportation							
#121 Develop a city-wide multi-modal transportation plan to ensure safe,	121.1	Provide a needs assessment including all forms of transportation.	Grants			X	
	121.2	Update the Master Transportation Plan.	Grants	X			

Strategy	Action #	Action	Lead Agency	Completed	Routine	Parking Lot	Priority Focus
affordable and convenient transportation modes for residents and businesses within Madera.	121.3	Study options for promoting traffic flow over or under railroads and establish budgets and identify funding sources for implementing grade separations of railroads. Initiate strategy for securing funds.	Engineering			X	
	121.4	Continue to provide discount fares for seniors and people with disabilities.	Grants		X		
	121.6	Promote and encourage businesses to provide public transportation vouchers as a benefit of employment.	Grants			X	
	121.7	Conduct a walkability audit to assess needs.	Community Development	X			
	121.8	Promote and encourage walking within the city.	Parks		X		
	121.9	Include provisions for expanded pedestrian access within Master Transportation Plan.	Grants	X			
	121.10	Add facilities and amenities for the public.	Grants				X
#123 Develop Amtrak station as a connection hub with the city's multi-modal transportation system.	123.2	Design and build a full-service Amtrak Station.	MCTC				

Strategy	Action #	Action	Lead Agency	Completed	Routine	Parking Lot	Priority Focus
#126 Expand or develop programs to create clean, safe and aesthetically pleasing streets	126.1	Conduct an analysis of current street light standards for safety issues.	Engineering				X
	126.2	Analyze best practices for street and median island beautification program.	Parks			X	
	126.3	Update streetscape landscape design and installation standards and develop residential fence standards.	Parks			X	
	126.4	Develop financing plans for development and maintenance of expanded median island landscape programs.	Parks			X	
	126.5	Coordinate with community-policing, neighborhood- and business-watch programs.	Neighbor Revitalization				X
	126.6	Establish budgets to redevelop existing streets to install sidewalks, curb cuts, street lights and landscaping strips.	Engineering		X		
	126.7	Integrate Tree Master Plan as an element of streetscape maintenance.	Parks				X
	126.8	Update arterial and collector streets to incorporate larger park strips or enhancing features such formally adopting meandering sidewalks into the standard.	Engineering			X	
Emphasis Area: Well Planned Neighborhoods and Housing							
#131 Create well-planned neighborhoods throughout Madera that promote connectivity and inclusiveness with a mix of densities and commercial components.	131.1	Conduct Neighborhood design charrettes to explore alternatives for good neighborhood design.	Planning			X	
#132 Connect Madera's neighborhoods through streets, trails and walkways that promote community.	132.1	Develop and/or update Trail Master Plan/Bicycle Plan as an element of the General Plan and include canal system, Fresno River and rail systems.	Parks				X

Strategy	Action #	Action	Lead Agency	Completed	Routine	Parking Lot	Priority Focus
	132.2	Update arterials and collector streets to accommodate bicycles, pedestrians and transit vehicles.	Engineering			X	
#134 Establish and enforce visual standards for neighborhoods and businesses in Madera including design review and code enforcement.	134.1	Consider establishment of design/landscape standards for neighborhoods and business construction.	Planning			X	
	134.2	Consider establishment of Tree Canopy Standards and shading requirements.	Parks			X	
#136 Promote transitional housing to ensure the homeless have safe shelter.	136.1	Expand and enhance the Rescue Mission programs.	Grants			X	
	136.2	Promote and support existing Housing Authority programs.	Grants			X	
	136.3	Provide educational materials to churches and social service providers pertaining to the above programs.	Grants		X		
#138 Establish and enforce American with Disabilities Act standards in public facilities throughout the community.	138.1	Update the City of Madera's ADA program	Human Resources	X			
	138.2	Inventory those public structures currently not in ADA compliance and develop plan to bring them into compliance.	Human Resources	X			
Emphasis Area: Abundant Natural Resources							
#142 Support conservation and preservation of agricultural lands surrounding the City of Madera.	142.1	Engage stakeholders in continuing discussions regarding Prime Agricultural Lands Trust program.	Planning		X		
	142.2	Identify prime agricultural land with the agricultural community and promote extended agricultural land conservation and protection.	Planning		X		

Strategy	Action #	Action	Lead Agency	Completed	Routine	Parking Lot	Priority Focus
Emphasis Area: A Vibrant Downtown							
#151 Promote the comprehensive revitalization of downtown Madera.	151.2	Identify responsible parties and meet to coordinate redevelopment activities.	City Admin			X	
	151.4	Promote and expand the Madera Downtown Business Association to business and property owners.	City Admin			X	
	151.5	Develop a taskforce of business owners, property owners, RDA, and citizens to prepare a plan for future development and redevelopment of the downtown area.	City Admin			X	
	151.6	Develop public suggestion processes to ensure continued input into downtown activities.	City Admin			X	
Focus Area: Good Jobs & Economic Opportunity (200 Series)							
Emphasis Area: Abundant Commercial Opportunity							
#201 Update City of Madera General Plan to encourage retail, mixed retail/residential, entertainment and cultural business development.	201.1	After General Plan update review City zoning codes to encourage new and redeveloped retail properties, mixed retail/residential and residential provisions.	Planning				X
	201.2	Review City zoning codes to encourage the above action.	Planning				X
	201.3	Enforce zoning and redevelopment codes and regulations.	Neighbor Revitalization		X		
#201 continued	201.4	Update the City's Master Infrastructure Plan - Water, Sewer, Storm Drainage and Traffic (\$1 Million)	Engineering				X
	201.5	Assess land for baseline industrial development potential and provide a recommended implementation plan.	Planning			X	
	201.6	Prepare an Infill Master Plan to facilitate development of existing parcels in the downtown area.	Planning			X	
#202 Develop/expand and promote community gathering places that reflect the multicultural community in Madera.	202.1	Develop/expand a farmers market. Contact Ministerial Groups for choir presentations. Coordinate with local businesses. Enhance public safety perception. Park - Eyes on the Park - Retail. Museum. Ag Tourism. Use other cities approaches as a reference.	First Five				
	202.2	Continue the expansion and promotion of multicultural and community-based programs offered through Parks & Community Services	Parks		X		

Strategy	Action #	Action	Lead Agency	Completed	Routine	Parking Lot	Priority Focus
	202.3	Evaluate downtown and develop a Master Plan - possibly through RUDAT (Rural/Urban Design Assistance Team)	City Admin			X	
#206 Establish regularly scheduled forums to discuss and develop strategies to respond to economic impacts outside of the region.	206.1	Develop a coordination committee to establish forum topic outline.	EDC				
	206.2	Establish a meeting quarterly or semi-annual meeting time and location.	EDC				
	206.3	Promote forum to all economic industry sectors within Madera County.	EDC				
	206.4	Identify Specific Actions	EDC				
	206.5	Develop Incentive Programs for Existing and Recruiting new businesses.	EDC				
	206.6	Job Generation, Policy Guidelines (Revisit every two years)	EDC				
	206.7	Establish Funding Mechanism	EDC				
	206.8	Establish Business Friendly Madera Committee - make Madera as friendly as possible under California constraints. Job Creation - Ombudsman to deal with the State of California - Develop a forum to expand on how to handle barriers involved.	EDC				
#207 Develop Sustainable Incentive Programs to Attract New Jobs to Madera.	207.1	Limit front end costs - develop a program to fund and implement infrastructure development fund. The fund's purpose would be to off-set the cost of infrastructure for companies that relocate and create new jobs in Madera.	City Admin	X			
	207.3	Review use of incentives used to attract new industrial and retail development at least every three years. Evaluate whether the tools used are generating new development; evaluate whether the value received in new job generation meets or exceeds the value of incentives provided.	Community Development				X
	207.4	High Speed Rail - seek alternative that balances City and Agricultural interests and the impact on local economy.	Planning	X			
	207.5	CalTrans - Task Force (Highway 145) - Limit Caltrans land use control. Place pressure in certain directions.	Community Development			X	
	207.6	Get "non destination" local traffic out of the downtown area.	Community Development			X	
	207.7	Plan to develop Downtown.	Planning			X	

Strategy	Action #	Action	Lead Agency	Completed	Routine	Parking Lot	Priority Focus
Emphasis Area: A Strong Workforce							
#211 Create a business-education alliance to promote mutual support for vocational training.	211.1	Develop a coordination committee to design communication venue, schedule regular meetings (annually or semi-annually) and promote involvement. Moved from future items.	City Admin				X
	211.2	Obtain input from Greaser Madera County Industrial Association (GMCIA) & Chamber of Commerce.	EDC, Chamber, WIB, GMCIA, Grants				
	211.3	Promote education to support business opportunities - Business to play an advisory role.	No Lead Identified				
	211.4	Take to Executive Committee W.I.B. - more impact @ Community College Level.	No Lead Identified				
	211.5	Participation in JTED's - Vocational Direction in Education.	No Lead Identified				
	211.6	Invite the County of Madera to the table.	No Lead Identified				
	211.7	Survey - Tells us what we know.	No Lead Identified				
	211.8	Heavy Emphasis on Core Training & Principles - additional modules.	No Lead Identified				
	211.10	Forum - to establish business advocate to deal with Federal, State & Local concerns: Mobilize political forces, Clearinghouse, Coalition of Private Sector, Focus on things we can/can't control, More opportunity - business.	No Lead Identified				
	#214 Ensure wages match or exceed those within comparable markets.	214.1	Engage wage survey as part of Economic Development Strategy.	EDC, WIB			
214.2		As a community, pay a "living" wage - dependent on skills.	EDC, WIB				
214.3		Affordability	EDC, WIB				
214.4		Self Sufficiency Study	EDC, WIB				
#215 Ensure educational and occupational opportunities are available for all Maderans.	215.1	Promote available educational and occupational programs. (Moved from future items)	Madera County Workforce Development				
	215.2	Marketing/Outreach - What is Available?	No Lead Identified				
	215.3	Downtown - How do I cater to the businesses that are already there?	No Lead Identified				

Focus Area: Strong Community & Great Schools (300 Series)

Emphasis Area: An Involved Public

Strategy	Action #	Action	Lead Agency	Completed	Routine	Parking Lot	Priority Focus
#302 Establish district representation in Madera with a separate election process for Mayor.	302.1	Establish a taskforce to evaluate process of changing Madera's form of government to become a district representation form of council.	City Clerk	X			
	302.2	Create a citizen advisory committee to: review existing City study on district elections; establish public review and comment process; recommend legislative procedures to develop a ballot measure.	City Clerk	X			
	302.4	If Districting Measure unsuccessful - Council initiate process to re-examine districting plan; engage community input; development of alternative ballot measure if warranted.	City Clerk, City Attorney	X			
#303 Encourage leadership development opportunities in the community.	303.1	Strengthen Leadership Madera program.	Chamber of Commerce				
	303.2	Revive Parks and Community Services' Youth Commission and develop opportunities for youth involvement in local government.	Parks				X
	303.3	Strengthen neighborhood associations.	Police		X		
	303.4	Organize quarterly or annual community leadership summits.	Parks			X	
	303.5	Explore job-shadowing.	HR		X		
	303.6	Communicate activity in this strategy through City and Chamber websites.	Parks		X		
#305 Connect Madera's many community service clubs with all residents and local needs.	305.1	Create accessible, ongoing ways to publicize local service clubs and their focuses.	Parks		X		
	305.2	Offer a regular community service fair at an established event.	Parks		X		
	305.3	Connect clubs and community needs in an organized manner.	Parks		X		
	305.4	Expand youth service club and promote community services provided.	Parks		X		
	305.6	Inform public of all service clubs and contact information through City Newsletters and related websites.	City Admin				X
	305.7	Communicate with service clubs about contact and mission and ask for information.	City Admin		X		

Emphasis Area: A Rich Cultural Life

Strategy	Action #	Action	Lead Agency	Completed	Routine	Parking Lot	Priority Focus
#311 Establish a public arts program to express and honor Madera's Diverse multicultural and ethnic backgrounds.	311.2	Continue to promote and encourage business community and public facilities to provide exhibit space for arts.	Arts Council				
	311.3	Promote community attendance at art events.	Arts Council				
	311.4	Provide link to Art related events and programs on community websites.	Arts Council & Parks		X		
#313 Provide year-round programs fostering community pride at local centers.	313.1	Coordinate and publish a calendar of events at existing centers.	Chamber of Commerce				
	313.2	Use the Tourism Alliance and other partners to help market programs and events.	Madera Tourism Alliance				
#314 Provide facilities for all arts in Madera including performing, visual, musical, written and vocal.	314.1	Continue and expand development of performing arts center and venues for other cultural arts.	Madera Arts Council			X	
	314.2	Continue and expand facilities for youth-at-risk.	Parks		X		
	314.3	Continue and expand development of youth arts programs.	Arts Council		X		
	314.4	Develop and expand facilities for art and cultural museums in Madera.	Arts Council				
	314.5	Explore transportation to existing art venues.	Arts Council				
#315 Promote the arts in Madera	315.1	Continue to raise and expand awareness of art exhibits and performances.	Arts Council				
	315.2	Continue to expand funding sources for arts programming in Madera.	Arts Council				
	315.3	Expand and enhance programs to link the arts and education.	Arts Council				
	315.4	Develop new art-partnerships within Madera.	Arts Council				
	315.5	Expand programming in technology based forms of art ex: animae, multi media, graphic design, etc.	Arts Council, Parks, & MUSD				X
	315.7	Circle Gallery completely self sufficient in five years and contributing significantly to the operation of the non-profit.	Arts Council				
	315.8	Arts Council is self sufficient through is own enterprise and not needing outside funding.	Arts Council				
	315.9	A new strategic marketing plan is in place.	Arts Council				
	315.10	The Board increased to 20 members	Arts Council				
	315.11	The arts education program is better funded and strengthened.	Arts Council				
#316 Encourage and honor volunteer efforts in the	316.1	Further develop existing volunteer recruitment programs.	Parks				X
	316.2	Honor community service groups and volunteers at annual events.	Chamber of Commerce				

Strategy	Action #	Action	Lead Agency	Completed	Routine	Parking Lot	Priority Focus
community.	316.3	Establish a Volunteer Bureau for Madera.	Workforce				
#317 Foster cross-cultural understanding and community pride.	317.1	Develop Multicultural advisory group.	No Lead Identified				
	317.2	Provide diversity seminars and special events.	No Lead Identified				
	317.3	Develop resources within the faith community to foster cross-cultural understanding.	No Lead Identified				
	317.4	Develop and encourage gatherings, festivals and events such as the Friday farmer's market in Courthouse Park and downtown.	Parks		X		
	317.5	Continue annual multicultural arts festival throughout Madera.	Arts Council				
	317.6	Honor community service groups and volunteers at annual events.	Chamber of Commerce				
Emphasis Area: Education For All Ages							
#321 Develop a focus on accessible and affordable higher education for community members.	321.1	Create a coalition with the goal of raising Maderans' access to and use of higher education.	MUSD				
#322 Provide access to and knowledge of computers to all residents.	322.1	Strengthen public/private partnerships to improve computer access - including considering the feasibility of wi-fi locations.	City of Madera, IT Department, Parks	X			
	322.3	Communicate computer literacy opportunities.	Workforce				
#323 Expand Library services to better serve the needs of Maderans.	323.1	Seek joint use opportunities to maintain Library services including funding opportunities.	MUSD, County, SCCD				
	323.2	Connect Volunteer Bureau with Library Service Needs.	MUSD, County, SCCD				
	323.3	Ensure diverse language needs are addressed.	Madera County Library				
	323.4	Establish and/or expand library-volunteer basis.	Madera County Library				
	323.5	Explore development of a Library Foundation.	Madera County Main Library				
	323.6	Provide WiFi connectivity in all County Library facilities within the City.	County of Madera				
#324 Establish neighborhood elementary schools.	324.1	Review MUSD school development plans to assess additional need.	MUSD				

Strategy	Action #	Action	Lead Agency	Completed	Routine	Parking Lot	Priority Focus
	324.2	Continue development and planning of walk-in neighborhood schools.	MUSD & Community Development			X	
	324.3	Establish with MUSD and City of Madera joint facility agreement that includes opportunities to build park location adjacent or near school sites which includes: athletic fields, multipurpose rooms and parking.	Parks, MUSD				X
	324.4	Enhance school site planning in conjunction with new development.	MUSD				
#325 Develop programs to offer growth and educational opportunities to all levels of students	325.1	Review existing programs and determine gaps.	MUSD				
	325.2	Study potential gains and impacts of Charter School development and/or expansion.	MUSD				
	325.3	Develop focus, magnet or immersion programs within MUSD programs that meet the needs of all levels of students.	MUSD				
	325.4	Explore development of a virtual high school.	MUSD				
	325.5	Communicate through media, brochures, web links, etc available programs to the community.	No Lead Identified				
#327 Provide continuing education programs in a convenient location(s) with good accessibility.	327.1	Raise awareness and promote existing programs within both the Madera Adult School and the Madera Center.	MUSD				
	327.2	Establish downtown extension learning facilities located for easy accessibility.	MUSD				
	327.3	Identify funding mechanisms to mitigate shortfalls.	No Lead Identified				
	327.4	Utilize existing community centers to provide continuing education classes.	No Lead Identified				
#328 Encourage English-language development for all Maderans.	328.1	Promote existing English as a Second Language (ESL) programs.	MUSD				
	328.2	Create and promote English language development programs for preschool aged children.	No Lead Identified				
	328.3	Assess need for expanded program locations and hours.	MUSD				
	328.4	Develop ESL programs with low- or no-fee.	MUSD				

Strategy	Action #	Action	Lead Agency	Completed	Routine	Parking Lot	Priority Focus
#329 Encourage English-language development for all Maderans.	329.1	Promote existing Spanish language programs.	MUSD				
	329.2	Develop additional Spanish language programs with low or no fee.	No Lead Identified				
Emphasis Area: Supported Youth							
#331 Expand and diversify business opportunities within Madera to provide workforce capacity.	331.1	Utilize community centers as venues for training.	Kingsview, RSG				
	331.2	Develop City-County business collaborative incentive programs to attract and retain Madera's younger workforce.	No Lead Identified				
#332 Expand comprehensive services for Madera's youth, including employment opportunities, community activities, sports programs, performing arts and after-school programs.	332.1	As a part of the Park and Recreation Master Plan, assess existing programs and provide gap analysis. Develop strategies to meet the needs of the gap analysis.	Parks	X			
	332.2	Establish a taskforce to include community members, Parks Department, Arts Council, School District and sports program representatives.	Parks		X		
	332.3	Utilize Parks and Community Services as a central information source and utilize multiple communications outreach methods.	Parks		X		
	332.4	Expand partnerships to offer workforce preparedness opportunities at the youth center.	Workforce				
#333 Ensure affordable, high-quality sports programs for participants of all ages.	333.1	Create a sports commission with members from MUSD, Parks Department, sports program directors and service organizations.	Parks		X		
	333.2	Improve community marketing strategy to make citizens aware of existing sport and wellness programs including trail use.	Parks	X			
#334 Develop after-school programs with emphasis on local cultures and their histories	334.1	Review existing programs and assess gaps.	MUSD				
	334.2	Develop volunteer resource base with emphasis on diversity of cultures reflecting Madera's diverse community.	MUSD				

Strategy	Action #	Action	Lead Agency	Completed	Routine	Parking Lot	Priority Focus
	334.3	Develop mobile education units (such as Eco-Mobile) to provide programming opportunities to schools, parks and community centers.	MUSD				
	334.4	Develop strategies and collaborate to meet gap analysis needs and provide after-school programs.	Parks		X		
#335 Develop career-path programs, such as internships and job-shadowing, to promote career development.	335.1	Develop or strengthen alliances between City, County, school districts and businesses to encourage internships and job-shadowing opportunities for high-school aged youth.	MUSD				
	335.2	Provide incentives for business to develop internship programs.	MUSD				
	335.3	Develop additional career path opportunities in collaboration with local learning institutions.	MUSD				
	335.4	Utilize opportunities in the youth center to offer tech related job preparedness programs.	Kingsview, RSG				
	335.5	Explore possibility of starting a police reserve and/or Explorer Program.	Police		X		
#336 Revised Expand youth center facilities throughout the City. Facilitate cooperation between City, MUSD, Faith Based and service organizations.	336.1	Continue to collaborate with community groups who provide community use of facilities.	Parks		X		
	336.2	Develop volunteer base and policy/procedures to oversee youth activities.	Parks		X		
	336.3	Enhance and promote annual youth summit.	Parks			X	
#337 Develop programs for Maderans of all ages with emphasis on youth-senior activities.	337.1	Create or enhance programs to create inter-generational programs, such as: Reading Buddies, Foster Grandparents, Help a Senior and Friendly Visitors.	Parks		X		
	337.2	Create technology based inter-generational programs at Bergon and John Wells Youth enter.	Parks		X		
#338 Ensure safe and affordable childcare is available to all Maderan families.	338.1	Inventory existing programs and provide analysis of additional need.	LLC				
	338.2	Promote existing programs.	LLC				
	338.3	Develop additional resources for childcare and funding.	LLC				

Strategy	Action #	Action	Lead Agency	Completed	Routine	Parking Lot	Priority Focus
	338.4	Establish a central information contact for available spaces.	LLC				
EMPHASIS AREA: Valued Seniors							
#342 Ensure paid and volunteer opportunities for Madera's seniors.	342.1	Promote employment of seniors in paid and volunteer positions.	Workforce Development				
	342.2	Establish a central information contact for employers and organizations to post positions and for elders to find opportunities.	Workforce Development				
	342.3	Collaborate with agencies to provide support and opportunities for senior employment and volunteer positions.	Parks		X		
	342.4	Explore the creation of a Parks Ambassador Program.	Parks			X	

Strategy	Action #	Action	Lead Agency	Completed	Routine	Parking Lot	Priority Focus
Focus Area: Safe & Healthy Environment (400 Series)							
Emphasis Area: Healthy Community							
#401 Develop and promote Madera as a walkable community with an emphasis on improving the quality of the natural resources.	401.1	Include in Parks Master Plan an inventory of existing parks infrastructure as well as a component to identify opportunities for future expansion and development.	Parks	X			
	401.2	Develop Master Tree Plan to include city-approved tree list.	Parks				X
	401.3	Conduct a walkability audit of the City.	Community Development	X			
	401.4	Explore funding options for Safe pedestrian crossing at dangerous intersections including trail undercrossings and systems such as embedded crosswalk lights.	Engineering		X		
	401.5	Ensure accessible paths of travel throughout the City.	Engineering		X		
	401.6	Explore options for enhancing the walking experience through street standard plans that require meandering sidewalks and wider park strips.	Engineering				X
#402 Provide accessible healthcare for Madera's youth.	402.1	Inventory and promote existing programs available within the community.	HEAL Collaborative		X		
	402.2	Conduct a gap-analysis to determine need.	HEAL Collaborative		X		
	402.3	Create and promote a resource information and referral contact point.	HEAL Collaborative		X		
	402.4	Establish a liaison within MUSD to promote programs.	HEAL Collaborative		X		
#404 Promote increased community wellness.	404.1	Offer wellness programming at parks, trail and and community centers.	Parks		X		
	404.2	Include wellness components of community events.	Parks		X		
	404.3	Develop gap analysis of those areas lacking sufficient accessibility within the community.	HEAL Collaborative		X		
	404.4	Provide healthcare education opportunities, such as nutrition, pregnancy prevention, exercise and wellness classes and promote those opportunities throughout the community.	HEAL Collaborative		X		
	404.6	Support and expand State Center Community College District's (SCCCD) training programs through Madera Center.	HEAL Collaborative				X

Strategy	Action #	Action	Lead Agency	Completed	Routine	Parking Lot	Priority Focus
#406 Reduce the incidence of domestic violence within the community including: child abuse; spousal abuse; crimes against youth and the elderly; and crimes committed by youth	406.1	Establish a taskforce to inventory existing programs and determine additional needs in each of the following areas: child abuse, elder abuse, spousal abuse and gang related activities.	Madera County Victim Services				
	406.3	Create a "Safe Haven" program within Madera.	Parks			X	
	406.4	Increase law enforcement presence at Neighborhood and Community Centers.	Police		X		
	406.5	Reduce graffiti and related crime.	Police		X		
	406.6	Expand youth programming to include graffiti, gang and crime prevention as well as self defense.	Police		X		
#407 Promote and Expand existing services to allow Madera's elders to maintain independent lifestyles.	407.1	Host guest speakers and workshops to increase independence at existing senior centers to help.	Parks		X		
	407.2	Conduct a gap analysis to determine additional need.	County Social Services				
	407.3	Create and promote a resource information and referral contact point.	County Social Services				
EMPHASIS AREA: Quality Parks & Recreation							
#411 Enhance and expand recreational activities available to Maderans	411.1	As a part of the Parks and Recreation Master Plan and the Parks Element the General Plan), develop specific components to incorporate a multi-purpose activity center.	Parks			X	
	411.2	Integrate the "River Trail" as an integral part of the Parks Master Plan, including acquisition, development and programs.	Parks	X			
	411.3	Create a Fresno River Conservancy to advise and develop components of the Parks Master Plan, such as develop a park (similar to Woodward Park) along the Vernon McCullough Trail.	Parks			X	
	411.4	Explore making Rotary Park a more integral part of the River Trail system.	Parks	X			
	411.5	Continue to seek funding to improve recreational access at new and existing facilities including facilities designed to serve citizens with all mobility levels.	Parks		X		

Strategy	Action #	Action	Lead Agency	Completed	Routine	Parking Lot	Priority Focus
	411.6	Provide recreational programming for all citizens without regard to mobility or ability.	Parks		X		
#412 Develop the Fresno River into a major water feature and lake, providing seasonal recreation, entertainment opportunities and water storage.	412.1	Investigate the feasibility of developing the Fresno River into a major water feature and lake, providing seasonal recreational entertainment opportunities and water storage.	Parks			X	
#413 Develop volunteer opportunities to help maintain and enhance community spaces.	413.1	Establish regularly scheduled, volunteer "Project Days" involving schools and civic organizations with support from Parks.	Parks		X		

Strategy	Action #	Action	Lead Agency	Completed	Routine	Parking Lot	Priority Focus
#414 Ensure recreational availability by providing a park in close proximity to every neighborhood.	414.1	As part of the Parks Master Plan, inventory and prioritize areas that are parks-deficient for future park expansion plans.	Parks	X			
	414.2	Establish Parks standards utilizing National Standards as well as determination through the Parks Master Plan community inclusion process.	Parks		X		
	414.3	Establish new development fee to support acquisition and development of recreational facilities within new development, based on established standards.	Parks			X	
	414.4	Provide development incentives.	Planning			X	
	414.5	Establish a non-profit Parks Foundation to manage, advise and provide guidance for operations and development of parks & Recreation Programming.	Parks			X	
	414.6	Develop a "park ranger" youth and community interaction program through Parks	Parks			X	
	414.7	Develop joint facilities agreements where applicable.	Heal Collaborative				X
	414.8	Incorporate neighborhood parks into the village and neighborhood level planning process for new development.	Planning		X		

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#415 Provide a recreational center(s) for Madera's youth as either stand-alone facilities or "joint-use" facilities with schools. These centers become gathering places and can be additionally used to encourage wellness and community involvement.	415.1	Inventory current programs provided through schools, parks and others.	Parks	X			
	415.2	Continue involvement and coordination of programs between jurisdictions, organizations and faith-based educational entities.	Parks		X		
	415.3	Increase funding for recreation.	Parks		X		
Emphasis Area: A Safe Public							
#421 Ensure the safety and protection of Madera and its community members through adequate first response to emergencies. Maintain sufficient resources to expand protection as the community grows.	421.1	Continue to recruit qualified, motivated safety personnel to meet City's needs while employing Community Oriented and Problem Solving (COPPS) Model.	Police		X		
	421.2	Develop and implement a fire protection service delivery plan, including a needs analysis and determination of feasible service levels. The service delivery plan should consider alternate prevention and suppression strategies to reduce and/or respond to fire protection needs.	Fire				X
	421.3	Create a task force to understand and mitigate personnel retention issues.	Human Resources		X		
	421.4	Develop approaches to maintain or expand ethnic diversity within the programs.	Police		X		
	421.5	Continue to provide emergency response training for City Emergency Operations Center staff.	Human Resources		X		
#422 Improve community safety through a coordinated regional emergency, law-enforcement and protective services system.	422.1	Contact existing agencies and collaborate to review existing communications channels and prepare a gap analysis.	Police	X			
	422.2	Seek funding for and obtain appropriate equipment to facilitate regional communication.	Police	X			
#423 Expand justice services and alternative conflict-	423.1	Provide opportunities for regulated conflict resolution in neighborhoods.	Police		X		

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resolution programs to better serve Maderans, including construction of a new courthouse.	423.2	Develop outreach materials to inform community of existing services.	CA State Court System				
	423.3	Research available State funding for courthouse construction.	City Admin & RDA	X			
#424 Eliminate gang-activity in Madera through prevention and rehabilitation programs.	424.1	Create a task force to develop and coordinate activities. (If funded, under 1 year, if supported by local funding 3-5 years)	Police		X		
	424.2	Utilize schools, parks, neighborhood and community centers to deliver anti-gang programming the community, particularly youth.	Police		X		
	424.3	Offer anti-gang and leadership programming to youth and their parents.	Housing Authority (RAD)				
#425 Develop programs to encourage a drug-free Madera.	425.1	Inventory existing programs.	County Health				
	425.2	Form a substance-abuse prevention coalition in Madera County.	County Health				
	425.3	Apply for a Federal Drug-free Community grant and/or other funding resources.	County Health				
	425.4	Determine appropriate programs and campaigns.	County Health				
	425.5	Increase police and parks-to-community outreach programs to improve dialogue concerning drug use.	Police		X		
#426 Facilitate substance abuse recovery by developing programs and facilities.	426.1	Create a task force to study existing services and facilities and determine gaps in local needs for recovery programs and facilities.	Madera County Public Health Dept.				
	426.2	Convene a forum on substance abuse recovery in Madera County.	Madera County Public Health Dept.				

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#427 Improve communications between community and police through regular meetings and a visible community-policing program.	427.1	Explore feasibility of community-policing program.	Police	X			
	427.2	Expand Neighborhood Watch programs to include business watch, park watch and apartment watch.	Police		X		
	427.3	Initiate Business Watch.	Police		X		
	427.4	Develop community-neighborhood events that encourage interaction between the Police Department and the citizens.	Police				X
	427.5	Madera Police Community Outreach - such as reading in elementary schools.	Police		X		
Emphasis Area: A Quality Environment							
#431 Develop a City plan to promote both governmental and citizen use of alternative sources of energy.	431.1	Continue and expand use of low emission or alternative energy source vehicles for all public jurisdictions.	Fleet		X		
	431.2	Promote the use of low emission or alternative energy source vehicles to other large transportation-based entities such as; PG&E, UPS, FEDEX and local trucking association.	Engineering			X	
	431.3	Explore and promote the range of energy efficiency options for commercial, small business and residential customers, as well as municipal facilities.	Building		x		
	431.4	Seek funding to install solar panels where possible.	Engineering, Grants	X			
#432 Develop a sustainable community plan.	432.1	Incorporate sustainable development principles into the General Plan Update.	Community Development	X			
	432.2	Prepare and implement Climate Action Plan for Madera.	Community Development				X
#433 Maintain or improve air quality through innovative programs and cooperative local plans. Ensure adherence to State and Federal air quality policies.	433.1	Explore best practices for reducing community vehicle miles traveled. (Also added Fleet Maintenance, Police, fire and Parks to supporting role.	Planning		X		
	433.2	Explore the feasibility of implementing traffic signal coordination plans.	Engineering			X	
	433.3	Research and evaluate best practices for improving indoor air quality. (Moved from future items.)	San Joaquin Air Pollution Control District				

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#433 Continued	433.4	Research and promote development of green buildings. (Moved from future items.)	San Joaquin Air Pollution Control District				
#434 Ensure continued water supplies to meet the demands of all Maderans through innovative reclamation, conservation and education on water-use.	434.1	Increase water-usage monitoring through meter reading and water-patrol to increase conservation.	Public Works	X			
	434.2	Encourage water conservation that develops and utilizes landscape and irrigation standards including programs such as: Xeriscape landscaping, Mulching, "Smart Clocks", Check Valves, Micro Spray Systems.	Parks				X
	434.3	Develop and Implement plan and/or strategies for water reclamation and procurement.	Community Development			X	
	434.4	Examine and implement technologies that recirculate and reuse existing water resources, such as planned reuse of 100% of the wastewater treatment plant output.	Engineering Community Development				X
	434.5	Provide education and training opportunities.	Public Works		X		
	434.6	Adhere to NPDES (National Pollution Discharge Elimination System) requirements.	Engineering		X		
	434.7	Promote increased protection for the Fresno River, including improved stormwater-diversion programs.	Parks			X	
#437 Promote recycling through multiple programs.	437.1	Implement hazardous waste collection programs.	Public Works	x			
	437.2	Implement "Blue Barrel" recycling program throughout the City including parks and recreation facilities.	Public Works	x			
	437.3	Adopt paperless systems in businesses, organizations and schools.	Admin			X	
	437.4	Develop educational programs to reduce waste and conserve resources, including the use of biodegradable products.	Public Works	x			