

City of Antioch

# **Vision** and **Strategic** Plan 2019-2029

**Opportunity Lives Here**  
**Revitalize • Enhance • Transform**



**ANTIOCH**  
**CALIFORNIA**  
**OPPORTUNITY LIVES HERE**

**Adopted March 26, 2019**

## Executive Summary

Antioch will soon celebrate a key milestone in the City's history – a sesquicentennial – 150 years as a city that has shaped the history and influenced the development of the East Bay and its inland waterways. Looking forward, the Antioch City Council has drafted a 2019-2029 Vision and Strategic Plan to help the City prioritize its efforts; allocating both fiscal and human resources to achieve a shared Vision and Goals for creating a new legacy. The Plan is the result of a comprehensive review of the City's current operations and finances, Quality of Life Surveys, interviews with staff and many discussions with City Council members.

The Antioch City Council, leadership staff and citizens participated jointly in several surveys and study sessions throughout 2018 and 2019. Together, the community identified areas of concern and appropriate priorities for moving forward.

- What should the City's main priorities be now and in the future?
- How can the City best address its fiscal challenges?
- What types of housing and business development does Antioch need to remain viable?
- How can the City retain critical staff and create a productive and positive work environment for employees and contractors?

*There is a relationship that connects the various components of the strategic plan and provides a hierarchy for addressing the framework to move the City forward. Each level builds upon the other resulting in a vibrant, engaging community with quality City services.*



## Aspirational Priorities

The strategic planning process identified aspirational priorities for the City of Antioch to direct resources during the next five to ten years. These priorities address key areas of interest shared by citizens, staff and the City Council.

- **Beautification of corridors community-wide** – priority corridors include L Street, A Street, Wilbur Avenue and Somersville/Auto Center Drive, along with general landscape improvements in medians
- **Blight eradication** – comprehensive elements such as code enforcement, work crews, illegal dumping
- **Civic Center** – including a central Library branch and other amenities
- **Community Cameras** – license plate readers, body cameras
- **Community Center/Town Square in the Historic District**
- **Conference Center** – serving the entire community
- **Hillcrest Specific Plan** – the BART Station is a central element
- **Marina** – develop a more robust water adventure centric Center and river walk
- **Mobility Plan** – a system that balances the needs of all residents – connecting ferries to trains, to transit, to bicycles, to roads
- **Senior Services** – ensuring that older residents have opportunities to age gracefully and spend quality time in healthy activities
- **Solar Development** – community-wide attention to being a green community
- **Youth Programs** – increasing activities and services during out-of-school time

*Antioch has long been at the forefront of change, from becoming the first City in the County to building the first community water park. Achieving new goals to meet the priorities set forth in the ten-year plan will position Antioch to be the desired destination within the Bay Area.*



## City's Mission

Updating the City's Mission, Vision and Values provides a new and exciting platform to grow and develop Antioch into a thriving community, one every citizen can be proud to call home. The City Council envisions a bright future and the new mission, vision and values will guide Staff and Council towards new projects and planning efforts to provide an exceptionally high quality of life.

## Goals and Strategies for 2019-2029

**Goal 1:** Ensure the City's Continued Financial Stability

**Goal 2:** Support Public Safety

**Goal 3:** Support Sustainable Economic Development

**Goal 4:** Promote Community Pride

**Goal 5:** Strive to be a Healthy Community

**Goal 6:** Support Historic Downtown Revitalization

**Goal 7:** Promote Sustainable Development

**Antioch is a desired destination in the Bay Area:**

Building on our historic legacy, creating bright opportunities for families to grow, offering places to play, enabling businesses thrive and cultivating a unique downtown experience

## Vision

## Mission

To deliver quality services with integrity, excellence and innovation

## Values

Integrity • Honesty • Respect  
Innovation • Fiscal Responsibility  
Accountability • Diversity • Transparency

