



# *City of Camarillo*

## FY 2017/18 COUNCIL GOALS & OBJECTIVES

### Mission Statement

***“Dedicated to providing effective and efficient municipal services that promote a high quality of life, economic vitality, and a safe environment.”***

### ***FISCAL MANAGEMENT***

**GOAL:** It is the goal of the City Council to maintain sound and conservative financial practices to ensure the fiscal sustainability of the City.

#### FY 17/18 Objectives

1. Continue to monitor and evaluate options for general fund operating transfers to be more sustainable.
2. Review investment options for City's investment portfolio.
3. Research options to reduce long term pension liability.

### ***COMMUNITY ENRICHMENT***

**GOAL:** It is the goal of the City Council to provide a safe and enriched environment where people can live, work and play.

#### FY 17/18 Objectives:

1. Consider options and opportunities for reuse of the old library site.
2. Enhance community safety through expanded public awareness and educational programs.
  - a. Increase awareness and participation in Neighborhood Watch Program.
3. Partner with Pleasant Valley Recreation and Park District in the study of Senior Center needs.

### ***CALIFORNIA STATE UNIVERSITY CHANNEL ISLANDS***

**GOAL:** It is the goal of the City Council to maintain a close working relationship with the University.

#### FY 17/18 Objectives

1. Continue interaction with the University, including its President, in regard to City, University and student issues such as student services, housing, and facilities.

2. Assess California State University Channel Islands' growth projections and possible future impact on the City.

### ***LAND USE AND TRANSPORTATION***

**GOAL:** It is the goal of the City Council to plan appropriate land uses, streets, bikeways, infrastructure, and transit system.

FY 17/18 Objectives

1. Continue to seek improvements on local traffic issues that impact our City including the 101 Freeway.

### ***ENVIRONMENT/RESOURCE MANAGEMENT***

**GOAL:** It is the goal of the City Council to provide cost-effective, efficient services to the public while minimizing impacts on the environment.

FY 17/18 Objectives

1. Continue to work on development of a desalinization plant.
2. Evaluate need for recycled water storage.
3. Review water conservation measures to assure the City has the tools necessary to address limited water supply and the State declared drought emergency and implement water conservation credit program.
4. Investigate converting City owned street lights to LED.

### ***COMMUNITY REDEVELOPMENT***

**GOAL:** It is the goal of the City Council to provide opportunities to redevelop and develop commercial, industrial and residential areas to improve services, businesses and housing, and to deter and alleviate blight.

FY 17/18 Objectives

1. Develop alternate methods to move forward with housing and non-housing projects without redevelopment property tax increment.
2. Research methods to assist the rehabilitation of multi-family structures.

### ***ECONOMIC DEVELOPMENT***

**GOAL:** It is the goal of the City Council to maintain a positive environment for new business, expansion and retention of existing businesses through staff assistance and providing efficient processing of proposals.

FY 17/18 Objectives

1. Develop and implement economic development strategy.

### ***COMMUNITY RELATIONS***

**GOAL:** It is the goal of the City Council to increase effective communication with the community.

FY 17/18 Objectives

1. Upgrade City's website to user friendly version.
2. Implement use of social media.
3. Engage community in a community visioning process.

### ***GOVERNMENTAL RELATIONS***

**GOAL:** It is the goal of the City Council to maintain effective communications with local, state and federal elected representatives and other local public agencies including schools, parks, and special districts.

FY 17/18 Objectives

1. Be proactive in defending the City's interests concerning proposed legislation and regulatory issues.
2. Increase communications with other local public agencies that serve Camarillo residents and businesses.

### ***EMPLOYEE RELATIONS***

**GOAL:** It is the goal of the City Council to maintain an effective workforce through competitive salaries, benefits, and training.