



# *City of Camarillo*

## **FY 2019/20 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 19/20 Objectives**

1. Implement and continue evaluating options to reduce long term pension liability.
2. Evaluate the efficacy of reserve levels of various City funds, including the General Fund.

### ***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 19/20 Objectives**

1. Continue to work toward reuse of the old library site.
2. Enhance community safety through continued emphasis on support of law enforcement, expanded public awareness and educational programs.
  - a. Increase awareness and participation in Neighborhood Watch Program.
  - b. Develop and implement appropriate education, enforcement, and assistance strategies to address the homeless population, particularly those who have refused services.
3. Work with Pleasant Valley Recreation and Park District in addressing Senior Center and community recreation facility needs. Together with the District, identify and evaluate various alternatives to finance the cost of construction and long-term maintenance of the new facilities.
4. Explore various options for financially supporting the arts.
5. Support inclusivity in our community and identify opportunities for inclusive participation by all residents in City affairs.
6. Explore opportunities to foster an inclusive and accessible environment benefitting the City's senior population.

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

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

### ***FY 19/20 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 19/20 Objectives***

1. Continue to seek improvement on local traffic issues that impact our City.
2. Continue to work with Caltrans and Ventura County Transportation Commission to address improvements on the 101 Freeway.
3. Explore possibility of direct transit service provided by City from Camarillo to West County for seniors and disabled.
4. Encourage efforts by County of Ventura and California State University Channel Islands to create a bike trail from Calleguas Creek Bridge at Pleasant Valley Road to California State University Channel Islands.

## ***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 19/20 Objectives***

1. Continue to work on development of a desalinization plant.
2. Seek funding for recycled water storage.
3. Review water conservation measures to assure the City has the tools necessary to address limited water supply in drought conditions.

## ***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 19/20 Objectives***

1. Develop alternate methods to move forward with housing and non-housing projects without traditional redevelopment property tax increment and evaluate financing opportunities for instituting such projects.

2. Continue to assist area property owners who have interest in revitalization of the Camarillo Commons Strategic Plan area.

### ***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 provision of efficient processing of proposals.

FY 19/20 Objectives

1. Aggressively implement the City's adopted Economic Development Strategic Plan (Plan), including the hiring of a full-time economic development specialist whose sole focus is economic and business development through implementation of the Plan.

### ***COMMUNITY RELATIONS***

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

FY 19/20 Objectives

1. Consider Open City Hall or similar program for online community engagement.
2. Consider development of a comprehensive community engagement process similar to the City of San Luis Obispo Public Engagement and Noticing Manual.
3. Explore the implementation of periodic community meetings for the discussion of specific City related issues.

### ***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 19/20 Objectives

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

### ***EMPLOYEE RELATIONS***

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