



# City of Camarillo

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## FY 2020/21 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 20/21 Objectives

1. Implement and continue evaluating options to reduce long-term pension liability.
2. Research and consider diversification of revenue sources.

### **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 20/21 Objectives

1. Continue to work with kidSTREAM for 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. Continue working with Pleasant Valley Recreation and Park District to address Senior Center and community recreation facility needs.
4. Explore various options for financially supporting the arts program and ways to commission public art to celebrate the identity and history of Camarillo.
5. Explore opportunities to foster an inclusive and accessible environment benefitting the City's senior population.
6. Explore the feasibility of a community wellness initiative through possible establishment of the Camarillo region as a Blue Zones Project area.

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

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

### **FY 20/21 Objectives**

1. Continue interaction with the University, including its President, regarding City, University and student issues such as student services, housing, facilities, and economic development opportunities.
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 20/21 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. 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.
4. Evaluate potential measures to increase accessible public transit options, reducing both private vehicle usage and the generation of greenhouse gases.

## ***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 20/21 Objectives**

1. Continue to seek funding for recycled water storage.
2. Continue to emphasize water conservation measures.
3. Promote renewable energy generation and infrastructure projects.
4. Develop a plan for community education and outreach regarding recycling, waste reduction, hazardous materials, and organic waste.

## ***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 20/21 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 commercial property owners who have interest in revitalizing their properties.
3. Support a grass roots effort of Old Town business and property owners in exploring the feasibility of a Business Improvement District in Old Town.

## ***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 20/21 Objectives

1. Aggressively implement the City's adopted Economic Development Strategic Plan.

## ***COMMUNITY RELATIONS***

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

### FY 20/21 Objectives

1. Fully implement and promote Open City Hall and Open Gov platforms for community engagement.
2. Utilize analytics to evaluate the City's website and community engagement outreach strategies, methods and topics.

## ***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 20/21 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.