



# City of Camarillo

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## FY 2018/19 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 18/19 Objectives

1. Implement options to reduce long term pension liability.
2. Explore feasibility of obtaining library property tax from the Camarillo Public Library's entire service area.

### **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 18/19 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.

## **CALIFORNIA STATE UNIVERSITY CHANNEL ISLANDS**

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

### FY 18/19 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 18/19 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. Monitor and evaluate local transit services to ensure compliance with required performance measures.
4. Explore possibility of direct transit service provided by City from Camarillo to West County for seniors and disabled.
5. Explore possible improvements to Metrolink Station.

## **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 18/19 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 18/19 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. Conduct meetings with affected property owners to evaluate 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 18/19 Objectives

1. Implement economic development strategy.

## **COMMUNITY RELATIONS**

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

FY 18/19 Objectives

1. Explore the development of a community engagement specialist position for the City.

## **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 18/19 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.