



# City of Camarillo

---

## FY 2021/22 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 21/22 Objectives

1. Implement and continue evaluating options to reduce long-term pension liability.
2. Research opportunities for diversification of City revenues through public and private sources.
3. In addition to implementing an annual operationally balanced budget, focus on post-pandemic budget recovery.
4. Continued focus on all funds meeting existing Reserve Policy requirements.
5. Continue to identify and implement means and methods for streamlining internal and public-facing City operations and processes in order to achieve greater effectiveness and time efficiencies.

#### **Budget Requests by City Council for FY 21/22**

- Receive further information on cannabis R&D and testing business activities.

### **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 21/22 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 homeless and mental health issues.

- c. Evaluate the feasibility of increasing the current police department funding to expand the City's involvement and collaboration with the VC Sheriff's Department, VC Behavioral Health, and other agencies for assistance, as appropriate, in helping law enforcement respond to homelessness and calls involving mental health issues.
  - d. Develop and implement appropriate strategies to more effectively combat crime.
3. When the District is ready to move forward, 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 for all.
  6. Explore the establishment of a public/private community wellness initiative ("Healthy Camarillo") focusing on prevalent community health issues.
  7. Encourage inclusivity and tolerance in our community.
  8. Explore opportunities to enhance, restore and beautify the community through the involvement of volunteers.

***Budget Requests by City Council for FY 21/22***

- Evaluate adding one additional Sheriff's Service Technician (SST) Report Writer.
- Develop and implement strategies to more effectively combat retail theft and property crimes.
- Explore the feasibility of an ordinance requiring local pharmacies to post signage concerning the safe local disposal of unused medicines.
- Research and consider establishment of a volunteer City Beautification program.

***CALIFORNIA STATE UNIVERSITY CHANNEL ISLANDS***

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

**FY 21/22 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 21/22 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.

### ***Budget Requests by City Council for FY 21/22***

- Explore utilizing the available fund balance in Maintenance District 1A to improve median landscaping on Santa Rosa Road and Mission Oaks Boulevard.

## ***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 21/22 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.
5. Evaluate the transition of public transit and general use City vehicles and the infrastructure necessary to reduce greenhouse gases by electric, hybrid, or by other environmentally-friendly options.

## ***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 21/22 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. Focus on the potential incremental redevelopment of the Camarillo Commons Specific Plan area by:
  - a. Affirmatively engaging property owners in the Plan area; and
  - b. Identifying incentives that the City could offer to property owners willing to proceed with redevelopment projects in the Plan area.
3. Continue to assist other commercial property owners who have interest in revitalizing their properties.
4. Support a grass roots effort of Old Town business and property owners in exploring the feasibility of a Business Improvement District in Old Town.
5. Encourage the development of appropriate infill housing projects that include affordable housing opportunities to help address the housing crisis in our 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 21/22 Objectives**

1. Aggressively implement the City's adopted Economic Development Strategic Plan.
2. Focus on current pandemic and post-pandemic recovery initiatives with the objective of retaining a diverse and healthy small business environment in the City.

### ***COMMUNITY RELATIONS***

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

#### **FY 21/22 Objectives**

1. 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.
3. Enhance opportunities to engage youth regarding issues that concern them and to develop future leaders.
4. Seek opportunities for community engagement as outlined in the Communication Guidelines and through improved technology.

#### ***Budget Requests by City Council for FY 21/22***

- Explore the creation of Youth Council.
- Explore in person District/Town Halls if/when it becomes safe to do so.

- Explore a community, mobile-based application similar to SeeClickFix, for establishing a more transparent and collaborative system for ease of reporting and tracking public works and/or City Code matters needing attention and resolution.

### ***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 21/22 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, including but not limited to legislative efforts to reduce local municipal control in land use and housing decisions.

### ***EMPLOYEE RELATIONS***

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