

TO: City Council

FROM: Andrew P. Powers, City Manager

DATE: May 9, 2017

SUBJECT: **Citywide FY 2017-2018 Top Ten Priorities & Goal Setting Study Session**

RECOMMENDATION:

1. Receive updates on:
 - Citywide FY 2016-2017 Top Ten Priorities Status
 - Fiscal Update
 - Budget Engagement Program
 - 2017 Community Attitude Survey Results
2. Establish Citywide FY 2017-2018 Top Ten Priorities
3. Review and establish Citywide Goals for FY 2017-2018 & FY 2018-2019
4. Review and, if necessary, revise:
 - City Mission Statement
 - Customer Service Philosophy
 - City Council Norms

FINANCIAL IMPACT:

No Additional Funding Requested. There are no direct costs associated with this Study Session. As necessary, funding for new specific priorities and/or projects may need to be identified through future budget adjustments. Staff costs associated with this process will be included in the proposed FY 2017-2018 Budget.

BACKGROUND:

On May 24, 2016 City Council approved:

- Citywide FY 2016-2017 Top Ten Priorities and
- Citywide Goals for FY 2015-2016 & FY 2016-2017;

City Council also reaffirmed the:

- City Mission Statement;
- Customer Service Philosophy; and
- City Council Norms

DISCUSSION:

Study Session Overview & Summary of Topics:

At the beginning of the Study Session, City Manager will present a summary of organizational highlights from the past year and review the status of FY 2016-17 Top Ten Priorities. The City Council will then receive an update on Citywide initiatives including: Fiscal and Budget considerations; an overview of the Budget Engagement Program; and a summary of results from the 2017 Community Attitude Survey.

Following these updates, the establishment of Citywide FY 2017-2018 Top Ten Priorities; review of current Citywide Goals for FY 2015-2016 & FY 2016-2017 and establishment of ten Citywide Goals for FY 2017-2018 & FY 2018-2019 are scheduled. The meeting will conclude with the review of the City's existing Mission Statement, Customer Service Philosophy, and City Council Norms.

Citywide Top Ten Priorities

City Council annually sets ten specific Citywide Top Priorities for each fiscal year. These Top Priorities (Attachment #1) clearly articulate City Council's objectives and can be used to promote accountability. Establishment of Top Ten Priorities for FY 2017-2018 (July 1, 2017 through June 30, 2018) is recommended. Staff will present these Citywide FY 2017-2018 Top Ten Priorities for approval at an upcoming City Council meeting.

Citywide Goals

City Council sets ten broad Citywide Goals (Attachment #2) to help direct the organization's work. Staff is currently developing performance measures to align operations with each of the ten Citywide Goals. The Citywide Goals are reviewed for potential revision every two years. Establishment of ten Citywide Goals for FY 2017-2018 & FY 2018-2019 (July 1, 2017 through June 30, 2019) is recommended. Staff will present these Citywide Goals for FY 2017-2018 & FY 2018-2019 Citywide Goals for approval at an upcoming City Council meeting.

City Mission Statement

The current City Mission Statement (Attachment #3) states the organization's purpose. It is presented for potential revision every two years.

Customer Service Philosophy

The current Customer Service Philosophy (Attachment #4) serves as a recurring customer service guideline for the City's employees and is presented for potential revision every two years.

City Council Norms

The current City Council Norms (Attachment #5) serve to augment City Council's Standards of Operation (Resolution No. 2011-066), Municipal Code Ethics Chapter, and related policy documents to provide a more specific "Code of Conduct." City Council may elect to review and if necessary, amend the City Council Norms.

CITY COUNCIL GOALS COMPLIANCE:

The Study Session supports City Council Goals A & B, as follows:

- A. Provide municipal government leadership which is open and responsive to residents, and is characterized by ethical behavior, stability, promoting public trust, transparency, confidence in the future, and cooperative interaction among civic leaders, residents, business representatives, and staff, while recognizing and respecting legitimate differences of opinion on critical issues facing the City.

- B. Operate City government in a fiscally and managerially responsible and prudent manner to ensure that the City of Thousand Oaks remains one of California's most desirable places to live, work, visit, recreate, and raise a family.

PREPARED BY: Rachel Wagner, Assistant to the City Manager

Attachments:

- Attachment #1: Citywide FY 2016-2017 Top Ten Priorities
- Attachment #2: Citywide Goals for FY 2015-2016 & FY 2016-2017
- Attachment #3: City Mission Statement
- Attachment #4: Customer Service Philosophy
- Attachment #5: City Council Norms

**City of Thousand Oaks
Citywide FY 2016-2017 Top Ten Priorities**

1. Implement performance measurements, incorporate feedback from civic engagement strategies, and finalize plan to achieve long-term fiscal sustainability.
2. Implement Economic Development Strategic Plan & continue development of Downtown area, including Thousand Oaks Boulevard Streetscape Project.
3. Continue Citywide water consumption reduction to comply with State of California requirements, implement enhanced use of local groundwater, and complete Forestry Landscape Master Plan update.
4. Work with Los Angeles Rams to complete construction of temporary practice facility at California Lutheran University and identify potential permanent practice facility location.
5. Complete negotiations with Alliance for the Arts and implement five-year Cultural Affairs Department Strategic Plan.
6. Obtain agreement to construct Westlake Fire Station and continue to monitor construction of Newbury Park Fire Station #35.
7. Complete review of potential Rasnow open space acquisition and celebrate 40th Anniversary of Conejo Open Space Conservation Agency (COSCA).
8. Complete Thousand Oaks Boulevard Utilities Undergrounding Project on time and within budget.
9. Work with property owners to prepare viable plans for development of undeveloped Seventh Day Adventist and Rancho Conejo properties.
10. Develop list of enhanced local environmental programs, including specific focus on transit, ride-share, and bicycle tourism; and, present options to City Council.

As approved by City Council on May 24, 2016

**City of Thousand Oaks
Citywide Goals for FY 2015-2016 & FY 2016-2017**

- A. Provide municipal government leadership which is open and responsive to residents, and is characterized by ethical behavior, stability, promoting public trust, transparency, confidence in the future, and cooperative interaction among civic leaders, residents, business representatives, and staff, while recognizing and respecting legitimate differences of opinion on critical issues facing the City.
- B. Operate City government in a fiscally and managerially responsible and prudent manner to ensure that the City of Thousand Oaks remains one of California's most desirable places to live, work, visit, recreate, and raise a family.
- C. Maintain strong commitment to public safety (including Police, Fire, Emergency Medical Services, and Emergency Management) to ensure City remains one of the safest Cities in the United States with a population over 100,000.
- D. Complete ring of open space around the City; Protect and preserve ridgelines, natural habitat, and designated open space areas.
- E. Provide and enhance essential infrastructure to ensure that the goals and policies of the Thousand Oaks General Plan are carried out and the City retains its role and reputation as a leader in protecting the environment and preserving limited natural resources.
- F. Continue City's commitment to community and cultural programs and services (such as Performing Arts/Theatres, Libraries, TOTV, Visual Arts, Youth and Senior Programs).
- G. Participate in public-private and multi-jurisdictional opportunities to ensure residents have access to high levels of parks, recreation, education and leisure programs and services.
- H. Maintain a strong local employment base geared toward retaining high quality businesses; Sustain a healthy business community; and, Diversify the local economy, with a specific emphasis on small businesses and high technology/biomedical jobs.
- I. Implement high quality revitalization projects within Thousand Oaks Boulevard and Newbury Road Areas; Develop a pedestrian-oriented, viable, and self sustaining "Downtown;" and, continue to support production of long-term affordable housing.
- J. Prepare for transition of City workforce by ensuring that sufficient succession planning takes place to develop an employment base which is reflective of the community's demographics.

As reaffirmed by City Council on May 24, 2016

City of Thousand Oaks Mission Statement

**“Extraordinary service to the citizens we serve
is our purpose.”**

As reaffirmed by City Council on May 24, 2016

**City of Thousand Oaks
Customer Service Philosophy**

“The City of Thousand Oaks is committed to: Maintain a desirable living environment while ensuring that change reinforces both environmental quality and economic vitality; Respect the role of citizens, City Council, and staff in establishing and implementing policies and programs; Provide excellent community services in a fair, efficient, and responsive manner; and, Promote public confidence and trust.”

As reaffirmed by City Council on May 24, 2016

**City of Thousand Oaks
City Council Norms
“Promote Public Confidence and Trust”**

1. Treat each other, staff, and members of the public respectfully; do not criticize staff or others in public.
2. Follow the rules (Standards of Operation) and adhere to the rules. Mayor to hold speakers accountable and Mayor Pro Tem to hold speakers addressing Mayor accountable, while recognizing a resident’s right to address his/her elected representatives.
3. Speak only for yourself; not for other Councilmembers, including during campaign cycles. Do not speak for other Councilmembers in the press at all times, including during campaign cycles.
4. Keep comments from wandering into being indirectly critical of other Councilmembers.
5. Discourage supporters from coming to City Hall to criticize other Councilmembers.
6. Do not make assumptions. Do not question motivations.
7. After each Council Meeting, each Councilmember should acknowledge each other.

As reaffirmed by City Council on May 24, 2016