

TO: City Council

FROM: Andrew P. Powers, City Manager

DATE: March 19, 2019

SUBJECT: City Council FY 2019-20 Top Ten Priorities and Goal Setting Study Session

RECOMMENDATION:

1. Receive update on City Council FY 2018-19 Top Ten Priorities Status
2. Establish City Council FY 2019-20 Top Ten Priorities
3. Review and, if necessary, revise:
 - Broad Citywide Goals
 - 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 are included in the Adopted FY 2019-20 General Fund Budget.

BACKGROUND:

Each year, the City Council traditionally establishes the City Council Top Ten Priorities, and reviews progress on prior year priorities. On July 10, 2018, City Council approved the City Council FY 2018-19 Top Ten Priorities (Attachment #1) and reaffirmed the Citywide Goals for FY 2017-18 & 2018-19 (Attachment #2). At this year's Goal Setting Study Session, the City Manager will present an

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organizational update of City Council FY 2018-19 Top Ten Priorities. The City Council will then discuss top priority focus areas for the establishment of new priorities for FY 2019-20. The meeting will conclude with the reaffirmation or review of the City Council Norms.

DISCUSSION:

City Council Top Ten Priorities

City Council annually sets the City Council Top Ten Priorities for each fiscal year. These priorities clearly articulate City Council's objectives and are used to promote accountability. The priorities for FY 2018-19 were aligned with the principles established during the Visioning 2064 exercise and will continue to be incorporated in future reviews. Specific action items may be linked to each priority to aid staff in monitoring progress. Establishment of City Council Top Ten Priorities for FY 2019-20 (July 1, 2019 through June 30, 2020) is now recommended. The top ten priorities and related action items will be presented to the City Council at a future meeting for approval.

The current broad Citywide Goals are included as Attachment #2. These goals are reviewed on a two-year basis in conjunction with the City's two-year budget cycle. With our next budget process currently underway, the City Council needs to review and reaffirm or edit the broad Citywide goals.

City Mission Statement

The current City Mission Statement (Attachment #3) states the organization's purpose. City Council may elect to review and if necessary, amend the City Mission Statement.

Customer Service Philosophy

The current Customer Service Philosophy (Attachment #4) serves as a recurring customer service guideline for the City's employees. City Council may elect to review and if necessary, amend the Customer Service Philosophy.

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:

Meets City Council Goals A and B:

- 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.

Attachments:

- Attachment #1 – City Council Top Ten Priorities: FY 2018-19
- Attachment #2 – Citywide Goals for FY 2017-18 & FY 2018-19
- Attachment #3 – City Mission Statement
- Attachment #4 – Customer Service Philosophy
- Attachment #5 – City Council Norms

City Council Top Ten Priorities: FY 2018-19

1. Find a Permanent Home for Los Angeles Rams in Thousand Oaks

(Supports Visioning Guiding Principle #3)

- Focus on in-season facilities and corporate headquarters.

2. Advance Downtown Thousand Oaks

(Supports Visioning Guiding Principle #7)

- Move forward with Downtown Master Plan vision.
- Develop plan for Westside Properties based on feedback from Downtown Master Plan.
- Advance updated streetscape concept and phased buildout.
- Consider reinvestment to Civic Arts Plaza campus.
- Utilize architect to help envision internal and external Civic Arts Plaza renovations.
- Ensure Civic Arts Plaza planning efforts are consistent with Downtown Master Plan town square concept.
- Pursue future town/gown activities with California Lutheran University including a potential downtown presence for the University.
- Integrate robust communication and community engagement strategies.

3. Advance Fiscal Sustainability

(Supports Visioning Guiding Principle #3)

- Prepare for next two-year operating budget process.
- Complete Government Finance Officers Association (GFOA) Fiscal Sustainability Index.
- Develop a strategy and implement a plan to create pension sustainability.
- Explore expanded use of Landscape Districts.
- Update and prepare the City's five-year Capital Improvement Project (CIP) Plan.
- Update the Long-Term Financial Strategic Plan.

4. Address Homelessness & Mental Health Issues Within Thousand Oaks

(Supports Visioning Guiding Principles #2 and #3)

- Participate in countywide homelessness efforts with key organizations, including Ventura County Continuum of Care and other non-profit agencies.

5. Advance Key Economic Development Activities

(Supports Visioning Guiding Principle #3)

- Develop plan for former K-Mart site.
- Implement infrastructure improvements for Rancho Conejo industrial area.
- Consider opportunity sites outlined in Economic Development Strategic Plan.
- Advocate for new quality hotel development and renovation of existing properties.
- Support Ad-Hoc Economic Development Committee in establishing a workplan to begin implementation of strategic plan with regular updates to City Council.

6. Implement Medical Cannabis Policy

(Supports Visioning Guiding Principle #3)

- Finalize selection of operator and fully implement local Cannabis Policy.
- Determine process for testing facility.
- Ensure appropriate enforcement and monitor compliance.

7. Continue Development of Westlake Fire Station

(Supports Visioning Guiding Principle #3)

- Select appropriate site from feasibility analysis, and begin site design and construction.
- Conduct community outreach as needed.

8. Support Cultural Affairs

(Supports Visioning Guiding Principle #3)

- Plan events and activities for 25th Anniversary of Civic Arts Plaza in October 2019.
- Launch 25th Anniversary season, support TOARTS activities.

9. Optimize Transit Services

(Supports Visioning Guiding Principles #3 and #5)

- Complete Transit Master Plan.

- Consider innovative approaches to delivering transit including shuttles, Dial-a-Ride, and ride-sharing partnerships.

10. Continue Public Infrastructure and Environmental Sustainability Investments

(Supports Visioning Guiding Principles #3, #5, and #8)

- Ensure completion of 50-plus mile street resurfacing project.
- Complete Westlake Boulevard sidewalk project.
- Implement Environmental Sustainability Plan.
- Participate in regional sustainability work to promote sustainable practices in communities.

**City of Thousand Oaks
Citywide Goals for FY 2017-2018 & FY 2018-2019**

- 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 approved by City Council on June 27, 2017

City of Thousand Oaks Mission Statement

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

As reaffirmed by City Council on May 1, 2018

**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 1, 2018

**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 1, 2018