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City Manager**

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Staff Report

ITEM NO. SS-1

To: Lemoore City Council
From: Jeff Laws, City Manager 
Date: February 11, 2015
Subject: 2015 Goals and Objectives

Meeting Date: February 17, 2015

Discussion

On January 23, 2015 Council held a special meeting to discuss the 2015 Goals and Objectives. Changes were discussed and agreed upon at the meeting. All changes have been made and are incorporated into the attached. The 2013 Goals and Objectives are alongside the proposed 2015 Goals and Objectives. The changes made are indicated.

Budget Impact

No budget impact.

Recommendation

That the City Council review and discuss any changes they would like to the 2015 Goals and Objectives. This item will be brought back during the regular session for approval.



City of Lemoore

Goals and Objectives

January 2013



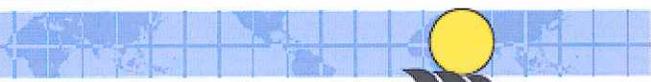
City of Lemoore

Goals and Objectives

Proposed Amendments

January 2015

Date of Proposed Amendments 1-23-15



Mission Statement

To provide high quality services and establish the conditions for economic vitality and high quality of life.

Current



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To provide high quality services and establish the conditions for economic vitality and high quality of life.

Current



Vision Statement

Lemoore will be an economically vital community, marked by educational, cultural, recreation and business opportunities.

Current



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Lemoore will be an economically vital community, marked by educational, cultural, recreation and business opportunities.

Current



Goals

- ◆ Business and Job Opportunities
- ◆ Fiscally Sound City Government
- ◆ "Small Town" ^{Character/Feel} Community with Modern Conveniences
- ◆ Municipal Services that are Focused on Community Needs and Efficiently Delivered by Customer Oriented Staff
- ◆ Safe Community For Families

↓ (move to #1)



Goals - Amended

- Safe Community for Families
- Business and Job Opportunities
- Fiscally Sound City Government
- "Small Town" Character/Feel with Modern Conveniences
- Municipal Services that are Focused on Community Needs and Efficiently Delivered by Customer Oriented Staff



Objectives - Current

* Partner w/ concerned citizens.... (from last slide)
Continue to

- Analyze and cut arbitrary regulations in order to promote business openings, expansion and retention
- Earn a reputation for being a "Business Friendly" City by:
 - ~~Conducting an independent study to analyze reorganization of the Planning and Building Inspection Functions—focus on outcomes~~
Continue to ease
 - ~~Easing the permitting process and clearly communicating the City's and other regulatory agencies requirements to potential applicants~~
 - ~~Implementing the "spirit" of the regulations~~ Remove
 - ~~Working to reduce the City fees imposed on new business developments~~

Removed/Accomplished

Add: Promote/market existing commercial and retail properties on a continuous basis



Objectives – Amended (Cont.)

- Partner with Concerned Citizens and Community Organizations to Combat the Attraction of Gangs to our Youth and Reduce the Gang Activity Levels within our Community
- Continue to analyze and cut arbitrary regulations in order to promote business openings, expansion and retention



Objectives – Current (Cont.)

- Increase General Fund Revenue by ~~Increasing the Property and Sales Tax base by becoming a more “Business Friendly” City~~
- Implement Blight Eradication Programs and Policies that are sustainable ~~in Post Redevelopment Lemoore~~
- Develop Short & Long Term Solutions For Railroad Rights-of-Way & City Entrances Within Lemoore – Establish Partnerships With Property Owners To Accomplish

— attracting new sources of revenue



Objectives – Amended (Cont.)

- Earn a reputation for being a “Business Friendly” City by:
 - Promote/market existing commercial and retail properties on a continuous basis
 - Continue to ease the permitting process and clearly communicating the City’s and other regulatory agencies requirements to potential applicants
 - Reduce the City fees imposed on new business developments
- Increase General Fund Revenue by attracting new sources of revenue
- Implement Blight Eradication Programs and Policies that are sustainable



Objectives – Current (Cont.)

- ~~Conduct an Independent Study and~~ Implement best practices to improve the efficiency and effectiveness of the ^{entire} water system, ~~focusing on the consistency of water quality throughout the City and seasons~~ *conserve and*
- Include In All New Facility & Equipment Purchases, An Analysis of Both Life Cycle Costs & Carbon Emissions When Making Decisions Regarding Specifications – Analyze Existing Facilities Using Same Criteria



Objectives – Amended (Cont.)

- Develop Short and Long Term Solutions for Railroad Rights-of-Way and City Entrance Within Lemoore – Establish Partnerships with Property Owners to Accomplish
- Implement best practices to conserve and improve the efficiency and effectiveness of the entire water system
- Include In All New Facility & Equipment Purchases, An Analysis of Both Life Cycle Costs & Carbon Emissions When Making Decisions Regarding Specifications – Analyze Existing Facilities Using Same Criteria



Objectives – Current (Cont.)

- Make Customer Service a high priority at all times, in all positions, through staff selection, evaluation, and education/training
- ~~Provide Improved and Consistent Oversight of Staff in all City Departments~~
- ~~Modify and implement policies that hold Staff accountable for their performance and actions, including serving the community with respect at all times~~

Adhere
to the

Remove



Objectives – Amended (Cont.)

- Make Customer Service a high priority at all times, in all positions, through staff selection, evaluation, and education/training
- Adhere to the policies that hold Staff accountable for their performance and actions, including serving the community with respect at all times
- Expand Community Amenities and Programs through Participation in Joint Projects with Other Agencies and Public/Private Partnerships



Objectives – Current (Cont.)

- Expand Community Amenities & Programs Through Participation in Joint Projects with Other Agencies & Public/Private Partnerships
- Partner with Concerned Citizens and Community Organizations to Combat the Attraction of Gangs to our Youth, and Reduce the Gang Activity Levels within our Community

move
to 1st
objective