

LINKING 2012-14 CITY COUNCIL PRIORITIES AND DEPARTMENT GOALS

The below chart represents the City Council’s short and long-term City-wide goals and objectives and links the goal and objective with the department responsible for carrying out the priorities associated with the goal and objective.

City Council Goals	Department Goals	Implementing Department(s)
Continue to place a high priority on public safety services for City residents with an emphasis on community based policing and outreach efforts	Restore Police beat coordinator program, identify and mitigate gang-related crime, finance operation of Fire Station No. 5, coordinate exercise for disasters, continue Listos and CERT programs, develop online crime reporting system, implement software-based tracking system to prioritize criminal cases.	Police, Fire, Public Works, City Attorney’s Office
Address traffic safety issues	Conduct vehicle checkpoints, enhance traffic enforcement, improve traffic circulation at selected intersections and improve street lighting.	Police, Public Works
Better the quality of life for the City’s current and next generation	Provide educational programs on recycling, enhance partnership with schools and design new recreational facilities. Conduct “Walk and Talk” community meetings, actively participate in Serve Santa Maria, collaborate with non-profits to foster social capital.	City Manager’s Office Utilities, Public Works, Recreation and Parks City Attorney’s Office, Library
Address youth violence and identify mitigation measures	Seek grants to address youth development needs, create an educational video to defer gang affiliation, provide outreach and opportunities to youth, broaden Library usage and continue partnership with area schools.	Police, Recreation and Parks, Library, City Manager’s Office, Administrative Services
Maintain a “structurally balanced” General Fund budget and adequate reserves, identify financing to enhance public safety services	Develop and administer a “structurally balanced” General Fund budget, identify financing to hire more police officers and firefighters.	Police, Fire, City Manager’s Office, Administrative Services
Address health and safety issues through Code Compliance efforts	Address abandoned and foreclosed properties, mitigate nuisance properties.	City Attorney’s Office

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Improve public facilities/infrastructure	Transition into the new Police headquarters, install more fixed base water meters, rehabilitate Landfill access roads, and enhance Wastewater Treatment Plant ponds and equipment.	Police, Utilities, Public Works, and Administrative Services
Continue to improve overall energy conservation measures	Reduce energy consumption and increase energy conservation methods at various City facilities, install new energy efficient streetlighting.	Utilities, Public Works
Improve the overall housing stock by providing land zoned for a full range of densities	Process applications for new residential projects, enhance development activity map.	Community Development
Continue economic development efforts toward job retention and creation	Partner with the Chamber of Commerce, and other entities and/or organizations to promote economic development, job creation and job retention.	Community Development City Manager's Office

2012-14 BUDGET

CITY OF SANTA MARIA



Santa Maria City Hall is a landmark building and the executive hub of municipal operations.