

# LINKING 2014-16 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 focus on the fundamentals of City government	Provide public safety education, enforcement and response services, improve and expand public transit, assist school districts in planning for new campus sites, systematically restore and enhance deployment to special assignment positions, implement automated performance evaluations, evaluate solid waste rates for long-term stability and minimize future rate increases continue ethics training for officials and employees.	Police, Fire, Public Works, Utilities Department, Community Development, City Manager’s Office, City Attorney’s Office
Improve community aesthetics, to include code enforcement activities in neighborhoods	Educate merchants and residents about quality of life issues relating to City ordinances through the “Walk and Talk” program, ensure abundant landscaping in new developments, begin design of the Civic Center Underground Utility District, continue to retrofit street lighting, install new LED lighting in Town Center East Parking Structure B.	City Attorney’s Office, Public Works, Community Development, Recreation and Parks
Fund the next phase of the Police Department relocation and communication system	Plan for and coordinate an orderly internal transition of personnel and equipment for the move into the new Police facility, implement a state-of-the-art 700 MHz trunked radio communications system and erect a 160-foot tower on the Los Flores Ranch, along with a 65-foot tower at 1111 West Betteravia Road, to provide radio coverage	City Manager’s Office Utilities, Public Works, City Attorney’s Office, Administrative Services.
Develop alternative revenue sources	Prepare and bring forth proposed Growth Mitigation Fee adjustments, Recreation and Parks fees, and Library fee adjustments, for Council’s consideration	Recreation and Parks, Library, Public Works, City Manager’s Office, Administrative Services

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City Council Goals	Department Goals	Implementing Department(s)
Focus Measure U2012 funds on police and fire activities	Continue to operate Fire Station No. 5 with nine, full-time firefighters; purchase self-contained breathing apparatus; purchase four police vehicles; finance the expenses associated with hiring a Police Commander, seven Police Officers, five Sergeants, one Dispatcher and one Crime Analyst.	Police, Fire, City Manager's Office, Administrative Services, Public Works
Continue revitalization efforts in the downtown	Partner with the Chamber of Commerce, Downtown Merchants Association, and other entities and/or organizations to promote economic development, job creation and job retention; partner with downtown merchants to develop and launch the City's new downtown trolley service; conduct "Walk and Talks" with merchants.	Community Development, Public Works, City Attorney's Office, City Manager's Office
Continue attention on the homelessness and panhandling issues	Introduce an ordinance about aggressive panhandling for City Council's consideration, proactively engage in outreach efforts to educate the community about negative consequences of panhandling.	City Attorney's Office and City Manager's Office
Shift more CDBG funding into fundamental City facilities and infrastructure	Educate the City's Block Grants Advisory Committee about public infrastructure financing needs, identify and implement CDBG funding into City facilities to keep pace with the needs of the growing community.	Administrative Services, Public Works, and City Manager's Office
Start rebuilding the LEAF reserve	Identify alternative revenue sources and opportunities and bring these forward to City Council.	Administrative Services and City Manager's Office
Facilitate access to broadband to improve ability to attract businesses	Support the design and construction of the new fiber optic loop, to meet the community's needs, and present to Council in late 2014.	Administrative Services, Public Works, and Utilities Department, City Manager's Office

\*While this is not a department goal, City Council has already authorized and directed this use.