



Administrative Report

DISCUSSION ITEM

TO: HONORABLE CITY COUNCIL

FROM: James Vega, City Manager

DATE REPORT

PREPARED: December 20, 2021

MEETING DATE: January 11, 2022

SUBJECT: City Council Updated Goals

Recommendation

That the City Council review and discuss the attached document, City of Ojai Vision Statement, Goals, and Key Projects for the upcoming year and adopt the City of Ojai Vision Statement, Goals, and Key Projects document.

Discussion

On May 22, 2018, the City Council adopted one overarching goal, with four priority policy goals:

- Overarching Goal: Ojai is a sustainable and resilient city that preserves and protects its quality of life.
 - Ensuring prudent fiscal planning
 - Increasing organizational efficiency
 - Strengthening our infrastructure
 - Effective coordination with county, state, and other agencies

The City Council held several workshops last year to review goals, priorities, and key projects.

As we enter a new year, it is an opportune time to discuss and establish goals and key projects for the upcoming year. Establishing goals allows the City Council, staff, and the public to be aware of the City's priorities. Staff has prepared updated goals using prior goals, and feedback from prior workshops. City Council may review these goals and key projects, and provide feedback.

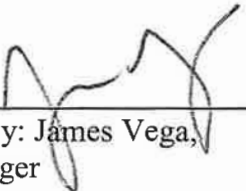
The recommended 2022 updates to the City's goal statements are:

- Vision Statement: Ojai is a sustainable and resilient city that preserves and protects its quality of life.
 - Preserving and Improving our Community Quality of Life
 - Being Good Stewards of the Environment
 - Increasing Organizational Efficiency
 - Ensuring Prudent Financial Planning
 - Strengthening our Infrastructure
 - Effective Coordination with County, State, and Other Agencies


Attachment A provides more detail on each of these, and also includes a list of key projects that will be focused on in the coming year. City Council may wish to identify any additional projects at this time. Staff will update the document throughout the year to reflect accomplishments and/or modifications.

Fiscal Impact

Adoption of the goals and priority projects will allow the City to include appropriate funding and resources in the upcoming budget.



Prepared by: James Vega,
City Manager



Submitted by: James Vega
City Manager

Attachment:

A – Draft City of Ojai Vision Statement, Goals, and Key Projects Document



City of Ojai Vision Statement, Goals, and Key Projects

City of Ojai Vision Statement:

OJAI IS A SUSTAINABLE AND RESILIENT CITY THAT PRESERVES AND PROTECTS ITS QUALITY OF LIFE

City of Ojai Goals:

- 1) **PRESERVING AND IMPROVING OUR COMMUNITY QUALITY OF LIFE:** Preserve, protect and enhance the quality of life within our community, and foster excellence by providing safe access to environmental, cultural, and recreational opportunities.
- 2) **BEING GOOD STEWARDS OF THE ENVIRONMENT:** Protect and improve the quality of the City's water, land and air and the City's rural, natural environment.
- 3) **INCREASING ORGANIZATIONAL EFFICIENCY:** Develop a strong Customer Service Culture.
- 4) **ENSURING PRUDENT FINANCIAL PLANNING:** Maintain adequate and stable financial resources, and ensuring an appropriate City financial reserve that will allow the City to provide consistent and high quality municipal services, even in challenging times.
- 5) **STRENGTHENING OUR INFRASTRUCTURE:** Enhance our infrastructure through effective planning, prioritization and efficient use of funding, while ensuring the City retains its role in protecting and preserving the environment and natural resources.
- 6) **EFFECTIVE COORDINATION WITH COUNTY, STATE, AND OTHER AGENCIES:** Promote effective communications with County, State, and other public entities.

	Target Date	Responsible Department	Funding (a) Funding Needed & (b) Funding Source	Status
1) Improving our Community Quality of Life				
a. COVID-19 Response and Recovery	Ongoing	City Manager's	Included in budget.	In progress, likely ongoing through 2022
b. Continue to Improve Disaster Preparedness and Focus on Fire Related Issues	Ongoing	City Manager's	Approved by Council - \$50,000 grant provided to the Ojai Valley Fire Safe Council, which the FY 21/22 budget accounted for.	Ongoing, adopted and updating the Wildfire Resiliency Plan and provided a grant to OVFS to prepare a Community Wildfire Preparedness Plan
c. General Plan Update	2022/2023	Community Development / City Manager's	Funding included in annual budget.	In progress—workshops scheduled to continue in January/February.
d. Continue Short-Term Rental Enforcement, Possibly Re-Visit Policy	Ongoing	City Manager's	Cost for staff to monitor for STRs is included in the code enforcement budget.	Ongoing with weekly searches for short-term rentals, and citations for violations.
e. Affordable Housing: Investigate City's Montgomery Project	Develop a program in 2022	City Manager's	Estimated to cost between \$600,000 - \$1,000,000. The City's housing fund has \$450,000 available.	In progress. City investigating potential options, with plan to present proposal mid-2022
f. Investigate other Affordable Housing Issues ADUs, Tiny Home Options, Potential Development Agreement	12/31/2021	Community Development / City Manager's	Staff time included in annual budget.	Tiny homes ordinance prepared and recently adopted 10/26/2021, implementing. Other affordable housing proposals to be presented early 2022.
g. Parking Improvements (and Parking Committee)	Pending	Public Works	Funding to hold committee meetings included in annual budget	Staff working on options – to schedule parking committee starting in 2022.
h. Relaunch Recreation Program Following COVID Impacts	2021	Recreation	Funding included in annual budget.	Ongoing. Programs have been reintroduced since COVID shutdown.
i. Fire Hardening Options and Program	November 2021	Building / City Manager's	Funding included in annual budget.	City Council reviewed plan, directed staff to develop implementation plan. Staff prepared first phase, outreach being performed by Code Enforcement Staff.

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	Target Date	Responsible Department	Funding (a) Funding Needed & (b) Funding Source	Status
j. Develop Public Art Project	To Be Determined	Arts Commission / Recreation	Public Art Funding available.	In progress via Arts Commission.
k. Fences/Hedges/Walls Roll out New Fence Permit and Resolve Enforcement Issues	12/31/2021	Community Development	Funding for development included in budget – staff monitoring for any additional staffing needs.	Fence permit created and implementation ongoing.
2) Be Good Stewards of the Environment				
a. Maintain City's Tree City USA Status for Second Consecutive Year	3/31/2022	Community Development	Funding included in budget.	Community Development and City Manager's Office teamed to obtain award for first time in many years in 2021, have submitted for second consecutive year.
b. Install solar panels at key City Hall locations	1/31/2022	City Manager's Office	Funding included as a Measure "C" eligible project	Proposal approved 12/21, scheduling for early 2022.
c. Develop CEQA Local Guidelines	2/1/2022	Community Development	Costs associated with the update to the Initial Study Assessment Guidelines are included in the City's current budget. No additional funding needed at this time.	In progress. On 8/24/21, Council approved item with the recommendation to direct the Planning Commission to review the CEQA Initial Study Assessment Guidelines, and direct the Planning Commission to return with an updated version of the Initial Study Assessment Guidelines for consideration for implementing CEQA.
b. Implement Pesticide Use Policy for PW Staff	Ongoing	Public Works	Funding included at current level.	Ongoing. City Staff has proceeded towards eliminating use of pesticides except for major (Stewart) restoration project.
c. Update and/or Review Community Forest Management Plan	3/1/2022	Public Works	Staff time included in current annual budget.	Staff preparing draft for review January/February
d. Update and/or Review Tree Ordinance	3/1/2022	Planning Commission /	Funding included in current annual budget.	Item included in Planning Commission workplan for 2021/2022.

	Target Date	Responsible Department	Funding (a) Funding Needed & (b) Funding Source	Status
		Community Development		
e. Update and/or Review Water-Efficient Landscape Guidelines	6/1/2022	Planning Commission/Community Development	Funding included in current annual budget	Item included in Planning Commission workplan for 2021/2022.
3) Increasing Organizational Efficiency (Customer Service Culture)				
a. Implement Citizen Relationship Management Smartphone App	10/31/2021	City Manager's	App costs \$4,640 annually. Funding is available in the technology fund.	Completed. My Ojai app is available on iOS and Android. Staff performing outreach/education.
b. Continue Developing Focus on Quality Customer Service	Ongoing	City Manager's	Funding included in current annual budget.	Ongoing. Return to Council as needed.
c. Develop City Hall Campus Programming	Ongoing	City Manager's	Some funding to begin development included in Measure "C"	Ongoing. Program MOU's obtained, staff position created, delayed to fill until January due to COVID impacts. Proposal for buildings at campus to be presented to Council in January.
d. Redistricting	4/30/2022	City Manager's / City Attorney	Included in the current annual budget.	Demographers under contract, two public hearings held, final two scheduled early 2022.
4) Ensuring Prudent Financial Planning (Timely and effective financial planning)				
a. Focus on Rebuilding the Reserve	12/2022	Finance	Included in the current annual budget.	City Council recently adopted policy to designate cannabis tax receipts to reserve to rebuild reserves.
b. Thorough Budget Workshops Early and Leading up to Balanced Budget Adoption	6/30 Annually	Finance	Included in the current annual budget.	Completed for FY 2021-2022. To start March 2022 for FY 22-23.
c. Seek Emergency Funding	12/31/2021	Finance	Funding approved by Council.	Contract approved 3/23. On hold due to recovery.
d. Continue to Develop Pension, OPEB and Other key Strategies	Ongoing	Finance	Included in the current annual budget.	City making annual adjustment towards addressing OPEB issue, likely to continue for next 3 years.

	Target Date	Responsible Department	Funding (a) Funding Needed & (b) Funding Source	Status
e. Investigate Grant Funding Opportunities for Parks and Recreation Commission	6/30/22	Recreation / City Manager's	Included in the current annual budget.	Ongoing. Recreation Commission discussed at April meeting and reviewing.
5) Strengthening our Infrastructure				
a. Develop a Data-Based Pavement Management Plan and start enhanced paving cycle upon recovery of Measure "C"	2/28/2022	City Manager's / Public Works	Service Agreement with Stantec, Inc. not-to-exceed \$73,498	In progress. Execute a service agreement with Stantec, Inc. to conduct a street survey and establish current road conditions of all City streets.
b. Active Transportation Program Project	10/21/2022	Public Works	Grant funding obtained.	In progress. Alternate design for Maricopa being developed.
c. Develop a Fleet Management Plan	3/31/2022	Public Works	Included in the current annual budget.	In progress, anticipated for Council review March.
d. Title 10 Review	Ongoing	Planning Commission	Included in the current annual budget.	Ongoing at Planning Commission meetings.
e. Develop Landscaping Standards	6/30/22	Planning Commission	Included in the current annual budget.	Including in Planning Commission's workplan for 2021/22.
f. Complete Drainage Study Update (Including RFP)	Pending	Public Works	Including in the current annual budget.	City coordinating with Sierra Watershed Progressive.
g. Change Vertical Mixed Use (VMU) Categories from Industrial/Commercial to Special District	5/1/2022	Community Development	Included in the current annual budget.	Included in Planning Commission's workplan for 2021/22.
h. Arcade Design Guidelines Discussion (Existing and Additional Guidelines to Fill in the Geographical Hole on the East End of the Arcade)	8/1/2022	Community Development	Included in the current annual budget.	Not currently underway, to be scheduled.
6) Effective Coordination with County, State, and Other Agencies				
a. Review and/or Update the Sheriffs Agreement	Ongoing	City Manager's	Included in the current annual budget.	Staff presented several proposals to Sheriff – Sheriff to respond.
b. Ventura River Litigation	Ongoing	City Attorney / Outside Counsel	May require additional funding (contingency fund).	In process. City has been active participant.

	Target Date	Responsible Department	Funding (a) Funding Needed & (b) Funding Source	Status
c. Joint Powers Agreement with Water Agencies	Pending	City Attorney		On hold. Pending further developments in water litigation
d. Coordinate with County Fire, Police, Office of Emergency Services and Supervisor Lavere's Office to enhance emergency response coordination	Ongoing	City Manager's / Disaster Council	Included in the current annual budget.	Ongoing, recent Disaster Council meeting continued focus.
e. Work with Ojai Valley Sanitary District to address key drainage issues	Ongoing	City Manager / Public Works	Additional funding may be requested via Measure "C"	City Manager and Public Works Director working with OVSD to address key issues.
f. Provide Timely Crime Reports to Council	Ongoing	Sheriff	Included in the current annual budget.	To be developed as part of community policing enhancements.
g. Work with all agency partners on Ojai Valley Wildfire Resiliency Framework	Ongoing	City Manager / Disaster Council	Included in the current annual budget.	2 items completed as of 11/21, with additional items in progress.

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