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To: Lemoore City Council
From: Jeff Britz, City Manager
Date: March 14, 2007
Subject: City Mission Statement, Vision Statement, Long-Term Goals and
Current Objectives

Item #

Discussion:

On Tuesday, February 27, 2007, the Lemoore City Council held a work-session, reviewing the City Mission Statement, Long Term Goals, and Current Objectives. During the three and one-half hour session, the Council discussed and evaluated many issues involving the future of City operations and projects.

At the end of the evening, it was suggested that the Council validate the current City Mission Statement, which reads:

“To provide high quality services and protection, and establish the conditions for economic vitality and high quality of life.”

Additionally, Council consensus was that the existing Vision Statement, created in 1997, remains ideal. It reads:

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

Furthermore, the existing Long Term Goals were viewed as equally applicable today as when they were first crafted in 2000. They read:

- Business and Job Opportunities
- Fiscally Sound City Government
- Preservation: Our Small Town Character
- Quality Municipal Services
- Safe Community for Families

Finally, significant time was spent discussing the Current Objectives. The Council will recall the Current Objectives that were adopted in 2005 are:

- Industrial/Commercial Recruitment
- Identify and Initiate Water Improvements
- Identify and Initiate Wastewater Improvements
- Stabilize/Maintain Public Safety/Services
- Reduce Maintenance Requirements as Appropriate
- Ensure New Development Pays Its Way
- Comprehensively Update General Plan
- Grant Funded Projects
- Develop Means to Ensure New Commercial Development Enhances Lemoore's Quality of Life

Council's direction was to bring forward, for consideration, new Current Objectives, focusing on items that could be measured and evaluated. Eight suggestions were provided by staff on February 27th. The proposed Current Objectives listed below were drafted as a result of the discussion at the Special Meeting, further massaging of the initial suggestions, and Council input to date. They are:

- Increase Sales Tax by 1.75 times the population growth over the next 2 years
- Create and implement a true fast-track permit processing system for commercial/industrial businesses that contribute significantly to the local economy
- Supply water that meets the Federal arsenic requirements by January 1, 2009
- Secure future wastewater disposal site(s) and prepared for new permit issuance
- Fully implement General Plan Update, including changes in City policies within 18 months of General Plan Update adoption
- Significantly improve staff's abilities to apply for, manage, and report on grants – utilize grant sources whenever available
- Modify City recruitment and retention strategies and Personnel System Guidelines to enable us to better reach and retain the next generation of City staff
- Expand community amenities and programs through participation in joint projects with other agencies and public/private partnerships
- Include in all new facility and equipment purchases, an analysis of both life cycle costs and carbon emissions when making decisions regarding specifications – analyze existing facilities using same criteria
- Increase our blight eradication efforts through enhanced code enforcement and additional programs, including do-it-yourself programs
- Expand efforts toward combating gang activities with broad-based community involvement, focusing both on prevention and enforcement
- Develop short and long term solutions for Railroad rights-of-way within Lemoore – establish partnerships with the Railroad to accomplish

The above proposed Current Objectives, if adopted, would represent significant efforts toward reaching the City's Mission, Vision, and Long Term Goals (all listed above).

Budget Impact:

Adoption of the above stated (or revised) City Mission Statement, City Vision Statement, Long Term Goals, and Current Objectives have no direct impact on the budget. Achieving them will have a tremendous impact on City O&M, Capital and RDA budgets.

Recommendation:

That the Council, by motion, validate the current City Mission Statement, City Vision Statement, and Long Term Goals and adopt the above listed new Current Objectives.

Budget Impact:

Recommendation: