DATE: February 17, 2015

TO: City Council

FROM: Greg Nyhoff, City Manager

SUBJECT: Presentation on the City of Oxnard Community and Budget Priorities

RECOMMENDATION

That City Council receive a report on and provide comments on the community and budget priorities.

DISCUSSION

As part of the Fiscal Year 2015-2016 Budget Development, a citywide process to determine community priorities will be undertaken. City staff took the first step in this process by obtaining recommendations from all Departments within the City. The attached list (Attachment #1) of ideas is a combination of priorities identified by City Council over the past years and ideas solicited from City staff. Attachment #1 has been created as a resource for the City Council and the community to review, discuss, and ultimately create a prioritization list that can be used as staff’s work plan and guide for priority-based budgeting. This list can be looked at as a starting point for discussions and community input over the next several weeks. It is fully expected that the City Council and the community may have additional items to add to the list to be considered as potential priorities.

The first public discussion will take place at the City Council meeting on February 24, 2015. The next step in the priority-setting process will be to receive community input at the Community Forum on Thursday, March 5, 2015, from 5:30 p.m. to 8:30 p.m. at the Performing Arts Center, Oxnard Room. After compiling the input from our residents, we will present the results for your consideration and final approval of our community priorities.

FINANCIAL IMPACT

There is no financial impact associated with this report.

Attachment #1 – Suggested Priorities for 2015
Suggested Priorities for 2015

1) **Effective and Innovative Government:**
   a. Employee Commitments
      i. Identify the organizational culture
      ii. Provide timely and responsive customer service
      iii. Emphasis on **Ethics / Integrity**
      iv. On-going, in-service customer service training
      v. Focus on improving employee morale
      vi. Obtain new user-friendly permitting software for Development Services
   b. Financial stability and sustainability:
      i. **Balanced Budget with minimal impact on services**
      ii. **Priority Based Budgeting**
      iii. Implement effective cost recovery mechanisms (Special events, licensing)
      iv. Update City policies and procedures
      v. Establish stronger internal controls and regulatory systems
      vi. Build competent, resilient administrative functions
      vii. Invest in staff development
   c. Technology and innovation
      i. Public Wi-Fi hot spots
      ii. Rebuild website to improve appearance and performance
      iii. Social media outreach
         1. Facebook/Nextdoor.com/Twitter/Informational videos/PSA Campaign
      iv. **One-stop shop**
      v. **Upgrade the agenda process**
      vi. Deploy police body-worn cameras in 2015
      vii. Bring payroll system into the modern age
      viii. Use of City kiosks in Southend (utility bills, business certificates, permits, etc)

2) **Economic Development**
   a. Job creation and business retention: Bring jobs and businesses to Oxnard
      i. Enterprise zones, e.g. Sakioka Farms and “new economy jobs”
      ii. Tax incentives/credits for bringing businesses
   b. Support Port of Hueneme job creation and development
   c. **Support small business**
      i. **Small Business Loan Program**
   d. Develop a Downtown marketing revitalization plan
      i. Establish an identity / address vagrancy / dining variations / activities at Plaza Park / trolley that stops throughout the City
      ii. Facilitation of Downtown housing
   e. Revitalize Outlet Center
   f. **Explore Private/Public Partnerships**
   g. Support the County of Ventura in acquiring private investment in the Harbor
   h. Revitalize South Oxnard
   i. Community supported agriculture (farm to table/buy local)

3) **Public Safety**
   a. Provide timely Police and Fire responses to calls for service
   b. Enhance effort to reduce crime rate

*Bolded items encompass previous City Council priorities*
Suggested Priorities for 2015

i. Identify recent contributors to increase in crime
c. Enhance community policing and problem-solving efforts
d. Improve traffic safety through enforcement and education
e. Enhance community relations
f. Support community crime prevention and intervention efforts
g. Support fire prevention and community risk reduction efforts
h. Provide timely fire plan check services
i. Parking enforcement
j. Provide effective animal safety services

4) Infrastructure: Utilities, Streets, and Transportation
   a. Utilities
      i. Conduct a comprehensive rate study and adjust rates to provide long term viability
   b. Water
      i. Sustain the City’s water conservation achievements
      ii. Expand the recycled water system to offset reductions due to drought
      iii. Reduce the average water hardness
      iv. Work toward meeting water public health goals
   c. Wastewater
      i. Rehabilitate the wastewater treatment plant
      ii. Rehabilitate the wastewater collection lines
   d. Streets / Interchanges
      i. Fund interchange and grade crossings
         1. Rice Avenue & 5th Street grade crossing
         2. Del Norte / Highway 101 interchange
      ii. Redesign Oxnard Blvd
      iii. Street Improvements: Citywide assessment and repair
      iv. Increase preventative maintenance of streets and alleys
   e. Landscaping:
      i. Tree maintenance
      ii. Repairs and improvements to sidewalks, medians, parkways, and street trees
   f. Storm Water
      i. Address flood issues (Floodplain Management)
         1. Levees
      ii. Capture more storm water for recycling
      iii. Install storm water collection systems in flood prone areas
   g. Public Transportation
      i. Improve public transportation between neighboring cities
      ii. Increase destinations served by Oxnard Airport (Las Vegas)
   h. City Assets
      i. City buildings in need of rehabilitation
         1. Roof at Police HQ building

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Suggested Priorities for 2015

2. 241 West 2nd Street
3. Performing Arts Center
4. Gull Wings Museum
5. City Council Chambers (audio-visual infrastructure)
   ii. Commit to fleet replacement plan

5) Our Oxnard: Destination Development
   a. Continue developing the “Oxnard Brand”
   b. Support and promote community events
   c. Support Arts and Culture
      i. Museums / art galleries / public place art / community partnerships
      ii. Better utilize the Performing Arts Center
   d. Enhance public relations / marketing and communication
   e. Better share the good news about our City

6) Strengthening Neighborhoods / Community Building
   a. Work more closely with Citizen Advisory Groups (CAGS)
   b. Empower Neighborhood Councils
      i. Enhance problem-solving efforts through neighborhood councils
      ii. Increase Emergency Response Training (CERT) to Neighborhood Councils
      iii. Neighborhood cleanup
   c. Enhance Neighborhood Watch strategies via social media (Nextdoor.com)
   d. Re-establish Neighborhood Services Office
   e. Establish City presence (offices / employees) beyond the Civic Center
   f. Bring our Libraries into the 21st century
   g. Support the Public Access Channel
   h. City beautification
      i. Art in public places
      ii. Decrease community blight
      iii. Focus on substandard housing
      iv. Sustain graffiti abatement efforts
      v. Support public / private enterprises for small City projects (public art, tree planting, walking paths, community gardens)

7) Investing in our Community
   a. Youth Development
      i. Community building through connected youth
      ii. Build strong relationships with schools and youth organizations
      iii. Promote healthy growth through youth and league sports
      iv. Encourage diversity education through cultural arts projects
      v. More youth training opportunities
      vi. Promote internships (Work-alongs and work tryout opportunities)
      vii. Update the youth “Master Plan”
      viii. Gang Prevention and intervention
   b. Senior population
      i. Assistance programs
      ii. Senior housing

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Suggested Priorities for 2015

iii. Develop a Senior Center
c. Housing Initiatives
   i. Affordable Rental Housing Development
   ii. Homeownership Opportunities for low-income families
   iii. Rehabilitate and improve existing public housing units
   iv. Safe Housing Collaborative
   v. Balance affordable housing with market rate
   vi. Support migrant farm worker housing
d. Homelessness
   i. Identify permanent emergency shelter opportunities
   ii. Establish the safe and clean public places policies
   iii. Permanent supportive housing
   iv. Homeless prevention
   v. Supportive services - essential services, case management

8) Parks and Open Spaces
   a. Invest in open spaces
      i. Protect the Coast from future invasive projects
      ii. Coastal Plan Update
      iii. Restoration of the Ormond Beach wetlands and the remediation of the EPA Superfund Halaco Site
      iv. Take advantage of environmental resources in South Oxnard
      v. Better promote City’s beaches
      vi. Revitalize the harbor
      vii. Bicycle trails and walking trails
   b. Invest in “passive” parks
   c. Invest in “active” parks
      i. Campus Park (old Oxnard High School)
      ii. Sports Park (Gonzales Rd. / Oxnard Blvd)
      iii. Community pool
   d. Support commercial recreation efforts
      i. Zoo/Arcades/Mini-Golf/Outdoor Shooting Range/Bowling Alley/Dave and Buster’s Type restaurant/Holiday Ice Skating Rink/Aquatic Center/Etc
      ii. Continue to support River Ridge Golf Course