

## **FY 2013-14 City Council Goals & Work Plan**

The City Council sets the vision for our City and adopts goals that reflect that vision and guide decision-making at all levels of City government. The goal setting process builds Council consensus on policies and projects that impact City residents, businesses and the community as a whole. The City Manager uses the City Council vision and goals to set priorities, direct work activities and allocate staff and financial resources.

### **CITY COUNCIL ESTABLISHED GOALS**

1. Enhance and maintain the City's fiscal and organizational stability.
2. Maintain the City's low crime rate through the promotion of safe community standards and values.
3. Maintain the City's high quality of life and physical property standards through regular assessment, inventory, maintenance, and improvement of the City's physical infrastructure (streets, storm drains, sewers) and public amenities (parkways and medians).
4. Encourage the improvement of Villa Park Towne Centre through strong public-private partnerships, promoting a diverse mix of retail tenants and incentivizing private investment in the Centre.
5. Develop community awareness and involvement through enhanced community participation, partnerships, and regional programs.

## FY 2013-14 WORK PLAN

1. *Enhance and maintain the City's fiscal and organizational stability.*
  - a. Maintain and adopt a healthy and balanced City budget.
  - b. Continue to grow the City's reserves either generally or for specific purposes such as infrastructure replacement.
  - c. Pursue grants where appropriate and manage them effectively with a specific focus on funding for the Towne Centre Plaza project.
  - d. Analyze contracts for potential cost savings.
  - e. Provide the City Council with monthly revenue and expenditure variance reports.
  - f. Analyze processes to deliver City services efficiently thereby reducing the cost of providing such services.
  - g. Ensure fair City tax and fees and allocate the cost of services to citizens who benefit.
  - h. Provide appropriate training and development opportunities for all staff.
  - i. Hold regular "Villa Park Team" meetings so all team members are aware of the "Big Picture" regarding City initiatives.
  - j. Improve public access to information.
  - k. Schedule an annual strategic planning session with the City Council in order to identify priorities and key issues for the following fiscal year.
  - l. Continue to complete in a timely manner all federal, state and local reporting requirements.
  - m. Continue maintaining financial records in accordance with Government Accounting Standards.
  - n. Pursue GFOA annual Distinguished Budget Award.
  - o. Pursue GFOA annual Certificate of Achievement for Excellence in Financial Reporting.

2. *Maintain the City's low crime rate through the promotion of safe community standards and values.*
  - a. Ensure a safe community and protect the rights of citizens.
  - b. Continue to strengthen sheriff-community relations.
  - c. Preserve the SRO program contingent upon continued COPS funding.
  - d. Implement directed patrols, when necessary, as an intervention method to reduce crime in specific areas of the City.
  - e. Find compliant ways to spend the City's CLEEP allocation for purposes that will enhance community safety.
  - f. Continue the revitalized implementation of the CERT program.
  - g. Continue to publicly recognize the accomplishments of individual Deputies.
  - h. Invite Sheriff Hutchens to at least one major City event per year and see that she is publicly recognized.
  - i. Strengthen citizen involvement through communication and enhanced neighborhood watch programs.
  - j. Continue to promote the "Do Not Solicit" Registry.

3. *Maintain the City's high quality of life and physical property standards through regular assessment, inventory, maintenance, and improvement of the City's physical infrastructure (streets, storm drains, sewers) and public amenities (parkways and medians).*
  - a. Support and respond to neighborhood needs.
  - b. Complete Zoning Code Update to improve processing, readability, and eliminate conflicting code sections.
  - c. Complete video assessment of the sewer system and complete a seven-year sewer master plan for adoption consideration by the City Council.
  - d. Review sewer user charge and ensure it is sufficient to meet rising maintenance demands, costs in the future, and maintain an appropriate level of overhead cost reimbursement to the City.
  - e. Continue to aggressively pursue the implementation of a Community Preservation Program (code enforcement) including the possible adoption of a rental inspection ordinance.
  - f. Continue to improve City entry monument signs per the master plan and construct as many as fiscally possible.
  - g. Work with the neighboring City of Orange, where appropriate, to relocate new and improved City directional signs.
  - h. Complete the scheduled street maintenance projects as outlined in the City's Capital Improvement Program.
  - i. Continue to comply with regulations imposed by the NPDES permit, General Waste Discharge Requirements for sewer utilities and future water quality obligations.
  - j. Complete the resurfacing and re-striping of the rear City Hall parking lot through the generous offer of a local resident.
  - k. Continue to identify median landscaping restoration projects, with the goal of completing several each year.

4. *Encourage the improvement of Villa Park Towne Centre through strong public-private partnerships, promoting a diverse mix of retail tenants and incentivizing private investment in the Centre.*
  - a. Continue to explore ways of implementing strategies that will improve the quality and quantity of Towne Centre tenants.
  - b. Work with the concerned property owners to agree to a public use easement for a Towne Centre Plaza project through a public private partnership agreement.
  - c. Complete the plans and specifications for the Towne Centre Plaza project with the goal of construction when and if funding becomes available.
  - d. Consider hosting an annual meeting with the Towne Center property owners and semi-annual meetings with the tenants for purposes of discussing mutual concerns and cooperative solutions.
  - e. Continue using a sales tax consulting firm to identify possible misallocations by the State Board of Equalization.

5. *Develop community awareness and involvement through enhanced community participation, partnerships, and regional programs.*

- a. Maintain the City's strong policy of public transparency by providing regular public information via the web, local news media, direct communication with residents, etc.
- b. Provide support to the Villa Park Community Services Foundation, the Friends of the Villa Park Library, the Villa Park Women's League and other community organizations.
- c. Enhance family-friendly events, facilities and services.
- d. Periodically hold Town Hall meetings on subjects of community wide interest that are not related to the internal management matters (e.g. personnel performance, salaries, interagency negotiations, etc.) of the City organization.