



**CITY OF PLEASANT HILL**

# **CITY COUNCIL GOALS**

**For Fiscal Years**

**2013/2014, 2014/2015, and 2015/2016**



**Adopted February 3, 2014**

## **GOAL #1: A CITY THAT IS SAFE**

### **OBJECTIVE #1: ENSURE THERE IS ADEQUATE PUBLIC SAFETY**

- A. Develop strategies and programs to reduce crime.
- B. Monitor the interoperability system that allows first responders to better communicate.
- C. Continue the Neighborhood Watch and notification program.
- D. Continue School Resource Officer program.
- E. Continue to fund Crossing Guard services for various locations in Pleasant Hill.
- F. Continue to utilize volunteers to assist with safety efforts.
- G. Monitor Fire Department response time.

### **OBJECTIVE #2: PRESERVE AN INFRASTRUCTURE THAT IS FUNCTIONAL AND EFFECTIVE**

- A. Maintain arterials and collector systems within a Pavement Condition Index (PCI) of 60 or better.
- B. Maximize efficiency of funding dollars through the use of innovative technologies that save in annual standard pavement costs.
- C. Continue to repair potholes within 48 hours
- D. Identify and prioritize smaller-scale projects to reduce flooding impacts depending on funding opportunities.
- E. Prioritize Capital Improvement Plan (CIP) projects on an annual basis to identify areas where failures or deterioration could create health and safety issues.

### **OBJECTIVE #3: MAINTAIN A DISASTER PREPAREDNESS PROGRAM THAT IS EFFECTIVE THROUGHOUT THE CITY**

- A. Support and enhance the Community Emergency Response Team (CERT) Program.
- B. Utilize the Outlook newsletter to promote disaster preparedness education.
- C. Continue emergency management and disaster preparedness training for City staff.

## **GOAL #2: A CITY THAT IS FINANCIALLY SOUND**

### **OBJECTIVE #1: ENSURE OPERATING EXPENDITURES DO NOT EXCEED REVENUES**

- A. Set and maintain a balanced budget.
- B. Continuously monitor and adjust expenditures to conform to funds available, including personnel costs.
- C. Enlarge the City's revenue base to sustain and support the community.
- D. Maintain reserves for specified purposes (including unassigned) and amounts to ensure they are adequate to meet the needs outlined in the City's financial policies.

**OBJECTIVE #2: FOSTER ACTIVE AND EFFECTIVE BUSINESS SUPPORT SYSTEMS**

- A. Strengthen the attractiveness of commercial areas and work with businesses to identify and promote the unique features of each business area.
- B. Coordinate infrastructure projects with economic development efforts to efficiently leverage City resources and enhance vitality of commercial areas while recognizing and balancing needs of individual neighborhoods.
- C. Increase pedestrian activity in Downtown Pleasant Hill.
- D. Promote “Dine, Shop, Enjoy Pleasant Hill” campaign to ensure coordination between hotels, restaurants and commercial establishments; develop opportunities for cross marketing and promotions.

**OBJECTIVE #3: ESTABLISH A LONG TERM FINANCIAL PLAN**

**GOAL #3: A CITY THAT IS ATTRACTIVE, WELL PLANNED AND MAINTAINS A SMALL TOWN ATMOSPHERE**

**OBJECTIVE #1: IMPLEMENT A CAPITAL IMPROVEMENTS PLAN (CIP) THAT REFLECTS AND MEETS THE CITY'S NEEDS**

- A. Provide ongoing review of existing infrastructure to ensure adequate funding resources are directed toward facilities at levels that will minimize long-term maintenance costs And ensure that they do not deteriorate below levels that create health and safety concerns.
- B. Continue to aggressively pursue all grant and other funding sources to use for roadway, pedestrian walkway and bicycle lane improvements, as well as flood control projects.

**OBJECTIVE #2: UPDATE THE CITY'S PLANNING DOCUMENTS**

- A. Update the City's General Plan.
- B. Clearly communicate information and initiate a collaborative community-based process with a focus on maintaining and enhancing quality of life, strengthening neighborhoods, incorporating sustainable land use and development principles, and encouraging high-quality economic development, addressing regional planning issues and ensuring compliance with applicable laws.
- C. Maintain ongoing review and Status Update of other planning-related documents, including the Zoning Ordinance and Citywide Design Guidelines.

**OBJECTIVE #3: PROMOTE A SUSTAINABLE, COMPREHENSIVE AND FORWARD-LOOKING "GREEN PLEASANT HILL" COMMUNITY**

- A. Maintain Green Pleasant Hill web site citing partnerships and program resources for residents, businesses and schools.
- B. Continue education and outreach focused on Waste Reduction, Reuse, Recycling, Home Composting and proper disposal of Household Hazardous Waste.

- C. Continue to work with Contra Costa 511 to promote alternative transportation options, such as Electric Vehicle usage and charging stations, walking, biking, buses, BART and carpooling.
- D. Continue Environmental Best Practices Policies, such as purchasing recycled-content supplies and materials, reuse of City surplus or out-dated resources, use of non-toxic products, on-site mulching and composting, and urban greening (reduced tree removal and increased tree planting).
- E. Continue to promote and support the Green Business Program by encouraging new businesses to participate in waste prevention, reuse and recycling programs, and to become a certified Green Business.
- F. Continue to promote Green Building by using LEED Standards in design and construction of City building projects as required by the State of California green building code.
- G. Develop a comprehensive Climate Action Plan focusing on Transportation and Land Use, Energy Efficiency, Renewable Energy and Solid Waste Management.

## **GOAL #4: A CITY THAT PROVIDES A HIGH QUALITY OF LIFE FOR ITS RESIDENTS**

### **OBJECTIVE #1: PROVIDE AND PROMOTE COMMUNITY EVENTS**

- A. Continue to organize and sponsor activities and events that enhance the quality of life in Pleasant Hill, such as the Sunset by the Lake Summer Concert Series, Light up the Night Holiday Tree Lighting, and Community Service Day.
- B. Sponsor, support and promote events with other community partners, including the Art, Jazz and Wine Fest, Downtown Plaza Concerts, Downtown Farmers Market and 4<sup>th</sup> of July Festivities.
- C. Provide opportunities for children to interact with the City of Pleasant Hill through activities such as Mock City Council Meetings, acting as Mayor for a Day, Spelling Bee Contests, and the annual Holiday Tree Trimming and Caroling at City Hall.
- D. Foster opportunities for residents to come together through programs and events such as Neighborhood Watch, garage sales and other community gatherings.
- E. Enhance cultural leisure activities and consider cultural and historic facilities.

### **OBJECTIVE #2: FOSTER COLLABORATIONS WITH OTHER COMMUNITY PARTNERS**

- A. Cultivate cooperation and communication with the Mt. Diablo Unified School District and higher education institutions, including Diablo Valley College and JFK University, to promote quality education in Pleasant Hill.
- B. Work cooperatively with the Contra Costa County Library to enhance community awareness and improve library services and programs.
- C. During the budget year, establish a task force, working with other public agencies, organizations, and other stakeholders, to explore the need and feasibility for constructing a new library building serving the residents of the City of Pleasant Hill.
- D. Collaborate with the Recreation and Park District, other service providers and civic organizations (such as Rotary and Lions Clubs) to promote events and programs which enrich the quality of life for Pleasant Hill residents, such as enhancing bike paths, walking trails and open space.

## **GOAL #5: A CITY THAT HAS ENHANCED PUBLIC SERVICE**

### **OBJECTIVE #1: PROVIDE RESOURCES TO ENSURE QUALITY PUBLIC SERVICE**

- A. Provide staff training and educational opportunities related to quality public service.
- B. Create opportunities for teamwork that crosses departmental lines.
- C. Ensure that the City has the highest level of transparency by providing training and communications for City staff, Commissioners and City Council with regard to the Brown Act, Public Records Act, Political Reform Act and any other related State or Federal laws.
- D. Monitor community satisfaction with City government and City services.