



CITY COUNCIL GOALS

**For Fiscal Years
2016-17 and 2017-18**



Adopted June 6, 2016

GOAL #1: A CITY THAT IS SAFE

OBJECTIVE #1: ENSURE THERE IS ADEQUATE PUBLIC SAFETY

- A. Develop strategies and programs to reduce crime and increase public safety.
- B. Continue and expand community engagement around public safety programs including:
 - a. Neighborhood Watch;
 - b. Community Emergency Response Team; and
 - c. Use of social media.
- C. Enhance School Outreach Program.
- D. Enhance traffic safety around schools and continue to fund crossing guard services for various locations in Pleasant Hill.
- E. Continue to utilize volunteers to assist with safety efforts.
- F. Continue partnerships with regional and City public safety operations.

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

- A. Maintain arterials and collector systems with a Pavement Condition Index (PCI) of 60 or better.
- B. Maximize efficiency of funding dollars through the use of innovative technologies and grants.
- C. Continue to repair residential and commercial streets in a timely fashion.
- D. Identify and prioritize smaller-scale projects and coordinate with regional agencies to reduce flooding, 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.
- F. Enhance the Complete Streets program.

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

- A. Support the Community Emergency Response Team (CERT) Program.
 - B. Utilize the Outlook newsletter, website, and social media to promote disaster preparedness education.
 - C. Continue emergency management and disaster preparedness training for City staff.
 - D. Improve multi-jurisdictional coordination of disaster preparedness, including schools K-12 and colleges, the Contra Costa Fire District, CERT and the City.
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GOAL #2: A CITY THAT IS FINANCIALLY SOUND

OBJECTIVE #1: ENSURE PRUDENT BALANCE BETWEEN OPERATING EXPENDITURES AND REVENUES

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

OBJECTIVE #2: FOSTER ACTIVE AND EFFECTIVE ECONOMIC DEVELOPMENT PROGRAMS AND SERVICES

- 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 the vitality of commercial areas while recognizing and balancing needs of individual neighborhoods.
- C. Increase pedestrian activity in the Downtown and other commercial areas.
- D. Promote the "Dine, Shop, Enjoy Pleasant Hill" campaign to ensure coordination between hotels, restaurants, and commercial establishments, and develop opportunities for cross marketing and promotions.

OBJECTIVE #3: CONTINUE LONG TERM FINANCIAL PLANNING

- A. Review the Long Term Financial Plan annually.
 - B. Evaluate alternative funding mechanisms for City projects and programs.
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GOAL #3: A CITY THAT IS ATTRACTIVE, WELL PLANNED, AND MAINTAINED

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: KEEP THE CITY'S PLANNING DOCUMENTS UP TO DATE

- A. Update, or amend as appropriate, the City's General Plan to address regional planning issues, ensuring compliance with applicable laws with a focus on:
 - a. Maintaining and enhancing quality of life;
 - b. Strengthening neighborhoods;
 - c. Incorporating sustainable land use and development principles; and
 - d. Encouraging high-quality economic development.
- B. Encourage community engagement in the City's planning document update process.
- C. Maintain ongoing review and status updates of other planning-related documents, including the Zoning Ordinance and Citywide Design Guidelines.

OBJECTIVE #3: PROMOTE A SUSTAINABLE AND ENVIRONMENTALLY FRIENDLY COMMUNITY

- A. Continue education and outreach focused on environmental best practices, green business programs, green building and planning.
- B. Continue to promote alternative transportation options, such as electric vehicle usage and charging stations, walking, biking, buses, BART and carpooling.
- C. Incorporate climate change impacts into City planning documents.
- D. Continue environmental best practices and the Green Building Program.

OBJECTIVE #4: EXPLORE METHODS AND OPPORTUNITIES TO PRESERVE CULTURAL AND HISTORICAL HERITAGE

**GOAL #4: A CITY THAT PROVIDES A HIGH QUALITY OF LIFE AND A SMALL-TOWN
ATMOSPHERE 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 Community Service Day, Light up the Night, and the Sunset by the Lake Summer Concert Series.
- B. Sponsor, support and promote events with other community partners, including the Art, Jazz and Wine Fest, Downtown Plaza Concerts, Downtown Farmers' Market and Fourth of July festivities.
- C. Provide opportunities for children to interact with the City of Pleasant Hill through activities such as Mock City Council Meetings, Mayor for a Day, and the annual Holiday Tree Trimming and Caroling at City Hall.
- D. Promote cultural events.

OBJECTIVE #2: FOSTER COLLABORATIONS WITH OTHER COMMUNITY PARTNERS

- A. Cultivate cooperation and communication with the Mount Diablo Unified School District and higher education institutions, including Diablo Valley College and John F. Kennedy University, to promote quality education in Pleasant Hill.
 - B. 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.
 - C. Work cooperatively with the Contra Costa County Library to enhance community awareness and improve library services and programs.
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GOAL #5: A CITY THAT PROVIDES ENHANCED PUBLIC SERVICES

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.

OBJECTIVE #2: BUILD A NEW STATE-OF-THE-ART COMMUNITY LIBRARY

- A. Work with stakeholders to determine the feasibility of constructing a new state-of-the-art community library.
- B. If feasible, construct a new Pleasant Hill Community Library.

OBJECTIVE #3: EXPLORE DEVELOPMENT AND FEASIBILITY OF FACILITIES FOR LEISURE AND CULTURAL ACTIVITIES
