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AGENDA
OXNARD CITY COUNCIL
Special Meeting
City Council Chambers, 305 West Third Street, Oxnard
April 30, 2013
6:00 p.m.

A. ROLL CALL/POSTING OF AGENDA

B. OPENING CEREMONIES

Pledge of allegiance to the flag of the United States.

C. PUBLIC COMMENT

At a special meeting, a person may address the legislative body only on matters appearing on the agenda. The presiding officer will limit public comments to three minutes per speaker. Public comments will be considered at the time of consideration of the agenda item.

D. CITY COUNCIL BUSINESS

SUBJECT: Discussion of priorities identified in the April 2, 2013, Strategic Planning Session as they relate to the budget process, including allocation of funds to benefit the entire City, community safety, job support, and efficient use of human and physical assets; identification of Councilmember priorities; requests for information from staff to assist in formation of budget.

RECOMMENDATION: Engage in discussion of priorities, requests as they relate to budget formation, and provide direction to staff.

Legislative Body: CC

E. ADJOURNMENT

In compliance with the Americans with Disabilities Act, if you require special assistance to participate in a meeting, please

Notes from Meeting of City Council of Oxnard

Tuesday, April 2, 2013

Strategic Planning Exercise

Strategic Planning is an allocation of resources based on priorities. It is not a detailed tactical plan of implementation. The focus should be on a very few priorities – not all the important issues. A SWOT Analysis (strengths, weaknesses, opportunities, threats) is one tool to assist in Strategic Planning. The Council performed a SWOT Analysis, then identified four Strategic Priorities and, finally, outlined some major issues/steps under each Priority.

Strengths

- Coastal
- Diverse
- Family Oriented
- Young Population
- Employees
 - Hardworking
 - Exhibit Pride
- Forward thinking
 - E.g. Water plant (¹Recycled Water Facility)
- Community Buy-In and Involvement
- Location
- Weather
- Economic Muscle
 - Diverse Economy
 - Agriculture
 - Tourism
 - Manufacturing
 - Retail
- Vibrant City
- Survived Recession

¹ GREAT Program Recycled Water Facility -

- Strong Cultural/Arts Activities
 - Institutions
 - People
- Solvent Pension System
- Balanced Budget

Weaknesses

- Unemployment Level of 12-13%
- Lower Education Attainment
 - Lower Scores
 - Drop-Outs
- Decreasing Per Capita Income
- Maintenance Needs of Roads and Infrastructure
 - Parks
 - Community Center
 - Pools
 - Space
- Lack of Self-Sufficiency
 - Underprepared for Major Disaster (e.g., Bridges)
- Use of Public Funds (\$3 million) to Subsidize Some Activities of
 - Theater
 - Performing Arts Center
 - Golf Course
- Uneven Neighborhood Code Enforcement
- “Feeling” of Unequal Distribution of Financial Support
- Traffic Issues

Opportunities

- Innovative Projects – New ²
- Attract Higher Paying Jobs
 - E.g., High-Tech Jobs
- Develop Regional Airport
- Exploit Vacant Properties in the City
- Increase Support of Schools/Colleges/Universities
 - Oxnard College
 - CSUCI
 - CLU
 - UCSB
- Develop Recycle Facilities
- Exploit Synergies
- Increase Public Works Projects
- Invest in Staff Development
 - Current Employees' Development
 - Succession Planning
- Encourage Efficient/Effective Use and Management of Assets
- Exploit Coastal Location

Threats

- Public Perception – Influences Everything

² New Technology

Priorities

- Allocation of Funds to Benefit the Entire City
- Promote Community Safety
- Support Jobs
- Exploit Human and Physical Assets

Allocation of Funds to Benefit the Entire City

- Assess Needs
- Monitor Effectiveness of Expenditures
- Develop Appropriate Staffing Levels
- Explore Partnerships
 - E.g., Joint Powers Authority
- Benchmark Against Known Successes
- Follow Best Practices
- Recognize Uniqueness of Oxnard
- Use Performance-Based Budgets
- Request More Detailed/Comprehensive Information from Departments

Promote Community Safety

- Recognize Concept of “Community” is more than “Public” Safety
- Use “Front End” Principle (E.g., Youth Program) to Address Situation Before It Becomes a Law Enforcement Issue
- Engage Everyone
 - Kids
 - Parents
 - Partnerships with Community Organizations
- Recognize the Impact of Underlying Socioeconomic Issues
 - E.g., Wealth Disparity
- Monitor Effectiveness of Current Programs

Support Jobs

- Address Issues at Oxnard College
 - Encourage Curriculum Development
 - Seek More Funding
 - Encourage Hiring Additional Full-time Employees to Offset Recent Declines (E.g., Encourage VCCCD to Replenish Funding)
- Use a Broad Definition of a “Good Job”
- Examine City Policies to Encourage Business Growth and Development
- Promote Ormond Beach Restoration
- Partner with
 - Community College
 - Universities
 - Local Businesses

Outline of Mayor’s Proposal

1. One-Stop Shop
2. “Job Squad”
 - a. Recruit Businesses
 - b. Work with Economic Development Corporation (EDCO)³
3. Develop Small Business Loan Program - “Grow America”
4. Invest in Neighborhoods – Form a New Department
5. Promote Jobs Via Public Works Projects
 - a. E.g., Channel Islands Harbor

³ EDCO

Exploit Human and Physical Fixed Assets

- Increase Beach Utilization
 - Issue: No lifeguards Now
- Fund New Parks
- Support Local Artists/Musicians
 - Sponsor Cultural Activities
 - Issue City Grants
- Promote Internships