

LINKING 2018-20 CITY COUNCIL PRIORITIES AND DEPARTMENT GOALS

The below chart represents the City Council’s City-wide goals and objectives and links them with the department(s) responsible for carrying out these priorities along with a description of the department(s)’ goals.

The City Council adopted an overarching principle to maintain financial health, balanced budget, strong reserves and address rising pension costs

Tier 1: “Essential Priorities”

City Council Goals	Department Goals	Implementing Department(s)
Pursue economic development and higher paying jobs	Identify ways to improve the local economy and attract higher paying jobs by utilizing the City’s partnerships with the Chamber of Commerce and the Economic Development Commission, implement efficient processes for development review, complete and leverage the City’s fiber-optic loop, Wi-Fi, and radio systems, identify options to improve traffic circulation at the Highway 101 interchanges at Betteravia and Broadway, renovations of landscaping and irrigation throughout the City to maintain a vibrant and welcoming appearance.	Community Development, City Manager’s Office, Public Works, Recreation and Parks
Make progress in developing the downtown and implementing the Downtown Specific Plan	Complete the review and adoption of the Downtown Streetscape Plan, begin the multi-year process of a comprehensive update to the City’s General Plan, continue to support the “Downtown Fridays”, and provide input on recreational and social activities that could be offered as the plan comes to fruition.	Community Development, Recreation and Parks
Plan and develop the South Broadway Area	Construct pedestrian and landscape improvements in the South Broadway area and underground streetlight service lines on a segment of South Broadway; Begin research into a potential Broadway Corridor planning effort by working on a proposed landscape design document that would include standards and guidelines that ensure the installation of high-quality landscaping, staff may begin efforts on a corridor plan for other segments of Broadway, continue to identify and develop strategies to address homelessness.	Public Works, Community Development, Recreation and Parks

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City Council Goals	Department Goals	Implementing Department(s)
	Tier 2	
Reduce youth and gang violence	Coordinate the efforts of the Mayor’s Task Force on Youth Safety to collaborate with existing providers and leverage existing resources, seek grant funding and sponsorship opportunities for this goal, continue the Outreach Coordinator’s services and those of the Police Activities League, continue designing Public Library programs that target at-risk youth, continue exploring the feasibility of funding a sports (soccer) complex, place a Citywide ballot measure on the November 6, 2018 ballot to extend Measure U to provide essential and public safety services.	Recreation and Parks, Police Department, Public Library, City Manager’s Office
Develop an annexation strategy to provide land for economic development, housing, medical facilities and educational institutions	Begin the comprehensive update to the City’s General Plan with goals and policies guiding the future physical development of the City for the next 20 to 25 years. An expansion of the City’s sphere of influence and boundary may be considered as part of this update.	Community Development, City Manager’s Office,
Advocate for Vandenberg Air Force Base’s expansion of its commercial launch program to aid Santa Maria’s economic development	Continue economic development efforts, by working in conjunction with the Chamber of Commerce, to attract more mid-size light manufacturing, research, and other clean businesses to Santa Maria; help retain and expand existing local businesses, and advocate for Vandenberg Air Force Base’s expansion of its commercial launch program to aid Santa Maria’s economic development	City Manager’s Office

The Council also decided to adopt a policy statement regarding its intention to continue its practice of governing with a City-wide perspective following the shift to elections of councilmembers by council districts.