

FY 2007-08

CITY COUNCIL GOALS AND PRIORITY PROJECTS

- I. MAINTAIN AND ENHANCE QUALITY OF LIFE**
 - A. Work to Sustain Quality Health Care in Santa Paula
Hospital • Clinic • Health Coverage Plans
 - B. Enhance Santa Paula Beautiful Program
Code Enforcement • Aggressive Graffiti Abatement • Abandoned Vehicles
Community Work Days • “Curb Appeal” • Sidewalk Repairs • View Protection
 - C. Continue to Develop and Expand City Financing Plans
Assessment Districts
 - D. Develop and Implement Neighborhood Improvement Plan for Las Piedras Park Area
 - E. Engage School Districts and the Community on Educational Issues
Siting New Schools • Academic Planning
 - F. Maintain Senior Citizen Program and Plan For Future Needs
 - G. Develop Youth/Teen Center
 - H. Complete Recreational Bicycle / Pedestrian Trail
 - I. Implement Ahwahnee Water Principles / Urban Management Accords

- II. FOSTER BALANCED COMMUNITY AND HOUSING DEVELOPMENT**
 - A. Facilitate Construction of New Postsecondary Education Campus
 - B. Implement Economic Development/Redevelopment Plan
Main Street • Business Development • Tourism
 - C. Refine and Implement Job Creation / Job Training Plan
Outreach to Santa Paula High School
 - D. Implement Housing Element Implementation Plan
Coordinate with Santa Paula Housing Authority
 - E. Implement Teague Park Plan

- III. ENSURE COMMUNITY HEALTH AND SAFETY**
 - A. Continue to Research and Develop Public Safety Financing Options
 - B. Implement Police Strategic Plan
 - C. Construct New Water Recycling Facility, Public Works Maintenance Facility.
Manage and Review Costs and Projections.
 - D. Conduct Assessment of Fire Department Emergency Medical Services

- IV. FACILITATE GREATER CITIZEN INVOLVEMENT**
 - A. Implement Community Vision Plan
 - B. Continue and Validate Outreach Program to Spanish-Speaking Community
Radio and Cable TV Programming • Website
 - C. Promote Active Citizen Participation, both Youth and Adult, in all City Activities
 - D. Continue Strong Partnerships with Schools and School Boards

- V. ENHANCE CUSTOMER FOCUS AND BUSINESS FRIENDLINESS OF CITY GOVERNMENT**
 - A. Aggressively Seek Non-Local Funds for Water Recycling Facility
 - B. Review Current Development Processes and Customer Services; Develop and Implement Changes as Required

ECONOMIC DEVELOPMENT / REDEVELOPMENT IMPLEMENTATION PLAN

I. MAIN STREET

- A. Implement Downtown Improvement Plan and Central Business District Zone revisions.
- B. Provide staff support for adoption and implementation of Business Improvement District.
- C. Provide active code enforcement.
- D. Continue Main Street community policing program.
- E. Enforce commercial trash collection for all Main Street businesses.
- F. Implement building restoration program – design guidelines, color palette, development standards, and façade improvement program.
- G. Complete Plumbing Building Paseo.
- H. Develop and implement enhanced Main Street streetscape plan (banners, landscaping)
- I. Complete Green Street plaza and park development
- J. Outreach to Spanish speaking downtown merchants
- K. Improve pavement conditions of North and South Alleys

II. BUSINESS DEVELOPMENT

- A. Revitalize Redevelopment Project Areas:
 - 1. 10th Street Corridor
 - 2. Highway 126 and Hallock Drive
 - 3. East Santa Paula Street
- B. Review Master Plan for East Area 1
- C. Develop and implement business attraction and retention program for each business segment (retail/commercial/industrial/agriculture)
- D. Develop and implement job creation strategy
- E. Review Harvard Blvd. Land Use Policies (setbacks, land uses, etc.)
- F. Fund industrial/commercial/small business development grants and loans

III. TOURISM

- A. Continue implementation of Tourism Improvement Plan to complement efforts of Heritage Valley Tourism Bureau.
- B. Continue implementation of long-range operations and finance plan for California Oil Museum.

Adopted – June 18, 2007