

## **GOALS AND OBJECTIVES**

### **GOAL #1 MAINTAIN A HIGHLY QUALIFIED EMPLOYEE WORK FORCE TO PROVIDE SERVICES THAT WILL PROTECT AND SERVE OUR RESIDENTS, VISITORS, PROPERTY, THE ENVIRONMENT AND OTHER COMMUNITY ASSETS.**

#### Objectives

1. *Promote understanding of City policies, procedures and programs within the organization*
2. *Enhance teamwork management system and manager-employee communication. Continue City team-building efforts.*
3. *Improve Council-Staff Communications*
4. *Enhance Customer Service*
5. *Study/Improve efficiency of City operations and staffing/workload levels.*

### **GOAL #2 MAINTAIN AND ENHANCE COMMUNICATION AMONG STAFF, COMMUNITY, COUNCIL AND OTHER AGENCIES**

#### Objectives

1. *Improve external linkages*
2. *Ensure that the public is informed about City operations, services and programs*
3. *Expand involvement of citizens as volunteers in City projects*

### **GOAL #3 ENHANCE THE FINANCIAL VIABILITY OF THE CITY ORGANIZATION TO PROVIDE SERVICES, BUILD INFRASTRUCTURE AND SUPPORT THE LOCAL ECONOMY.**

#### Objectives

1. *Initiate outreach to existing and potential new businesses; support efforts to create new jobs and retain existing jobs*
2. *Enhance services to visitors in Sebastopol*
3. *Review Community Development plan to identify future projects*
4. *Develop standardized, easy-to-follow budget format*
5. *Reduce expenditures where feasible*
6. *Explore opportunities for enhancement of City revenues*

**GOAL #4 PROTECT, ENHANCE AND RESTORE EXISTING ENVIRONMENTAL QUALITY.**

Objectives

1. *Protect surface and groundwater resources*
2. *Increase and enhance open space in and around City*
3. *Eliminate and/or mitigate known threats to the environment*

**GOAL #5 DEVELOP, IMPLEMENT AND ASSESS THE SUCCESS OF LONG-RANGE PLANS FOR SEBASTOPOL'S FUTURE.**

Objectives

1. *Evaluate condition of existing capital assets (utility systems, buildings, vehicles/large equipment, information systems, parks*
2. *Develop master plan for asset management within each department*
3. *Prepare implementation plans and budgets for infrastructure maintenance*
4. *Implement the goals, policies and programs in the General Plan, and other City plans and programs*
5. *Complete studies and develop specific plans for unincorporated areas within the City's sphere of influence*
6. *Develop policies and procedures to address sustainability*
7. *Improve and increase opportunities for recreation and cultural activities.*