

**City Council Goals Tactics
Fiscal Year 2025-26**

FY 2025-26 City Council Goals & Tactics					
Goal #	Goal	Tactic	Notes	Budgeted in FY 2025-26	Non-Budgeted Estimates
1	Affordable Housing	1A. Implementation requirements of the City's Housing Element and Regional Housing Needs Assessment (RHNA) for housing program.			
		1B. Work with market-rate residential developers, with the goal of obtaining as many affordable housing units as possible.			
		1C. Investigate an inclusionary housing ordinance. (7) *			
		1D. Explore alternative building methods, adjust Municipal Code as necessary. (10) *			
		1E. Identify opportunities to create workforce housing and potential live/work strategies. (4)(9) * (Priority – R 2, L 2, G 2, M 3, W 2) **	60 Hours staff time = 15,000 Estimate, under 50k in all - absorbed by current budget and contract amendment with Wildan	\$ 15,000	\$ 15,000
		1F. Research establishment of a housing trust and potential budget allocation to support housing goals including rental assistance and a housing allotment. (2)(8) * (Priority – R 1, L 1, G 1, M 1, W 1) **	100k for 120 hrs consultant and 60 hrs legal		\$ 100,000
		1G. Explore creation of a Housing Commission, addressing affordable housing and homelessness. (5) * (Priority – R 3, L3, G 3, M 2) **	100k for 120 hrs consultant and 60 hrs legal		\$ 100,000
		1H. Research Expanding Whispering Oaks (or the equivalent) (3) *			
		1I. Collaborate with Ventura Home Share on home share program (6) *			
Total Goal #1				\$ 15,000	\$ 215,000
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2	Wildfire Safety & Risk Mitigation	2A. Create educational outreach program regarding defensible space, and home hardening measures and provide assessment tool(s). (4, 2)			
		2B. Evaluate the need for potential mutual-aid agreements with the County or other agencies			
		2C. Promote participation in "VC Alert" and promote programs such as "Ready, Set, Go." (3)(9)			
		2D. Explore feasibility and cost to implement local warning systems such as warning sirens, reverse 911, and back-up systems for communications. Promote participation in "VC Alert" and promote programs such as "Ready, Set, Go." (3) (9) * (Priority – L1, G2, M2, W3, R2) **	Legal (10k) and in-house staff to create MOU with Ojai Civic Association & VCSD & VCFD- Bell Tower usage of sound system. 5-10 hours of in house staff to review message board		\$ 10,000
		2E. Evaluate Building and Planning Standards that minimize fire risk.			
		2F. Press utility providers to further harden infrastructure, ensure routine inspection, and underground when			
		2G. Collaborate with existing Fire and Sheriff emergency response training to include City officials and staff.			
		2H. Create "Yes" and "No" landscaping Check List for residents.			
		2I. Pursue partner agreements in cooperation with providers/regional partners to further efforts that will reduce hazardous conditions and fuel sources, Wildfire Prevention Grants, include land clearing, educational outreach program regarding defensible space, and home hardening measures, and provide assessment tool(s). (2) (4) (6) (8) (10) * (Priority – L2, G1, M1, W1, R1) **	PSA with Ojai Valley Fire Safe Council. \$386k appropriated at 08.26.25. RFP for fuel reduction TBD	\$ 386,000	
2J. Commission a report on fire hardening measures. (11) *					

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		2K. Explore homeowner fire hardening incentive program. (1) * (Priority – M3) **			
		2L. Research initiative to create micro-grid(s) and initiative to underground utility lines. (5) * (Priority – L3, G3, R3) **	50k Outside consultant for feasibility study for micro-grid. 25k for potential regional lobbyist contributions for future rate case CPUC for underground utilities.		\$ 75,000
Total Goal #2				\$ 386,000	\$ 85,000
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Goal #	Goal	Tactic	Notes	Budgeted in FY 2025-26	Non-Budgeted Estimates
3	Arts, Culture and Recreation Funding.	3A. Increase funding the Arts Grant Program to support programming and services, helping to strengthen the local arts and cultural community. (2) * (Priority – G1, L1) **	Council action at 06.24.2025 Budget Hearing increased to 100k	\$ 100,000	
		3B. Establish Cultural Arts Roundtables with local partners to gather information on programs of interest. (7) (13) *			
		3C. Expand promotion of existing "Walking Tour of Downtown Ojai Public Art" using Social Media and other			
		3D. Create Capital campaign for community pool at Soule Park. (8) * (Priority – R1) **			
		3E. Identify a location for a dog park in the city. (9) *			
		3F. Engage Arts Commission to place a mural in Kent Hall City Council Chambers. (11) (12) * (Priority – W2, M2) **	Vinyl Wrap estimate		\$ 15,000
		3G. Research establishing 4th of July drone show.			
		3H. Create criteria for legacy organizations for Libby Bowl to expand programming of performing arts at Libbey			
		3I. Extend bike path to Soule Park with County partnership. (Cross-referenced in Goal 4G) (4) * (Priority – G3, W1, M1, R3, L2) **	Presentation of ideas by consultant and staff to City Council and County		\$ 25,000
		3J. Partner with OUSD to research a performing arts center downtown. (6) * (Priority – L2) **			
		3K. Consider Ojai Cultural Contribution, dedicating a portion of the TOT to non-profit applicants influencing the arts, culture, and recreation. (2) * (Priority – G2, M3, R2) **	Non-Measure C TOT funds may be used for this purpose at an amount, percentage, or level determined by the City Council.		
3L. Cluff Vista Park maintenance. (Priority – W3) **					
Total Goal #3				\$ 100,000	\$ 40,000
FY 2025-26 City Council Goals & Tactics					
Goal #	Goal	Tactic	Notes	Budgeted in FY 2025-26	Non-Budgeted Estimates
		4A. Research Road and Hardscape Alternative Materials with potential demonstration project. (2) * (Priority – R3, L2, G2) **	20k for report on methods and materials - for product choice. 250k demonstration project estimate		\$ 270,000
		4B. Continue implementation of the Pavement Management Program to maintain or increase Pavement Condition Index (PCI).			
		4C. Continue City Stormwater Drainage System assessment and create Master Plan.			
		4D. Research approaches to provide improved pedestrian crossings at Arcade and Montgomery. (3) *			

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4	Infrastructure Maintenance and Improvement	4E. Explore water conservation projects. (5) *			
		4F. Present ATP Phase II options for the City Council to consider.			
		4G. Explore land use agreement with the County regarding Ojai Bike Trail to include a maintenance program, directing the City Manager to enter into negotiations with County. (Cross reference with Goal 3I) (7) * (Priority – M1, R1, W3) **	Underway internally with PW Director and CM		
		4H. Parking concept review – multiple topics. (Cross-referenced in Goal 6F) (4) * (Priority – M2, R2, L3, G1, W2) **	General Plan outside consultant funding for concept review		\$ 50,000
		4I. Research advancing road paving timeline to reduce expenditures. (Priority – M3, L1, G3, W1) **	4.5M this year on paving. Doubling would mean 9M. Add'l amount would need to come from GF Reserves		\$ 4,500,000
				Total Goal #4	\$ 4,820,000
FY 2025-26 City Council Goals & Tactics					
Goal #	Goal	Tactic	Notes	Budgeted in FY 2025-26	Non-Budgeted Estimates
5	Public Safety	5A. Identify methods to enhance pedestrian and bicyclist safety, including creating E-Bike policy, and educational campaign. (2) (3) (6) * (Priority – L2, W1) **			
		5B. Create educational campaign to curtail the unsafe use of e-bikes. (3) Research traffic calming measures for concept review. (2) (6) * (Priority – R2, G2, M3, W3) **	5B and 5F are the same - 110,000k for traffic engineer and development of speed hump policy - future agenda item		\$ 110,000
		5C. Partner with CalTrans and Ventura County for safety solutions at Highway 33 and Villanova Road. (10) *			
		5D. Discuss proposed program for Flock ALPR technology with the City Council.	Although not prioritized, Chief Jenkins estimates 11K for FLOCK Technology		
		5E. Develop/adopt speed hump policy. (6) *			
		5F. Conduct City-wide speed study with goal to establish citywide 25 MPH speed limit. (1) * (Priority – L3, R1, G3) **	5B and 5F are the same - 110,000k for traffic engineer and development of speed hump policy - future agenda item		
		5G. Conduct a crosswalk ADA accessibility audit, including potentially adding crosswalks. (8) (9) *			
		5H. Develop proactive code compliance measures.			
5I. Create a traffic safety commission. (Priority – L1, R3, G1, M2, W2) **	Public Safety Commission - absorbed by internal staff time. 5k for ordinance needed for creation of Commission		\$ 5,000		
				Total Goal #5	\$ 115,000
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Goal #	Goal	Tactic	Notes	Budgeted in FY 2025-26	Non-Budgeted Estimates
		6A. Procure adequate resources to successfully reinstate 2nd trolley route and restore Sunday service.			

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6	Diversifying Economy/Tourism Management	6B. Enhance education and enforcement regarding STR Ordinance.			
		6C. Create 2:2 City/Chamber of Commerce Committee to discuss potential professional services agreement in light of new Chamber Director.			
		6D. Commission Economic Action Plan, especially to better capitalize on visitor population. (Priority – L2, W1, G1, R1, M1) **	Outside consultant needed		\$ 50,000
		6E. Pursue broadband franchise agreement to support local businesses.			
		6F. Commission parking study (including locations, metering and enforcement) to determine needs and potential revenue options. (Cross-referenced in Goal 4H)			
		6G. Explore other potential revenue options, including Sales Tax increase, paid parking, bus visitation fees, non-residential ownership tax. (Priority – L1, W3, G2, R2, M3) **	Outside consultant needed		\$ 35,000
		6H. Tourism communication plan.			
		6I. Investigate and return with report on “incubator business investments” used in City of Ventura or other agencies. (Priority – L3, W2, G3, R3, M2) **	Staff time absorbed within budget	\$ 20,000	
Total Goal #6				\$ 85,000	
FY 2025-26 City Council Goals & Tactics					
Goal #	Goal	Tactic	Notes	Budgeted in FY 2025-26	Non-Budgeted Estimates
7	Climate Resiliency	7A. Develop recommendations for the replacement of City vehicles with electric or zero emissions vehicles when feasible. (Plug-in Hybrid option allowed for use)			
		7B. Enhance existing tree canopy and maintain health of existing City trees.			
		7C. Move forward with City facility electrification effort by awarding contract.			
		7D. Conduct education and outreach for anticipated Tree Ordinance update.			
		7E. Research alternative road paving materials. (Priority – L3, G1, M2) **	Same as 4A		
		7F. Complete the Climate Action Plan and consider the intersectionality of housing/traffic/climate mitigation/economic diversification (jobs housing mismatch).			
		7G. Investigate options of alternative building materials. (Priority – G1, R1) **			
		7H. Educate builders in energy efficient construction and incentivize through a grant program for both new construction and existing home improvements. (Priority – L1, W2, M3) **	CPA flexpath absorbed - alt materials/methods. 5k contract add on for Willdan	\$ 5,000	
		7I. Explore installation of EV chargers at apartment buildings. (Priority – W3) **			
		7J. Explore grants for rainwater capture. (Priority – R1) **			
		7K. Flexpath electrification incentives, ordinance adoption.			
		7L. City Council Measure C Policy.			
7M. Habitat restoration and “re-wilding” – investigate programs and funding available for Council consideration. (Priority – L2, G3, W1, M1, R2) **	CMO budget absorbed				
Stopping Point at August 5 City Council Special Meeting - GOALS 1-7 PRIORITIZED					

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Goal #	Goal	Tactic	Notes	Budgeted in FY 2025-26	Non-Budgeted Estimates
			Total Goals #7		\$ 5,000
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8	Financial Stability	8A. Conduct study to update existing fees, and ensure costs are being recovered.	Hold for New Finance Director		
		8B. Review the existing Investment Policy with Budget Committee, present recommendations to City Council.	Completed		
		8C. Review allocations of City costs to determine if special revenues are being fully utilized.			
		8D. Complete inventory of equipment and fleet.			
		8E. Develop and implement a Grant Management Policy to ensure compliant grants management and reporting.			
		8F. Prepare the City's first Annual Comprehensive Financial Report	Completed		
		8G. Conduct a facilities reserve study to determine set-aside amounts for future capital improvements.			
		8H. Develop a City Total Compensation Philosophy to ensure effective recruitment and retention efforts			
		8I. Evaluate Sheriff's Contract (Priority – W1, M1, G1, L1, R3)			
		8J. Research advancing paving timeline to spend less in the near term if possible.			
		8K Procure public - facing interactive budget reporting software. (Priority - M2, G3, L3, R2, W3)			
		8L Asses Potential surplus from our reserve policy and devleop a policy on how to utilize that surplus (Priority - W2, G2, L2, R1, M3)			

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		Live additions made during May 13 Regular Meeting (Goal 8)	Council Member Rule (Recommendations from May 13) 1. Procure public-facing interactive budget reporting software.		
Total Goal #8					\$ -
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9	Communications and Relationships	9A. Develop and implement a Communications Strategy, including target audiences. (Priority – L3)			
		9B. Evaluate the City's website to improve ease of use for the public. (Priority – L1 M2 W2)	Define Roles of Each Dept		
		9C. Implement Granicus software-driven agenda management system.	In Process		
		9D. Implement 2:2 City/OUSD standing committee for purposes of discussing partnership areas (workforce housing, pool), areas of joint concern and mutual goals.	In Process		
		9E. Determine organizations/agencies/offices where better relationships would strategically benefit the City's service delivery, and assign City liaisons (City Council and/or City staff) where appropriate.			
		9F. Celebrate all Capital Improvement Project completions publicly through ribbon cuttings, press-releases and social media posts (when/where feasible).			
		9G. City Council meets weekly, with alternating weeks designated as no action taken.			
		9H. Bi-monthly townhalls to hear from the community (possible CM hosting schedule) (Priority – G3 R3 M3 W3)			
		9I. Improve transparency, including closed session minutes.			
		9J. Research feasibility of enacting Measure M (at large voting) in November 2026.			
		9K. Initiate a Valley-wide advisory commission/committee.			
		9L. Consider modest stipend for Commissioners.			
9M. Fill the vacant Events and PIO position (Priority - G1 L2 R2)					

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		9N Community Survey on Council Progress (Priority - G2 M1 W1)	1st Quarter of 2026		
		STOPPING POINT ON OCTOBER 21, 2025 - GOALS 8 AND 9 PRIORITIZED			
			Total Goal #9		\$ -
	Live additions made during May 13 Regular Meeting (Goal 9)	<p><u>Council Member Whitman</u> (Recommendations from May 13)</p> <ol style="list-style-type: none"> 1. Creation of a Traffic Safety Commission. 2. Change of the City Council meeting start time to 5:00, with Closed Sessions (when scheduled) to take place at the end of the agenda. 3. Initiate a City Council Liaison for the County's Municipal Advisory Committee (MAC) <p><u>Mayor Pro Tem Lang</u> (Recommendations from May 13)</p> <ol style="list-style-type: none"> 1. Interactive Signage/Kiosk for Trolley/Bus Stops. 2. Consistency in signage and design a wayfinding approach. 3. PSA with the Humane Society. (Possibly Goal 3 Public Safety or Goal 5 Public Safety, to be workshopped) 4. Potential ORD for the rights of renters with animals. 5. City Arts Calendar "What's Happening" style calendar. <p><u>Council Member Rule</u> (Recommendations from May 13)</p> <ol style="list-style-type: none"> 1. PSA with the Humane Society. (Possibly Goal 3 Public Safety or Goal 5 Public Safety, to be workshopped) 2. Evening drop-off of stray animals option. 3. Dog park for off-leash option and small dog option. 4. Consideration Ad-Hoc committees where feasible, to increase community communications. 			