



# City Council

# City Council



## Department Description

The City Council is comprised of six Councilmembers and a Mayor. They are the legislative and policy-making body of city government; setting city policy by passing ordinances and resolutions. The Council determines the city budget, appoints and removes certain appointive officials, and generally oversees city functions. They are elected at large by city voters and are directly responsible to the people. The term of office for a Councilmember is four years and a Councilmember may serve a maximum of two consecutive terms. Each year, the Council elects one of its members to serve as Mayor for a one-year term. The Mayor presides at all Council Meetings and is recognized as the head of the city government for all ceremonial purposes.

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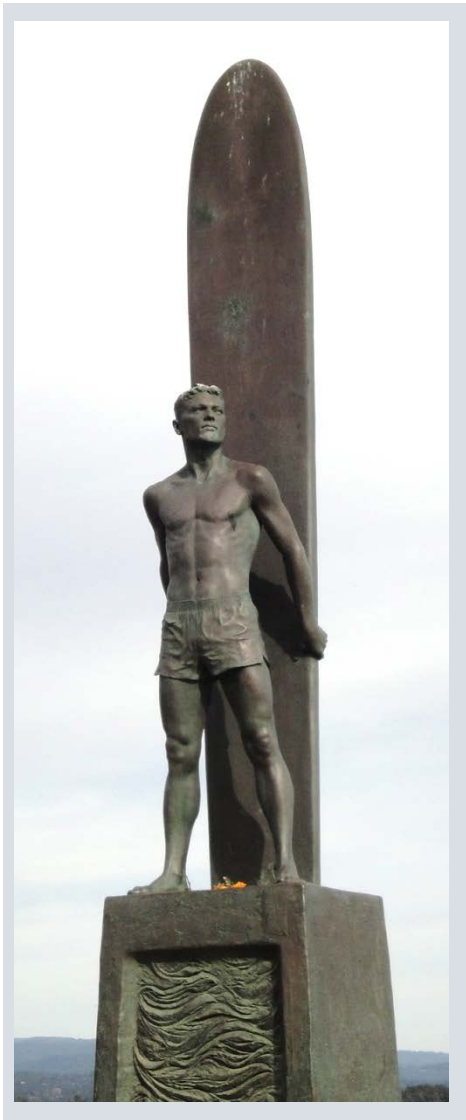
# Strategic Plan

## Goal 1: Environmental Sustainability and Well-Managed Resources

Strategies:

- Preserve, protect and maintain natural resources and public space by proactively managing the City's greenbelt, beaches, parks and waterways
- Promote environmental stewardship through the implementation of the City's Climate Action Plan
- Ensure the availability of a safe, sustainable water supply through an integrated water quality and supply strategy





## **Goal 2: Community Safety & Well-Being**

### Strategies:

- Create an environment that fosters a feeling of personal safety, physical security and individual well-being through the continued implementation of the Public Safety Citizen Task force recommendations
- Develop and maintain ongoing coordination, partnerships and programs to focus on proactive prevention and analysis, lowering the occurrence of crime, early intervention and supervision for at-risk populations and effective rehabilitation to minimize recidivism
- Foster a community of safe, attractive and well-maintained neighborhoods and business districts through the resolution of property crimes and nuisance issues
- Support and encourage a variety of agencies that provide for the health and welfare of the community from youth to seniors
- Enhance the City's level of disaster preparedness through improved planning, training, response, mitigation, and community outreach

## **Goal 3: Economic Vitality**

### Strategies:

1. Increase tourism to the City by supporting the supply and quality of hotel stock
2. Facilitate and encourage the growth and development of existing and newly emerging, high potential business sectors in our community
3. Enhance the downtown, beach, wharf, and city-wide commercial corridor vibrancy by increasing the supply and variety of retail shopping options and through other activities and amenities that improve the overall visitor experience
4. Provide for the development of diverse and affordable housing opportunities throughout the City
5. Attract and retain a well-balanced mix of businesses that contribute to the community's sustainability and promote the creation of quality jobs

## Goal 4: Organizational Health

### Strategies:

- Foster an organization where all employees are engaged, inspired and striving for continuous improvement
- Attract, retain and develop high quality city employees
- Maintain an organizational culture of excellent customer service that builds trust, inspires confidence and promotes accountability

## Goal 5: Financial Stability

### Strategies:

- Sustains a resilient financial position supported by sustainable, balanced revenue streams, fiscally responsible expenditures and pursuit of cost-savings measures
- Explore new revenue opportunities to fund City priorities



## **Goal 6: Reliable & Forward-Looking Infrastructure and Facilities**

### Strategies:

- Provide a system of safe, clean, reliable and well-maintained streets, sidewalks, bridges, parks and parking facilities
- Design, construct and proactively maintain a reliable utility infrastructure that delivers safe, clean water, controls storm water drainage and effectively manages sewage treatment
- Actively seek opportunities to leverage existing and develop new revenue sources to ensure steady support to maintain and improve the City's infrastructure
- Strategically develop new infrastructure to meet future needs and desires of the community

## **Goal 7: Engaged & Informed Community**

### Strategies:

- Encourage civic engagement and participation in the achievement of our goals
- Build an informed and engaged community by providing accurate and useful information about City priorities, functions and services
- Provide timely response to issues and concerns raised by community members



# City Council

## DEPARTMENT SUMMARY

### Department Description:

The City Council is the legislative and policy-making body of the City of Santa Cruz. The City Council's seven members are elected on a non-partisan basis for 4-year terms. Each year the Council elects one of its members to serve as Mayor. The City Council meets regularly to conduct the public's business.

	Fiscal Year* 2018 Actuals	Fiscal Year 2019			Fiscal Year 2020 Adopted
		Adopted Budget	Amended* Budget	Estimated Actual	
<b>EXPENDITURES BY CHARACTER:</b>					
Personnel Services	250,550	271,344	271,344	296,886	310,827
Services, Supplies, and Other Charges	132,328	124,268	176,868	121,393	158,860
Capital Outlay	-	-	-	-	2,400
Total Expenditures	<u>382,878</u>	<u>395,612</u>	<u>448,212</u>	<u>418,279</u>	<u>472,087</u>
<b>EXPENDITURES BY ACTIVITY:</b>					
City Council	1110 382,878	395,612	448,212	418,279	472,087
Subtotal General Fund	<u>382,878</u>	<u>395,612</u>	<u>448,212</u>	<u>418,279</u>	<u>472,087</u>
Total Expenditures	<u>382,878</u>	<u>395,612</u>	<u>448,212</u>	<u>418,279</u>	<u>472,087</u>
<b>RESOURCES BY FUND</b>					
General Fund	101 191,875	197,055	197,055	197,055	205,725
Total Resources	<u>191,875</u>	<u>197,055</u>	<u>197,055</u>	<u>197,055</u>	<u>205,725</u>
<b>Net General Fund Cost</b>	<u><b>(191,003)</b></u>	<u><b>(198,557)</b></u>	<u><b>(251,157)</b></u>	<u><b>(221,224)</b></u>	<u><b>(266,362)</b></u>

\*Sums may have discrepancies due to rounding