

CITY OF CANYON LAKE
2011 Strategic Planning Workshop

VISION STATEMENT

Canyon Lake citizens are actively involved in the community and enjoy a high quality of life.

CORE VALUES

(IN ORDER)

- Honesty
- Integrity
- Ethical Behavior
- Open Communication
- Professionalism
- Teamwork

GOALS

- Maintain effective public safety
- Improve communication with the community
- Achieve fiscal stability
- Increase organizational effectiveness and efficiency
- Improve Canyon Lake water quality

The mission of the City of Canyon Lake is to provide public services that sustain and enhance the quality of life of our community.

GOALS

1. Maintain effective Public Safety

Resulting in statistically low crime rates, response times at standard or below levels.

| | When | Who: |
|--|-----------------------------|--|
| 1. Monitor crime and fire/medical reports | Monthly | Public Safety Committee |
| 2. Achieve tenth percentile or better in Sheriff Annual Report | Annual – beginning May 2012 | Public Safety Committee/CLPD |
| 3. Develop an annual fire/medical report | Annual – beginning May 2012 | Fire/Public Safety Committee |
| 4. Publicize reports in Friday Flyer and on website | Monthly and Annual | City Manager |
| 5. Hold a workshop on emergency preparedness | December 2011 | Public Safety Committee/ City Council |

2. Improve Communication with the Community

Resulting in Mayor and Mayor Pro Tem coffees and increased visitors to the website (8-10 person with new people each coffee).

| | When | Who: |
|---|-----------------------------|--------------|
| 1. Publicize appointment of chamber ambassador (Friday Flyer) | Quarterly | City Manager |
| 2. State by item how the topic relates to Goals | Monthly beginning June 2011 | City Manager |

| | | |
|---|-------------------------------------|--|
| 3. Publish in Friday Flyer the City Connection page | Weekly | City Manager |
| 4. Meet with MOA and Council representative to discuss mutual interests | Quarterly beginning July 2011 | City Manager/ City Council |
| 5. Conduct meetings between POA President and Mayor to discuss mutual interests | Monthly | City Manager/ General Manager/ President/Mayor |
| 6. Update city website including social network | Weekly beginning June 2011 | Office Assistant |

3. Achieve Fiscal Stability

Resulting in balanced budgets and restored reserves.

| | When | Who: |
|---|----------------------------------|--------------------------------------|
| 1. Educate the community of the importance of Measure E by providing educational articles and materials in Friday Flyer, website and handouts | June 7, 2011 | City Manager/ City Council |
| 2. Receive reports from Public Safety Ad Hoc Committee at City Council meetings | Monthly beginning May 2011 | Public Safety Ad Hoc/City Council |
| 3. Obtain monthly and quarterly reports within 45 days and annual within 60 days | Quarterly/ Annually | Terry Shea |
| 4. Work with Chamber to update map to include all business. Make map accessible via a kiosk | April 2012 | Jordan Ehrenkranz |
| 5. Work with Chamber to develop Shop Canyon Lake document for distribution. | December 2011 | Jordan Ehrenkranz/ City Manager |

4. Increase Organizational Effectiveness and Efficiency

Resulting in complete packages three days before Council meeting. Strategic Plan Objectives are met.

| | When | Who: |
|--|--------------|-------------------------------|
| 1. Hire City Clerk to replace interim City Clerk | May 2011 | City Council/ City Manager |
| 2. Provide at least four hours a week of uninterrupted project time | July 1, 2011 | City Council/ City Manager |
| 3. Work to improve record keeping by purchasing software providing staff to update | July 2012 | City Council/ City Manager |

5. Improve Canyon Lake Water Quality

Resulting in lowering target levels of phosphorus and nitrogen and increased levels of dissolved oxygen.

| | When | Who: |
|--|-------------|---|
| 1. Encourage partner organizations (LESJWA/TMDL) to earmark funds to Canyon Lake for an oxygenation system | July 2012 | Nancy Horton/ City Manager |
| 2. Conduct Annual Symposium on Water Quality | April 2012 | Nancy Horton/ Randy Bonner/ City Manager/ Water Subcommittee |
| 3. Provide funding for Quagga testing at least three times during Summer | May 2011 | Dennis Brickers/ City Manager/ Jim Grimm |

April 22, 2011