

City of Carpinteria
City Council Regular Meeting Agenda
Saturday, January 18, 2025
Girls Inc. of Carpinteria (5315 Foothill Road, Carpinteria, CA 93013)

8:00 a.m. In-Person Participation Option

Attendance/Viewing Options:

- Attend the in-person meeting at Girls Inc. of Carpinteria (5315 Foothill Road).

Public Comments

- Provide a live public comment during the in-person meeting at Girls Inc. of Carpinteria (5315 Foothill Road).
- Submit a written comment (as either a general public comment or on a specific agenda item) to be distributed to Council Members by **5:00 P.M. on the day before the meeting** by either submitting your comment via (1) email to PublicComment@carpinteriaca.gov, or (2) the **eComment** link on the City's agenda website available at <https://carpinteriaca.gov/city-hall/agendas-meetings/>. Please reference the agenda item to which your comment pertains. Although written comments become part of the record, they will not be read aloud at the meeting.

Levine Act Warning

Applicants and their agents before the City Council are subject to the campaign disclosure provisions detailed in Government Code Section 84308. No City Council Member may accept, solicit, or direct a contribution of more than \$500 from any party for 12 months following the date a final decision is rendered by the City. No City Council Member may accept, solicit, or direct any contribution from an agent of the party during the same time frame. This prohibition commences when an item involving the entitlement has been placed on the City Council's agenda for a public meeting, when the City Council Members knows the action is within the City Council's jurisdiction and it is reasonably foreseeable that it will come before the City Council as a decisionmaker, or when the proceeding is before the City Council for its decision. A party to a City proceeding—which includes both applicants and agents—shall disclose on the record of the proceeding any contribution of more than \$500 made to any Council Member by the applicant, or any donations made by the agent, during the preceding 12 months. No party to a City proceeding, or agent, shall make a contribution to a Council Member during the proceeding and for 12 months following the date a final decision is rendered by the City. Prior to rendering a decision on a City proceeding, any Council Member who received contribution of more than \$500 within the preceding 12 months from any party, or who received any donations from an agent, to a proceeding shall disclose that fact on the record of the proceeding, and shall be disqualified from participating in the proceeding. However, if any Council Member

receives a contribution that otherwise would require disqualification, and returns the contribution within 30 days of knowing about the contribution and the relevant proceeding, the Council Member shall be permitted to participate in the proceeding. If you believe that these provisions apply to you or a Council Member, please inform the City Clerk at the earliest possible opportunity. Failure to do so may affect the City's ability to process your application.

CALL TO ORDER

ROLL CALL

PUBLIC COMMENT WILL ONLY BE HEARD CONCERNING THE AGENDIZED ITEM BELOW

CITY COUNCIL RETREAT

City Council Norms, Values, and Principles of Governance; Development of a City Strategic Plan for Fiscal Years 2025-26 and 2026-27, including Review of Existing Goals for Fiscal Year 2024-25, Review of Data Collected Through Community Survey and Workshops, and Drafting of Fiscal Year 2025-26 and 2026-27 Goals, and Discussion of potential amendments to the existing City Vision and Mission, and creation of City Values.

Recommendation: Receive presentation and provide direction to staff as appropriate.

Schedule *(Times are approximate and subject to change)*

- a. 8:00 AM Welcome, Introductions & Background
- b. 8:30 AM Norms, Values & Principles of Governance
(Public Comment will be heard after the presentation)
- c. 10:00 AM Break
- d. 10:15 AM Strategic Plan – Background, Existing FY 24-25 Goals, Public Input, FY 25-27 City Council Goals
(Public Comment will be heard after the presentation)
- e. 1:00 PM Lunch
- f. 1:30 PM Vision, Mission and Values
(Public Comment will be heard after the presentation)
- g. 4:45 PM Wrap Up & Next Steps
(Public Comment will be heard after the presentation)

ADJOURNMENT

The next regular City Council meeting will be held January 27, 2025 at 5:30 p.m.

In compliance with the Americans with Disabilities Act, if you need assistance to participate in this meeting, please contact the City Clerk's Office at (805) 755-4403 or the

California Relay Service at (866) 735-2929. Notification two business days prior to the meeting will enable the City to make reasonable arrangements for accessibility to this meeting.

Materials related to an agenda item submitted to the City Council after distribution of the agenda packet are available for public review at the City Clerk's Office, located at 5775 Carpinteria Avenue, Carpinteria, CA 93013 or by going to the City's website at <https://carpinteriaca.gov/city-hall/agendas-meetings/>.

This agenda was posted on Wednesday, January 15, 2025, in the City Clerk's Office, on the City Hall Public Notices Board, and on the Internet.



City of Carpinteria

COUNCIL AGENDA STAFF REPORT January 18, 2025

ITEM FOR COUNCIL CONSIDERATION

City Council Norms, Values, and Principles of Governance; Development of a City Strategic Plan for Fiscal Years 2025-26 and 2026-27, including Review of Existing Goals for Fiscal Year 2024-25, Review of Data Collected Through Community Survey and Workshops, and Drafting of Fiscal Year 2025-26 and 2026-27 Goals; and Discussion of potential amendments to the existing City Vision and Mission, and creation of City Values.

STAFF RECOMMENDATION

Receive presentation and provide direction to staff as appropriate.

Sample Motion: I move to receive the presentation and direct staff as appropriate.

BACKGROUND

The Annual Work Plan is one of the City's primary strategic planning documents. In January of each year, it has been the City's practice to prepare an Annual Work Plan to guide City staff work over a defined 12-month period (previously the calendar year, but changed last year to the City's fiscal year: July 1 – June 30). The type of work included in the plan has evolved over the years, however, most recently, the goal has been to limit items in the work plan to new initiatives and projects with defined start and end dates (i.e., not day-to-day work activities such as processing permits and regular maintenance). For example, prior to offering senior services (e.g., AgeWell), exploring and then initiating this program was part of the City's work plan. Now that AgeWell is established and integrated into day-to-day operations, it is no longer a separate work plan item.

Last year, the Annual Work Plan development process was enhanced to include:

- A multi-day process
- Use of a strategic planning consultant
- Alignment with City's fiscal year
- Development of City Council Goals and Priorities

- Creation of a concise work plan document¹
- Development of departmental strategic goals, objectives, and performance measures to advance City Council Goals and Priorities².

At the City Council special meeting on January 29, 2024, additional future revisions to the work plan development process were discussed³, including extending the work plan to a two-year document and enhancing public engagement. While the City plans to continually improve its efforts to engage residents in the planning process, the following steps were taken this year.

- The City, via a strategic planning consultant, conducted three workshops – one in English (December 4, 2024), one in Spanish (December 5, 2024), and one Virtual (December 11, 2024).
- The City, with the help of a strategic planning consultant, conducted an online survey in both English and Spanish (November 25, 2024 – January 10, 2025).
 - Information from the workshops and survey will be synthesized and shared with the Council at their strategic-planning retreat on January 18, 2025 from 8:00 AM to 5:00 PM at Girls Inc. of Carpinteria (5315 Foothill Road, Carpinteria). This is a public meeting and the agenda will be posted on the City website.

In addition, quarterly reports were implemented in place of an annual progress report. This ensures more frequent and detailed updates, allowing for strategic adjustments, as needed, and will better inform the Council for development of future goals and priorities. Also, a department priorities report was implemented to provide the City Council with staff's technical and nuanced prospective regarding potential goals and priorities.

- The City's first quarterly report was provided on October 28, 2024⁴, with the second scheduled for presentation on February 10, 2025.
- The Department Priorities report⁵ was presented at the City Council meeting on January 13, 2025.

The purpose of this agenda matter is to:

1. Engage the City Council in a conversation regarding Norms, Values, and Principles of Governance to identify potential opportunities and strategies to further enhance the Council's effectiveness as a governing body.
2. Review data from the recent community survey and workshops.
3. Develop City Council Goals and Priorities for fiscal years 2025-26 and 2026-27.

¹ <https://carpinteriaca.gov/wp-content/uploads/2024/11/City-Work-Plan-Draft-Final-11.27.24.pdf>

² <https://carpinteriaca.gov/wp-content/uploads/2024/09/FINAL-COMBINED-9-30-24.pdf> (p. 51-180)

³ https://carpinteria.granicus.com/MetaViewer.php?view_id=2&clip_id=1382&meta_id=88175
https://carpinteria.granicus.com/MetaViewer.php?view_id=2&clip_id=1382&meta_id=88174

⁴ https://carpinteria.granicus.com/MetaViewer.php?view_id=2&clip_id=1532&meta_id=97052

⁵ https://carpinteria.granicus.com/MetaViewer.php?view_id=2&clip_id=1565&meta_id=99475

4. Discuss potential amendments to the existing City Vision and Mission, and consider creation of City Values.

DISCUSSION

The City's upcoming work plan, encompassing Fiscal Years (FY) 2025–26 and 2026–27, will henceforth be referred to as the City's "Strategic Plan." This new designation reflects the plan's extended timeline, its enhanced role in guiding the budgeting process, and its clear alignment with departmental strategic goals and objectives.

A primary goal of this planned retreat, and subsequent meetings in the process, is to develop City Council Goals and Priorities. The retreat (i.e., full-day, offsite meeting) will provide the City Council, and the public, with the space and time necessary to consider the 'full picture'. Whereas Council meetings focus on individual matters, this retreat will focus on the importance of strategic planning (i.e., connecting the dots). This includes creating and understanding how City Council Goals and Priorities will inform departmental strategic goals and objectives, and how those strategic goals and objectives are further vetted through the budget development process. Staffing and financial resources are considered throughout the process, acknowledging the adage, "we can do anything, but we cannot do everything."

Preceding the development of goals and priorities, the City Council will examine norms, values, and principles of governance as they apply to the Council specifically. As policymakers, the City Council engages in collective efforts that consider the interests and needs of the larger community. This portion of the retreat's agenda will seek opportunities to enhance this process by examining the roles and responsibilities of each councilmember as it pertains to the effectiveness of the Council as a whole.

Finally, the City Council will have the opportunity to review the City's current mission and vision, as well as to consider the utility of creating overarching values (i.e., the 'how' to accompany the mission, or the 'what'). The discussion will provide the City Council and public an opportunity to consider each of these items in light of our current and proposed goals and priorities. Possible revisions will be discussed, and potentially drafted, for consideration at a future meeting.

As was instituted last year, the City Council will not engage in prioritization of individual work plan items, rather the City Council's primary role will be to establish high-level goals and priorities for fiscal years 2025-26 and 2026-27.

- City staff will select and propose individual work plan items (i.e., strategic goals and objectives) through the budget development process based on strategic alignment with City Council goals and priorities, as well as other important criteria such as funding availability, staffing resources, and regulatory compliance.

- To emphasize the direct relationship between City Council Goals and Priorities, and departmental strategic goals and objectives, City departments will establish measures and metrics to track progress and efficacy (reported to the Council via the aforementioned quarterly reports).

To assist with the general process, the City has retained the services of Tripepi Smith. Tripepi Smith is a team of more than 50 communications experts, providing marketing, technology, and public affairs consulting. Tripepi Smith currently works with over 100 city governments and public agencies, and has experience facilitating comprehensive goal setting processes, specifically with Council-manager forms of government like the City of Carpinteria.

Prior to today's retreat, Tripepi Smith held multiple meetings with the City Manager to discuss meeting form and deliverables. Tripepi Smith also facilitated a community survey and three workshops as discussed in the background section at the beginning of this report. In addition, Tripepi Smith created and distributed questions for the City Council to consider and conducted one-on-one interviews with each Councilmember.

Tripepi Smith's remaining scope of work includes:

- Facilitation of today's retreat.
- Conduct a work session with City management staff to review the goals and priorities of the Council, and to assist staff in development of tactical steps and key metrics to deliver on City Council goals.
- Provide a finalized report and virtual presentation to the City Council. The report will summarize City Council Goals and Priorities, review the City mission and vision statement, as well as any developed values, and outline departmental strategic goals and objectives.

Upon approval of the report, the City will utilize the content to create a concise and visually pleasant Strategic Plan document, increasing transparency and utilization by ease of reference, with a focus on demonstrating the vital connection between the City vision, mission, and values, with City Council Goals and Priorities, and departmental strategic goals, including specific objectives and performance measures as will be outlined in the approved budgets for Fiscal Years 2025-26 and 2026-27.

POLICY CONSISTENCY

This report can be found consistent with the City's interest in promoting good governance, including efficient use of public resources and public transparency.

FINANCIAL CONSIDERATIONS

City Council Goals and Priorities serve as a critical foundation for drafting the budget in the upcoming fiscal years. Final departmental strategic goals and objectives will then be vetted through the budget development process to determine which projects and initiatives are to be prioritized for funding.

LEGAL AND RISK MANAGEMENT CONSIDERATIONS

The City Council retreat is a special meeting of the City Council pursuant to Carpinteria Municipal Code 2.04.020. The meeting is open to the public. Posting of the agenda and making the agenda materials available in advance of the meeting through the City Clerk's office and the City web site.

OPTIONS

1. Receive presentation and provide direction to staff as appropriate.

PRINCIPAL PARTIES EXPECTED AT MEETING

The general public, including various interest groups.

ATTACHMENTS

Attachment A: Tripepi Smith Presentation Slides

Staff contact: Michael Ramirez, City Manager
(805 755-4450), michaelr@carpinteriaca.gov



Signature

Reviewed by: Ryan Kintz, Assistant City Manager
(805) 755-4400, ryank@carpinteriaca.gov



Signature

ATTACHMENT A



Strategic Planning Retreat

Saturday, January 18, 2025

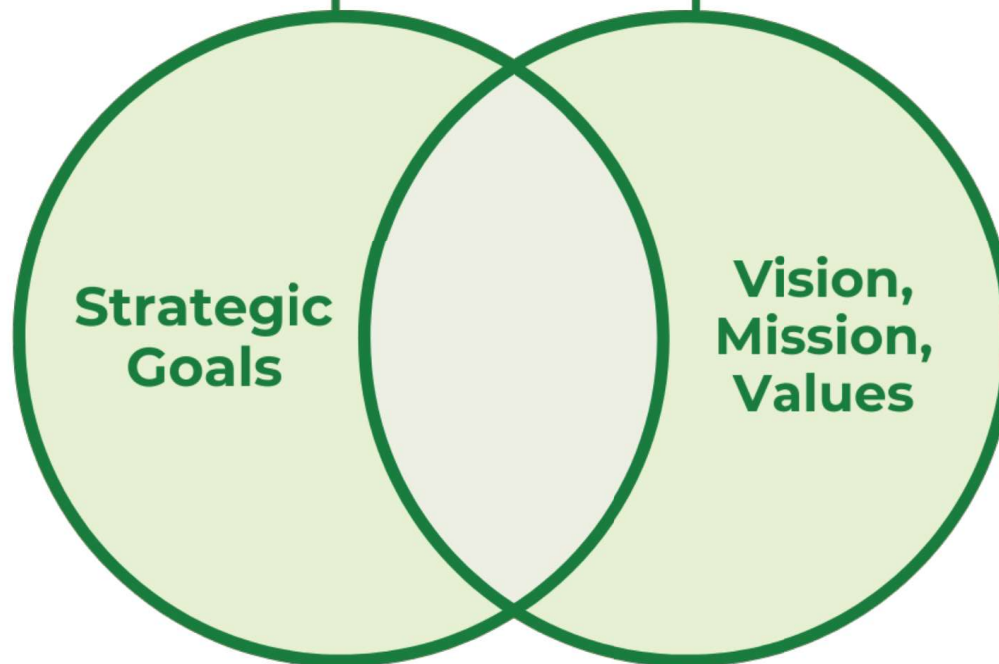
Agenda for Today

Saturday, January 18 8 AM – 5 PM	
8:00 AM	Welcome, Introductions & Background
8:30 AM	Norms, Values & Principles of Governance
10:00 AM	Break
10:15 AM	Strategic Plan <i>Background, Existing FY 24-25 Goals, Public Input, FY 25-27 City Council Goals</i>
1:00 PM	Lunch
1:30 PM	Vision, Mission and Values
4:45 PM	Wrap Up & Next Steps

** Times are approximate and subject to change*

Norms, Values and Principles of Governance

City Council Norms, Values and Principles of Governance



Norms

Norms are the shared expectations for behavior and interaction among council members and between the council and city staff. They establish guidelines for communication, decorum and decision-making processes.

Foster Balanced, Constructive and Solution-Oriented Discussions
Practice Leadership
Provide Direct Communication
Maintain Professionalism
Cultivate Kindness and Respect
Prioritize Communication with the Community

Norms

Foster Balanced, Constructive and Solution-Oriented Discussions

- Ensure all viewpoints are heard and considered, creating a balanced discussion that reflect the collective interest
- Maintain constructive dialogue and manage displays of frustration or dissatisfaction
- Stay solution-focused

Practice Leadership

- Mayor is primarily responsible for keeping discussions positive, but any Council member may intervene to remind the group to remain constructive and focused

Provide Direct Communication

- Communicate with clear, respectful directness

Norms

Maintain Professionalism

- Stick to policy, not personalities
- Practice active listening, solution-oriented dialogue, and adherence to shared goals

Cultivate Kindness and Respect

- Recognize kindness and politeness are important in fostering a collaborative work environment

Prioritize Communication with the Community

- Actively engage with the community through transparent, consistent, and frequent communication

Values

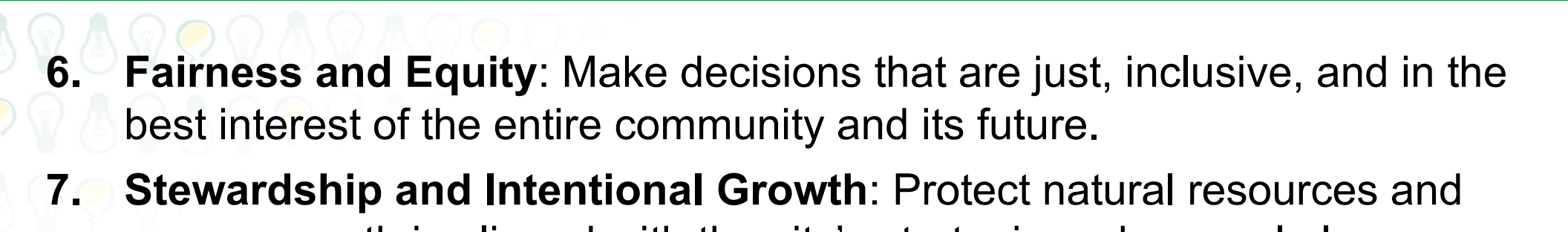
Values reflect the core beliefs and priorities that guide the council's actions and decision-making. They provide a moral and ethical compass, ensuring that decisions align with the community's aspirations and the city's mission. Where goals and priorities provide direction on what is to be done, values provide direction on how they should be done.

Clear Communication	Fairness and Equity
Accessibility	Stewardship and Intentional Growth
Accountability	Collaboration
Responsiveness	Respect and Open-Mindedness
Forward-Thinking	

Values

1. **Clear Communication:** Ensure all interactions, internally and externally, are transparent, direct, and easily understood.
2. **Accessibility:** Make decisions, policies, and information available and approachable to all members of the community.
3. **Accountability:** Actively seek and respond to community feedback to improve trust and engagement.
4. **Responsiveness:** Maintain transparency in actions and decisions, taking responsibility for outcomes.
5. **Forward-Thinking:** Balance immediate needs with long-term goals and plans, using data, public input, and historical context to inform decisions.

Values

- 
- A decorative background featuring a row of lightbulbs in various shades of green and yellow, some of which are illuminated, positioned behind the list items.
- 6. **Fairness and Equity:** Make decisions that are just, inclusive, and in the best interest of the entire community and its future.
 - 7. **Stewardship and Intentional Growth:** Protect natural resources and ensure growth is aligned with the city's strategic and general plans.
 - 8. **Collaboration:** Work together as a Council, with staff, and with the community to achieve shared goals.
 - 9. **Respect and Open-Mindedness:** Treat all perspectives with respect and remain open to new ideas until final discussions are concluded.

Principles of Governance

Principles of Governance define the overarching roles and responsibilities that shape how the council conducts its business and engages with the public. These principles help maintain accountability, transparency, and effectiveness in governance, ensuring decisions are made effectively and in the best interests of the community.

Council Responsibility
Staff Responsibility
Council-Advisory Body Relations
Community-Wide Governance

Principles of Governance

Council Responsibility

- Trust City staff as subject matter experts who provide valuable, good-faith information.
- Ensure decisions are made with all necessary facts; defer items if more information is needed.
- Communicate the City's objectives and goals clearly to constituents and ensure community input reaches staff.
- Be mindful of City resources and ensure decisions align with long-term plans and goals.
- Research, ask questions, and stay engaged through regular meetings with the City Manager.
- Recognize and appreciate staff and community contributions.

Principles of Governance

Staff Responsibility

- Understand that Council members may not have expertise on all issues and exercise patience while providing necessary context.
- Research and present unbiased information, aligning recommendations with the city's long-term goals and priorities.
- Provide clear, actionable options for Council decisions.
- Maintain professionalism and respect.
- Be available and follow up on questions.

Principles of Governance

Council-Advisory Body Relations

- Advisory bodies should focus on providing clear, realistic recommendations that align with Council goals, the City budget, and long-term plans.
- Advisory bodies should provide Council with regular updates.
- Advisory bodies must operate respectfully, leave personal tastes aside, and focus on actionable recommendations.

Principles of Governance

Community-Wide Governance

- Make decisions based on what is best for the entire City while considering district-specific concerns to ensure inclusivity.
- Maintain transparency and articulate the rationale behind decisions.
- Engage the community by actively seeking input and ensuring all voices are heard, not just vocal minorities.
- Use data, financial information, and historical context to inform decisions and policies.
- Promote collaboration, clarity, and respect across all community interactions, emphasizing the long-term vision for the city.



TRIPLEPI SMITH
marketing • technology • public affairs

BREAK



TRIPEPI SMITH
marketing • technology • public affairs

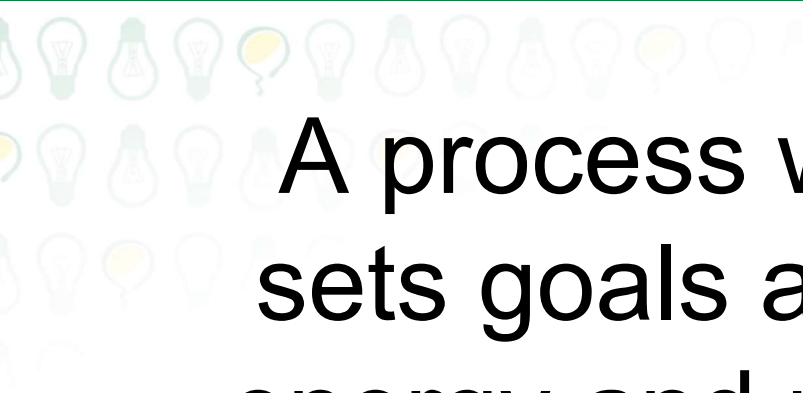
Strategic Planning



TRIPEPI SMITH
marketing • technology • public affairs

Background

What is strategic planning?

A decorative background on the left side of the slide featuring a vertical column of lightbulbs. Some lightbulbs are lit (yellow) and others are unlit (white), creating a patterned effect.

A process where the City Council sets goals and priorities that direct energy and resources to best serve all Carpinterians while maintaining alignment with community values.

Terminology

Vision	What is Carpinteria's overarching aspiration for the City? What does Carpinteria hope to achieve or become in the long-term? Think 30+ years out.
Mission	What is Carpinteria focusing on now to achieve the vision?
Values	What are the fundamental principles that represent how the City conducts itself and what it stands for?
City Council Goals	How will Carpinteria deliver on the mission?
Priorities	What are the focus areas?

Strategic Planning Process

Strategic Planning Process	Timeline
Community Survey	November 25 – January 10
Community Workshop #1 (English)	Wednesday, December 4
Community Workshop #2 (Spanish)	Thursday, December 5
Community Workshop #3 (Bilingual, via Zoom)	Wednesday, December 11
1-on-1 Meetings with City Council	December
Strategic Planning Retreat with City Council	Saturday, January 18
Meeting with Staff to Develop Strategic Goals and Objectives	January/February
City Council Meeting to Adopt Strategic Plan	February/March



TRIPEPI SMITH
marketing • technology • public affairs

City Council Goals

Existing FY 2024-25 Goals

In February 2024, the City Council adopted the FY 2024-25 Strategic Plan, which outlines five goals and their associated objectives. The objectives were set at the staff level and approved as part of the budget adoption along with performance measures.

Existing FY 2024-25 Goals

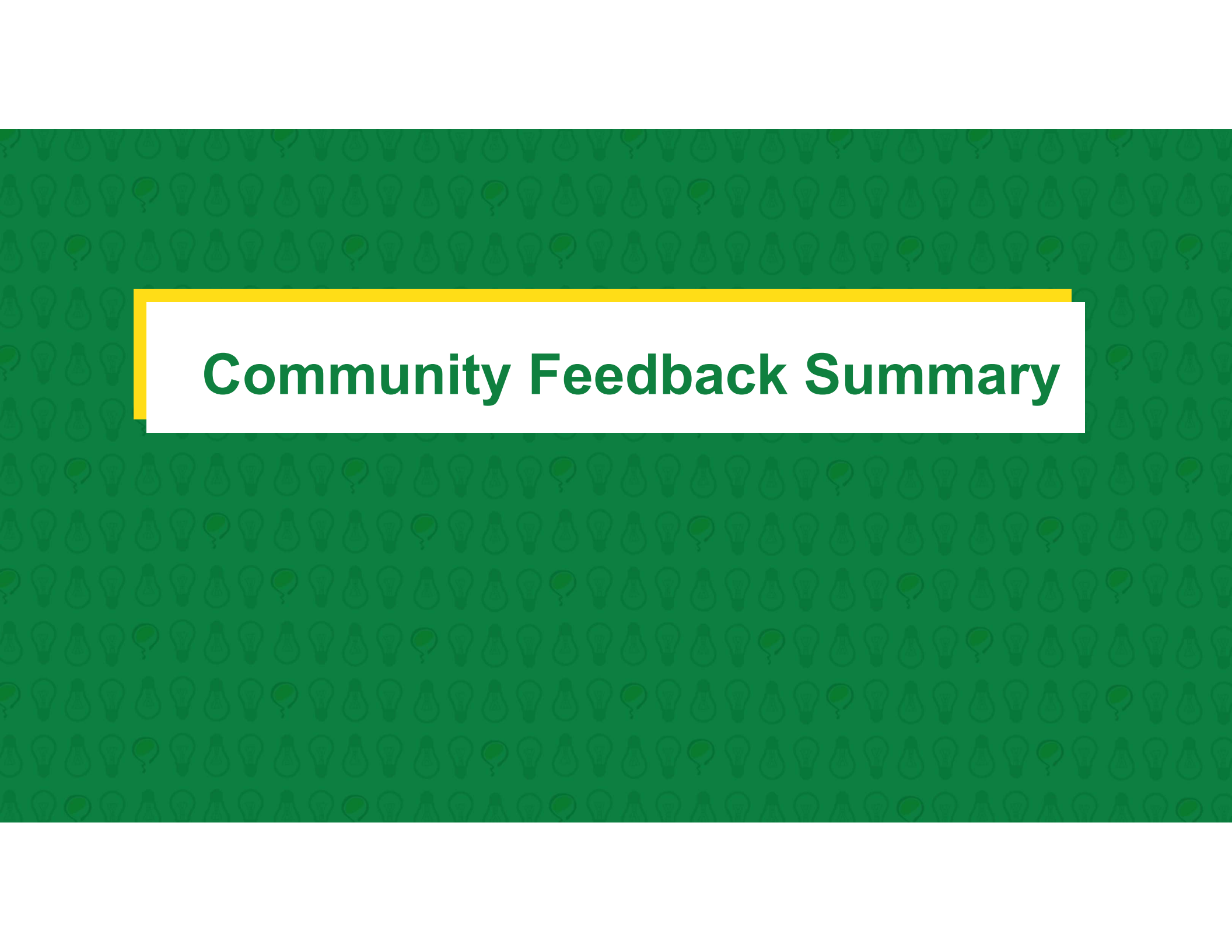
Enhance Public Outreach Education and Transparency

Accommodate City Growth while Maintaining a Small Beachside Town

Take Steps to Address the Fiscal Sustainability of the City

Strengthen Community Institution Collaboration

Invest in High Performance Team at City Hall



Community Feedback Summary

Community Survey

- Survey was open November 25 – January 10
- 248 responses in English
- 2 responses in Spanish





Ciudad de Carpinteria Planificación Estratégica

Prepared by TRUPEL SMITH

Encuesta Comunitaria

¿Qué opina de lo que está haciendo bien la Ciudad? ¿Qué mejoraría si pudiera? ¿Qué cosas municipales quieren escuchar su opinión?

En los próximos meses, el Consejo Municipal de Carpinteria desarrollará un plan estratégico que delineará los objetivos y prioridades para los próximos dos años. Este plan guiará muchas decisiones importantes, incluidas aquellas sobre cómo se gastan los impuestos en la comunidad.

¡Haga oír su voz! El aumento de costos, las mayores expectativas y los recursos limitados significan que la Ciudad enfrenta decisiones difíciles sobre financiamiento y compromisos.

¿Qué debe priorizar la Ciudad? Háganos saber qué programas, servicios, espacios o cosas que la Ciudad debería enfocar en los próximos dos años.

Cómo compartir sus ideas:

- Complete esta encuesta comunitaria en línea.
- Asista a una reunión comunitaria. Se ofrecerán cena y cuidado infantil.

Horario de las reuniones comunitarias
¡Participe para ayudar a darle forma al futuro de Carpinteria!

- **(En inglés)** Miércoles, 4 de diciembre, de 6:30 a 8 p.m. en el Auditorio de Children's Project (5201 8th Street, Carpinteria, CA 93013)
- **(En español)** Jueves, 5 de diciembre, de 6:30 a 8 p.m. en el Auditorio de Children's Project (5201 8th Street, Carpinteria, CA 93013)
- **(En inglés y español)** Miércoles, 11 de diciembre, de 6:30 a 8 p.m. vía Zoom (<https://us02web.zoom.us/j/899911163117> <https://us02web.zoom.us/j/899911163117?pwd=ETV7b4eOVmva9Yo8FaigK6P7eoi4bm.1>)

 Saving disabled

Pregunta #1 - ¿Qué cree que está haciendo bien la Ciudad?

Your answer



City of Carpinteria Strategic Planning

Prepared by TRUPEL SMITH

Community Survey

What do you think the City is doing well? What would you improve if you could? Your City leaders want to hear from you!

In the coming months, the Carpinteria City Council will develop a strategic plan outlining goals and priorities for the next two years. This plan will guide many important decisions, including how your tax dollars are spent in your community.

Make your voice heard! Rising costs, increased expectations, and limited resources mean the City faces tough funding decisions and tradeoffs. What should the City prioritize? Let us know which programs, services, spaces, and issues you feel the City should focus on over the next two years.

How to share your thoughts:

- Fill out this online community survey.
- Attend a community meeting. Dinner and childcare will be provided.

Community Meeting Schedule
Please participate to help shape the future of Carpinteria!

- **(English)** Wednesday, December 4, 6:30-8pm @ Carpinteria Children's Project Auditorium (5201 8th Street, Carpinteria, CA 93013)
- **(Spanish)** Thursday, December 5, 6:30-8pm @ Carpinteria Children's Project Auditorium (5201 8th Street, Carpinteria, CA 93013)
- **(Bilingual)** Wednesday, December 11, 6:30-8pm via ZOOM (<https://us02web.zoom.us/j/899911163117> <https://us02web.zoom.us/j/899911163117?pwd=ETV7b4eOVmva9Yo8FaigK6P7eoi4bm.1>)

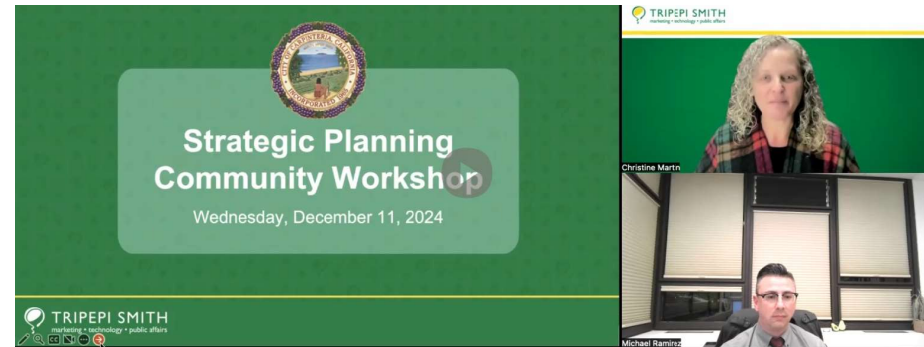
 Saving disabled

Question #1 - What do you think the City is doing well?

Your answer

Community Workshops

- **English In-Person Workshop:** Wednesday, December 4 (29 participants)
- **Spanish In-Person Workshop:** Thursday, December 5 (22 participants)
- **Bilingual Virtual Workshop:** Wednesday, December 11 (5 participants)

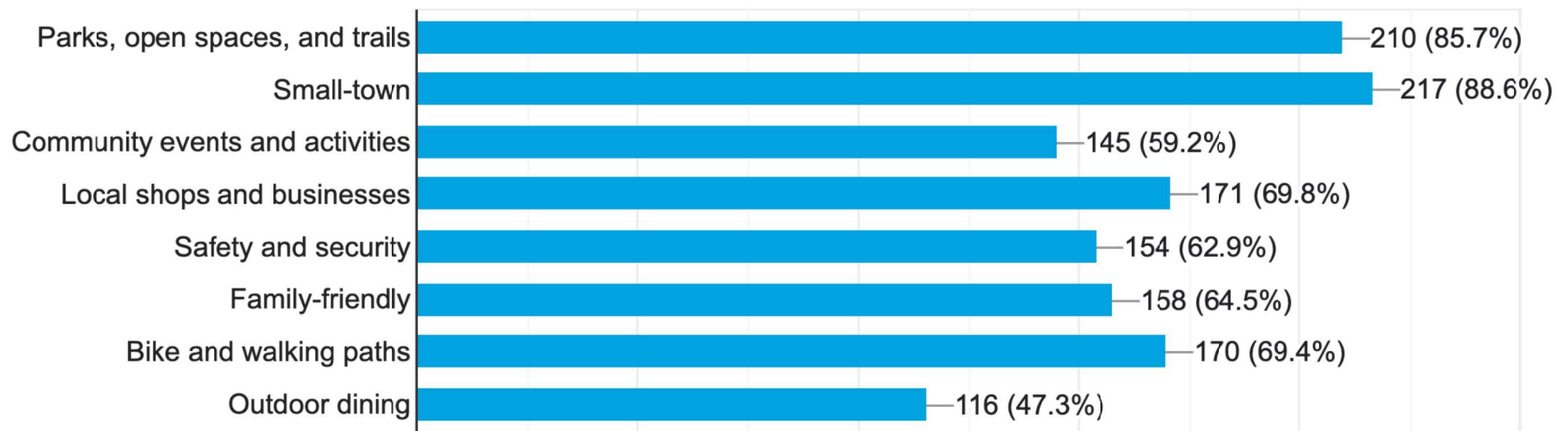


Community Workshop Themes

- Community outreach
- Communication with the Spanish-speaking community; use of radio ads
- Parks: field conditions, more public restrooms, lights after 6pm
- More lighting around the City
- Public safety contract
- Charter city exploration
- Pickleball
- Outreach and transparency on current developments
- Permanent senior space
- Activities and programs for younger families
- Affordable housing
- Healthcare after hours
- Emergency Preparedness
- Tourism/housing
- Seaside Shuttle

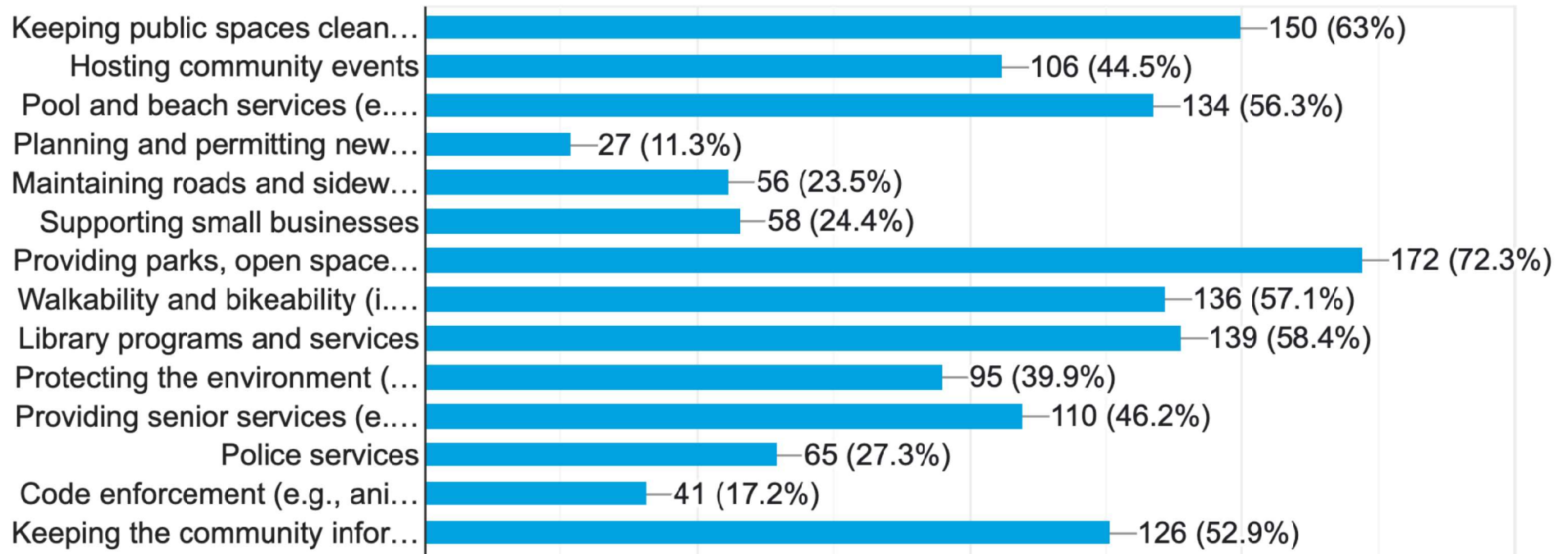
Community Survey Highlights

What are some things you enjoy about living in Carpinteria?



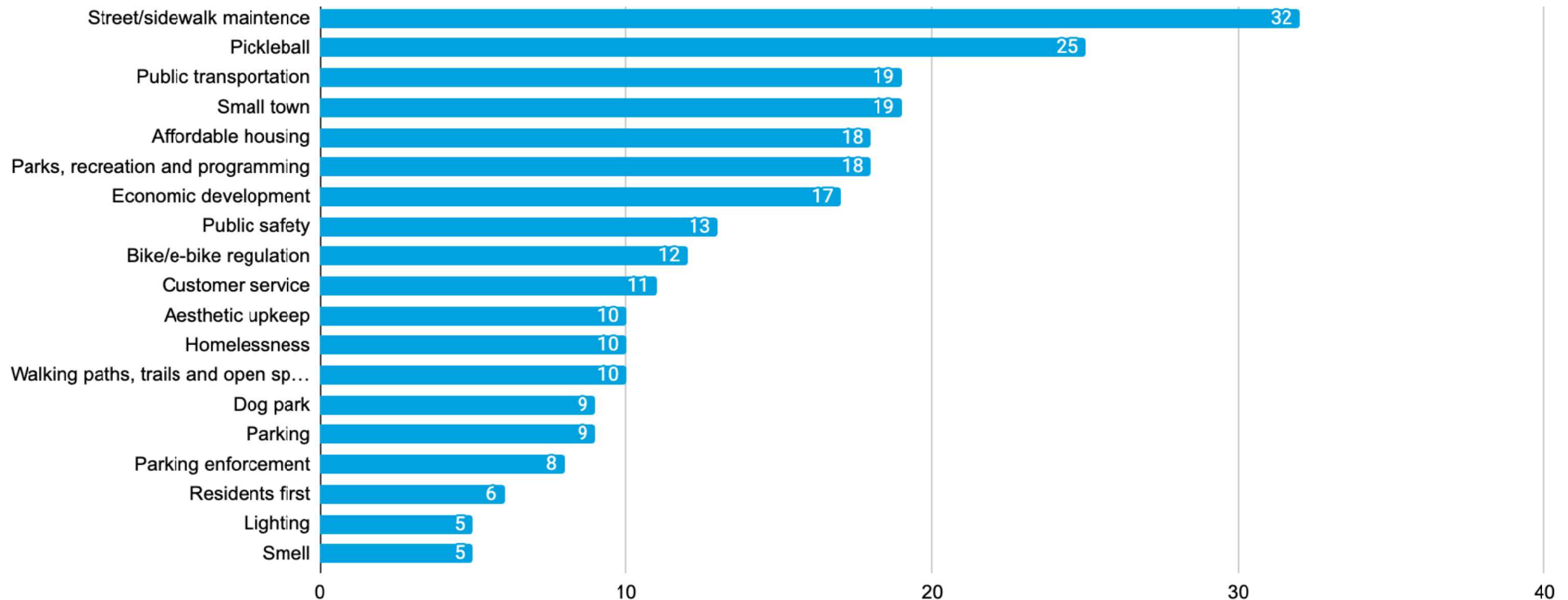
Community Survey Highlights

What aspects of the City's work are most effective or successful?



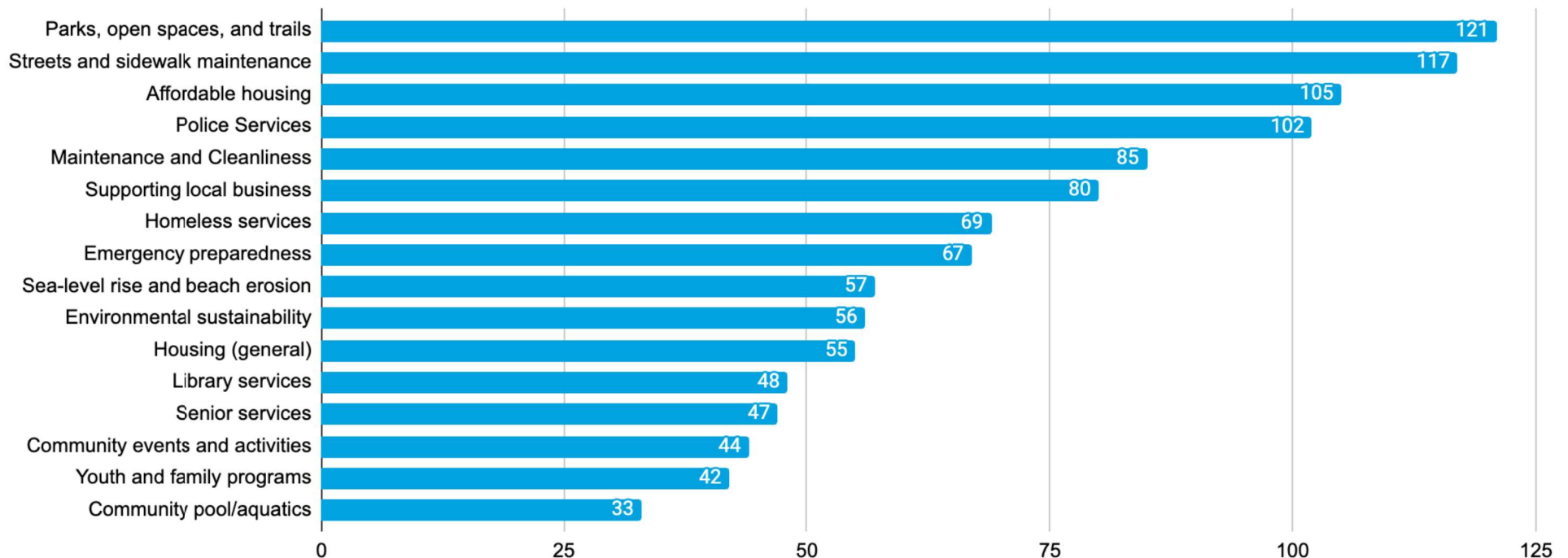
Community Survey Highlights

What could the City improve to better meet your needs or those of your family?



Community Survey Highlights

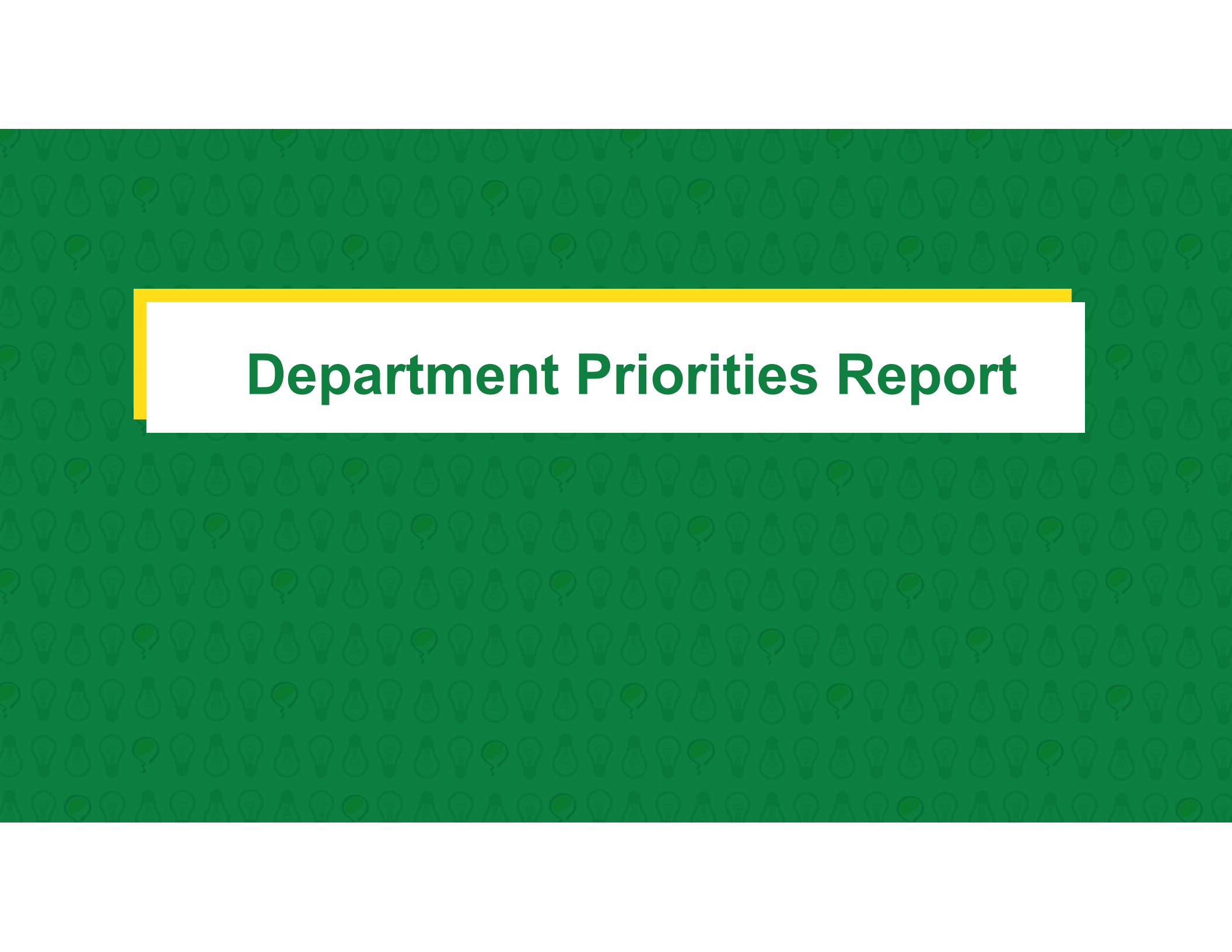
What should the City prioritize over the next 3–5 years?



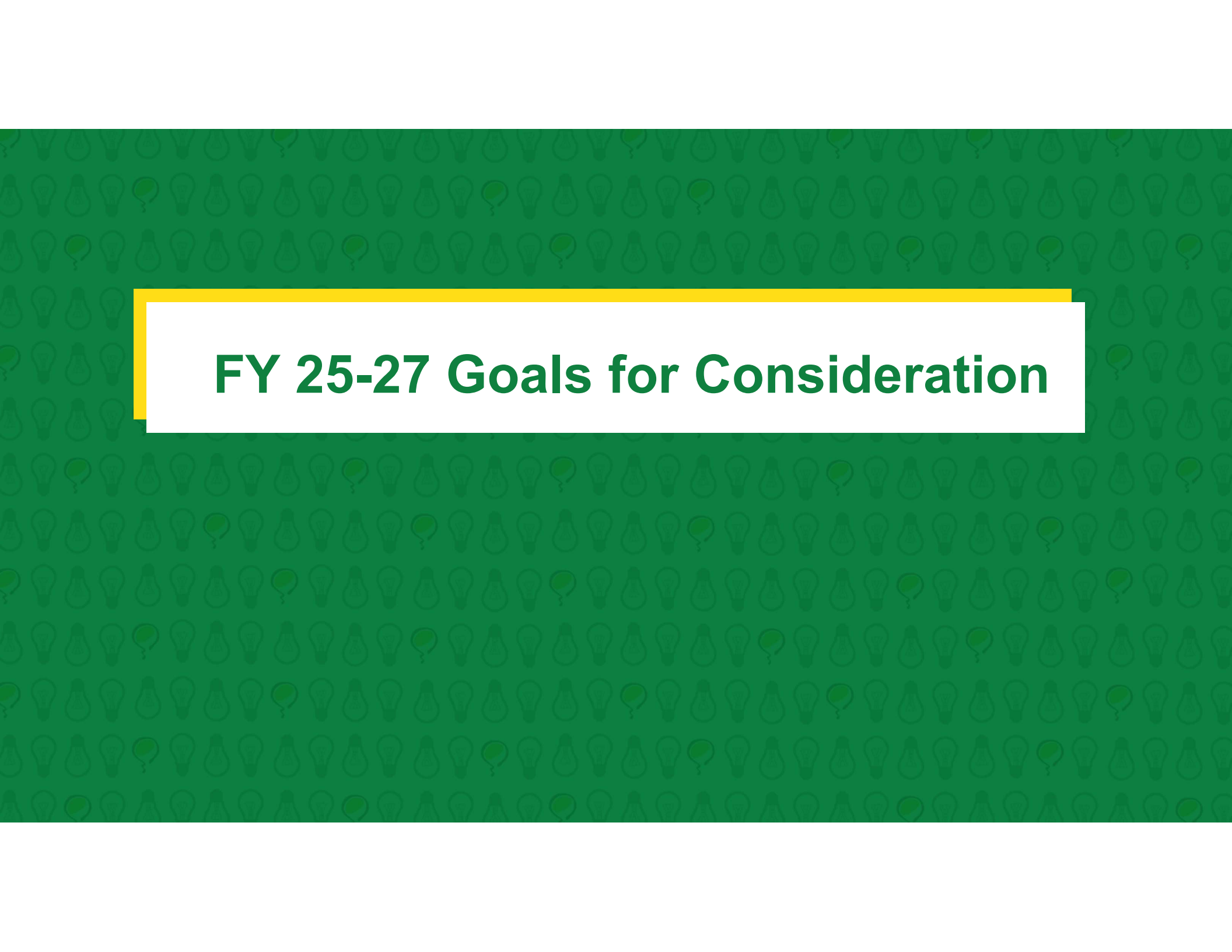
Community Survey Highlights

What should the City prioritize over the next 3–5 years? (Additional mentions)

- Pickleball (20)
- Shuttle and public transportation (9)
- More parking/safe parking (7)
- School support/safety (6)
- Eliminate marijuana odor (5)
- Bike lanes/safety (5)
- Bluff preservation (3)
- Limit development (3)
- Dog park (3)
- Hotel (2)
- E-bikes/bike kiosks (2)
- Aesthetics (2)
- No e-bikes
- No hotel
- Vegan/organic restaurant
- Faster permitting
- Development standards
- Community policing
- CDD outreach
- Proper urban planning
- Improve/rezone downtown
- No herbicides, pesticides, rodenticides
- Better collaboration between staff and contractors
- Police and fire out in the community
- LGBTQ+ support
- Solar heating of pool
- Child care
- Repair street damage on Ash
- New development
- Rec courts
- Paid parking
- Downtown parking structure
- Speed cameras
- Reduce parking
- Downtown housing
- Managed growth
- Police affordability



Department Priorities Report



FY 25-27 Goals for Consideration

FY 25-27 Goals for Consideration

Enhance Public Outreach, Education and Transparency

Accommodate City Growth while Maintaining a Small Beachside Town

Strengthen Quality of Life for Residents

City Council Goal 1

Enhance Public Outreach, Education and Transparency

1. Improve outreach and communications with the Spanish-speaking community
 - a. *Improve relations with non-profits and organizations that are strongly connected to the Latino community*
 - b. *Continue investments in Spanish language resources*
2. Strengthen communication and engagement tools
 - a. *Assess current communication tools and methodologies*
 - b. *Track and report on engagement efforts*
 - c. *Create capacity to take on outreach and engagement goals*
 - d. *Enhance emergency preparedness communication*
3. Increase transparency and public understanding
 - a. *Speak to the community on budget, economics, and tradeoffs*
 - b. *Improve education and transparency related to development projects*

*** Italicized bullets are example strategic goals**

City Council Goal 2

Accommodate City Growth while Maintaining a Small Beachside Town

1. Strengthen regional collaboration
 - a. *Address County development visions impacting the City's sphere of influence*
2. Advance and sustain comprehensive long-range planning initiatives
 - a. *Continue progress toward the adoption of a General Plan Update*
 - b. *Continue progress toward the completion of a Downtown Design Overlay*
 - c. *Complete the implementation of zoning to implement an adopted Housing Element*
3. Preserve neighborhood character and community livability
 - a. *Prioritize affordable housing*
 - b. *Address vacant housing*
 - c. *Implement an anti-displacement legislation package to preserve and improve rental housing inventory housing inventory and neighborhood quality of life.*
 - d. *Prioritize environmental sustainability and preservation in the context of small-town character and the City's niche tourism activity (Asset-Based Economic Development)*

*** Italicized bullets are example strategic goals**

City Council Goal 2, cont.

Accommodate City Growth while Maintaining a Small Beachside Town

4. Address housing affordability and economic opportunity
 - a. *Perform an economic development study to analyze tourism, low-wage jobs and housing availability and affordability*
 - b. *Attract new businesses*
 - c. *Evaluate new revenue sources to assist with funding local initiatives*
 - d. *Revisit the structure of the business license tax*
5. Provide essential support services
 - a. *Homeless services*

*** Italicized bullets are example strategic goals**

City Council Goal 3

Strengthen Quality of Life for Residents

1. Maintain and improve public infrastructure
 - a. *Maintain streets, sidewalks and public infrastructure*
 - b. *Improve lighting throughout the City*
 - c. *Improve maintenance of public restrooms*
 - d. *Increase parking supply*
2. Expand recreational and community opportunities
 - a. *Provide additional community events (live music, summer concerts, public market)*
 - b. *Explore additional parks & recreation opportunities (pickleball, swimming, community center, senior center)*
3. Enhance accessibility and mobility
 - a. *Assess and enhance public transportation opportunities (bike and walking paths, shuttle, non-vehicular beach access)*

*** Italicized bullets are example strategic goals**

City Council Goal 3, cont.

Strengthen Quality of Life for Residents

4. Improve community standards and enforcement
 - a. *Evaluate code compliance and application of codes*
5. Invest in City staff and organizational excellence
 - a. *Invest in staff learning through conferences and other learning tools*
 - b. *Build a high-performance culture that both yields efficient results and increases staff retention*
 - c. *Sustain City Council's strong reputation for making Carpinteria a stable place to work and build community*
 - d. *Add software tools to increase staff capability and productivity*
 - e. *Improve customer service*

* *Italicized bullets are example strategic goals*



TRIPEPI SMITH
marketing • technology • public affairs

LUNCH



TRIPEPI SMITH
marketing • technology • public affairs

Vision, Mission, Values

Terminology

Vision	What is Carpinteria's overarching aspiration for the City? What does Carpinteria hope to achieve or become in the long-term? Think 30+ years out.
Mission	What is Carpinteria focusing on now to achieve the vision?
Values	What are the fundamental principles that represent how the City conducts itself and what it stands for?
City Council Goals	How will Carpinteria deliver on the mission?
Priorities	What are the focus areas?

Existing Vision

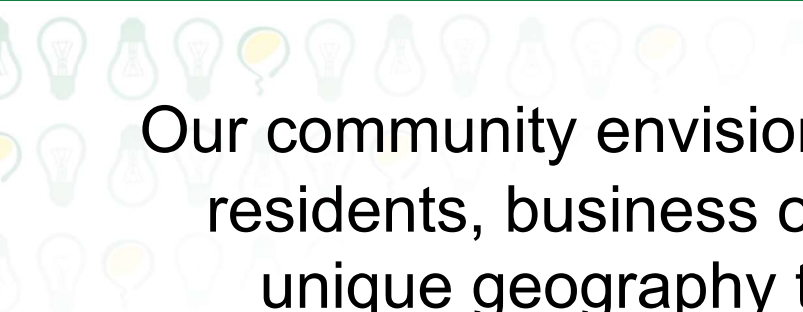
Carpinteria is a vibrant but easy-going, family-oriented small town with an economically and ethnically diverse population, working together for the common good of all residents and visitors.

Framed by the mountains and the Pacific Ocean beaches, Carpinteria's unusually mild climate provides a beautiful setting in which to live, to work and to play. It has safe and attractive commercial, agricultural and residential areas.

It benefits from an outstanding local school system. Walkways and bike paths link centers of interest in the town. The automobile is a choice rather than a necessity. Excellent local and regional transportation connects Carpinteria to nearby cities. Opportunities for the enjoyment of recreation and the arts are widely available.

The community maintains a balance between effective growth and open space through sensitive, area-wide planning which ensures that the small town, rural identity of Carpinteria will flourish.

Updated Vision *(for discussion)*

A decorative horizontal band featuring a series of lightbulb icons in various shades of green and yellow, some of which are illuminated.

Our community envisions a future that balances the needs of our residents, business owners and visitors while embracing the unique geography that frames our lives, from the rugged mountains to the pristine beaches. We are committed to preserving our natural resources, open spaces, and public amenities, ensuring they remain accessible, safe, and protected for future generations. Rooted in strong community pride, an active outdoor lifestyle, and a shared spirit of action, we strive to maintain the charm and spirit that make our beachside town truly special.

Existing Mission

Government in Carpinteria shall be open, honest and equitable and shall encourage, to the fullest extent possible, public participation in the decision-making process.

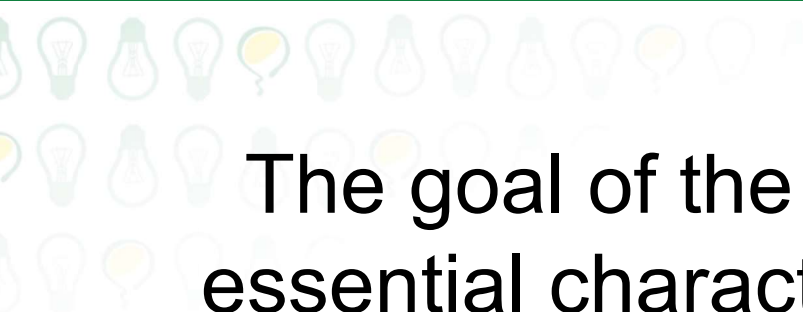
Government shall make judicious use of the City's limited resources to promote the highest possible quality of life for all Carpinteria residents. This includes providing services consistent with community needs as well as protecting the social and physical environment.

Government shall strive to enhance the City's economic base in a manner that is consistent with the needs and preferences of the community. The City budget shall reflect the goals and priorities of the majority of the City residents and shall be managed in a professional business-like manner.

The diversity of the community shall be recognized and City government shall serve the interest of all residents, maintaining an atmosphere in which the residents feel the City has their best interests at heart at all times.

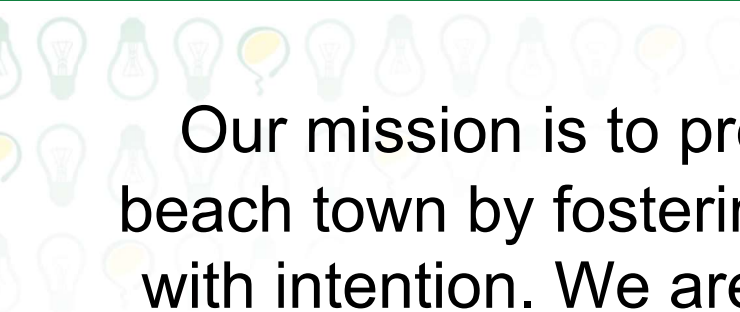
The long range vision and course of action for Carpinteria's future shall continue to be articulated and implemented through an ongoing process of community-wide consensus building.

General Plan Mission *(for reference)*

A decorative background element consisting of a horizontal row of lightbulb icons. The icons are in various shades of green and yellow, some are solid and some are outlined, creating a patterned effect behind the text.

The goal of the community is to preserve the essential character of our small beach town, its family-oriented residential neighborhoods, its unique visual and natural resources and its open, rural surroundings while enhancing recreational, cultural and economic opportunities for our citizens.

Updated Mission *(for discussion)*

A decorative horizontal band featuring a series of lightbulb icons in various shades of green and yellow, some of which are illuminated.

Our mission is to preserve the essential character of our small beach town by fostering fiscal sustainability and supporting growth with intention. We are dedicated to protecting our family-oriented residential neighborhoods and safeguarding the unique natural and visual resources that define us. At the same time, we aim to enhance cultural and recreational opportunities, support a thriving local economy, and create spaces and events that bring our community together. By honoring our past and embracing our future, we ensure our town remains a welcoming home for all.

New Values *(for discussion)*

1. **Equity** – We are committed to fairness and inclusivity, ensuring all voices are heard and valued.
2. **Community Interest** – Every decision is guided by the best interest of our residents and the long-term well-being of our town.
3. **Preserving Small-Town Charm** – We cherish and protect the unique character and warmth of our beachside community.
4. **Cultural Diversity** – We celebrate and embrace the diverse backgrounds and traditions that enrich our town.
5. **Support Local Businesses** – We champion our local businesses as the heart of our economy and community life.
6. **Family-Friendly Events** – We create opportunities that bring families together and foster a strong sense of belonging.
7. **Sustainability** – We actively protect our natural resources, prioritize eco-friendly practices, and plan for a resilient future.
8. **Community of Doers** – We embody a spirit of action, working together to make our vision a reality.
9. **Arts and Culture** – We value and promote creativity, expression, and opportunities for cultural enrichment.
10. **Belonging** – We nurture a sense of connection, ensuring everyone feels welcome and at home.
11. **Youth Opportunities** – We invest in programs and initiatives that empower and inspire the next generation.

Wrap Up & Next Steps

Next Steps

Next Steps	Timeline
City Staff and Tripepi Smith will meet to review the goals affirmed by the City Council and discuss priorities, objectives and metrics.	Late January / Early February
Tripepi Smith will assemble a report that includes goals, priorities, objectives and metrics.	February
City Council will review and consider adoption of a final report affirming goals, priorities, objectives and metrics.	February