

CITY WIDE OBJECTIVES



City Values

Openness

We value government action that is taken openly and believe that responsive government is our first priority. We encourage citizen participation for the betterment of our community and strive to conduct business with integrity to instill public trust.

Quality of Life

We value a safe, family friendly environment in which to build our future and conduct business. We foster recreation, public safety, and youth activities, and encourage support of the arts, libraries, and education. We believe in sound economic development, high standard infrastructure, and responsible planning for sustainable growth.

Excellence

We value excellence in all things. Professionalism, accountability, and innovation drive our commitment to excellent customer service.

Employees

We value a work environment that emphasizes teamwork, respect and dignity and supports our employees in their efforts to provide excellent customer service.

Diversity

We value diversity in the workplace and in the community.

Vision

**Palmdale will be a safe, vibrant, innovative, healthy city,
providing the highest overall quality of life possible.**

Mission

To fulfill this vision, the City will:

- I. Provide a safe environment through the development of partnerships with citizens, community groups and law enforcement, emphasizing crime prevention and a variety of programs aimed at youth.
- II. Create a vibrant community by expanding our economic development efforts striving to improve education, celebrating, and growing our recreational, cultural, arts, and library programs.
- III. Be innovative in seeking solutions, be bold in taking on the challenges of our community and use the entire range of resources, skills, and technology available throughout the community for the betterment of all.
- IV. Sustain the economic, environmental and physical health of our community by supporting new medical and health care services; creating a program of sustainable development, and fostering continued job creation.
- V. Continue to enhance the quality of life for our residents by embracing our small town spirit, ensuring we maintain strong neighborhoods, valuing and strengthening intergenerational ties among citizens, and providing a range of services that support the whole community.

Policy Area: Youth Engagement

- Collaborate with stakeholders and service providers to assess existing capacity and programs, identify needs, and make recommendations for improvement and/or expansion.
- Continue with the successful implementation of youth services and engagement programs identified under the Partners for a Better Palmdale program.
- Provide employment training and job opportunities to eligible youth.
- Continue to provide recreational programs for youth.
- Collaborate with stakeholders and service providers to continue and expand programs and services that encourage youth engagement, parental education, participation, and involvement.
- Engage youth in crime prevention strategies and enhance youth programs that promote prevention and diversion from criminal or gang activities.

Policy Area: Public Safety

- Provide quality law enforcement services.
- Engage community partners in crime prevention strategies.
- Ensure the City's readiness to respond to and recover from disasters.
- Engage community in graffiti eradicating efforts.

Policy Area: Water

- Comprehensively address all sources of water (State Water Project supplies, groundwater, surface runoff and conservation efforts) to maximize the resources available both to sustain existing development and promote future growth.

Policy Area: Transportation

- Continue to prioritize regional transportation linkages, particularly Palmdale Regional Airport (PMD) and the High Desert Corridor.
- Work with AVTA, Metro and other public transportation providers to ensure transit services are available to meet community needs.
- Ensure traffic congestion is minimized and traffic safety maximized for drivers throughout the community.

Policy Area: Economic Development/Job Creation

- Continue business retention and attraction efforts, with the intent of attracting and maintaining well paying industrial and professional jobs.
- Increase interaction with Aerospace Companies, NASA, and the USAF to provide community support in those areas that will enhance their ability to do business in the Antelope Valley and to retain their internal competitiveness.
- Continue to promote workforce development.
- Focus efforts on constructing the proposed conference center and the Palmdale Power Plant.

Policy Area: Senior Services/Senior Housing

- Ensure the local codes do not preclude or discourage the development of medical facilities or a variety of types of senior housing.
- Create opportunities for additional senior housing and improved senior services and recreational programs.

Policy Area: Quality of Life

- Continue to provide aggressive code enforcement to combat blight and maintain property values.
- Work with Los Angeles County to provide more effective animal control services.
- Explore all possible ways to eliminate desert dumping.
- Collaborate with non-profits and all other service providers to extend the range of services offered to local residents.
- Continue to implement the Focus Neighborhood Improvement Program to improve neighborhood livability and quality of life for those residents.
- Work with all local school districts, including Antelope Valley College District, to expand the number of campuses and the range of educational services offered to residents (Also see Youth for Action Items).

Policy Area: Growth/Sustainable Development

- Review Zoning Ordinance standards of development with the intent of upgrading; specifically, focus on adding measures to increase the degree to which future development adds to a sustainable community by conserving water and energy and minimizing environmental impacts.
- Review application and impact fees to ensure that existing residents do not subsidize new development.
- Evaluate ways to invest retrofit of existing residential development to incorporate water and energy saving features.
- Ensure that the City's Municipal Codes do not discourage development of solar energy facilities.
- Continue to coordinate with Waste Management on recycling and waste diversion.

Policy Area: Community Engagement/Community Outreach

- Enhance and expand public information training, educational and outreach programs.
- Establish Palmdale Neighborhood Partners as a part of PBP to engage efforts of various organizations and community members to improve Palmdale's neighborhoods.
- Expand volunteer opportunities within city programs to promote citizen participation and involvement.
- Continue and enhance the Neighborhood House program as part of PBP to increase interaction between city staff, residents and community groups, and to provide services directly to the neighborhoods.
- Utilize technology to effectively communicate with public and for timely dissemination of information.
- Seek collaboration with businesses and non-profits to create more opportunities and activities for the community.

Policy Area: Recreation/Parks/Trails/Open Space

- Provide a diverse program of activities for residents of all ages at all parks and recreation facilities.
- Continue to coordinate and provide special events and programs for citizens.
- Implement the Open Space Plan and the Bikeway and Trails Plan through the development review process and apply for appropriate grant funding to construct new trail facilities, and protect more sensitive open space areas.

Policy Area: Municipal Finance Consideration/Fiscal Responsibility

- Conduct comprehensive analysis of all benefit programs for purposes of cost containment.
- Generate revenues to maintain and/or enhance services provided by the City.
- Seek private sector sponsorships to encourage businesses to participate in local events and activities.
- Utilize technology to improve City's finance-related services offered to citizens, businesses, other government agencies, and internal City departments.
- Monitor the City's financial health through fiscal responsibility.

Policy Area: High Performance Work Environment

- Develop a meaningful, formalized succession plan with an emphasis on training and development.
- Expand wellness program by offering additional events and programs to create a healthy workplace.
- Solicit employee feedback and input by developing and administering a comprehensive employee benchmark survey.
- Provide adequate training, space and equipment to employees.
- Meet or exceed all mandated training and legal requirements. Institute citywide best business practices and policies.