

# GOAL

a statement that **SUMMARIZES A BROAD PRIMARY OUTCOME**; the ends toward which legislative effort and action are directed; may be specific to a department or embrace tasks across multiple departments; often can be multi-year in nature.

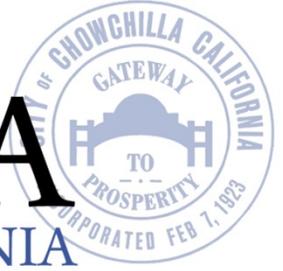
## OBJECTIVE

states **WHAT IS TO BE ACCOMPLISHED**; a course of action; the means to achieve a **GOAL**; it is the what, not the how.

## STRATEGY

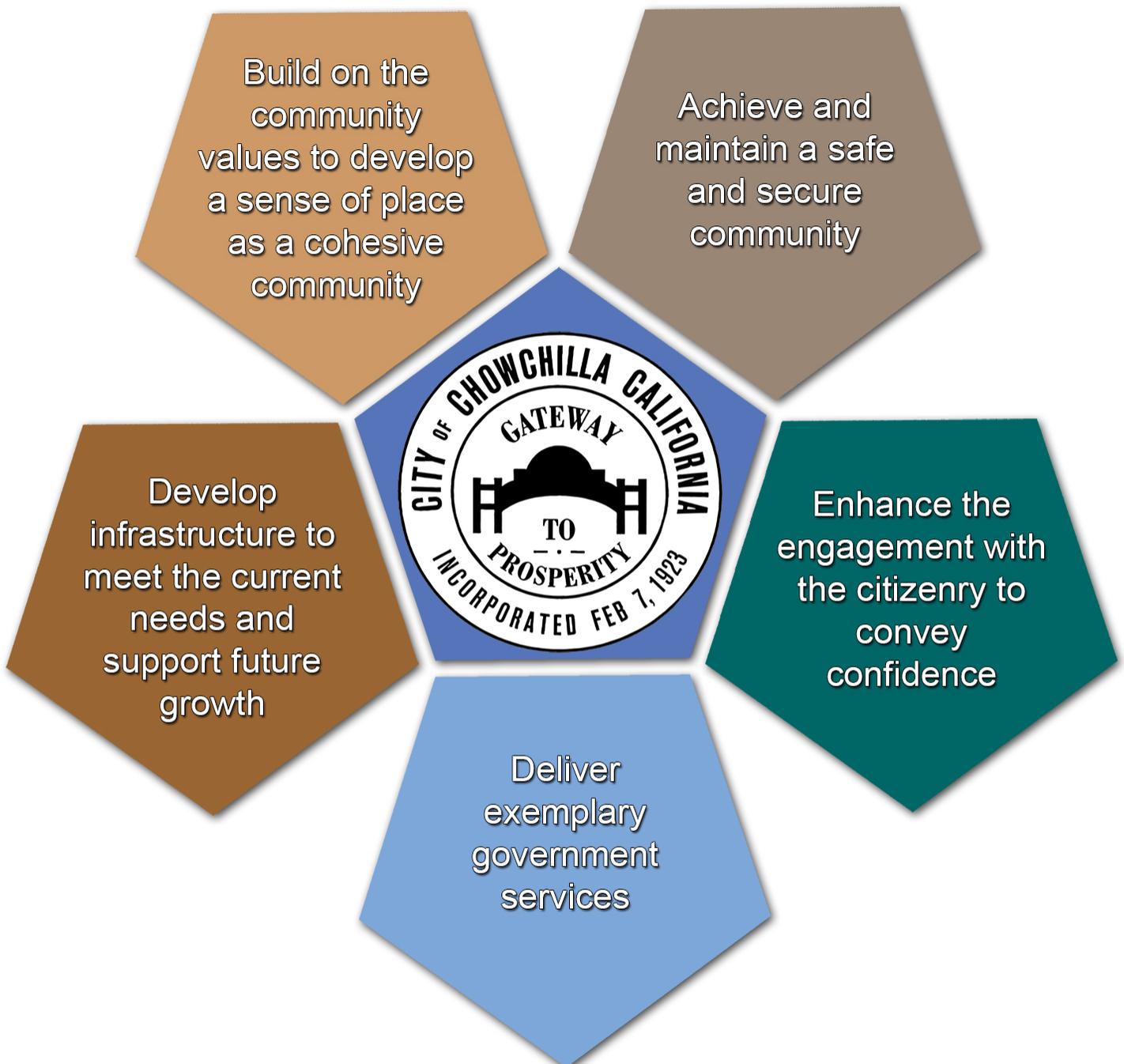
the **MEASURABLE APPROACH TAKEN** to achieve an **OBJECTIVE**; it is a thoughtfully constructed plan, or method, or action, that will be employed to achieve a result.

# CITY OF CHOWCHILLA CALIFORNIA



## GOALS

Each **GOAL** summarizes a **BROAD PRIMARY OUTCOME** towards which legislative effort and action by the City Council are directed. These are intended to be multi-year enterprises that are supported and ultimately achieved by objectives and strategies developed annually with City Council and the Administrative Team.



# CITY OF CHOWCHILLA

## CITY COUNCIL GOALS VISIONING WORKSHOP

March 19, 2015

The following is a compilation of the information produced from the visioning workshop that was referenced to develop five GOALS for the City of Chowchilla.

## S.W.O.T. Analysis Results

Strengths – Weaknesses – Opportunities – Threats

<p><b>STRENGTHS</b> - Internal</p> <ul style="list-style-type: none"> <li>• Great staff</li> <li>• Great strategic location</li> <li>• Cohesive Council</li> <li>• Council is out in the community (engagement)</li> <li>• Heart of the people (residents)</li> <li>• Improved management methods</li> <li>• Good agency relationships</li> <li>• Good internal team and Council relationships</li> <li>• No major scandals/controversies</li> <li>• Available land for growth</li> <li>• Proximity to National Parks and beaches</li> <li>• History</li> </ul>	<p><b>WEAKNESSES</b> - Internal</p> <ul style="list-style-type: none"> <li>• No adequate fiscal reserve</li> <li>• Staff level is low</li> <li>• Staff training reduced due to recession</li> <li>• Equipment shortfalls</li> <li>• Lack of infrastructure systems (adequate but full capacity)</li> <li>• Not using best practices for today's needs</li> <li>• Lack of technology to be more efficient</li> <li>• Lack of trust of staff by community</li> <li>• Lack of succession planning</li> </ul>
<p><b>OPPORTUNITIES</b> - External</p> <ul style="list-style-type: none"> <li>• Potential for growth</li> <li>• Improved funds</li> <li>• Improved customer relations</li> <li>• Improved process practices</li> <li>• Grants, supplemental funding and doing so smartly and strategically</li> <li>• Underutilized technology in some areas, e.g. GIS</li> <li>• Hiring new City Administrator and Chief of Police (Leadership)</li> <li>• Succession planning needed</li> <li>• Citizen academy to inform residents</li> </ul>	<p><b>THREATS</b> - External</p> <ul style="list-style-type: none"> <li>• State mandates</li> <li>• Changing laws, e.g. RDA dissolution, recreational marijuana, Prop 47</li> <li>• Financial source fluctuations</li> <li>• Drugs and crime</li> <li>• Drought, water limitations, natural effects</li> <li>• High speed rail</li> <li>• CalTrans</li> <li>• Lack of community engagement</li> <li>• Continued lack of trust from the community</li> <li>• Possible school district changes</li> <li>• Developers ignoring us</li> <li>• Council composition and attitude changeovers</li> </ul>