

REPORT TO CITY COUNCIL

DATE: MAY 23, 2007

TO: HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL

FROM: GREG RAMIREZ, CITY MANAGER

BY: LOUIS CELAYA, ASSISTANT TO THE CITY MANAGER

SUBJECT: CITY MISSION STATEMENT

As part of staff's goals and objectives for FY2006-07, the development of a mission statement for the City is one of several items scheduled to complete, and whose time has come. Since its incorporation, a mission statement has never existed in the City and there is a growing trend in municipalities to have one as part of their overall organizational structure. With that in mind, department staff was asked to work with all employees to begin the development of the statement.

The concept of the development of a mission statement was first presented at a quarterly staff meeting and all City employees were asked to provide input. This was done to facilitate a "bottom up" approach" and secure important feedback and input on what the employees' felt should be part of the overall statement. It also was done to generate a sense of "ownership" to the mission statement, as City staff will ultimately be the mechanism to realize the vision. The concept of keeping it simple was a consistent focus.

During the process, City staff was asked to identify "core values, core ethical principals and also identify what "we do well" and "what we can improve on". Each department was asked to meet internally and discuss concepts with their staff, then select one employee to represent the department in a future work group. The work group would begin the task of the development of a mission statement. Through this work group process, department's suggested values and principals were reviewed in addition to looking at input provided regarding overall services. The information received was narrowed down to what would be considered crucial items that need to be part of the overall mission statement. The work group also looked at several mission statement structures of various cities and worked collectively to develop the mission statement to fit Agoura Hills.

The City has adhered to an internal motto of "doing more with less" and has prided itself as being a lean and efficient organization. The mission statement is a reflection of this motto and philosophy. There does exist a motto and mission statement that the Community Services Department¹ has operated under for some time, and executive management supports the idea of other departments developing their own hybrids from the overall city mission statement as time goes on.

¹ The Community Services Department encompasses both park maintenance as well as recreational classes and events. Toddlers, to teens, adults and seniors enjoy high quality recreation activities; Motto – Creating Community Through People, Parks & Programs.

Attached is statement the work group has developed for the City Council's consideration. The structure selected was to develop a narrative mission statement, while also identifying core values separate from the narrative with simple hard hitting "to the point" statements. Some of the core values include subset terms (i.e., integrity) within them that the work group felt were part of the same value, thereby eliminating a long list of values. The work group felt the statement identifies with and takes recognition of the City's uniqueness, historical setting, environmental consciousness, residents, and commitment to community. The work group fully supports this proposed statement. Staff has also discussed the mission statement with both the Mayor and Mayor Pro Tem who support the proposed statement, and discussion of future development of a "vision" statement was proposed to staff as feedback. If the City Council concurs, staff will explore this concept in the coming year.

Upon approval of the mission statement by the City Council, staff will use the mission statement as a reference and guidance tool to gauge our performance standards for overall services provided. Additionally, the mission statement will be incorporated as part of the City's annual budget document, published on the City's website, and utilized in the various documents generated by the City as appropriate.

RECOMMENDATION

Staff is respectfully requesting the following three options for the City Council to consider concerning the Mission Statement:

1. Provide additional input on the mission statement and based on City Council recommendations incorporate comments and approve the mission statement, and direct staff to incorporate them it within the City budget, website, and for public display.
2. Approve the mission statement and direct staff to incorporate it within the City budget, website, and for public display.
3. Direct staff to incorporate Council recommendations and return to the City Council with a revised mission statement at a date to be determined.

Attachment: (a) Mission Statement