



City of Needles, California Request for City Council Action

☒ CITY COUNCIL ☐ NPUA

☐ Regular ☐ Special

Meeting Date: October 10, 2023

Title: Mission Statement and Goals for Fiscal Year 2023-2024

Background:

The City Council adopted Resolution No. 2015-27 adopting Goals for the City for Fiscal Year 2015-2016, see attached. On July 15, 2023 the Council met in a special session to develop goals and a mission statement for the City for the upcoming years. Attached are the discussion items addressed at that meeting reviewing the vision, goals, strengths, weaknesses, opportunities and threats in addition to a list of priorities for the future of Needles.

Council Goals are critical to setting direction for the City and will be utilized in every decision that we undertake. They guide the development of the annual operating and capital budgets, city plans, projects, and programs. They should be revisited and reset annually. Once the goals are adopted, staff will prepare specific action plans for achieving them. Those action plans will be submitted to Council for approval.

Fiscal Impact:

Recommendation: Discretionary

Submitted By:

City Management Review: Rick

Date: 10/4/23

Approved: ☐

Not Approved: ☐

Tabled: ☐

Other: ☐

Agenda Item: 18

City Council - Goal Setting - July 15, 2023

Vision

- Small Town Charm
- Recreation Opportunities
- RT 66 Tourism
- Sustainability
 - Medical
 - Jobs
 - Family
 - Full Lifecycle
- Retention
- Re-attract
- Strong Business Advocacy
- Public Desires
- Open Communications
- Interactive
- Advantage of Location
- Ease of maneuvering

Goals

- River Road Improvements
- Rt 66
 - Drive Thru
 - Stencil
 - Banners
 - Events
- Downtown Plan
- Pro Business
- Permit Holiday
- Attract Families
- Create New Cultural Events
- Farmer's Market
- Overcome Barriers
- Increase Presence with County and State and Federal representatives, Seek attendance in community
- Fall Festival
- Renaissance Fair
- Cannabis Fair
- Cornfest
- Better Public Relations

- Concerts in the Park
- Scavenger Hunt Geocache
- Pokeman
- Spike's Birthday
- Attract Manufacturing
- Meet with groups
- Veteran's Day
- Not using what we have
- Better utilize the Rodeo Grounds
- Pickle Ball
- Athletic Tourism
- Reduce fees
- Reinforce Needles
- "Needles Rocks"

SWOT

Strengths

- Loyalty
- Mother Heart
- Small Town
- Generous
- Family Oriented
- History
- Location ; FWY/River/Rail
- Name Recognition
- Schools

Weakness

- No Grocery
- Amtrak at midnight
- High Gas \$
- No Housing
- Location
- Limited Medical Services
- Limited jobs
- Lack of Child Care
- Lack of Senior housing
- Lack of Dining
- 1 pharmacy

Threats

- California Regulations
- Utility Availability Water
- Climate
- Federal Cannabis Regulations

Opportunities

- Cheap Power
- Events that capitalize on existing conditions
- Room for Small Business Starts
- El Garces for events & activities
- Out of ordinary
- Art Walk
- Tours
- Art on Electric Boxes

Priorities

- Housing
- Grocery
- Street Repairs
- Manufacturing
- CA Welcome Center
- Walking Path
- Promotions
- Social Media
- Public Service Announcements
- Build/maintain parks ahead of demand
- Landscaping
- Arizona City Property
- More Trees
- More Community Clean ups
- Stronger clean up of private property
- Truck parking



City of Needles, California Request for City Council Action

☒ CITY COUNCIL ☐ NPUA

☐ Regular ☐ Special

Meeting Date: April 28, 2015

Title: City Council Resolution No. 2015-27
A Resolution of the City Council of the City of Needles, California
Adopting Goals for the City for Fiscal Year 2015-2016

Background: On January 26, the Council met in a special session to develop goals and a mission statement for the City for the upcoming years.

On February 24, 2015 the City Council requested that prior to adopting the Goals and Mission Statement, there be an additional opportunity to provide further public comment. A public hearing was held at the March 24, 2015 City Council meeting at which no testimony was presented.

At the direction of Council a guest editorial was published in the Needles Desert Star discussing the Goals and the critical necessity to set direction for the City and the need for public input.

At the last Council meeting Councilperson Richardson submitted proposed Vision, Mission, and Values statements to accompany the Goals and requested that the matter be set for Council consideration at this meeting. Exhibit "A", attached, provides the City Council Goals, as well as the Vision, Mission, and Value Statements.

Council Goals are critical to setting direction for the City and will be utilized in every decision that we undertake. They guide the development of the annual operating and capital budgets, city plans, projects, and programs. They should be revisited and reset annually. Once the goals are adopted, staff will prepare specific action plans for achieving them. Those action plans will be submitted to Council for approval.

Fiscal Impact: N/A

Environmental Impact: N/A

Recommended Action: I make a motion to: Approve Resolution No. 2015-27 adopting the City Council Goals for the City for Fiscal Year 2015-2016 identified on Exhibit "A", and direct the City Manager to develop action plans for implementation, and followed up with a mid-year review in September 2015



City of Needles, California Request for City Council Action

Submitted By: Rick Daniels, City Manager

City Management Review: Rick Daniels

Date: 4/27/15

Approved: ☐

Not Approved: ☐

Tabled: ☐

Other: ☐

Agenda Item: #8

RESOLUTION NO. 2015-27

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF
NEEDLES ADOPTING A VISION, MISSION, AND VALUES STATEMENT
AND 2015 GOALS FOR THE CITY**

WHEREAS, the City Council wishes to establish goals for the City so as to set overall direction for the City in the upcoming year and to measure progress from year to year; and

WHEREAS, the City Council has conducted an extensive and deliberative process of special meetings, public hearings and community engagement to identify the Vision, Mission, and Values Statements and 2015 Goals valued by the City's officials and citizens; and

WHEREAS, the pursuit and achievement of the goals identified in this resolution will tangibly promote the well being and quality of life of all of the Citizens of the City of Needles; and

NOW THEREFORE, BE IT RESOLVED, by the City Council of the City of Needles, California, that:

SECTION 1. The Vision, Mission, and Values Statement and 2015 Goals attached to the Resolution as Exhibit "A" are hereby adopted for Fiscal Year 2015-2016.

SECTION 2. This Resolution is effective upon adoption by the City Council of the City of Needles.

PASSED, APPROVED, AND ADOPTED at a regular meeting of the City Council of the City of Needles, California, held on the 28th day of April, 2015 by the following vote:

**AYES
NOES
ABSENT
ABSTAIN**

Mayor

Attest:

City Clerk

(Seal)

Approved as to form:

City Attorney

2015 Council Goals

- **Assure Long Term Fiscal Stability**
 - Increase Business and Overall Revenue
 - Assure that the El Garces and River's Edge Golf Course sustain themselves,
 - Develop a Grants Procurement Program,
 - *Maintain Balanced Budget and Cost Control*
- **Increase Economic Development**
 - Attract Renewable Energy Enterprises
 - Increase Route 66 Tourism
 - Capitalize on Spike and the Schultz History
 - Facilitate the new Chamber Building
 - Develop Bureau Bay and RV resorts,
 - Encourage Special Events for Residents and Tourists
 - Establish Inland Port and Other Intermodal Opportunities
 - Double Population
- **Increase Responsiveness of City Hall**
 - *Streamline Development Process Reducing Red Tape and Decrease Costs*
 - Adequately Staff City Hall
 - Conduct Employee Recognition Activities
- **Improve Transportation**
 - Improve Rt. 66, I-10, North Needles Highway, and U.S. 95
 - Develop Streets *Capital Improvement Program*
 - Work with BNSF
 - Identify Ways to Improve the Airport
 - Establish a Walking Path
- **Regional Cooperation**
 - Work with San Bernardino County and Other Tri-State Entities
 - Work with the Fort Mohave Indian Tribe
- **Improve Public Safety**
- *Provide Dependable High Quality Water, Waste Water, and Electric Services*

Vision Statement

Our vision is a prosperous, safe, progressive full service paradise in the desert; a friendly, family-oriented community in which to live, work and play along the Colorado River where the historical past comes alive.

Mission Statement

The mission of the City is to deliver cost effective and efficient public services to meet obligations and satisfy the community's needs of Public Safety, Public Works, Public Utilities, and Parks and Recreation.

Value Statement

The City will conduct all of it's business in accord with the following values;

Honesty

Communicate in the most forthright and clear manner which invites open dialogue with the public.

Integrity

Adhere to the highest standards of professionalism, ethics and personal responsibility, worthy of the trust our citizens' place in us.

Fairness

Treat all citizens and businesses with justice and equity.

Teamwork

Value the contributions of all, blending the skills of individual in unsurpassed collaboration and cooperation.

Respect

Treat everyone in our diverse community, with dignity and fairness.

Excellence

Deliver the best and highest quality service through the dedicated effort of every team member.

Stewardship

Sustain and reinvest in our mission and extended communities by wisely managing our human, natural and financial resources.

City Council formulating vision for Needles

This century old city at the confluence of the Colorado River, Interstate 40, and the Burlington Northern Santa Fe Railroad where Nevada, Arizona, and California join has a deep and meaningful past starting with our native people and bringing us to today. Needles has a bright future as well, if we make it so through collective, collaborative, and cooperative efforts.

The novelist Lewis Carroll said, "If you don't care where you are going then any road will get you there." The City Council began, in January, to discuss what events might shape our future, make an honest assessment of our current situation, and create a common vision and a roadmap on how to get there. What came out of that meeting was a strong sense of our destination and specific actions the city will undertake in its self-determination.

"A family oriented and economically prosperous community along the Colorado River where history comes alive" is the vision. The nuggets of that vision exist today, but our potential is far from realized. It will take partnerships throughout the region to get us there. Many harken back to an earlier time when the city was bigger with more stores and homes were new. In 1960 the City's population was reported to be around 4,600. It is now about 4,800.

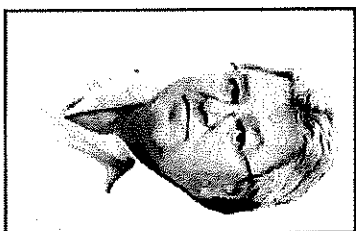
The El Garces was home to the railroad, the Harvey House served the traveling public, and a thriving hotel occupied the upper floor. The 1970s brought the Interstate, Bullhead City and Laughlin did not exist and Kingman and Lake Havasu were a shadow of their current selves. The world has changed. Our region has changed, and our community must change in order to rehabilitate itself, breathing new life into its roots and aggressively pursuing the things that can create new vitality.

The City Council, with public input, has developed the goals for the next few years and city staff is now working on specific actions that can bring that vision to full bloom.

- Assure long term fiscal stability. Specifically, the city needs to work with local businesses to grow and prosper. A healthy business community provides not only much needed goods and services, but jobs and funding essential to allow the city to provide public safety, public works, and parks and recreation services. The city must operate with a balanced budget and assure that enterprises such as the El Garces, transit service, golf

course and cemetery fund themselves. The future is costly and will likely require some outside help. In the areas of streets, utilities and other city infrastructure there are state and federal grant programs that need to be pursued.

- Economic development. The city needs to retain and expand existing businesses, recruit new businesses, and attract more tourists to the river, along Route 66, and Peanut car-touns through promotions and marketing. The transportation advantages that the railroad and freeway present are unique in the region and the development of an "Inland Port" focusing on freight movement and logistics needs to be pursued. Riverfront development at Bureau Bay and new residential development in North Needles will be great additions to the city.
- Increase the responsiveness of city hall. Every effort needs to be made to reduce the red tape and impediments to growth and development, reduce costs while still being effective, adequately staff city services, and recognize the efforts of city staff working to improve the quality of life in Needles.
- Improve transportation. Big state and federally funded projects on the I-40 to J Street connector and the North Needles Highway, 20 years in the making, are scheduled to start construction within the next 12 months. But the condition of the local streets and sidewalks is deteriorating faster than the state shared gas tax and county sales taxes can fund. The city is assessing the condition of every road segment and identifying specific treatments required to maintain and repair our roads and sidewalks.
- Regional cooperation. Needles does not live on an island. We are part of the Tri-state region, San Bernardino County, state of California, and the Fort Mojave Indian Reservation. The city is served by the



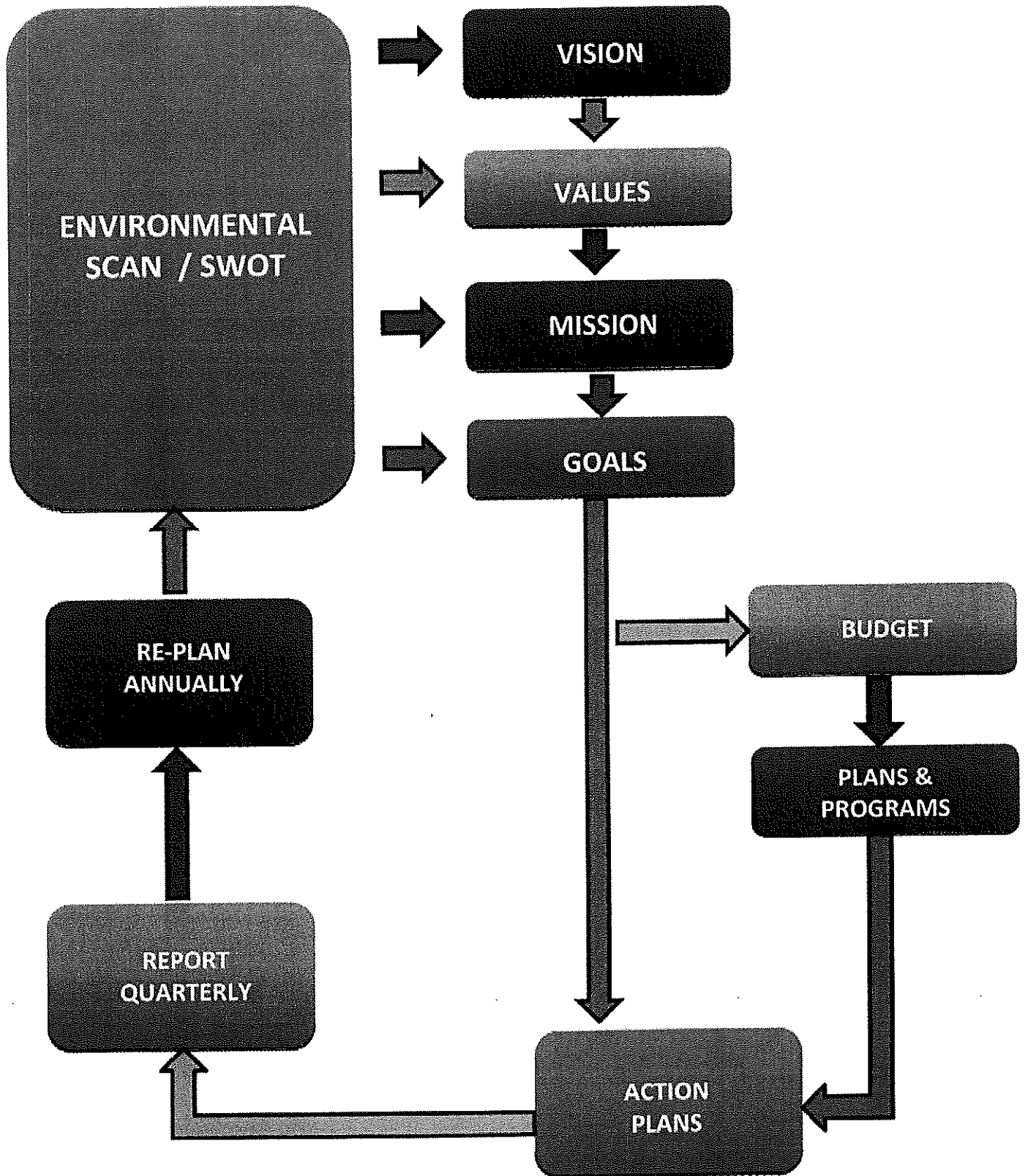
RICK DANIELS
NEEDLES
CITY MANAGER

Needles Unified Public School District and the Palo Verde Community College District who prepare our youth to attain the skills and knowledge to prosper individually. The Bureau of Land Management and the National Park Service own and manage large portions of our hinterland which can greatly assist the city in achieving its future. Our challenges are often bigger than ourselves and we need to work with all of our public agency partners on service efficiencies and funding priorities.

- Improve public safety. Prosperous communities are safe communities. The vast majority of the city expenditures are in the Public Safety arena: police, fire and animal control. Police and fire services are provided by San Bernardino County, but paid for by the city. While the service levels are effective with a decreasing crime rate and a good emergency response time, the costs are becoming difficult to manage, causing serious funding stress to parks and recreation and public works programs. New service models need to be developed.

- Dependable and safe public utilities. Part of the history of the city involves frequent and long-lasting blackouts, groundwater contaminating landfills, and serious contamination from sewage flows into the Colorado River. Much progress in these areas has occurred through the efforts of the Needles Public Utility Authority. We all expect the lights to go on when we flip the switch, the toilet to flush, and clean water to appear when we turn on the faucet. We need those assurances now, next month, next year and next decade. Each of these services needs to be reviewed to assess their existing condition, development of a proactive strategic maintenance and capital replacement program, and acquiring the funding to assure the community's critical physical foundation. Evermore so we live in a world of limits which require us to conserve water and electricity, recycle our trash, and to protect the quality of our river which we rely on for drinking, fishing, swimming and attracting tourists to our economy.

Admittedly these are lofty goals and will take some time to achieve, but they are a very good start. For more information please go to the city's website, talk to your mayor and city council members, and join the cause by doing what you can to make sure that our home on the river can be the best of our dreams.



STRATEGIC PLANNING