

VENTURA REGIONAL SANITATION DISTRICT

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March 7, 2011

Board of Directors
Ventura Regional Sanitation District
Ventura, California

ADOPTION OF 2011-2012 GOALS

SUMMARY

At the Board Workshop on February 9, 2011, your Board revisited the list of VRSD goals from 2009-2010 with the objective of formulating a new list for 2011-2012. Several of the goals were achieved/eliminated, others were retained or edited, and still others were added. Staff is requesting that the Board review the draft list of goals that was developed for 2011-2012 and adopt them, or advise staff of any desired changes.

GOALS

The draft list of 2011-2012 goals, developed on February 9, 2011, is as follows:

- **NEW SERVICES.** Expand contract services and business opportunities (i.e., TMDL, stormwater monitoring, etc.). Look at potential opportunities in/out of county. Stay current with regulatory changes. Include in budget the investigation of opportunities at Navy base. Develop portfolio of external services with emphasis on marketing – distribute materials to cities, HOAs, and similar organizations within the County.
- **BIOSOLIDS FACILITY.** Achieve reliable, consistent operation. Evaluate uses of biosolids end product.
- **PUBLIC IMAGE.** Include funding for outreach and public information efforts in FY 2011-12 budget. Specifically:
 - Meet with member City Councils at least once during the year
 - Meet with community organizations (Chambers of Commerce, Rotary, Kiwanis, etc.) to increase VRSD visibility/support
 - Create a video profile of VRSD services for presentation/distribution to community organizations and potential clients
- **TOLAND ROAD LANDFILL.** Maximize value/capacity of landfill by communicating benefits of Toland Road Landfill to constituents, and inform communities of issues related to solid waste disposal, including financial and environmental benefits.

Ventura County • **CITIES:** Camarillo • Fillmore • Ojai • Oxnard • Port Hueneme • San Buenaventura • Santa Paula • Thousand Oaks

SPECIAL DISTRICTS: Camarillo Sanitary • Camrosa Water • Channel Islands Beach Community Services • Montalvo Municipal Improvement •

Ojai Valley Sanitary • Saticoy Sanitary • Triunfo Sanitation • Ventura County Waterworks Nos. 1 and 16

- **INTERGOVERNMENTAL RELATIONS.** Establish connection with City Managers Association to increase VRSD visibility and evaluate potential opportunities for partnerships.
- **SUCCESSION PLANNING.** Implement an organizational evaluation of District's ability to provide existing and proposed services. Evaluate staffing allocations and adequacy, and organizational development.
- **FUTURE OF SOLID WASTE DISPOSAL.** Maintain a publicly owned and operated solid waste disposal system. Participate in prescribed solid waste facilities needs reviews. Communicate District capabilities to provide service in this area. Look at future options including existing facilities and new technologies including waste-to-energy projects. Evaluate the assets and energy requirements within Ventura County and determine need for facilities and energy-related services. Determine how needs relate to District facilities and programs.
- **VRSD FACILITY.** Evaluate opportunities and needs for a "one roof" concept (including complementary agencies). Home for all District operations including operations and administration. Bring to Facilities Committee for review and deliberation. Use outside assistance to research available market. Simultaneously contact other public agencies who might be interested in sharing space.

FISCAL IMPACT

The fiscal impact of the above goals is primarily limited to staff time required for their accomplishment. Exceptions would include funding for outside services (e.g., consultants, creative professionals) that may be required for selected goals. If such funding were to have an effect on the budget, staff would advise the Board accordingly.

RECOMMENDATION

It is recommended the Board adopt the goals formulated at the February 9, 2011 Workshop as is, or provide the necessary changes to enable their adoption, so that staff may move forward toward their accomplishment.

APPROVED FOR MARCH 17, 2011 AGENDA


Mark Lawler – General Manager