



# *City Council Agenda Report*

Meeting Date: March 18, 2019

**TO: HONORABLE MAYOR & COUNCILMEMBERS**

**FROM: JIM SADRO, CITY MANAGER**  
**By: Robert Ferrier, Assistant to the City Manager**

**SUBJECT: CITY GOALS FOR FISCAL YEAR 2019-2020**

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## **SUMMARY RECOMMENDATION:**

Consider and approve the proposed City of La Habra Goals for Fiscal Year 2019-2020.

## **DISCUSSION:**

Each year the City Council considers proposed goals for the subsequent fiscal year. The goals, listed in Attachment 1 of this report, are typically general in nature and address the following themes:

- |               |   |
|---------------|---|
| <b>Goal 1</b> | <b><i>Protection of Public Safety</i></b>                                       |
| <b>Goal 2</b> | <b><i>Management of Public Revenues and Fiscal Assets</i></b>                   |
| <b>Goal 3</b> | <b><i>Maintenance and Improvement of City Infrastructure and Facilities</i></b> |
| <b>Goal 4</b> | <b><i>Recruitment, Selection, and Training of Employees</i></b>                 |
| <b>Goal 5</b> | <b><i>Development Activity and Business Assistance</i></b>                      |
| <b>Goal 6</b> | <b><i>Community Outreach</i></b>  |
| <b>Goal 7</b> | <b><i>Integration of Excellence in City Operations</i></b>                      |

Each goal is achieved through the accomplishment of several recommended objectives, which in turn helps the City to realize its core mission of improving the quality of life in the community. While the City's goals are generally broad, their associated objectives may be either broad or specific. The achievement of some goals and objectives may be date specific over a short or long term time horizon; however, many are perpetual open-ended

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goals that continue from one year to the next. Goals that have been achieved during the current or prior fiscal year are marked as “Completed”.

**FISCAL IMPACT / SOURCE OF FUNDING:**

No fiscal impact.

**GENERAL PLAN RELEVANCE:**

The achievement of the City’s Fiscal Year 2019-2020 Goals and Objectives should be consistent with each aspect of the La Habra General Plan; however, areas of particular relevance include the following:

- LU 2.1 – 2.6
- LU 3.1, 3.3, 3.5 – 3.6, and 3.8
- LU 4.3 and 4.5 – 4.7
- LU 6.1 – 6.2 and 6.5
- LU 7.1 – 7.10
- LU 17.1 – 17.10
- ED 2.1 – 5.8
- CI 2.1 – 6.2
- RN 1.1 – 1.16
- AT 1.1 – 1.2 and 1.8 – 1.9
- AT 2.1 – 2.10
- AT 3.1 – 3.8
- NTMP 1.1 – 1.9
- WS 1.1 – 2.8
- SS 1.1 – 1.10
- SD 1.1 – 1.10
- WQ 1.1 – 1.9
- E1.1 – 2.13
- WR 1.1 – 5.7
- OS 1.1 – 4.4
- P1.1 – 1.12
- FS 1.1 – 1.8
- EP 1.1 – 1.9

**RECOMMENDATION / REQUESTED ACTION:**

Consider and approve the proposed City of La Habra Goals for Fiscal Year 2019-2020.

- ATTACHMENTS:** 1. Proposed City Goals and Objectives Fiscal Year 2019-2020

	GOAL	OBJECTIVE	STATUS
<b>GOAL 1</b>	<b><i>Protection of Public Safety</i></b>		
		A) Maintain "Priority 1" response times to four minutes or less and "Priority 2" response times to 12 minutes or less	<b>Ongoing</b>
		B) Continue community-oriented policing efforts	<b>Ongoing</b>
		C) Achieve full staffing in the La Habra Police Department	<b>Ongoing</b>
		D) Continue proactive anti-graffiti and graffiti removal efforts citywide	<b>Ongoing</b>
		E) Practice emergency response to critical incidents in accordance with National Incident Management System (NIMS) best practices	<b>Ongoing</b>
		F) Improve and enhance community emergency preparedness, including holding La Habra Emergency Preparedness Council meetings, and continue to educate the public about the importance of emergency preparedness	<b>Ongoing</b>
		G) Improve and enhance traffic safety through traffic enforcement, commercial vehicle enforcement, parking enforcement, DUI enforcement, and provide support for the La Habra Neighborhood Traffic Management Plan	<b>Ongoing</b>

GOAL		OBJECTIVE	STATUS
<b>GOAL 1</b>	<b><i>Protection of Public Safety - continued</i></b>	H) Use existing and emerging technology to improve avenues of communication to better share information with the public about public safety	<b>Ongoing</b>
		I) Promote and encourage participation in the La Habra Police Volunteer Program	<b>Ongoing</b>
		J) Complete the upgrade of the La Habra Police Department's Computer Aided Dispatch/Records Management System (CAD/RMS)	<b>COMPLETED</b>
		K) Enhance the La Habra Police Department's crime analysis function	<b>Ongoing</b>
<b>GOAL 2</b>	<b><i>Management of Public Revenues and Fiscal Assets</i></b>	A) Identify and pursue grant and other external funding opportunities for capital improvement projects, including City buildings, facilities, infrastructure, and recreational outlets	<b>Ongoing</b>
		B) Regularly evaluate programs, services, and professional agreements to assess effectiveness and identify opportunities for greater efficiency and cost savings	<b>Ongoing</b>
		C) Closely monitor revenues, expenditures, and fiscal issues to ensure the City's financial stability	<b>Ongoing</b>
		D) Identify and evaluate options to upgrade the City's financial management system	<b>Long-Term</b>

	GOAL	OBJECTIVE	STATUS
<b>GOAL 2</b>	<b><i>Management of Public Revenues and Fiscal Assets - continued</i></b>	E) Develop and adopt fiscal policies, including reserve policies	<b>Short-Term</b>
		F) Develop and implement an internal audit program for all City departments	<b>Ongoing (1st phase internal audit of City contracts COMPLETED during FY18/19)</b>
		G) Implement OMB Uniform Guidance requirements for Federal Grant administration	<b>Ongoing</b>
		H) Establish a strategic planning process to help guide the City Council and staff in the creation and implementation of the City's fiscal policies and goals	<b>Ongoing</b>
<b>GOAL 3</b>	<b><i>Maintenance and Improvement of City Infrastructure and Facilities</i></b>	A) Enhance security at sensitive City-owned sites, such as Child Care facilities, public safety facilities, and water and maintenance facilities	<b>Long-Term</b>
		B) Maintain and upgrade City buildings, facilities, and parks	<b>Ongoing</b>
		C) Complete La Habra Civic Center Improvement Project	<b>COMPLETED</b>

	GOAL	OBJECTIVE	STATUS
<b>GOAL 3</b>	<b><i>Maintenance and Improvement of City Infrastructure and Facilities - continued</i></b>	D) Complete the renovation of Vista Grande Park, including the possible development of a dog park, and develop and identify funding options	<b>Short-Term</b>
		F) Identify and pursue funding opportunities to design and construct recreational trails as part of the OC Loop Bicycle/Pedestrian Trail System	<b>Long-Term</b>
		E) Maintain and upgrade the City's traffic signal system	<b>Ongoing</b>
<b>GOAL 4</b>	<b><i>Recruitment, Selection, and Training of Employees</i></b>	A) Track and review employee compensation data and legislative issues to ensure compliance with applicable state laws and to attract and retain a competitive workforce	<b>Ongoing</b>
		B) Continue and expand in-house training programs to provide education and skill enhancement for employees in the areas of analysis and problem-solving, customer service, leadership, and organizational management	<b>Ongoing</b>

GOAL		OBJECTIVE	STATUS
		C) Implement newer technologies to revise, update, and expedite the recruitment process, particularly for public safety positions	Ongoing (HR COMPLETED the use of NeoGov for online employee application process during FY18/19)
<b>GOAL 4</b>	<b><i>Recruitment, Selection, and Training of Employees - continued</i></b>	D) Recognize employees who provide exceptional service to our customers, residents, and visitors	Ongoing
		E) Assess the potential development of existing staff into future leaders and provide personal and professional growth opportunities	Ongoing
<b>GOAL 5</b>	<b><i>Development Activity and Business Assistance</i></b>	A) Identify blighted properties within the community and prepare targeted strategies for potential redevelopment and reuse	Long-Term
		B) Identify underutilized commercial properties that have sales tax generating potential and work with the property-owners and/or brokerage community to develop land to its highest and best use	Long-Term
		C) Work closely with commercial and residential property-owners to improve and update the appearance of their properties	Ongoing

D) Continue to improve the City's business retention and expansion program **Ongoing**

E) Continue to evaluate and improve our development review process and to foster a "business friendly" environment within all City departments **Ongoing**

<b>GOAL</b>	<b>OBJECTIVE</b>	<b>STATUS</b>
<b>GOAL 5</b> <i>Development Activity and Business Assistance - continued</i>	F) Encourage the Development Community to support community programs, activities, and events as good corporate partners	<b>Ongoing</b>
	G) Complete the update of the La Habra Zoning and Sign Code for consistency with the La Habra General Plan	<b>COMPLETED</b>
	H) Create and implement a system for departments to track compliance with the La Habra General Plan	<b>COMPLETED</b>
<b>GOAL 6</b> <i>Community Outreach</i>	A) Communicate effectively with the City Council, providing information, resources, and policy recommendations to assist in the decision-making process	<b>Ongoing</b>
	B) Conduct a community satisfaction survey to gauge resident satisfaction and better equip the City Council to make future policy decisions	<b>Short-Term</b>

C) Continue public safety outreach by increased involvement in community events and activities, including the La Habra Police Department Open House, the La Habra Citizens Academy, "Coffee with a Cop," "National Night Out," and various youth outreach programs in collaboration with the La Habra City School District

**Ongoing**

GOAL		OBJECTIVE	STATUS
<b>GOAL 6</b>	<b><i>Community Outreach - continued</i></b>	D) Maintain a strong communication and public relations program by sharing information through a variety of media platforms, including "Life in La Habra," the City website, Channel 3, social media, and smartphone apps	<b>Ongoing</b>
		E) Work Civic Plus to complete the "minor refresh" of the City's website	<b>Short-Term</b>
		F) Build and maintain partnerships and collaborations with other local government agencies, the business community, local non-profit organizations, and the faith-based community	<b>Ongoing</b>
		G) Continue to cultivate a culture of volunteerism within the community, encouraging "La Habrans to serve their fellow La Habrans," through periodic service events such as "Love La Habra"	<b>Ongoing</b>
		H) Plan and host outstanding community events	<b>Ongoing</b>

I) Work with residents, businesses, and civic organizations to support public projects that foster community pride, such as the La Habra Beautification Program

**Ongoing**

GOAL	OBJECTIVE	STATUS
<b>GOAL 7</b>	<b><i>Integration of Excellence in City Operations</i></b>	
	A) Promote and practice a high standard of trust, ethics, and values with our employees and the public	<b>Ongoing</b>
	B) Provide and maintain quality services for our residents, businesses, and visitors	<b>Ongoing</b>
	C) Provide the highest level of customer service to both our internal and external customers	<b>Ongoing</b>
	D) Encourage, promote, and recognize a spirit of teamwork by our employees	<b>Ongoing</b>
	E) Advance the related concepts of leadership, followership, and positive mentoring within our organization	<b>Ongoing</b>
	F) Recognize excellence and provide incentives to achieve excellence	<b>Ongoing</b>

G) Focus on building positive relationships within the organization and throughout the community

**Ongoing**