

C I T Y O F M O N T E R E Y P A R K
DRAFT SIX-MONTH STRATEGIC OBJECTIVES

October 30, 2013 - April 15, 2014

THREE-YEAR GOAL: <i>IMPROVE ORGANIZATIONAL EFFECTIVENESS AND EFFICIENCY, INCLUDING ATTRACTING AND RETAINING QUALITY EMPLOYEES</i>						
WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. Jan 31, 2014	City Manager and HR Director	Hire the Management Services Director.	X			
2. Apr 15, 2014	HR Director	Determine the feasibility of developing and distributing a monthly e-blast to employees from HR where employees' questions are addressed and make a recommendation to the City Manager.			X	Revised date.
3. Feb 1, 2014	Dep. City Clerk and Support Services Mgr., working with a Knight Communications consultant	Investigate the feasibility of having a touch screen directory in English, Spanish and Chinese at City Hall, including cost, and present a recommendation to the City Council for action.	X			
4. Mar 1, 2014	Recreation and Community Services Dir., working with the Deputy City Clerk and the Civic Plus consultant	Revamp and upgrade the city's website that will help attract new businesses, attract visitors, assist in staff recruitment; to include the city's organizational structure and history; to include a comprehensive city calendar, a photo of each department head and city manager, and a list of new businesses as well as possibly include, if feasible, a list of vacant business spaces.		X		Scheduled to launch March 17, 2014
5. Mar 15, 2014	HR Director – lead, Police Chief, City Librarian and Public Works Dir.	Improve customer service in all departments and have a follow-up assessment of the improvement within 4 months.		X		
6. Mar 1, 2014	Police Chief - lead, Recreation and Community Services Dir., Support Services Mgr.	Develop a Customer Service Plan, including a customer survey, providing comment cards for public feedback, and strategies to remove bureaucratic barriers and help us become more user-/customer-friendly and present to the City Manager for action.		X		
7. Apr 1, 2014	HR Dir. and Dep. City Clerk	Determine the feasibility of digitizing all city records, including the cost, and make a recommendation to the City Council for action.		X		

THREE-YEAR GOAL: ACHIEVE FINANCIAL STABILITY						
WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. At the Nov 20, 2013 City Council meeting	Fire Chief and City Manager	Research and present to the City Council for direction alternative means of fire protection and EMS service delivery to reduce costs.		X		Consideration of Award of Contract to ESCI on Agenda tonight.
2. Jan 15, 2014	Public Works Dir./ACM	Study the feasibility of replacing streetlights and lighting in city facilities with energy efficient lights to reduce city costs and make a recommendation to the City Council for action.	X			
3. April 15, 2014	Public Works Dir./ACM – lead, Community and Economic Development Dir., Management Services Dir., Controller and Fire Chief	Research and present to the City Manager new ideas for generating revenues.		X		
4. Feb 15, 2014	Controller	Present to the City Council the city's current Five-Year Long-Term Financial Plan.	X			
5. Apr 1, 2014	Public Works Dir./ACM and the Management Services Dir.	Complete the 218 Water, Sewer and Trash Rate process and present a recommendation to the City Council for action.		X		Presentations to Council in March/April.
6. Apr 15, 2014	Dir. of Management Services – lead, Support Services Mgr. and Controller, working with the financial rate consultant	Present to the City Council for action a revised Financial Rate Study and an implementation date.		X		
7. Jun 1, 2014*	HR Dir. – lead, Management Services Dir., Controller, and City Manager	Present to the City Council for action an alternative to providing city retirees Retiree medical benefits (aka "OPEB" other post-employment benefits).		X		Two phases will be taken to accomplish this goal. Phase I is to establish a contract with the CalPERS CERBT Pre-Funding Trust Program. Staff Report will be presented for Council approval in May.

*Long term goal might exceed this date.

**THREE-YEAR GOAL: IMPROVE COMMUNITY-WIDE BEAUTIFICATION,
PARTICIPATION AND SAFETY**

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. Apr 15, 2014	Economic and Community Development Dir. – lead, Support Services Mgr., Police Chief	Develop a program, utilizing volunteers, to help identify code enforcement issues.			X	
2. Apr 15, 2014	Police Chief	Strengthen and enhance the Neighborhood Watch Program (e.g., greater education and outreach, utilizing various means of communication, for example a social media platform, bimonthly/quarterly broadcasts)			X	
3. Apr 15, 2014	Community Services Dir. (lead) and Public Works Dir./ACM	Solicit sponsors for each of the 13 Adopt-a-Park programs and report the results to the City Council		X		
4. Apr 15, 2014	Public Works Dir./ACM and City Manager	Identify Phase II of the Wayfinding Sign Program be included in the 2014-2015 annual budget.			X	Staff has researched names of tracts to be used on signs, i.e. "Ramona Acres", "Garvey Ranch." Locations to be determined.
5. Apr 15, 2014	Recreation and Community Services Dir.	Develop and present to the City Council for action a community garden.			X	
6. Mar 19, 2014	Recreation and Community Services Dir.	Develop and present to the City Council for action a community dog park.			X	Parks & Recreation Commission report will be submitted to the City Council in March.
7. Mar 1, 2014	Recreation and Community Services Dir.	Develop and present to the City Council for action a community event involving the official city flower, the geranium.		X		
8. Apr 1, 2014	Public Works Dir./ACM	Ensure that at least five city medians are re-landscaped.		X		
9. Apr 1, 2014	Economic and Community Development Dir	Update and present to the City Council for action the Shopping Cart Ordinance to prevent stray shopping carts and present strategies to enhance enforcement.		X		Storage coral installed at the yard. Citywide sweep conducted in January.

**THREE-YEAR GOAL: IMPROVE COMMUNITY-WIDE BEAUTIFICATION,
PARTICIPATION AND SAFETY
(Continued)**

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
10. Apr 1, 2014	Public Works Dir./ACM and Community and Economic Dir., working with the Business Improvement Dist.	Develop a plan for installing flower baskets and lighting along new posts in the center median in the downtown area and present to the City Council for direction.		X		Staff assessing the ability for power in the median area for the poles.
11. Apr 1, 2014	Recreation and Community Services Dir. and the Support Services Mgr.	Develop and implement a media campaign that focuses on city issues, e.g. beautification awards, no smoking in public places, shopping carts, rules and regulations, community pride)		X		
12. Apr 15, 2014	Public Works Dir./ACM and Recreation and Community Services Dir.	Complete at least 10% of the ADA improvements and at least 10% of the installation of new monument signs at city parks.		X		Consideration of amending contract on ADA Project February 19, 2014.
13. Apr 15, 2014	Economic and Community Development Dir.– lead, Police Chief, and Fire Chief, with community input	Recommend to the City Council for action neighborhood identification signs throughout the city.		X		
14. Apr 15, 2014	Public Works Dir./ACM, working with the Police Chief	Conduct a pilot program utilizing traffic feedback signs to increase the percentage of drivers traveling within the speed limit.		X		Staff is in the process of purchasing two pilot signs to be installed in front of El Repetto Intermediate School.
15. Apr 15, 2014	Recreation and Community Services Dir.	Ensure that a message about beautification of the city by the public is distributed before and during city events.		X		Staff responsible for implementing special events have been directed to include the City beautification message in publicity and during the event.

**THREE-YEAR GOAL: *IMPROVE COMMUNITY-WIDE BEAUTIFICATION,
PARTICIPATION AND SAFETY***
(Continued)

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
16. Apr 15, 2014	Council Member Teresa Real Sebastian – lead, Recreation and Community Services Dir., Public Works Dir./ACM	Conduct one Community Clean Up Day.		X		The next Beautification Day has been scheduled for Saturday, February 22, 2014 at Highlands Park
17. Apr 15, 2014*	Police Chief	Obtain City Council direction on the parking of commercial vehicles and recreational vehicles and the overnight parking of vehicles.		X		Police Chief preparing report for next month's City Council Meeting.
18. Apr 15, 2014*	Public Works Dir./ACM – lead, Council member Chan, Police Chief, working with the San Gabriel Valley Bike Coalition	Present to the City Council for action a Regional Bike Plan.		X		

*Long term goal might exceed this date.

THREE-YEAR GOAL: <i>ENHANCE ECONOMIC DEVELOPMENT</i>						
WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. Jan 15, 2014	Police Chief	Recommend to the City Council for action the identification of up to six tour bus loading zones.			X	
2. Apr 1, 2014	Recreation and Community Services Dir.	Present a plan to the City Council for action to implement a Monterey Park Night Market, in coordination with our Farmers Market at Barnes Park.		X		Staff has met with the promoter and Chamber of Commerce representative now developing a new proposal after the feedback from the staff. The next meeting will include feedback from Police, Fire, Building, Risk Management and the Farmer's Market.
3. Feb 1, 2014	Community and Economic Development Dir.	Present to the City Council for consideration the Olson Housing Project.	X			
4. Mar 1, 2014	Community and Economic Development Dir. and City Manager	Conduct a joint workshop with the Design Review Board, Planning Commission and City Council to update them on economic development projects underway and projects in planning, to include renderings and digital presentations that can also be posted on the city's website.	X			
5. Apr 15, 2014	Community and Economic Development Dir. – lead, Controller, City Manager, Management Services Dir.	Investigate the feasibility of a percentage of revenue generated from new projects is devoted to economic development and present recommendation(s) to the City Council for direction.		X		
6. Apr 15, 2014	Community and Economic Development Dir.	Present to the Planning Commission for action up to three hotel projects.		X		
7. Apr 15, 2014	Community and Economic Development Dir, working with the Economic Development Commission	Review and update the Economic Development Plan to address national retail attraction, shopper retention and sales tax generation.		X		

THREE-YEAR GOAL: *ENHANCE ECONOMIC DEVELOPMENT*
(Continued)

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
8. Apr 15, 2014	Community and Economic Development Dir, working with the Economic Development Commission and the ED consultant	Develop a plan to reestablish a Economic Development Program, including use of the \$1.8 million Towne Centre proceeds, additional new revenues, and a Façade Improvement Loan Program.		X		
9. Apr 15, 2014	Community and Economic Development Dir	Update the City Council on the progress of the Towne Centre project.	X			
10. Apr 15, 2014	Community and Economic Development Dir., working with the Design Review Board and the Planning Commission	Revisit the Signage Ordinance (within the Zoning Code), specifically addressing a Signage Overlay Zone on North Atlantic, and make a report, including recommendations, to the City Council for action.		X		
11. Apr 15, 2014	Community and Economic Development Dir.	Update the City Council on the progress of the City Venture and LINC Housing proposals.		X		Consideration of Project on February 19, 2014 City Council Agenda
12. Apr 15 2014	Community and Economic Development Dir. and Public Works Dir./ACM	Ensure that the Market Place project is ready to break ground.		X		