



CITY OF WHITTIER, CALIFORNIA FY 2020 – 2025 STRATEGIC PLAN GOALS AND OBJECTIVES

Goal 1: Provide for Public Safety

| Time Period for Completion | Objective | Department | Status |
|----------------------------|--|------------|--|
| Jan-June 2021 | Consider increasing to 2 MET teams | PD/CM | FY21-22 budget proposal |
| Jan-June 2021 | Investigate potential CAHOOTS program with LA County | CM | Underway |
| Jan-June 2021 | Increase code enforcement activities | PD | Current direction is to focus on complaints-driven process |
| Jan-June 2021 | Homeless Navigation Center | CM | Underway |
| Jan-June 2021 | Report back on fire & paramedic response times | CM | Underway |
| Jan-June 2021 | Analysis of feasibility of public safety impact fee | ASD | Reached out to RCS for options |
| Jan-June 2021 | Rule 20A Underground (Colima Rd) | PW | Completed |
| FY 2021-22 | Rule 20A Underground (5 Points and Broadway) | PW | 5 Points is underway; Broadway is currently unfunded |



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Goal 2: Ensure Long-Term Financial Stability

| Time Period for Completion | Objective | Department | Status |
|----------------------------|---|--------------|---|
| ongoing | Explore revenue enhancements | CM | Underway |
| ongoing | Continue to hire/retain the best City employees | ASD | Ongoing with negotiations and depends on openings |
| ongoing | Continue disposition of redevelopment properties | CD | Underway |
| Jan-June 2021 | Evaluate long-term deficit resolutions (PERS liability) | CM/ASD | Presented to Council on 1/26/2021 – direction provided to commence validation process |
| Jan-June 2021 | Meet w/ school districts on collaborative services | PRCS/Library | Underway |
| Jan-June 2021 | Meet w/ Whittier College on collaborative services | PRCS | Underway |
| Jan-June 2021 | Balanced budget for the future | CM | Underway |
| FY 2021-22 | Ensure city government functions are efficient | CM | Ongoing |



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Goal 3: Maintain and Enhance the Quality of Life

| Time Period for Completion | Objective | Department | Status |
|----------------------------|--|--------------|--|
| ongoing | Increase family-oriented activities | PRCS/Library | Underway |
| Jan-June 2021 | Traffic Signal Synchronization at Beverly, Leffingwell & Lambert | PW | Underway |
| Jan-June 2021 | Evaluate repurposing Special Activities Building | PRCS | Underway |
| Jan-June 2021 | Explore Whittier Blvd. transfer from state | PW | Underway |
| Jan-June 2021 | Evaluate Nixon house incorporation into City history | PRCS | Underway |
| Jan-June 2021 | New Anaconda Park playground | PRCS | Completed 12/8/2020 |
| Jan-June 2021 | Add Veterans focus to Homeless Plan | PRCS/Library | Underway |
| FY 2021-22 | Complete Central Library Remodel | Library/PW | Underway |
| FY 2021-22 | Scott and La Serna Sidewalk Project | PW | Underway |
| FY 2021-22 | Metro Hot Spots projects - 4 intersections | PW | Underway |
| FY 2021-22 | Finish Greenway Trail East extension | PW | Underway |
| FY 2021-22 | Involve youth with police and fire departments | PD | SRO program is the most beneficial for this interaction, but due to pandemic, schools have been shut down. Exploring video conferencing opportunities to increase interaction. |
| FY 2021-22 | Consider neighborhood improvement awards | PRCS | Not yet started |
| FY 2021-22 | Conduct feasibility study for potential Greenway Trail West expansion to San Gabriel River bike path | PW | Began conversation with CalTrans |
| FY 2021-22 | Review Mills Act to facilitate easier processing | CD | Not yet started |
| FY 2022-23 | Include medical/innovation center in General Plan Update | CD | Underway |



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Goal 3: Maintain and Enhance the Quality of Life

| Time Period for Completion | Objective | Department | Status |
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| FY 2022-23 | Complete comprehensive General Plan update | CD | Underway (expected October 2021) |
| FY 2022-23 | Articulate & adopt Affordable Housing strategy (housing element) | CD | Not yet started |
| FY 2022-23 | Short term rental ordinance | CD | Not yet started |
| FY 2022-23 | Assess the old PD for potential reuse | PW/PRCS | Initial renovation estimate developed; unfunded |



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Goal 4: Transparent and Open Government

| Time Period for Completion | Objective | Department | Status |
|----------------------------|--|-------------|--|
| ongoing | Council Ad Hoc Committees Bond CIP Oversight; Central Library Remodel; Gold Line; Greenway Trail; Policing Contract; 2020 Census; Utility Rate | CM | Underway |
| ongoing | Work with Whittier Daily News to resolve misleading headlines | CM | Underway |
| Jan-June 2021 | Continuously provide updates and interpretations of Gov. Executive Orders and County Health Officer Orders | CM | Underway |
| Jan-June 2021 | Professionalize City public information & expand social media use | CM | Underway |
| Jan-June 2021 | Define roles of Mayor, Council, City Staff; Council Protocols | CM/Clerk/CC | Completed 2/9/2021 |
| Jan-June 2021 | Bring back report on normalizing public comment | CM/Clerk | Report anticipated March 2021 with switch to Zoom meeting platform |
| Jan-June 2021 | Measure W meter on website | CM/ASD | In development |
| Jan-June 2021 | Measure W expenditure information on website | CM/ASD | In development |
| Jan-June 2021 | Measure W performance vs. projections on website | CM/ASD | In development |
| FY 2021-22 | Vehicle Miles Traveled study (new CEQA re-querulent instead of average daily trips) | PW | Expected March 2021 |
| FY 2021-22 | Lead regional agency efforts (SEWC, Washington Blvd. Coalition and Gateway Cities COG) | CM | Underway |
| FY 2022-23 | Maximize participation in Gold Line EIR process | CM | Underway |



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Goal 5: Promote a Strong Local Economic Base

| Time Period for Completion | Objective | Department | Status |
|----------------------------|--|------------|---|
| Jan-June 2021 | Administer Uptown Grant Program | CM | Completed |
| Jan-June 2021 | Develop City-wide Business Grant Program | CM | Completed |
| Jan-June 2021 | Work with Trash Haulers on signage and receptacles to counteract littering | PW | Underway |
| Jan-June 2021 | Shut down Greenleaf and administer encroachment permit program to allow for business expansion in public rights-of-way permits | CM/PW/CD | Ongoing |
| FY 2021-22 | Finalize plans for Uptown Streetscape | CD | In progress |
| FY 2021-22 | Study circulator for Uptown/Groves/Gold Line/Hellman/College/Whittwood | CD/PRCS | Drafting RFP |
| FY 2021-22 | Evaluate & provide recommendations for Uptown Valet Parking options | CD | Not yet started |
| FY 2022-23 | Consider density bonus ordinance | CD | Not yet started |
| FY 2022-23 | Lambert Rd. Specific Plan | CD | Not yet started |
| FY 2023-24 | Update Whittier Blvd. Specific Plan | CD | General Plan update underway after which Specific Plan will begin |
| FY 2023-24 | Institute Development Standards for Whittier Blvd. Specific Plan | CD | Not yet started |