



Agenda Report

Date: November 10, 2020

To: Honorable Mayor and City Council

From: Brian Saeki, City Manager
Shannon DeLong, Assistant City Manager

Subject: City Council Strategic Planning Workshop

RECOMMENDATION

Review and discuss consensus goals and objectives, and direct staff to return with a final report on the City's five-year strategic plan

BACKGROUND

On July 30, 2020 City Council conducted a goal-setting workshop. At the conclusion of the workshop, City Council members agreed to review the list of goals and objectives generated at the workshop, and select up to ten objectives as their priorities for the City's workplan.

DISCUSSION

From the initial list of objectives, Staff have organized the Council's selected objectives according to the strategic goal supported (Attachment A). At the conclusion of Council's discussion, Staff will organize the Council's final objectives into a five-year strategic plan and present for adoption at the Council meeting in December. The strategic plan will inform the development of the FY 2021-2022 budget and workplan, and provide a roadmap for future budget cycle planning.

FISCAL IMPACT

There is no impact to the discussion and establishment of goals and objectives. Tasks requiring budget appropriations will return to Council for consideration as they are initiated.

ATTACHMENTS

A. Selected Objectives

GOAL 1: ENSURE LONG-TERM FISCAL STABILITY

Evaluate long-term deficit resolutions (JV, HB, JM, FD)

Explore revenue enhancements (HB, JM)

Meet w/ school district on collaborative services (JM)

Meet w/ Whittier College on collaborative services (JM)

Continue to hire/retain the best City employees (FD)

GOAL 2: PROVIDE FOR PUBLIC SAFETY

Consider increasing to 2 MET teams (JV, HB)

UNDERWAY Investigate potential CAHOOTS-like program with LA County (JV, HB)

Increase code enforcement activities (CW)

Rule 20 A underground (Colima – Whittier to Lambert) (JM)

Homeless Navigation Center (JV, FD)

GOAL 3: MAINTAIN AND ENHANCE RESIDENTS' QUALITY OF LIFE

Conduct feasibility study for potential GWT West extension to San Gabriel River bike path (JV, HB)

Evaluate Dashwood (Nixon) house incorporation into City history (HB, JM)

Review Mills Act to facilitate easier processing (HB)

Renovate old PD for community groups and/or LGBTQI+ Center (HB)

Articulate & adopt City's affordable housing strategy (HB)

UNDERWAY Increase family-oriented activities (JV)

UNDERWAY Finish Greenway Trail East and add amenities (JV)

Evaluate repurposing Special Activities Building (CW)

Short term rental ordinance (CW)

Involve youth with Police & Fire depts (JM)

Consider neighborhood improvement awards (JM)

UNDERWAY Explore Whittier Blvd. Transfer from state (JM, FD)

UNDERWAY Complete comprehensive general plan update (FD)

UNDERWAY Anaconda Park playground (FD)

GOAL 4: PROMOTE TRANSPARENT AND OPEN GOVERNMENT

Professionalize City's public information and expand social media use (JV, HB)

Roles of mayor, council, city manager/staff (JV, F)

GOAL 5: PROMOTE A STRONG LOCAL ECONOMIC BASE

Implement Uptown Streetscape Plan (JV, HB, JM)

UNDERWAY Study a potential circulator for Uptown, Groves, Quad, Gold Line Station (JV, HB, JM)

Lambert Rd. specific plan (CW, FD)

Amend/update Whittier Blvd. Specific Plan (CW, FD)

Institute development standards based upon Whittier Blvd. Specific Plan (CW)

Evaluate & provide recommendations for uptown Valet parking options (JM)

Consider density bonus ordinance (FD)