

CITY OF FOUNTAIN VALLEY

**SIX-MONTH STRATEGIC OBJECTIVES**

August 23, 2022 – November 1, 2022

THREE-YEAR GOAL: <b>ENHANCE THE CULTURE AND ENVIRONMENT OF “A NICE PLACE TO LIVE”</b>						
WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. At the September 20, 2022 City Council Meeting	City Attorney-lead, Community Development Director, Finance Director	Present to the City Council for consideration, options to address short-term rentals in the city.				
2. By Sept. 1, 2022	Community Services Director with assistance from all directors	Reinstate and enhance outreach/engagement opportunities related to city-wide community services and present to the City Manager.				
3. At October 4, 2022 City Council Meeting	City Clerk-lead, Community Development Director, and Community Services Director	Present to the City Council the results of a customer service survey from residents and businesses.				
4. At the Sept. 20, 2022 City Council meeting	Community Development Director lead, working with the Finance Director, Fire Chief, Police Chief, Public Works Director	Present to the CC the completed survey results of residents and business owners in the North Island.				
5. At the October 4, 2022 City Council meeting	Community Services Director	Identify one proposed community event and one proposed concert in the park to embrace diversity.				
6. By November 1, 2022	Public Works Director, Community Services Director and IT Manager	Present improve WiFi options at the Sport Park to the City Council.				
7. By October 15, 2022	Community Development Director	Present the Housing Element Update to the Planning Commission and City Council for adoption.				
8. By October 18, 2022	Police Chief	Provide an update on homelessness strategy.				

8. At the November 1, 2022 City Council Meeting	Public Works Director	Present an update on Frontier fiber optic project to the City Council.				
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**THREE-YEAR GOAL: ATTRACT AND RETAIN REVENUE PRODUCING BUSINESSES**

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. At the November 1, 2022 City Council meeting	Community Development Director and Public Works Director	Present to the City Council for direction branding the FV Crossings Business Area with signage, beautification and marketing.				
2. By the October 18, 2022 City Council Meeting	Community Development Director	Enter into a contract to update the City's Economic Development Plan.				
3. By the October 18, 2022 City Council Meeting	Community Development Director	Participate in the San Diego ICSC Conference to increase outreach efforts with businesses and brokers and present results to City Council.				

**THREE-YEAR GOAL: ACHIEVE FISCAL STABILITY IN ACCORDANCE WITH  
THE 20-YEAR FINANCIAL PLAN**

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. By the Sept. 20, 2022 City Council meeting	HR Director - lead, Finance Director, City Manager	Present to the City Council the findings and impacts of the Employee Compensation Study for miscellaneous groups.				
2. At the November 1, 2022 City Council meeting	Finance Director, working with all Directors	Identify and present to the City Council areas for savings to the city, and new revenue opportunities that do not impact residents.				
3. By November 1, 2022 City Council meeting	Finance Director – lead and Public Works Director	Present to the City Council the creation of a Facilities Replacement Fund.				
4. By November 1, 2022 City Council Meeting	Interim Finance Director	Hire an independent consultant to reconcile the current budget with previous forecasts and present to the City Council.				
5. By August 23, 2022 City Council Meeting	City Clerk	Present to the City Council the process for establishing an Ad-Hoc Finance Sub Committee.				

**THREE-YEAR GOAL: ATTRACT AND RETAIN QUALITY STAFF**

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. By the October 4, 2022 Council Meeting	Cross City Committee with oversight/assistance from Fire Chief and HR Director	Present results from Engagement Team – Increase Engagement of staff for teambuilding, equity, inclusion, retention and morale.				
2. By October 4, 2022 City Council Meeting	PW Director, Community Services Director, HR Director, Police Chief and IT Manager	Present to City Council on hiring process/on boarding improvements.				