

CITY OF FOUNTAIN VALLEY
SIX-MONTH STRATEGIC OBJECTIVES
December 11, 2018 – May 15, 2019

THREE-YEAR GOAL: <i>ENHANCE ECONOMIC DEVELOPMENT</i>						
WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. At the January 22, 2019 City Council meeting	Planning and Building Director	Prepare and present to the City Council for direction a Crossings Specific Plan code amendment to address parking ratio for entertainment/recreation uses.				
2. By the February 19, 2019 City Council meeting	Assistant to the City Council and Planning and Building Director	Conduct a tour for the General Plan Advisory Committee of the City to identify potential opportunity sites for further study as part of the General Plan update and present findings to the City Council at a study session.				
3. By March 15, 2019	Assistant to the City Manager	Circulate the HDL market analysis of the Crossings Project Area to property owners, developers and brokers to promote the Crossings Project and report findings to the City Manager.				
4. At the March 19, 2019 City Council meeting	Planning and Building Director and City Attorney	Present to the City Council for consideration a code amendment of the Flood Plain Management Ordinance per FEMA requirements to maintain reduced flood insurance rates.				
5. By May 15, 2019	Assistant to the City Manager and Planning and Building Director	Attract at least one recreation or entertainment use in the Crossings Project Area and report the results to the City Council.				
6. By May 15, 2019	Assistant to the City Manager and the Planning and Building Director	Participate in at least two ICSC (International Council of Shopping Centers) events to promote development opportunities within Fountain Valley.				

7. By May 15, 2019	Assistant to the City Manager	Promote the new economic development website to developers, investors and brokers and present the results to the City Council.				
8. By May 15, 2019	Assistant to the City Manager and Community Services Director	Negotiate and present to the City Council for action a lease agreement with GOALS soccer facility at Fountain Valley Sports and Recreation Center.				

THREE-YEAR GOAL: *ACHIEVE AND MAINTAIN FINANCIAL STABILITY*

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. By March 1, 2019	Finance Director	Present to the HH Oversight Committee the results of the independent auditor's report on Measure HH revenue and expenditures for fiscal year 2017-2018.				
2. By May 1, 2019	City Manager and Finance Director, working with the Measure HH Oversight Committee	Provide a report to the City Council that shows how Measure HH funds have been spent in accordance with the responsible spending pledge for FY 2017-2018.				
3. At the May 14, 2019 Budget Workshop	City Manager and Finance Director	Present to the City Council for direction revenue opportunities and cost savings, while considering the effects on customer service.				
4. By May 15, 2019	Finance Director	Present to the City Council in a study session on an updated 20-Year Financial Plan.				
5. By May 15, 2019	Finance Director	Present to the City Council the results of the Enterprise Resource Planning (ERP) System Replacement Feasibility Study.				

THREE-YEAR GOAL: *ENHANCE CITY INFRASTRUCTURE AND FACILITIES*

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. At the January 22, 2019 City Council meeting	Public Works Director	Present to the City Council for action a contract for new traffic signal and intersection improvements at Talbert and Mount Washington.				
2. At the January 22 2019 City Council meeting	Public Works Director	Present to the City Council for action a construction contract for Phase I of arterial median landscaping.				
3. At the February 9, 2019 City Council meeting	Public Works Director and IT Manager	Present to the City Council for consideration the updated Tree Inventory and Arbor Day Plan.				
4. By March 1, 2019	Public Works Director	Complete procurement and installation of electric vehicle charging stations at selected city facilities.				
5. At the March 19, 2019 City Council meeting	Public Works Director	Present to the City Council for direction alternatives for the City's Bus Shelter and Bus Bench Program.				
6. At the April 2, 2019 City Council meeting	Public Works Director	Present to the City Council for direction options for Memorial Tree and Park Bench Programs.				
7. At the April 2, 2019 City Council meeting	City Manager	Update the City Council on the design for improved customer service/reception areas at City facilities.				

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

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. By March 1, 2019	HR Director, working with all Department Directors	Evaluate current departmental succession paths and recommend to the City Manager changes needed for successful operations.				
2. By April 15, 2019	HR Director, working with each Department	Develop a training program where institutional knowledge is shared.				
3. By May 1, 2019	HR Director, working with the Department Directors	Develop a Mentorship Program for City employees.				
4. By May 1, 2019	HR Director, working with all Department Directors	Develop and recommend to the City Manager a Comprehensive Career/Professional Development Guide for all City positions.				

THREE-YEAR GOAL: *ENHANCE COMMUNITY OUTREACH AND ENGAGEMENT*

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. By March 1, 2019	Community Services Director	Present to the City Manager a review of the Pho Festival, along with future plans to encourage community cohesiveness representative of our current cultural diversity.				
2. By April 1, 2019	Planning and Building Director	Provide an update to the City Council on General Plan implementation status and current outreach.				
3. By May 1, 2019	IT Manager and City Clerk	Have the online portal design and hardware in place for a public document search.				
4. By May 15, 2019	City Manager and Department Heads	Develop, distribute, analyze and share the results, with recommendations, with staff of a customer service engagement survey discussion to enhance customer service at City Hall, Police Department and recreation facilities.				