

CITY OF FOUNTAIN VALLEY
SIX-MONTH STRATEGIC OBJECTIVES
December 11, 2018 – May 29, 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.	X			First reading January 22, 2019 and adoption February 5, 2019
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.	X			Tour conducted on January 12, 2019, and prepared for 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.	X			Circulated the HDL market analysis on February 12, 2019. Also posted the report on economic development website.
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.	X			First reading January 22, 2019 and adoption February 5, 2019
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.		X		Crossings Specific Plan code amendment to address parking ratio for entertainment/recreation uses passed. Now working with applicant to process building permits to establish use.

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.		X		Staff attended ICSC Southern California Exchange on Feb. 28 and scheduled to attend ICSC Recon Conference May 20-22.
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.		X		Emailed brokers and developers of the new economic development website in Feb. 2019 and create promotion items to continue to promote at convention conferences and events.
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.		X		Presented to City Council deal points for a future GOALS soccer facility at Feb. 5 City Council meeting and City Council directed staff to proceed with negotiation. 4/30/19 Continued negotiation.

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.	X			On January 24, 2019, the independent auditor's report on Measure HH revenue and expenditures for fiscal year 2017-2018 was presented to the Measure HH Oversight Committee, which concluded that the City complied with the reporting requirements of Measure HH and that the financial information was accurately reflected.
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.	X			The Measure HH Oversight Committee reported to the City Council on February 5, 2019 that audited Measure HH revenues and expenditures for 2017/18 are consistent with the intent of the Measure HH ballot measure and the Responsible Spending Pledge.
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.		X		Staff plans to present to the City Council revenue opportunities and cost savings associated with the Senior Transportation Program on May 14, 2019.
4. By May 15, 2019	Finance Director	Present to the City Council in a study session on an updated 20-Year Financial Plan.		X		Staff plans to present to the City Council an updated 20-Year Financial Plan during the budget workshop on May 14, 2019.

5. By May 15, 2019	Finance Director	Present to the City Council the results of the Enterprise Resource Planning (ERP) System Replacement Feasibility Study.		X	Staff plans to present to the City Council the results of the ERP System Replacement Feasibility Study during the budget workshop on May 14, 2019.
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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.	X			Contract awarded on schedule. Work slated to begin summer 2019 with completion by end of 2019.
2. At the Feb. 19 2019 City Council meeting	Public Works Director	Present to the City Council for action a construction contract for Phase I of arterial median landscaping.			X	Reject Bids, revise design, and re-bid project
3. At the February 19, 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.	X			Presented as scheduled. Held Arbor Day event at Allen School on March 7, 2019.
4. By April 1, 2019	Public Works Director	Complete procurement and installation of electric vehicle charging stations at selected city facilities.	X		X	Complete April 30
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.	X			Presented as scheduled. Council provided direction to prepare an RFP to solicit new proposals from interested vendors.
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.	X			Presented as scheduled. Council provided direction to prepare a draft policy to present to Council for action at a future meeting.
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.		X		

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.	x			Evaluation complete and recommendations made.
2. By April 15, 2019	HR Director, working with each Department	Develop a training program where institutional knowledge is shared.		x		In process with departments.
3. By May 1, 2019	HR Director, working with the Department Directors	Develop a Mentorship Program for City employees.		x		In process with departments.
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.			x	Extend through summer 2019.

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.	X			
2. By June 1, 2019	Planning and Building Director	Provide an update to the City Council on General Plan implementation status and current outreach.			X	At the Strategic Planning Session, provide an update to Council
3. By May 1, 2019	IT Manager and City Clerk	Have the online portal design and hardware in place for a public document search.	X			Server installed 4-25-19 PO 19-0250 issued to Vendor for Software.
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.		X		