

| GOAL          | OBJECTIVE  | STATUS         |
|---------------|--|----------------|
| <b>GOAL 1</b> | <b><i>Protection of Public Safety</i></b>  |                |
|               | A) Maintain "Priority 1" response times to four (4) minutes or less and "Priority 2" response times to twelve (12) minutes or less   | <b>Ongoing</b> |
|               | B) Continue community-oriented policing efforts  | <b>Ongoing</b> |
|               | C) Achieve full staffing in the La Habra Police Department   | <b>Ongoing</b> |
|               | D) Continue proactive anti-graffiti and graffiti removal efforts citywide  | <b>Ongoing</b> |
|               | E) Practice emergency response to critical incidents in accordance with National Incident Management System (NIMS) best practices  | <b>Ongoing</b> |
|               | F) Improve and enhance community emergency preparedness, including holding La Habra Emergency Preparedness Council meetings, and continue to educate the public about the importance of emergency preparedness     | <b>Ongoing</b> |
|               | G) Improve and enhance traffic safety through traffic enforcement, commercial vehicle enforcement, parking enforcement, DUI enforcement, and provide support for the La Habra Neighborhood Traffic Management Plan | <b>Ongoing</b> |
|               | H) Use existing and emerging technology to improve avenues of communication to better share information with the public about public safety  | <b>Ongoing</b> |

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| <b>GOAL 1</b> | <b><i>Protection of Public Safety - continued</i></b>         | I) Promote and encourage participation in the La Habra Police Volunteer Program<br><br>J) Enhance the La Habra Police Department's crime analysis function<br><br>K) Continue to train officers and public safety personnel in "Health and Wellness" best practices  | Ongoing<br><br>Ongoing<br><br>Ongoing                   |
| <b>GOAL 2</b> | <b><i>Management of Public Revenues and Fiscal Assets</i></b> | A) Closely monitor revenues, expenditures, and fiscal issues to ensure the City's financial stability<br><br>B) Regularly evaluate programs, services, and professional agreements to assess effectiveness and identify opportunities for greater efficiency and cost savings<br><br>C) Identify and pursue funding opportunities for capital improvement projects, including City buildings, facilities, infrastructure, and recreational outlets<br><br>D) Identify and evaluate options to upgrade the City's financial management system | Ongoing<br><br>Ongoing<br><br>Ongoing<br><br>Short-Term |

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| <b>GOAL 2</b> | <b><i>Management of Public Revenues and Fiscal Assets - continued</i></b>       | <p>E) Develop and adopt fiscal policies, including reserve policies</p> <p>F) Develop and implement an internal audit program for all City departments (completed for current year, but objective continues year-to-year)</p> <p>G) Implement OMB Uniform Guidance requirements for Federal Grant administration (completed for current year, but objective continues year-to-year)</p> <p>H) Seek grant funding where and when possible to supplement and/or replace direct City funding</p> <p>I) Identify and evaluate options to reduce the City's growing unfunded pension liability</p> | <p><b>Short-Term<br/>(Expected to be completed during FY20-21)</b></p> <p><b>Ongoing</b></p> <p><b>Ongoing</b></p> <p><b>Ongoing</b></p> <p><b>Ongoing</b></p> |
| <b>GOAL 3</b> | <b><i>Maintenance and Improvement of City Infrastructure and Facilities</i></b> | <p>A) Enhance physical and digital security at sensitive City-owned sites, such as Child Care facilities, public safety facilities, and water and maintenance facilities</p> <p>B) Maintain and upgrade City buildings, facilities, and parks</p>   | <p><b>Long-Term</b></p> <p><b>Ongoing</b></p>  |

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| <p><b>GOAL 3</b></p> <p><i>Maintenance and Improvement of City Infrastructure and Facilities - continued</i></p> | <p>D) Identify and pursue funding opportunities to design and construct recreational trails as part of the OC Loop Bicycle/Pedestrian Trail System</p>  | <p>Long-Term</p> |
|  | <p>E) Maintain and upgrade the City's traffic signal system</p>   | <p>Ongoing</p>   |
| <p><b>GOAL 4</b></p> <p><i>Recruitment, Selection, and Training of Employees</i></p>                             | <p>A) Track and review employee compensation data and legislative issues to ensure compliance with applicable state laws and retain a competitive workforce</p>   | <p>Ongoing</p>   |
|  | <p>B) Continue and expand in-house training programs to provide education and skill enhancement for employees in the areas of analysis and problem-solving, customer service, leadership, and organizational management</p> | <p>Ongoing</p>   |
|  | <p>C) Implement newer technologies to revise, update, and expedite the recruitment process, particularly for public safety positions</p>  | <p>COMPLETE</p>  |
|  | <p>D) Recognize employees who provide exceptional service to our customers, residents, and visitors</p>   | <p>Ongoing</p>   |

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| <p><b>GOAL 4</b></p> <p><i>Recruitment, Selection, and Training of Employees - continued</i></p> | <p>E) Assess the potential development of existing staff into future leaders and provide personal and professional growth opportunities</p>  | <p><b>Ongoing</b></p>   |
|  | <p>F) Implement performance evaluation software system to streamline employee evaluation process and comply with new laws</p>  | <p><b>Ongoing</b></p>   |
|  | <p>G) Implement labor analysis and forecasting tool</p>  | <p><b>Ongoing</b></p>   |
| <p><b>GOAL 5</b></p> <p><i>Development Activity and Business Assistance</i></p>                  | <p>A) Identify blighted properties within the community and prepare targeted strategies to address the challenge</p>   | <p><b>Long-Term</b></p> |
|  | <p>B) Identify underutilized commercial properties that have sales tax generating potential and work with the property-owners and/or brokerage community to develop land to its highest and best use</p> | <p><b>Long-Term</b></p> |
|  | <p>C) Work closely with commercial and residential property-owners to improve and update the appearance of their properties</p>  | <p><b>Ongoing</b></p>   |
|  | <p>D) Continue to improve the City's business retention and expansion program</p>  | <p><b>Ongoing</b></p>   |

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| <p><b>GOAL 5</b></p> <p><i>Development Activity and Business Assistance - continued</i></p> | <p>E) Continue to evaluate and improve our development review process to foster a "business friendly" environment within all City departments</p>  | <p>Ongoing</p>    |
|   | <p>F) Encourage the Development Community to support community programs, activities, and events as good corporate partners</p>   | <p>Ongoing</p>    |
|   | <p>H) Identify and select a vendor for new Land Management System (LMS) which will expedite the review of approved projects through the permitting process</p>   | <p>Short-Term</p> |
|   | <p>I) Develop a cohesive strategy and implementation tools to establish a downtown district along La Habra Boulevard</p>   | <p>Short-Term</p> |
|   | <p>J) To minimize traffic congestion along major arterial corridors and intersections due to construction projects and road closures, staff will work with developers and contractors to put in place effective traffic management plans, devices, and when appropriate, manual traffic direction. In the event of emergency situations impacting traffic, the Police Department will take proactive measures, when appropriate, to manually direct traffic to minimize road congestion and traffic delays</p> | <p>Ongoing</p>    |

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| <p><b>GOAL 5</b></p> | <p><i>Development Activity and Business Assistance - continued</i></p>  |                          |
|                      | <p>K) Study the feasibility of adding an additional code enforcement inspector position in the Community Development Department to better ensure the preservation of aesthetics and property maintenance standards in the community</p>   | <p><b>Short-Term</b></p> |
| <p><b>GOAL 6</b></p> | <p><i>Community Outreach</i></p>  |                          |
|                      | <p>A) Communicate effectively with the City Council, providing information, resources, and policy recommendations to assist in the decision-making process</p>  | <p><b>Ongoing</b></p>    |
|                      | <p>B) Encourage residents, local businesses, and community organizations to offer insight and input on City projects, policy and budget priorities.</p>   | <p><b>Ongoing</b></p>    |
|                      | <p>C) Conduct a community satisfaction survey to gauge resident satisfaction and better equip the City Council to make future policy decisions (initial survey completed 2020, next survey to occur 2021)</p>   | <p><b>Ongoing</b></p>    |
|                      | <p>D) Continue public safety outreach by increased involvement in community events and activities, including the La Habra Police Department Open House, the La Habra Citizens Academy, "Coffee with a Cop," "National Night Out," and various youth outreach programs in collaboration with the La Habra City School District</p> | <p><b>Ongoing</b></p>    |

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| <b>GOAL 6</b> | <b><i>Community Outreach - continued</i></b>               | E) Maintain a strong communication and public relations program by sharing information through a variety of media platforms, including "Life in La Habra," the City website, Channel 3, social media, and smartphone apps | <b>Ongoing</b> |
|               |  | F) Build and maintain partnerships and collaborations with other local government agencies, the business community, local non-profit organizations, and the faith-based community   | <b>Ongoing</b> |
|               |  | G) Continue to cultivate a culture of volunteerism within the community, encouraging "La Habrans to serve their fellow La Habrans," through periodic service events such as "Love La Habra"                               | <b>Ongoing</b> |
|               |  | H) Plan and host outstanding community events   | <b>Ongoing</b> |
| <b>GOAL 7</b> | <b><i>Integration of Excellence in City Operations</i></b> | A) Work with residents, businesses, and civic organizations to support public projects that foster community pride, such as the La Habra Beautification Program   | <b>Ongoing</b> |

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| <b>GOAL 7</b><br><i>Integration of Excellence in City Operations - continued</i> | B) Promote and practice a high standard of trust, ethics, and values with our employees and the public                               | Ongoing |
|  | C) Provide and maintain quality services for our residents, businesses, and visitors   | Ongoing |
|  | D) Provide the highest level of customer service to both our internal and external customers   | Ongoing |
|  | E) Encourage, promote, and recognize a spirit of teamwork by our employees   | Ongoing |
|  | F) Advance the related concepts of leadership, followership, and positive mentoring within our organization                          | Ongoing |
|  | G) Recognize employees for excellent customer service and provide incentives that staff to consistently exceed customer expectations | Ongoing |
|  | H) Focus on building positive relationships within the organization and throughout the community                                     | Ongoing |