

FY2022-23 CITY OF LA HABRA GOALS AND OBJECTIVES

Goal 1 – Protection of Public Safety

Goal 2 – Management of Public Revenues and Fiscal Assets

Goal 3 – Maintenance and Improvement of City Infrastructure

Goal 4 – Recruitment, Selection, and Training of Employees

Goal 5 – Development Activity and Business Assistance

Goal 6 – Community Outreach and Civic Engagement

Goal 7 – Integration of Excellence in City Operations

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GOAL 1 – PROTECTION OF PUBLIC SAFETY

- Objective A* Maintain “Priority 1” response times to four (4) minutes or less and “Priority 2” response times to twelve (12) minutes or less.
Status = Ongoing
- Objective B* Continue community-oriented policing as a method to improve dialogue with our community.
Status = Ongoing
- Objective C* Achieve full staffing in the La Habra Police Department
Status = Ongoing
- Objective D* Continue proactive anti-graffiti and graffiti removal efforts citywide
Status = Ongoing
- Objective E* Ensure staff is trained and capable of emergency response during critical incidents in accordance with National Incident Management System (NIMS) best practices
Status = Ongoing
- Objective F* Improve and enhance community emergency preparedness, including hosting La Habra Emergency Preparedness Council meetings, and continue to educate and inform the public of the importance of emergency preparedness
Status = Ongoing
- Objective G* Improve and enhance traffic and pedestrian safety through regular traffic enforcement, commercial vehicle enforcement, parking enforcement, and DUI enforcement, as well as provide support to the La Habra Neighborhood Traffic Management Plan
Status = Ongoing
- Objective H* Implement existing and emerging technologies to improve avenues of communication and share information about public safety with the public.
Status = Ongoing
- Objective I* Promote and encourage participation in the La Habra Police Volunteer Program
Status = Ongoing
- Objective J* Implement methods and technology to enhance the La Habra Police Department’s crime analysis function
Status = Ongoing

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- Objective K* Continue to train officers and public safety personnel in “Health and Wellness” best practices
Status = Ongoing
- Objective L* Develop and implement an Apartment Inspection Program
Status = Long-Term
- Objective M* Continue sidewalk maintenance citywide to reduce potential for “trip and fall” hazards.
Status = Ongoing and Long-Term

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GOAL 2 – MANAGEMENT OF PUBLIC REVENUES AND FISCAL ASSETS

- Objective A* Closely monitor revenues, expenditures, and fiscal trends to ensure the City's long-term fiscal stability.
Status = Ongoing
- Objective B* Regularly review and evaluate programs, services, and professional agreements to assess effectiveness and identify opportunities for greater efficiencies and cost containment
Status = Ongoing
- Objective C* Identify and pursue funding opportunities for City capital improvement projects, including City buildings, facilities, infrastructure, and recreational outlets, as well as non-City projects that could be of value to the community, such as local school districts.
Status = Ongoing
- Objective D* Identify and evaluate options to upgrade the City's financial management system
Status = Short-term
- Objective E* Develop and adopt fiscal policies, including reserve policies
Status = **COMPLETE**
- Objective F* Develop and implement an internal audit program for all City departments (completed for current year, but objective continues year-to-year).
Status = Ongoing
- Objective G* Implement OMB Uniform Guidance requirements for Federal grant administration (completed for current year, but objective continues year-to-year).
Status = Ongoing
- Objective H* Pursue grant funding where and when possible to supplement and/or replace direct City funding
Status = Ongoing
- Objective I* Identify and evaluate options to reduce the City's unfunded pension liability
Status = **COMPLETE (the City financed a pension obligation bond during FY21-22)**

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Objective J

Conduct periodic monitoring and submittal of grant reports and request for reimbursements for capital infrastructure projects

Status = Ongoing

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GOAL 3 – MAINTENANCE AND IMPROVEMENT OF CITY INFRASTRUCTURE

- Objective A* Enhance physical and digital security at sensitive City-owned sites, such as Child Care facilities, public safety facilities, and water and maintenance sites.
Status = Long-Term
- Objective B* Maintain and upgrade City buildings, facilities, and parks
Status = Ongoing
- Objective C* Maintain streets, alleys, sidewalks, and curb ramps citywide
Status = Ongoing
- Objective D* Maintain sewer, water, and storm drain pipelines
Status = Ongoing
- Objective E* Identify and pursue funding opportunities to design and construct recreational trails as part of the OC Loop Bicycle/Pedestrian Trail System
Status = Long-Term
- Objective F* Maintain and upgrade the City's traffic signal system
Status = Ongoing
- Objective G* Improve pedestrian and bicyclist safety and enhance neighborhood aesthetics through the Neighborhood Traffic Management Plan (NTMP)
Status = Ongoing and Long-term
- Objective H* Create a branding program/signage program for City parks and facilities
Status = Long-Term

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GOAL 4 – RECRUITMENT, SELECTION, AND TRAINING OF EMPLOYEES

- Objective A* Track and review employee compensation data and legislative issues to ensure compliance with applicable state laws and retain a competitive workforce
Status = Ongoing
- Objective 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
Status = Ongoing
- Objective C* Implement new technologies to revise, update, and expedite the recruitment process, particularly for public safety positions
Status = COMPLETE
- Objective D* Recognize employees who provide exceptional service to our clients, residents, and visitors
Status = Ongoing
- Objective E* For succession planning purposes, recognize employees who possess the skills and knowledge to earn promotion within the organization and provide future leaders with personal and professional growth opportunities.
Status = Ongoing
- Objective F* Implement a performance evaluation software to streamline the employee evaluation process and comply with applicable laws
Status = COMPLETE
- Objective G* Implement a labor analysis and forecasting tool
Status = COMPLETE
- Objective H* Conduct City-wide customer service training
Status = Short-term
- Objective I* Conduct City-wide diversity training
Status = Short-term

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GOAL 5 – DEVELOPMENT ACTIVITY AND BUSINESS ASSISTANCE

- Objective A* Identify blighted properties within the community and prepare targeted strategies to address the challenge
Status = Ongoing
- Objective B* Identify underutilized commercial properties that have sales tax generating potential and work with property-owners and the brokerage community to develop land to its highest and best use
Status = Ongoing
- Objective C* Work closely with commercial and residential property-owners to improve and maintain the appearance of their properties
Status = Ongoing
- Objective D* Continue to improve the City’s business retention and expansion program
Status = Ongoing
- Objective E* Continue to evaluate and improve the City’s development review process and continue to foster a “business friendly” environment within all City departments
Status = Ongoing
- Objective F* Encourage the Development Community to support community programs, activities, and events as good corporate partners
Status = Ongoing
- Objective G* Identify and select a vendor for a new Land Management System (LMS) to help expedite the review of approved projects through the permitting process
Status = Short-term
- Objective H* Retain a consultant to develop a cohesive strategy and implementation tools to establish a downtown district along La Habra Boulevard, to include an analysis of current market conditions, development constraints, recommended specific plan amendments, potential funding sources, and consideration of fee waivers and development incentives
Status = Short-term
- Objective I* Minimize temporary traffic congestion along arterials and at intersections due to development activity by working with developers to employ effective traffic management plans, devices, and when appropriate, manual traffic direction.
Status = Ongoing

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- Objective J* Study the feasibility of adding an additional code enforcement inspector position to help ensure preservation of aesthetics and property maintenance standards in the community
Status = COMPLETE
- Objective K* Attract a satellite college campus or technical school to La Habra
Status = Long-term
- Objective L* Monitor funding opportunities to develop permanent supporting housing in the community, either at a single site or multiple locations
Status = Ongoing
- Objective M* Update the City's sign ordinance to be consistent with applicable state and federal laws, with an emphasis on ease of implementation and flexibility of application, while maintaining community aesthetic standards
Status = Short-term
- Objective N* Provide updated aerial maps for display and use at City Hall
Status = Short-term
- Objective O* Update the General Plan Housing Element in compliance with State law and process related Zoning Code Amendments and/or Reclassifications
Status = Short-term
- Objective P* Monitor commercial property listings for potential acquisition and/or marketing to attract/retain businesses.
Status = Ongoing
- Objective Q* Analyze the need for amendments of the La Habra Municipal Code that would facilitate the creation of additional outdoor dining opportunities
Status = Short-term
- Objective R* Review the Zoning Code on an on-going basis and process amendments that ensure compliance with recent State legislation, streamline project processing, remove unnecessary regulations, and/or make the Zoning Code easier to implement
Status = Ongoing
- Objective S* Create a Public Art Program requirement/in lieu fee for larger development projects
Status = Long-term

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Objective T

Study the feasibility of:

Consolidate the Community and Economic Development Department into two divisions

- Building, Safety and Code Enforcement
- Planning, Housing and Economic Development

Upgrade/replace/create the following positions:

- Upgrade
 - o Chief Building Official to reflect additional duties to oversee Code Enforcement
 - o Senior Code Enforcement Inspector to Code Enforcement Supervisor to reflect additional duties to supervise Code Enforcement Inspectors
- Replace
 - o Code Enforcement Manager with Economic Development Project Manager
 - o Management Analyst with Assistant Planner
- Create New Position
 - o Permit Services Coordinator to oversee department's customer service interface with the public and serve as project manager for the Land Management System

Status = Short-term

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GOAL 6 – COMMUNITY OUTREACH AND CIVIC ENGAGEMENT

- Objective A* Communicate effectively with the City Council by providing information, resources, and policy recommendations to assist in the decision-making process
Status = Ongoing
- Objective B* Conduct a community satisfaction survey to gauge resident satisfaction and better equip the City Council to make future policy decisions
*Status = **COMPLETE** (staff will budget for future surveys on a two-year cycle, with the next survey to occur in 2023)*
- Objective C* Continue public safety outreach through 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
Status = Ongoing
- Objective D* Maintain a strong communication and public relations program by sharing relevant information on City projects, programs, and policies through a variety of platforms, including “Life in La Habra,” the City website, Channel 3, and social media
Status = Ongoing
- Objective E* Build and maintain partnerships and collaborations with other local government agencies, the business community, local non-profit organizations, and the faith-based community
Status = Ongoing
- Objective F* 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.”
Status = Ongoing
- Objective G* Plan and host outstanding community events, such as the Fourth of July Spectacular and Tamale Festival
Status = Ongoing

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GOAL 7 – INTEGRATION OF EXCELLENCE IN CITY OPERATIONS

- Objective A* Work with residents, businesses, vendors, contractors, and civic organizations to support public projects that foster community pride, such as the La Habra Beautification Program
Status = Ongoing
- Objective B* Promote and practice a high standard of trust, ethics, and values among our employees and the public we serve
Status = Ongoing
- Objective C* Provide and maintain quality public services for our residents, businesses, and visitors
Status = Ongoing
- Objective D* Consistently provide the highest level of customer service to both our internal and external customers
Status = Ongoing
- Objective E* Encourage, promote, and recognize a spirit of teamwork and collaboration among our employees
Status = Ongoing
- Objective F* Advance the interdependent concepts of leadership, followership, and positive mentoring within our organization
Status = Ongoing
- Objective G* Recognize employees for excellence customer service and provide incentives for staff to consistently exceed customer expectations
Status = Ongoing
- Objective H* Emphasize the creations of positive relationships within the organization and throughout the community
Status = Ongoing