

## **FY2023-24 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

## FY2023-24 CITY OF LA HABRA GOALS AND OBJECTIVES

### 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 a Rental Housing Inspection Program  
*Status = Long-Term*
- Objective M*            Continue sidewalk maintenance citywide to reduce potential for “trip and fall” hazards.  
*Status = Ongoing and Long-Term*

## FY2023-24 CITY OF LA HABRA GOALS AND OBJECTIVES

### 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 implement an internal audit program for all City departments (completed for current year, but objective continues year-to-year).  
Status = Ongoing
- Objective F*            Implement OMB Uniform Guidance requirements for Federal grant administration (completed for current year, but objective continues year-to-year).  
Status = Ongoing
- Objective G*            Pursue grant funding where and when possible to supplement and/or replace direct City funding  
Status = Ongoing
- Objective H*            Conduct periodic monitoring and submittal of grant reports and request for reimbursements for capital infrastructure projects  
*Status = Ongoing*
- Objective I*            Consistent with the approved annual budget, secure and purchase newly added or replacement vehicles, equipment, or other related assets in conformance with City Council approved policy  
*Status = Ongoing* **NEW**

## FY2023-24 CITY OF LA HABRA GOALS AND OBJECTIVES

Objective J            Update the City's Cost Allocation Plan and User Fee Study to ensure the City recovers eligible costs to provide services to the public  
*Status = ongoing **NEW***

## FY2023-24 CITY OF LA HABRA GOALS AND OBJECTIVES

### 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 = Ongoing (the City completed security enhancements at the La Habra Police Department during FY2022-23)*
- 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*
- Objective I* Explore options for solar power at City buildings and facilities  
*Status = Long-Term*
- Objective J* Continue proactive maintenance of the City's vehicle fleet to reduce ongoing repair costs and extend the life of assets. Where and when feasible, implement new alternative fuel technology in accordance with state regulations in order to improve environmental quality and reduce the use of natural resources  
*Status = Ongoing NEW*

## FY2023-24 CITY OF LA HABRA GOALS AND OBJECTIVES

*Objective K*

Provide a high level of refuse and recycling services that ensure compliance with state regulations and reduce the amount of refuse going to landfills.

Status = Ongoing **NEW**

## FY2023-24 CITY OF LA HABRA GOALS AND OBJECTIVES

### 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* Recognize employees who provide exceptional service to our clients, residents, and visitors  
*Status = Ongoing*
- Objective D* 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 E* Conduct City-wide customer service training  
*Status = Short-term*
- Objective F* Conduct City-wide diversity training  
*Status = Short-term*
- Objective G* Implement an online benefits enrollment portal to expedite open enrollment and the onboarding process for new hires  
*Status = Short-term* **NEW**

## FY2023-24 CITY OF LA HABRA GOALS AND OBJECTIVES

### **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* Implement 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*            Attract a satellite college campus or technical school to La Habra  
*Status = Long-term*
- Objective K*            Monitor funding opportunities to develop permanent supporting housing in the community, either at a single site or multiple locations  
*Status = Ongoing*
- Objective L*            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 M*            Update, implement and provide annual performance reports for the General Plan in compliance with State law  
*Status = Short-term*
- Objective N*            Monitor commercial property listings for potential acquisition and/or marketing to attract/retain businesses.  
*Status = Ongoing*
- Objective O*            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 P*            Create a Public Art Program requirement/in lieu fee for larger development projects  
*Status = Long-term*
- Objective Q*            Facilitate the development of high-quality housing, at a variety of income levels, to help meet projected demand, as set forth in the Regional Housing Needs Assessment (RHNA).  
*Status = Ongoing NEW*
- Objective R*            Continue to implement the City’s Climate Action Plan (CAP) by identifying a Greenhouse Gas (GHG) Reduction Team comprised of City staff; seeking grant-funding opportunities to update the CAP to reflect current climate trends, legislation, technology and feasibility; and encourage developers and property-owners to incorporate GHG reducing features in new development and building/home improvement projects, to the extent practical and feasible, above and beyond what is required by the State of California Green Building Code, adopted as Title 15 of the La Habra Municipal Code  
*Status = Short-Term NEW*

## FY2023-24 CITY OF LA HABRA GOALS AND OBJECTIVES

### **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 periodic community satisfaction surveys to gauge resident satisfaction and better equip the City Council to make future policy decisions.  
*Status = ongoing*
- 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 the “La Habra Life” newsletter publication, the “Life in La Habra” magazine publication, 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*

## FY2023-24 CITY OF LA HABRA GOALS AND OBJECTIVES

### **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*