

CITY OF LA HABRA

GOALS & OBJECTIVES

FISCAL YEAR 2024-2025

City of La Habra
"A Caring Community"
110 East La Habra Boulevard
La Habra, CA 90631
(562) 383-4000






TABLE OF CONTENTS

- Goal 1: Protection of Public Safety
- Goal 2: Management of Public Revenues & Fiscal Assets
- Goal 3: Maintenance & Improvement of City Infrastructure
- Goal 4: Recruitment, Selection, & Training of Employees
- Goal 5: Development Activity & Business Assistance
- Goal 6: Community Outreach & Civic Engagement
- Goal 7: Integration of Excellence in City Operations
- Goal 8: Enhancement of the Quality of Life Through Arts, Parks, Recreation, Social Services & Open Space

Department/Division Acronyms:

PD: Police Department CED: Community & Economic Development
CS: Community Services ADMIN: Administration
PW: Public Works HR: Human Resources/Risk Management
FIN: Finance IT: Information Technology

-  Existing Program/Service, but **NEW** Objective Added to Goals/Objectives
-  Current Non-Existing Program/Service, and **NEW** Objective Proposed by Staff
-  Objective **Completed** FY 23/24

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Goal 1: Protection of Public Safety

Objective	Initiative; Task/Activity	New/ Existing	Dept/ Lead	Status
Objective A	Maintain “Priority 1” response times to four (4) minutes or less and “Priority 2” response times to twelve (12) minutes or less.	Existing	PD	Ongoing
Objective B	Continue community-oriented policing as a method to improve dialogue with our community.	Existing	PD	Ongoing
Objective C	Achieve full staffing in the La Habra Police Department	Existing	PD HR	Ongoing
Objective D	Continue proactive anti-graffiti and graffiti removal efforts citywide	Existing	CS	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	Existing	PD ADMIN	Ongoing
Objective F	Improve and enhance community emergency preparedness, including hosting bilingual La Habra Emergency Preparedness Council meetings, and continue to educate and inform the public of the importance of emergency preparedness	Existing	PD	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	Existing	PD	Ongoing
Objective H	Implement existing and emerging technologies to improve avenues of communication and share information about public safety with the public.	Existing	PD	Ongoing
Objective I	Promote and encourage participation in the La Habra Police Volunteer Program	Existing		Ongoing
Objective J	Implement methods and technology to enhance the La Habra Police Department’s crime analysis function	Existing	PD	Ongoing
Objective K	Continue to train officers and public safety personnel in “Health and Wellness” best practices	Existing	PD	Ongoing
Objective L	Develop and implement a Rental Housing Inspection Program	Existing	CED	Long-Term
Objective M	Continue sidewalk maintenance/replacement projects citywide to reduce potential for “trip and fall” hazards.	Existing	PW	Ongoing; Long-Term
Objective N	Evaluate fire service models and options that provide high quality, cost effective fire/paramedic services to the community	New	Admin	Long-Term (Proposed)

Goal 2: Management of Public Revenues and Fiscal Assets

Objective	Initiative; Task/Activity	New/ Existing	Dept/ Lead	Status
Objective A	Closely monitor revenues, expenditures, and fiscal trends to ensure the City's long-term fiscal stability.	Existing	FIN	Ongoing
Objective B	Regularly review and evaluate programs, services, and professional agreements to assess effectiveness and identify opportunities for greater efficiencies and cost containment	Existing	FIN	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.	Existing	FIN	Ongoing
Objective D	Develop and implement an internal audit program for all City departments (completed for current year, but objective continues year-to-year).	Existing	FIN	Ongoing
Objective E	Implement OMB Uniform Guidance requirements for Federal grant administration (completed for current year, but objective continues year-to-year).	Existing	FIN	Ongoing
Objective F	Pursue grant funding where and when possible to supplement and/or replace direct City funding	Existing	FIN	Ongoing
Objective G	Conduct periodic monitoring and submittal of grant reports and request for reimbursements for capital infrastructure projects	Existing	FIN	Ongoing
Objective H	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	Existing	FIN	Ongoing
Objective I	Update the City's Cost Allocation Plan and User Fee Study to ensure the City recovers eligible costs to provide services to the public	Existing	FIN	Long-Term (Pending)
Objective J	Complete the upgrade and transition process to a new financial management system	New	FIN	Short-Term (In Progress)
Objective Complete	Identify and evaluate options to upgrade the City's financial management system	Existing	FIN	Completed FY 23/24

Goal 3: MAINTENANCE AND IMPROVEMENT OF CITY INFRASTRUCTURE

Objective	Initiative; Task/Activity	New/ Existing	Dept/ Lead	Status
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.	Existing	PW IT	Ongoing
Objective B	Maintain and upgrade City buildings, facilities, entry markers, medians, parkways, and parks	Existing	PW	Ongoing
Objective C	Maintain and upgrade Citywide bus stops and all related trash receptacles, benches, and shelters	New	PW	Ongoing; Long Term
Objective D	Maintain the City's urban forest and tree health in accordance with the City's adopted grid trim schedule	New	PW	Ongoing; Long Term
Objective E	Maintain and improve City streets, alleys, sidewalks, and curb ramps	Existing	PW	Ongoing
Objective F	Maintain and improve sewer, water, and storm drain systems	Existing	PW	Ongoing
Objective G	Identify and pursue funding opportunities to design and construct recreational trails as part of the OC Loop Bicycle/Pedestrian Trail System	Existing	PW	Long Term
Objective H	Maintain and upgrade the City's traffic signal system	Existing	PW	Ongoing
Objective I	Improve pedestrian and bicyclist safety and enhance neighborhood aesthetics through the Neighborhood Traffic Management Plan (NTMP)	Existing	PW	Ongoing; Long Term
Objective J	Create a branding program/signage program for City parks and facilities	Existing	PW CED	Long-Term (Initiated)
Objective K	Explore options for solar power at City buildings and facilities	Existing	PW	Long-Term (Pending)
Objective L	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	Existing	PW	Ongoing
Objective M	Provide a high level of refuse and recycling services that ensure compliance with state regulations and reduce the amount of refuse going to landfills.	Existing	PW	Ongoing
Objective N	Evaluate the condition of playground equipment at City parks and develop a playground equipment replacement program to install new playground equipment where needed	New	PW	Long-Term (Proposed)

Goal 4: RECRUITMENT, SELECTION & TRAINING OF EMPLOYEES

Objective	Initiative; Task/Activity	New/ Existing	Dept/ Lead	Status
Objective A	Track and review employee compensation data and legislative issues to ensure compliance with applicable state laws and retain a competitive workforce	Existing	HR	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	Existing	HR	Ongoing
Objective C	Recognize employees who provide exceptional service to our clients, residents, and visitors	Existing	HR Admin	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.	Existing	HR	Ongoing
Objective E	Conduct City-wide customer service training	Existing	HR Admin	Completed FY 23/24; Ongoing
Objective F	Conduct City-wide diversity training	Existing	HR	In Progress
Objective G	Monitor and ensure the City remains in compliance with changes in state and federal employment laws, regulations and Health and Safety requirements	New	HR	Ongoing
Objective H	Implement Tyler Munis New HRIS system including Performance Evaluations, and Certificate of Insurance tracking	New	HR FIN	Short-Term (Pending)

Goal 5: DEVELOPMENT ACTIVITY AND BUSINESS ASSISTANCE

Objective	Initiative; Task/Activity	New/ Existing	Dept/ Lead	Status
Objective A	Identify blighted properties within the community and prepare targeted strategies to address the challenge	Existing	CED	Ongoing
Objective B	Monitor commercial property listings that have sales tax generating potential for potential acquisition and/or marketing to attract/retain businesses, and work with property owners and the brokerage community to develop land to its highest and best use	Existing	CED	Ongoing
Objective C	Work closely with commercial and residential property-owners to improve and maintain the appearance of their properties	Existing	CED	Ongoing
Objective D	Continue to improve the City's business retention and expansion program	Existing	CED	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	Existing	CED	Ongoing
Objective F	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	New/ Existing	CED	In Progress; Long Term
Objective G	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.	Existing	PW	Ongoing
Objective H	Monitor funding opportunities to develop permanent supporting housing in the community, either at a single site or multiple locations	Existing	CED	Ongoing
Objective I	Update, implement and provide annual performance reports for the General Plan in compliance with State law	Existing	CED	Ongoing
Objective J	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	Existing	CED	Ongoing
Objective K	Create a Public Art Program requirement/in lieu fee for larger development projects	Existing	CED	Long Term
Objective L	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).	Existing	CED	Ongoing
Objective M	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	Existing	CED	Ongoing

Objective Complete	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	Existing	CED	Completed FY 23/24
Objective Complete	Implement a new Land Management System (LMS) to help expedite the review of approved projects through the permitting process	Existing	CED	Completed FY 23/24
Objective Complete	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	Existing	CED	Completed FY 23/24

Goal 6: COMMUNITY OUTREACH AND CIVIC ENGAGEMENT

Objective	Initiative; Task/Activity	New/ Existing	Dept/ Lead	Status
Objective A	Communicate effectively with the City Council by providing information, resources, and policy recommendations to assist in the decision-making process	Existing	ADMIN	Ongoing
Objective B	Conduct periodic community satisfaction surveys to gauge resident satisfaction and better equip the City Council to make future policy decisions.	Existing	ADMIN	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	Existing	PD	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	Existing	ADMIN CS PD	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	Existing	ADMIN CS PD	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."	Existing	CS PD	Ongoing
Objective G	Plan and host high quality, low cost community events, such as the Fourth of July Spectacular and Tamale Festival	Existing	CS	Ongoing
Objective H	Establish a local government "civics academy" program to educate and inform interested La Habra residents about local governance and the roles and responsibilities of City departments, staff and officials	New	ADMIN	Short-Term (Proposed)

Goal 7: INTEGRATION OF EXCELLENCE IN CITY OPERATIONS

Objective	Initiative; Task/Activity	New/ Existing	Dept/ Lead	Status
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	Existing	CED CS	Ongoing
Objective B	Promote and practice a high standard of trust, ethics, and values among our employees and the public we serve	Existing	ADMIN	Ongoing
Objective C	Provide and maintain quality public services for our residents, businesses, and visitors	Existing	CS	Ongoing
Objective D	Consistently provide the highest level of customer service to both our internal and external customers	Existing	ADMIN	Ongoing
Objective E	Encourage, promote, and recognize a spirit of teamwork and collaboration among our employees	Existing	HR ADMIN	Ongoing
Objective F	Advance the interdependent concepts of leadership, followership, and positive mentoring within our organization	Existing	ADMIN	Ongoing
Objective G	Recognize employees for excellence customer service and provide incentives for staff to consistently exceed customer expectations	Existing	HR ADMIN	Ongoing
Objective H	Emphasize the creations of positive relationships within the organization and throughout the community	Existing	ADMIN	Ongoing

Goal 8: ENHANCEMENT OF THE QUALITY OF LIFE THROUGH ARTS, PARKS, RECREATION, SOCIAL SERVICES, AND OPEN SPACE

Objective	Initiative; Task/Activity	New/ Existing	Dept/ Lead	Status
Objective A	Provide diverse opportunities for cultural arts, recreation, and social services programs	New	CS	Ongoing
Objective B	Maintain strong relationships with non-profit youth sports organizations that provide the best opportunities for a wide variety of sports for youth in the community	New	CS	Ongoing
Objective C	Offer a schedule of programs that encourage senior citizens to stay active mentally, emotionally, and physically	New	CS	Ongoing
Objective D	Develop and equip a dedicated space that can be used as a Senior Center for the provision of programs, services, recreational opportunities and special events catering to the City's senior residents	New	CS	Long-Term
Objective E	Continue the development of Vista Grande Park, which will include various amenities, including the City's first dog park	New	PW	Long-Term (In Progress)
Objective F	Design and build a new park at the site of the former Woman's Club at Greenwood and Lois	New	PW	Short-Term (In Progress)
Objective G	Plan and host high quality, low cost community events, such as the Fourth of July Spectacular and Tamale Festival	New	CS	Ongoing
Objective H	Coordinate with the local school districts to help provide students with opportunities for educational success	New	CS	Ongoing
Objective I	Actively address the needs of the unhoused community and provide services that help to measurably reduce the number of individuals and families without housing	New	CS CED PD	Ongoing; Long-Term