

CITY OF LA CANADA FLINTRIDGE
CITY COUNCIL GOALS & OBJECTIVES

Adopted: August 15, 2017

GOAL:

An end toward which effort is directed.

Setting goals is one way to develop targets and to identify important things to be accomplished during the coming one (1) to five (5) years.

Goals are strong motivating factors. They are timeless, unbounded statements describing the conditions or attributes one seeks to obtain. A goal statement does not describe what you will do. A goal statement describes how the world will be different because of what you have done.

OBJECTIVE:

A specific result that will be achieved.

Objectives are written statements defining what has to be accomplished in order to reach a goal. Objectives are specific and should be measurable, limited in number, and focused on major performance issues.

Setting objectives forces one to focus squarely on its activities. This allows informed choices of what one hopes he or she is able to do. An important step is to determine specifically who is to be responsible to oversee the implementation of each objective.

Objectives should be feasible in terms of personnel, time, financial capabilities and other resources.

When all objectives are met, the goal will be achieved. It is a plan or map of where you are going.

TASK:

Assigned piece of work often to be finished within a certain time-frame.

These are action steps that define in detail how objectives will be implemented. They include who will be responsible, what resources will be needed, and start-up and completion dates.

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CITY COUNCIL GOALS & OBJECTIVES**

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GOAL I: To have a friendly, efficient, responsive city government.

OBJECTIVES	TASKS	RESPONSIBLE/ ASSIGNED	EFFECT ON BUDGET	TIME TARGET
A. Increase communication between City Hall and the Community	1. Improve and maintain City's website	Dir. of Admin. Services		Ongoing
	2. Assess the productivity of the Comcate system	Dir. of Admin. Services		Ongoing
	3. Promote social media as a means of communicating with the public	Dir. of Admin. Services		Ongoing
B. Promote Services of City and Community Groups	1. Attend community group meetings and functions as invited	Mayor or designee		Ongoing
C. Communicate Council Goals, Objectives and Protocols with Commissioners	1. Continue to meet periodically with each Commission	City Council		Ongoing
D. Ensure Quality Customer Service	1. Monitor, survey & obtain feedback	City Council & City Manager		Ongoing
	2. Develop informal methodology for counter/Newsletter surveys	City Council & City Manager		Ongoing
E. Evaluate Information Technology opportunities to Ensure Efficient Operations	1. Evaluate City's website for potential improvements	Dir. of Admin. Services		Ongoing
	2. Maintain City webpage for new residents	Dir. of Admin. Services		Ongoing
	3. Improve software/hardware opportunities	Dir. of Admin. Services		Ongoing
F. Hire, Retain and Train Quality Staff	1. Provide staff training & education	City Manager		Ongoing
	2. Evaluate staffing levels for appropriateness	City Manager		Ongoing
	3. Maintain competitive salaries	City Manager		Ongoing

GOAL II: To maintain a healthy financial condition.

OBJECTIVES	TASKS	RESPONSIBLE/ ASSIGNED	EFFECT ON BUDGET	TIME TARGET
A. Determine if the City Is Getting Services at Rates that are Competitive in the Marketplace	1. Continue to ensure that City services are provided efficiently	Staff		Ongoing
B. Target General Fund Reserves between 100% - 150% of Operating Budget	1. Monitor the City's adherence to the Objective	City Council & Staff		Ongoing
C. Identify Means to Protect and Enhance City Revenues	1. Verify that service fees cover the cost of the service	Staff		Ongoing
	2. Support legislation that increases and protects revenues for cities	City Council		Ongoing
	3. Aggressively pursue grant opportunities	Lobbyist to prepare annual list of available grants	Reduction to general fund obligations	Ongoing
	4. Monitor reimbursement of state mandated costs	City Clerk		Ongoing
D. Optimize the Return on the City's Investment Portfolio	1. Provide support for cash flow forecasts and give advice on debt issuance and management	City Treasurer and IFAC		Ongoing
E. Develop a Long-Range Financial Plan	1. Maintain production of the Long-Range Financial Forecast	Finance Director & City Manager		Ongoing
	2. Implement a quarterly financial dashboard report	Finance Director		Ongoing

GOAL III: To maintain the character of the community: a safe, family-friendly residential community.

OBJECTIVES	TASKS	RESPONSIBLE/ ASSIGNED	EFFECT ON BUDGET	TIME TARGET
A. Implement the Goals of the General Plan	1. Prioritize the action items for City Council consideration to further the goals identified in the General Plan	Dir. of Comm. Development		Ongoing
B. Monitor the Effectiveness of the R-1 Standards	1. Prepare a periodic review	Staff		Ongoing
C. Promote Traffic Safety and Efficiency Throughout the City	1. Review, update & support City-wide traffic measures	Public Works Dir.		Ongoing
D. I-210 Freeway Impacts	1. Identify additional funding for the Soundwall Projects and plan for future projects	City Council and Staff		Ongoing
	2. Monitor I-210 construction impacts to the community	Public Works Dir.		Duration
E. Continue to Oppose the Proposed 710 Extension (Tunnel)	1. Support viable non-freeway alternatives	City Council		Ongoing
	2. Demand thorough & objective analysis of any 710 Freeway extension proposal	City Council and Staff		Ongoing
	3. Aggressively participate in local groups' feasibility outreach programs	City Council		Ongoing
	4. Evaluate & support multi-city efforts where appropriate & beneficial	City Council and Staff		Ongoing
	5. Evaluate need & implementation of additional public relations & educational outreach (both internal & external)	City Council		Ongoing
F. Support Local Control of Land Use	1. Oppose State legislation that infringes upon local control	City Council		Ongoing

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GOAL III: To maintain the character of the community: a safe, family-friendly residential community (...continued).

OBJECTIVES	TASKS	RESPONSIBLE/ ASSIGNED	EFFECT ON BUDGET	TIME TARGET
G. Protect Our Trees	1. Continue to monitor agricultural information for pest infestations	Public Works Comm. & Staff		Ongoing
	2. Maintain TreeCity USA designation	Dir. of Public Works		Ongoing
H. Implement The Trails Master Plan and its Protections	1. Identify funding for needed repairs to Flint Canyon Trail & implement repairs	Dir. of Public Works & Staff		Ongoing
	2. Continue to protect trails through monitoring at the Building & Safety Counter	Staff		Ongoing
	3. Coordinate w/ Trails Council	Staff		Ongoing
	4. Update Trails Master Plan	Staff		Ongoing
I. Purchase Open Space & Parklands Property	1. Set aside funds annually, as available, for the purpose of acquiring open space and parkland	City Council		Ongoing
	2. Identify availability of open space and parkland	Staff		Ongoing
	3. Identify sources of funding for open space and parkland	Staff		Ongoing
	4. Explore new joint use projects with other entities	Staff		Ongoing
J. Expand Park Resources	1. Implement the design of Rock-ridge Park, Conserv. Area & Trail	Staff		FY 2014-15
	2. Continue to Improve Memorial Park	Staff		Ongoing
	3. Continue to improve Olberz Park	Staff		Ongoing

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GOAL III: To maintain the character of the community: a safe, family-friendly residential community (...continued).

J. Expand Park Resources (...continued)	4. Complete Linear Park ("The Link")	Staff	FY 2018-19
	5. Continue to pursue "leash optional" areas (for dogs)	Staff	Ongoing
	6. Approach City of Pasadena re: possible Joint Use opportunities at Hahamongna Park	City Council & Staff	Ongoing
K. Study Potential Historic Preservation Options	1. Determine best policy or course of action	Staff	FY 2016-17
L. Evaluate the Feasibility & Benefits of Formalizing a New Regional Govt. (i.e. AVCOG)		Staff & City Council	Ongoing

GOAL IV: To participate with the local schools on issues of mutual concern.

OBJECTIVES	TASKS	RESPONSIBLE/ ASSIGNED	EFFECT ON BUDGET	TIME TARGET
A. Improve Traffic Circulation around the Schools	1. Meet with public and private school officials regarding parking and traffic circulation issues, as warranted	Staff		Ongoing
	2. Review federal and state grant opportunities for traffic circulation and pedestrian safety	Staff		Ongoing
	3. Sustain the Carline Courtesy Program	Pub. Safety Coord.		Ongoing
B. Improve Joint Use Playing Fields & Joint Use Facilities at School Sites	1. Continue to meet with stakeholders of the playing fields to determine how to maintain and improve the fields	City Council and Stakeholders of the Playing Fields		Ongoing
C. Continue the Preservation and Operation of the Lanterman Auditorium for the Community	1. Continue to manage the facility in order to optimize its benefit for the community	Sr. Management Analyst		Ongoing
D. Continue to Participate in the Joint Use Library	1. Work through the Joint Use Committee to monitor joint use library programs	City Council		Ongoing
E. Continue to Monitor and Support Unification (Territory Transfer)		City Council		Ongoing
F. Identify Opportunities to Improve Efficient Operations Between City and Schools		City Council & Staff		Ongoing

GOAL V: To improve the commercial sector and major thoroughfares of the City.

OBJECTIVES	TASKS	RESPONSIBLE/ ASSIGNED	EFFECT ON BUDGET	TIME TARGET
A. Improve the Safety and Circulation of Angeles Crest Highway and the Downtown Village Specific Plan areas	1. Monitor the safety of the medians on Angeles Crest Hwy. and ensure that Caltrans maintains them properly	Dir. of Public Works		Ongoing
	2. Continue to monitor & improve traffic circulation and environmental impacts in DVSP area	Dir. of Public Works		Ongoing
B. Continue Cooperation with the Chamber of Commerce	1. Seek opportunities to work together to improve the quality of life in the community	City Council & Staff		Ongoing
	2. Continue to work with the BSDC	City Council Representative		Ongoing
C. Evaluate & Update the Downtown Village Specific Plan as necessary	1. Evaluate parking needs, solutions and financing mechanisms	City Council		Ongoing
	2. Comprehensive Specific Plan Review including analysis of appropriate uses	City Council & Staff		Ongoing
D. Develop a Master Plan to Integrate Local Transportation Needs into a Regional Plan	1. Support, as appropriate, Arroyo-Verdugo and SGVCOG sub-regional planning on transportation	Planning		Ongoing
E. Create Incentives to Improve the appearance of the Business District	1. Promote Commercial Façade Rehab. grant program	Staff		Ongoing
F. Complete Medians Throughout the Balance of Foothill Boulevard	1. Evaluate the use of drought tolerant landscaping for medians	Staff		Ongoing
G. Ensure Future Bike Lanes are Designed to Reduce Exposure to Liability		Staff		Ongoing

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**GOAL V: To improve the commercial sector and major thoroughfares of the City
 (...continued).**

OBJECTIVES	TASKS	RESPONSIBLE/ ASSIGNED	EFFECT ON BUDGET	TIME TARGET
H. Proactively Facilitate Appropriate Development Where Warranted	1. Provide assistance to prospective developers as appropriate	Planning Dir.		Ongoing
	2. Continue the business ombudsman program to help facilitate commercial development	Planning Dir.		Ongoing
	3. Incorporate regular contacts with the business community	City Council & City Manager		Ongoing

GOAL VI: To provide a safe, healthy environment for the residents of our community.

OBJECTIVES	TASKS	RESPONSIBLE/ ASSIGNED	EFFECT ON BUDGET	TIME TARGET
A. Maintain a Level of Law Enforcement to Ensure Maximum Public Safety	1. Monitor use of law enforcement resources as needed to address crime & safety issues	City Council, staff, Sheriff's & Public Safety Comm.		Ongoing
	2. Prioritize traffic safety issues and identify streets most in need of enforcement	Staff & Public Safety Comm.		Ongoing
B. Coordinate with Fire Dept. on Fire Safety vs, Land Use Development Issues	1. Monitor regulations and requirements	Dir. of Comm. Development		Ongoing
C. Monitor Debris Basin Clean-Up w/L.A. Co. Flood Control		Dir. of Public Works		Ongoing
D. Continue to Monitor and Advocate for Infrastructure Improvements by Utility Providers		Dir. of Public Works		Ongoing
E. Provide Support for Youth Recreational Opportunities	1. Support community groups that develop programs to support youth	City Council, Youth Council & Staff		Ongoing
F. Provide Support for Adult Recreational Opportunities	1. Support community groups that develop programs to support adults	City Council & Staff		Ongoing
G. Provide Support for Senior Opportunities	1. Support community groups that develop programs to support adults/seniors	City Council & Staff		Ongoing
	2. Explore opportunities for Sr. citizen input/involvement and possible creation of Senior Comm.	City Council & Staff		Ongoing
H. Acquire Sports Fields	1. Evaluate open space opportunities for Sports Fields	City Council		
I. Continue to Support the Youth Council	1. Provide annual report to City Council on activities of the prior year	Mgmt. Intern		May

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**GOAL VI: To provide a safe, healthy environment for the residents of our community.
(...continued).**

OBJECTIVES	TASKS	RESPONSIBLE/ ASSIGNED	EFFECT ON BUDGET	TIME TARGET
J. Promote Environmental Awareness	1. Implement Green initiatives	Green Task Force & City Council		Ongoing
	2. Provide avenue for joint activities & coordination re: conservation efforts, regulatory BMPs, & reliability issues	Dir. of Public Works		Ongoing
	3. Evaluate & consider the Climate Action Plan for implementation	Staff		Ongoing
K. Ensure Compliance with Sewer Connection Requirements	1. Identify properties still to be connected	Staff		Ongoing
	2. Continue to promote the availability of funding assistance	Staff		Ongoing
	3. Continue to enforce sewer connections	City Attorney		FY 2016-17
L. Continue to Pursue Implementation of the Sewer Master Plan	1. Monitor state and regional regulations re: septic systems			Ongoing
	2. Continue to seek outside funding support			Ongoing
M. Risk Management	1. Update the City Council on the City's risk mgmt. efforts	City Council & Staff		Ongoing
N. Reverse 9-1-1 System	1. Promote citizen registration of the AlertLCF Reverse 9-1-1 System	Sr. Mgmt. Analyst		Ongoing
O. Encourage the availability of Sewers to Those Areas that Support Them	1. Consider options/opportunities as available	City Council & Staff		Ongoing
P. Promote Healthy Communities Policies	1. Consider potential Healthy Communities policies and pursue implementation	City Council & Planning staff		Ongoing

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**GOAL VI: To provide a safe, healthy environment for the residents of our community.
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Q. Comply with NPDES	1. Continue to implement and monitor the NPDES and TDML programs	Public Works Dir.	Ongoing
R. Comply with AB 939	1. Continue AB 939 compliance programs	Staff	Ongoing
	2. Evaluate the effectiveness of the solid waste contracts	Public Works staff	FY 2017-18

GOAL VII: To facilitate the appreciation of the diversity of our residents.

OBJECTIVES	TASKS	RESPONSIBLE/ ASSIGNED	EFFECT ON BUDGET	TIME TARGET
A. Promote Cultural & Art Awareness	1. Participate with groups that promote cultural awareness			Ongoing
	2. Facilitate and coordinate citywide activities to promote cultural appreciation			Ongoing
	3. Evaluate 2010 U.S. Census demographic data and identify & assess future potential needs as a result	City Manager		Ongoing
	4. Create a task force to reach out to various groups; include diversity of residents on task force	Mayor		Ongoing
	5. Promote art in public places	City Council		Ongoing
	6. Support Sister Cities programs and opportunities	City Council & Staff		Ongoing

