



CITY OF LAGUNA NIGUEL
STRATEGIC PLAN
IMPLEMENTATION ACTION PLAN UPDATE
JULY 2020



LAGUNA NIGUEL 2050:
THE PURSUIT OF HAPPINESS

**CITY MANAGER'S OFFICE
CITY OF LAGUNA NIGUEL
INTEROFFICE MEMORANDUM**

TO: CITY COUNCIL

FROM: TAMARA S. LETOURNEAU, CITY MANAGER

DATE: AUGUST 5, 2020

SUBJECT: STRATEGIC PLAN UPDATE JULY 2020

The Strategic Plan 2050 Laguna Niguel 2050: The Pursuit of Happiness was adopted by the City Council in November 2019. At that time the City Council established six goals:

- Goal 1: Public Safety
- Goal 2: Fiscal Sustainability
- Goal 3: Open Space and Environmental Preservation
- Goal 4: Infrastructure and Technology
- Goal 5: Economic and Community Development
- Goal 6: Communication and Community Outreach

Described within each goal are strategies to achieve the goal. In total, there are 44 strategies. Since the adoption of the strategic plan, the global pandemic has resulted in a decrease in financial resources, reduction in staffing and a delay in the timelines established to achieve several goals. Not only has the pandemic impacted our financial resources, but it also caused the City to have to significantly reduce the number of full-time and part-time staff to assist in achieving the goals. Even with these challenges, as a staff we are committed to achieving the goals set forth by the City Council.

Below is a summary of the progress we have made in completing the strategies established in November 2019.

Status of Strategies	Total
Completed	4
Ongoing/In Progress	20
On Schedule	10
COVID Delay	10
TOTAL	44

To date, 4 strategies have been completed and 20 are ongoing/ in progress. In addition, another 10 strategies are on schedule with completion dates further out and 10 have been delayed because of COVID-19. Attached are the updated Implementation Action Plans for each of the goals.

A living Strategic Plan wall is being created in the City Manager's conference room where updates will be visible as we achieve each goal. In addition, staff will bring a one year summary on the progress to the City Council in November.

Please let me know if you have any questions.

Attachment: Updated Implementation Action Plans

cc: Department Heads

**City of Laguna Niguel
Strategic Plan
Implementation Action Plan**

Goal # 1: Public Safety

Strategy	Key Implementation Tasks	Lead Responsibility	Other Agencies Involved	Staff Resources <i>(List staff available and staff needed)</i>	Financial Resources <i>(List funding available and needed)</i>	Timeline <i>Note the year to start and year to complete</i>	Success Indicators <i>(How impact or result of this strategy will be measured)</i>
1. Maintain current service levels	<ul style="list-style-type: none"> Monitor Calls For Service on annual basis 	Chief of Police Services, Administrative Sergeant	None at this time	No additional	If determination of additional resources is made	Ongoing Update Call volume was mostly unchanged in 2019. Staffing levels are appropriate at this time.	Maintain staffing levels will help to maintain current crime levels
2. Neighborhood Watch (apartment/multi-family housing)	<ul style="list-style-type: none"> Continue to increase Neighborhood Watch Coordinate with management companies of apartment buildings 	Crime Prevention Specialists (CPS), Administrative Sergeant	None	Crime Prevention Specialists. Current resources are adequate	None at this time	In progress Update Established relationships with multiple large apartment complexes within the city. On-going effort to add others.	100% participation from the apartment & multi-family housing complexes

LEGEND	
	Complete
	Ongoing/In Progress
	On Schedule
	COVID Delay

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3. Share resources with surrounding communities	<ul style="list-style-type: none"> Study feasibility of sharing resources with neighboring cities (i.e. emergency management, homeless services) 	City Manager Chief of Police Services Emergency Mgmt.	Neighboring cities	City Manager, Chief of Police Services, E.M. No additional at this time.	None at this time	2020 Ongoing <u>Update</u> Due to Covid-19, financial restrictions have limited opportunities. Opportunities will be explored when available	MOU's with surrounding agencies approved
4. Increase technology surveillance	<ul style="list-style-type: none"> License plate readers Surveillance cameras Strategic placement in crime hot spots 	Chief of Police Services, Administrative Sergeant	OCTA, Neighboring cities	No Additional	Initial Costs: Grant funding possibly available	2020-2023 <u>Update</u> Have met with technology companies to complete research of available options. Waiting for funding opportunities.	Increase in the number of crimes solved

LEGEND	
	Complete
	Ongoing/In Progress
	On Schedule
	COVID Delay

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5. Technology surveillance community workshops	<ul style="list-style-type: none"> Ring and other security surveillance companies 	Crime Prevention Specialists	Ring, Arlo, any other surveillance system companies	Crime Prevention Specialists, no additional	None	2020-2023 Update Research being conducted. Community workshops restricted due to Covid-19. On-going.	Increase in usage/sales numbers for City from participating companies

LEGEND	
	Complete
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Goal # 2: Fiscal Sustainability

Strategy	Key Implementation Tasks	Lead Responsibility	Other Agencies Involved	Staff Resources <i>(List staff available and staff needed)</i>	Financial Resources <i>(List funding available and needed)</i>	Timeline <i>Note the year to start and year to complete</i>	Success Indicators <i>(How impact or result of this strategy will be measured)</i>
1. Fee Study	<ul style="list-style-type: none"> Retain consultant Gather Data Review draft with department heads and city manager Make changes to the draft report Present the report to the City Council 	Finance Director	N/A	Department Directors & Key Support Staff	\$50,000 included in FY 2019-20 Budget. No additional funding needed.	In Progress Update Staff to complete and present for discussion as part of the FY 2021-22 budget	IN PROGRESS New fee study adopted
2. Establish 115 Trust	<ul style="list-style-type: none"> Review proposals Conduct Interviews if needed Select vendor Take agreement to City Council for approval 	Finance Director	N/A	Finance Director	\$150,000 has been set aside in the FY 19-20 budget to establish the trust.	2020	COMPLETED – Successful implementation of a 115 Trust

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3. Explore regional partnerships for cost savings	<ul style="list-style-type: none"> Meet with agencies to gauge support for working together Discuss specific opportunity or identify opportunities Negotiate and establish parameters for service partnership, i.e. scope, governance, delivery, and cost sharing Lay groundwork necessary for partnership function, including setting up systems, creating a governance body, obtain voter approval, and undertake an information program. 	City Council and Executive Team	Cities, Counties, JPAs	City Manager and Executive Staff	Funding or savings would be determined at a later date based upon the service area.	Ongoing	Through substantial cost savings with a service level equivalent to or better than the current service level being provided

LEGEND	
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Goal # 3: Open Space and Environmental Preservation

Strategy	Key Implementation Tasks	Lead Responsibility	Other Agencies Involved	Staff Resources <i>(List staff available and staff needed)</i>	Financial Resources <i>(List funding available and needed)</i>	Timeline <i>Note the year to start and year to complete</i>	Success Indicators <i>(How impact or result of this strategy will be measured)</i>
1. Inventory of all components of open space	<ul style="list-style-type: none"> Create inventory map and list of all open space in the City 	Public Works Director	None	\$25,000 Consultant Services	\$5,000 for GIS consultant	2020-2022	Complete inventory
2. Identify potential threats (environmental and legislative mandates)	<ul style="list-style-type: none"> Create list of all threats 	Parks and Recreation Director	None	In-house	TBD	Ongoing	Complete list of all threats
3. Cross-agency coordination	<ul style="list-style-type: none"> Research and collect information 	Parks and Recreation Director	County of Orange State of California Coastal Commission Coastal Greenbelt Authority	In-house	TBD	Ongoing	Successful coordination

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4. 30-year preservation plan	<ul style="list-style-type: none"> Assign oversight of Open Space to Parks and Recreation Commission Issue RFP for Update of Open Space Element of General Plan 	City Manager	None	<ul style="list-style-type: none"> In house Consultant required to develop plan 	TBD based on desired scope of work for plan. Possibly conduct as part of overall GP update.	2020-2024	Completion of a 30-year preservation plan
5. Public education	<ul style="list-style-type: none"> Update website, flyers, etc. to include Open Space information similar and in conjunction with Trails information 	City Manager and Parks and Recreation Director	None	In-house	TBD	Ongoing <u>Update:</u> New City website will be launched in Summer 2020 and additional information will be included there on open space and environmental programs	Increased public education

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Goal # 4: Infrastructure and Technology

Strategy	Key Implementation Tasks	Lead Responsibility	Other Agencies Involved	Staff Resources <i>(List staff available and staff needed)</i>	Financial Resources <i>(List funding available and needed)</i>	Timeline <i>Note the year to start and year to complete</i>	Success Indicators <i>(How impact or result of this strategy will be measured)</i>
1. Energy efficiency evaluation	<ul style="list-style-type: none"> Issue RFP and award contract for consultant to evaluate City facilities energy usage Identify priority project list for energy efficiency program Prepare City Council report summarizing findings 	Public Works Director	None	In-house staff	TBD	2020 Update 2021-2022 Due to COVID the timeline has been changed to 2021-2022	Reduction in utility costs
2. Technology study	<ul style="list-style-type: none"> Include as part of scope in preparing Technology Element of the General Plan 	Community Development Director	None	Consultant required	TBD	2020-2024 Prioritize with other studies	<ul style="list-style-type: none"> Completed study Technology provision in the Municipal Code General Plan Update





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3. Infrastructure Study	<ul style="list-style-type: none"> Evaluate the City's infrastructure and maintenance needs of the City. 	Public Works Director	None	Consultant needed to complete the study	TBD	2020 Update Due to COVID the timeline has been changed to the following: 2021 – Parks 2022 Facilities 2023 – Streets	Complete study
4. City park needs evaluation study	<ul style="list-style-type: none"> Evaluate the City's parks to determine the current and future needs 	Public Works Director/Parks and Recreation Director	None	Consultant needed to complete the study	TBD	2020 Update Due to COVID-19 and funding reductions, the timeline for this strategy is to be determined.	Complete the study
5. Pavement management program	<ul style="list-style-type: none"> Create a seven-year map for completion of pavement maintenance to cover all City streets 	Public Works Director	None	Consultant needed to complete the study	TBD	COMPLETED	Complete the study and initiate the program

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Goal # 5: Economic and Community Development

Strategy	Key Implementation Tasks	Lead Responsibility	Other Agencies Involved	Staff Resources <i>(List staff available and staff needed)</i>	Financial Resources <i>(List funding available and needed)</i>	Timeline <i>Note the year to start and year to complete</i>	Success Indicators <i>(How impact or result of this strategy will be measured)</i>
1. Federal Building Area Land Use Study	<ul style="list-style-type: none"> Finalize consultant agreement Conduct technical advisory panel Prepare final study 	Community Development Department	GSA PBRB OC Sheriffs OCFA MNWD	<u>Available</u> City Manager City Attorney CD Director DS Manager Senior Planner PW Director ES Manager <u>Needed</u> Assc. Planner Mgt. Analyst	<u>Available</u> \$25,000	2019 Update Delayed due to COVID. In process: anticipated completion Winter 2021.	Completion of Study
2. Parks & Recreation Needs Assessment DUPLICATE STRATEGY – SAME AS GOAL #4, STR	<ul style="list-style-type: none"> Consultant RFP/selection Prepare assessment 	Community Development Department	OC Parks	<u>Available</u> City Manager City Attorney CD Director DS Manager Senior Planner PW Director ES Manager P&R Director Rec Manager	<u>Needed</u> \$25,000	2020	Completion of Assessment

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3. Gateway Specific Plan Clean-Up	<ul style="list-style-type: none"> • Consultant RFP/selection • Prepare plan clean-up/EIR addendum • Planning Commission/City Council public hearings 	Community Development Department		<u>Available</u> City Manager City Attorney CD Director DS Manager Senior Planner PW Director ES Manager <u>Needed</u> Assc. Planner Asst. Planner Mgt. Analyst	<u>Available</u> \$155,000 (SB2)	2020-2021	Adoption of Plan Clean-Up
4. Town Center Area Urban Design Studio	<ul style="list-style-type: none"> • Finalize consultant agreement • Conduct design studio • Prepare final report 	Community Development Department	OC Sheriffs OCFA MNWD	<u>Available</u> City Manager City Attorney CD Director DS Manager Senior Planner PW Director ES Manager <u>Needed</u> Assc. Planner Mgt. Analyst	<u>Needed</u> \$20,000	2020-2024 Update 2021-2022	Completion of Report

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5. Trails Master Plan Clean-Up	<ul style="list-style-type: none"> Preparation of plan clean-up City Council adoption 	Community Development Department	OC Parks	<u>Available</u> City Manager City Attorney CD Director DS Manager Senior Planner PW Director ES Manager P&R Director Rec Manager <u>Needed</u> Assc. Planner Asst. Planner Mgt. Analyst	<u>Needed</u> \$25,000	2020-2024 Update 2021-2022	Adoption of Plan Clean-Up
6. Nuisance Code Update	<ul style="list-style-type: none"> Draft code language City Council public hearing 	Community Development Department	OC Sheriffs OCFA	<u>Available</u> City Manager City Attorney CD Director Senior Planner	N/A	2020	COMPLETED Adoption of Code Update

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7. Streamline Development Review Process	<ul style="list-style-type: none"> Assessment/improvements to public counter operations Permitting software update Implementation of electronic plan review Upgrade GIS/document imaging software Update City Design Guidelines 	Community Development Department		<u>Available</u> CD Director DS Manager Senior Planner Asst./Assoc. Planner <u>Needed</u> Assc. Planner Mgt. Analyst	<u>Available</u> \$13,000 (SB2) <u>App Pending</u> \$135,000 (LEAP)	2020 Update In progress. Anticipated completion Spring 2022	Completion of Software Update, Review/ Update of Public Handouts
8. Procurement of On-Call Consultants	<ul style="list-style-type: none"> Identify on-call service needs Consultant RFP/selection Contract execution 	Community Development Department	N/A	<u>Available</u> City Manager City Attorney CD Director DS Manager Senior Planner <u>Needed</u> Assc. Planner Mgt. Analyst	Consultant costs vary by task. Funds for current year work items allocated in the FY20-21 budget. Funding for any future work items will be addressed as part of subsequent budgeting efforts.	COMPLETED Goal 2020 – Completed Feb. 18, 2020 through approval by the City Council.	Execution of Consultant Contracts

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9. Wireless in Public Right-of-Way	<ul style="list-style-type: none"> Update existing wireless lease/rent schedule Draft design guidelines/code amendments (if any) City Council adoption 	Community Development Department	Federal Communications Commission	<u>Available</u> City Manager City Attorney CD Director Senior Planner <u>Needed</u> Assc. Planner Mgt. Analyst	<u>Available</u> \$10,000	2020 Update In progress. Anticipated completion Summer 2021.	Adoption of Program/Regulations
10. Local California Environmental Quality Act Guidelines/Thresholds	<ul style="list-style-type: none"> Draft guidelines City Council adoption 	Community Development Department		<u>Available</u> City Manager City Attorney CD Director DS Manager Senior Planner <u>Needed</u> Assc. Planner Mgt. Analyst	<u>App Pending</u> \$30,000 (LEAP)	2020 Update In progress. Anticipated completion Winter 2021.	Adoption of Guidelines

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11. Local Coastal Plan Updates	<ul style="list-style-type: none"> City Council initiation of plan updates Prepare plan updates Planning Commission/City Council public hearings California Coastal Commission review/certification 	Community Development Department	California Coastal Commission	<u>Available</u> City Manager City Attorney CD Director DS Manager Senior Planner <u>Needed</u> Assc. Planner Asst. Planner Mgt. Analyst	<u>Available</u> \$55,000 (SB2)	2020-2021	Adoption of Plan Updates
12. Housing Element Update	<ul style="list-style-type: none"> Consultant RFP/selection Prepare element update Planning Commission/ City Council public hearings 	Community Development Department	California Department of Housing and Community Development	<u>Available</u> City Manager City Attorney CD Director Senior Planner <u>Needed</u> Assc. Planner Mgt. Analyst	<u>Available</u> \$88,000 (SB2) <u>App Pending</u> \$95,000 (LEAP)	2020 <u>Update</u> In progress. Anticipated completion Fall 2021.	Adoption of Element Update

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13. General Plan Update	<ul style="list-style-type: none"> City Council initiation of plan update Consultant RFP/selection Prepare plan update/EIR Planning Commission/City Council public hearings 	Community Development Department	OC Sheriffs OCFA MNWD	<u>Available</u> City Manager City Attorney CD Director DS Manager Senior Planner PW Director ES Manager P&R Director Rec Manager <u>Needed</u> Assc. Planner Asst. Planner Mgt. Analyst	<u>Needed</u> \$1,000,000	2021-2024 Update 2022-2025	Adoption of Plan Update

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14. Park Master Plan Update	<ul style="list-style-type: none"> City Council initiation of plan update Consultant RFP/selection Prepare plan update Planning Commission/Parks & Recreation Commission/City Council public hearings 	Community Development Department	OC Parks	<u>Available</u> City Manager City Attorney CD Director DS Manager Senior Planner PW Director ES Manager P&R Director Rec Manager <u>Needed</u> Assc. Planner Asst. Planner Mgt. Analyst	<u>Needed</u> \$75,000	2024-2025	Adoption of Plan Update

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15. Trails Master Plan Update	<ul style="list-style-type: none"> City Council initiation of plan update Consultant RFP/selection Preparation of plan update Planning Commission/Parks & Recreation Commission/City Council public hearings 	Community Development Department	OC Parks	<u>Available</u> City Manager City Attorney CD Director DS Manager Senior Planner PW Director ES Manager P&R Director Rec Manager <u>Needed</u> Assc. Planner Asst. Planner Mgt. Analyst	<u>Needed</u> \$75,000	2024-2025	Adoption of Plan Update
16. Town Center Area Specific Plan	<ul style="list-style-type: none"> City Council initiation of specific plan Consultant RFP/selection Preparation of specific plan/supplemental EIR (assumes prior GP update) Planning Commission/City Council public hearings 	Community Development Department	OC Sheriffs OCFA MNWD	<u>Available</u> City Manager City Attorney CD Director DS Manager Senior Planner PW Director ES Manager <u>Needed</u> Assc. Planner Asst. Planner Mgt. Analyst	<u>Needed</u> \$300,000-\$500,000	2025-2026	Adoption of Plan

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17. Federal Building Area Specific Plan	<ul style="list-style-type: none"> • City Council initiation of specific plan • Consultant RFP/selection • Preparation of specific plan/supplemental EIR (assumes prior General Plan update) • Planning Commission/City Council public hearings 	Community Development Department	GSA PBRB OC Sheriffs OCFA MNWD	<u>Available</u> City Manager City Attorney CD Director DS Manager Senior Planner PW Director ES Manager <u>Needed</u> Assc. Planner Asst. Planner Mgt. Analyst	<u>Needed</u> \$300,000- \$500,000 (Prior approval of a developer driven master plan for the Federal Building site would significantly reduce City costs.)	2026-2027	Adoption of Plan
18. Business Attraction/Retention/Education	<ul style="list-style-type: none"> • Promotional materials • Broker services • Regional Economic Development Working Group participation • SCORE events 	Community Development Department	N/A	<u>Available</u> City Manager CD Director DS Manager Senior Planner	<u>Available</u> \$40,000	On-going (Annual)	Hosting/ Attendance of Events, Posting of Materials

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19. Community Engagement	<ul style="list-style-type: none"> • Social media postings • Community Development Department informational booth • Commercial stakeholder meetings • Coordination with the Laguna Niguel Chamber of Commerce 	Community Development Department	N/A	<u>Available</u> City Manager CD Director DS Manager Senior Planner	N/A	On-going (Annual)	Completion of Postings, Regular Contact with Community/ Commercial Stake-holders
20. Regional Planning	<ul style="list-style-type: none"> • Participation in: -Orange County Council of Governments Technical Advisory Committee -2020 Regional Transportation Plan/Sustainable Communities Strategies -2020 Regional Housing Needs Assessment -Cities Advisory Committee -Planning Directors Association of Orange County -California Association of Code Enforcement Officers 	Community Development Department	SCAG OCCOG TAC CDR OCTA County of Orange	<u>Available</u> CD Director Senior Planner <u>Needed</u> Assc. Planner Asst. Planner Mgt. Analyst	N/A	On-going (Annual)	Participation in Regional Planning Efforts

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21. Zoning Code Update	<ul style="list-style-type: none"> Develop amendment schedule Conduct special studies Draft code language Planning Commission/City Council public hearings 	Community Development Department	Varies	<u>Available</u> City Manager City Attorney CD Director DS Manager Senior Planner Assoc. Planner <u>Needed</u> Assc. Planner Asst. Planner Mgt. Analyst	<u>Available</u> \$12,000 (SB2) <u>App Pending</u> \$10,000 (LEAP) Consultant costs vary by task and will be addressed as part of future budgeting efforts as applicable.	On-going (Annual)	Adoption of Bi-Annual Code Updates
22. Community Development Block Grant Program	<ul style="list-style-type: none"> Prepare 5-year Consolidated Plan/Analysis of Impediments/annual Action Plan Activity monitoring Prepare Consolidated Annual Performance and Evaluation Report 	Community Development Department	HUD	<u>Available</u> CD Director Senior Planner	<u>Available</u> \$303,000 (CDBG) Additional COVID-19 \$195,000 (CDBG-CV)	On-going (Annual)	Award of Annual Grants/ Compliance with HUD Regulations

LEGEND	
	Complete
	Ongoing/In Progress
	On Schedule
	COVID Delay

**City of Laguna Niguel
Strategic Plan
Implementation Action Plan**

Strategy	Key Implementation Tasks	Lead Responsibility	Other Agencies Involved	Staff Resources <i>(List staff available and staff needed)</i>	Financial Resources <i>(List funding available and needed)</i>	Timeline <i>Note the year to start and year to complete</i>	Success Indicators <i>(How impact or result of this strategy will be measured)</i>
23. Weed Abatement Program	<ul style="list-style-type: none"> • Adoption of properties list • Property owner notification • Property inspection • City abatement (as needed) • Property assessment (as needed) 	Community Development Department	OCFA	Available CD Director Senior Planner	Available \$20,000	On-going (Annual)	Completion of Annual Inspections/ Abatement
24. Water Quality Inspection Program	<ul style="list-style-type: none"> • Property owner notification • Property inspections • Code compliance follow-up (as needed) • Inspection reporting 	Community Development Department	Regional Water Quality Control Board	Available CD Director Senior Planner Code Compliance Inspector	Available \$25,000	On-going (Annual)	Completion of Annual Inspections/ Reporting

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**City of Laguna Niguel
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Goal # 6: Communication and Community Outreach

Strategy	Key Implementation Tasks	Lead Responsibility	Other Agencies Involved	Staff Resources <i>(List staff available and staff needed)</i>	Financial Resources <i>(List funding available and needed)</i>	Timeline <i>Note the year to start and year to complete</i>	Success Indicators <i>(How impact or result of this strategy will be measured)</i>
1. Social Media	<ul style="list-style-type: none"> Post consistent meaningful content across all social media platforms Conduct page growth advertisements that encourage residents follow City social media platforms Create robust COVID-19 social media communications campaign Commit to best standards for archival of all social media actions 	City Manager	None	Management Analyst	No additional funds needed	In progress <u>Update</u> Facebook: 5,048 likes, 779,616 reach (Jan. 1, 2020 – June 30, 2020) Nextdoor: 20,857 members, 811,635 impressions (Jan. 1, 2020 – June 30, 2020) Twitter: 2,730 followers, 274,100 impressions (Jan. 1, 2020 – June 30, 2020) Note: As of June 30, 2020, over 750 posts have been released from the City regarding COVID-19.	IN PROGRESS Reach various benchmarks: <ul style="list-style-type: none"> Facebook: 10,000 likes and 600,000 annual reach Nextdoor: 25,000 members and 360,000 annual impressions Twitter: 5,000 followers and 240,000 annual impressions Gain enough Facebook likes to be in top 10 in Orange County. Timeline for this success indicator is 2020-2022.

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Goal # 6: Communication and Community Outreach

							<p>COMPLETED</p> <ul style="list-style-type: none"> Procure ArchiveSocial software Develop and implement expansive COVID-19 communications plan
2. HOA Outreach	<ul style="list-style-type: none"> Meet with each HOA in the City Subsequently disseminate consistent information to each HOA 	City Manager	None	Management Analyst, Community Development Department staff	No additional funds needed	<p>In progress/COVID-19 Delay</p> <p>Note: Prior to COVID-19, the Mayor and City staff began visiting community HOAs. In-person meetings have been temporarily suspended due to COVID-19.</p> <p>Note: Community Development Department has reached out to all HOAs regarding COVID-19 and state-issued guidelines for amenities, use of public spaces, maintenance crew practices, community pools, parking,</p>	<p>IN PROGRESS</p> <ul style="list-style-type: none"> City has met with each HOA <p>COMPLETED</p> <ul style="list-style-type: none"> Consistent outreach program established

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Goal # 6: Communication and Community Outreach

						and towing enforcement. In addition, letters were sent to all HOAs prior to COVID-19 regarding potential Mayor visits to discuss the City's Strategic Plan and overall updates from the City	
3. Multiple communications strategies for extensive community outreach	<ul style="list-style-type: none"> Maintain social media presence Improve upon website communication Improve upon City app usage and direct communications Hold in-person meetings with stakeholders Explore usage of mailed newsletter Increase digital/online outreach to community organizations Continue and grow 	City Manager	None	Management Analyst, Community Development Department staff	No additional funds needed	<p>Ongoing/ In Progress</p> <p style="text-align: center;"><u>Update</u></p> <p>Note: Prior to COVID-19, Mayor and City staff began meeting with each HOA. Letters were sent to each HOA to gauge interest in Mayor and City staff visit to discuss the City's Strategic Plan and overall City updates. The Community Development Department has reached out to all HOAs regarding COVID-19 and state-issued guidelines. Meetings with property owners and other stakeholders has been suspended due to COVID-19.</p>	<p>IN PROGRESS</p> <ul style="list-style-type: none"> Reach all social media benchmarks Continue stakeholder outreach meetings and meet with HOAs and property owners Cost-benefit analysis of mailed newsletter Successfully reach City residents who are difficult to connect with Complete website redesign

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<p>outreach meetings with HOAs and property owners</p> <ul style="list-style-type: none"> • Explore additional methods of communication and outreach that have not been used thus far • Designate Department representatives for consolidated communications and community outreach • Improve upon website user experience • Utilize video content for outreach efforts • Utilize telephonic and virtual technology to communicate internally and externally 					<p>Note: The City mailed letters to all HOAs and conducted telephonic wellness checks for at-risk seniors during COVID-19</p> <p>Note: User experience has been and will continue to be improved. Between January 1, 2020 to June 30, 2020, City app usage has increased from 792 downloads to 3,658 downloads</p> <p>Note: City staff participated in a Design Configuration Meeting on Thursday, July 23, 2020 to review the final redesign. After additional changes are made, the redesigned website will be ready to launch mid-late August.</p> <p>Note: The Community Development Department has procured Constant Contact software and released a reoccurring E-Newsletter, mass emails to City businesses, and mass</p>	<p>COMPLETED</p> <ul style="list-style-type: none"> • Increase use of City's mass email functions and improve user experience • Revamp City app and increase usage • Develop Communications Plan • Obtain email marketing software to consistently disseminate important information to all City stakeholders • Create and hold internal monthly communications team meetings • Create online City services portal • Consistently use
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						<p>emails to HOAs and property owners.</p> <p>Note: Draft Communications Plan has been developed</p> <p>Note: This success indicator has been met through the Community Development Department's use of Constant Contact</p> <p>Note: FreeConferenceCall.com, GoToMyPC, and other virtual technology have been procured and used for internal and external communications, hosting meetings, and training sessions.</p>	<p>video content for outreach</p> <ul style="list-style-type: none"> • Procure necessary telephonic and virtual technology to communicate internally and externally
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