

FY 2020-21 ACTION PLAN

(City Council Priorities)

				Lead Dept.	Estimated Completion Date
Action Item			Implementation Steps		
Economic Development					
1. Use economic development to grow revenues					
a.	Implement Economic Development Strategic Plan	Promote Rebranding of Shop Local Initiative		CED	Ongoing
		Facilitate completion of Re:Imagine projects (Cottage Industries, Smallwood Plaza, and AUM Beer Club)		CED	Ongoing
b.	Continue current development activities:				
i.	Site C (Investal Garden Resorts, LLC)	Financing in place		CED	Winter 2021
		Project ground breaking		CED	Winter 2021
		Grand opening		CED	December-22
ii.	Site B2 (Kam Sang Companies)	Monitor extended exclusive negotiation agreement		CED	Winter 2021
		<i>Re-evaluation of project development scope underway (Sept - Dec 2020)</i>			
iii.	Brookhurst Triangle (Brookhurst Place)	Complete Kia demolition and closing on Phase II		CED	Winter 2021
		Phase II ground breaking		CED	Spring 2021
		Opening of Phase II lofts		CED	December-22
iv.	Garden Brook Senior Village (Former Galleria)	Initiate project construction (Phase 2 - Steel Structure)		CED	Ongoing
		Initiate project construction (Phase 3 - Apartments)		CED	Ongoing
		Project completion		CED	June-21
v.	13650 Harbor Blvd. (BN Group Hotel Dev.)	Project completion		CED	Spring 2021
c.	Implement west-side development opportunities	Facilitate theater site development for Phase 1 (demo, car wash & JIB)		CED	Complete
	<i>Currently working on plans</i>	Facilitate bowling alley development for Phase 2 (theater expansion & retail)		CED	Winter 2021
		Promote Valley View Village reuse opportunities		CED	Ongoing
d.	Facilitate OC Street Car project	Monitor and support project initiatives		PW	Ongoing
e.	Willowick RFP	Surplus Land Act implementation		CED	Ongoing
		Evaluate Housing Sponsor interest and proposals		CED	Spring 2021
		Assessment of Housing Sponsor proposals		CED	Spring 2021

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2. Continue Re:Imagine Downtown Initiatives					
a.	Civic Center Adaptive Reuse (Cottage Industries Project)		Project construction for Phase 1 (Farm Block) - delayed due to COVID-19	CED	TBD
			Project construction for Phase 2 (Art Block) - delayed due to COVID-19	CED	TBD
b.	Open Streets and Related Mini Events		Conduct 2020 Open Streets event (Postponed due to COVID)	CS, Multi	Fall 2021
c.	Implement Bicycle Master Plan (Consultant: Alta)		Caltrans ATP BikeSafe Garden Grove Non-Infrastructure Program- with PD	PW, CED, CS	In Progress
			OCTA Bicycle Corridor Improvement Plan (BCIP) Grant Project	PW, CED, CS	Winter 2021
			Cal Fire Urban Forestry Management Plan and Grant Project	PW, CED, CS	Winter 2021
			Ribbon Cutting for Congressional Medal of Honor Bike and Pedestrian Trail	PW, CED, CS	Winter 2021
e.	Expand Re:Imagine concept to other areas of City		Conduct business development efforts for the Coco's property	CED	Ongoing
			Facilitate development of the former Pavillons site <i>(Application going to Planning, to include Sprouts Farmer's Market)</i>	CED	Fall 2021
f.	Market the City's assets to get GG on the map (e.g. restaurants, culture, school, etc.)		Continue to market the "GG is Your Market" campaign in print, website, banners and through cable efforts.	CM	Ongoing
			Market the rebranded shop local program and promote staycation program	CED	Ongoing
3. Invest in beautification efforts			Promote Small Business Assistance Programs	PW, CED, CS	Ongoing
			Promote Home Improvement Grants and Housing Programs	PW, CED, CS	Ongoing
			Replace signs in poor condition throughout the City	PW, CED, CS	In Progress
			Produce video story for sign replacement program/PW sign shop modernization	PW, CED, CS	In Progress
			Drive art throughout community (expand mural concept)	PW, CED, CS	Ongoing
			New mural planned along PE ROW in coordination with Open Streets	PW, CED, CS	Fall 2021
			Review & update fee schedule related to public art and improvements	FIN, CED, CS	March-21
			Update Public Art policy to include murals and mosiacs (in progress)	CS	February-21

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			funding for street maintenance		
Effective Transparent Government					
15.	Complete and Implement Parks Master Plan	Re-apply for Prop 68 Bond Grant (Woodbury Park improvements)		CS	Mar-21
16.	Implement network security plan	Implement Log Management		IT	Spring 2021
17.	Identify performance metrics to track progress	Provide informative reports/analytics via new ERP capabilities		FIN	Feb-21
Other Community Issues					
18.	Continue engagement w/ partner agencies to address homeless issue	Continue participation in ACC-OC Homeless Taskforce		CMO	Ongoing
		Support regional efforts to address homelessness		PD, Multi	Ongoing
		Develop 5yr strategic plan to address homelessness		CED	Winter 2021
		Explore opportunities for permanent supportive housing		CED	February-21
		Pursue grants/partnership opps for emergency shelter/PSH/crisis stabilization		CED	In Progress
19.	Promote code enforcement program and policies	Expand weekend code enforcement efforts		CED	Ongoing
		Expand commercial enforcement, outreach and education		CED	Ongoing