

**FY 2021-22 ACTION PLAN  
(City Council Priorities)**

Updated 2/16/22

Action Item	Implementation Steps	Lead Dept.	Estimated Completion Date
<b>Economic Development</b>			
1. Use economic development to grow revenues			
a. Continue current development activities:			
- Site C (Investal Garden Resorts, LLC)	Project ground breaking ( <i>utility relocation in progress</i> ) Monitor Project Construction Grand opening	CED CED CED	Q3 2022 Ongoing March-25
- Site B2 (Kam Sang Companies)	Monitor exclusive negotiation agreement thru 12/22 <i>Re-eval of project development scope/CEQA underway (Q3)</i>	CED	Complete Q3 2022
- Brookhurst Triangle (Brookhurst Place)	Phase I construction Facilitate Phase II development Opening of Phase II lofts	CED CED CED	Complete Q3 2022 Spring 2024
- Garden Brook Senior Village (Former Galleria)	Initiate project construction (Phase 2 - Steel Structure) Monitor project construction (apartments and retail) Project completion	CED CED CED	Complete Ongoing Spring 2022
- 13650 Harbor Blvd. (BN Group Hotel Dev.)	Project completion Monitor construction and completion of Home2Suites project	CED CED	Spring 2022 Ongoing
- Implement west-side development opportunities <i>In progress--&gt;</i>	Facilitate theater site development Phase 1 (car wash & JIB) Facilitate bowling alley development Phase 2 (retail) Promote Valley View Village reuse opportunities	CED CED CED	Complete Spring 2022 Ongoing
b. Facilitate OC Street Car project	Monitor & support project initiatives (Proj. completion Q3-2022)	PW	Ongoing
c. Willowick RFP	Surplus Land Act implementation (in progress) Evaluate Open Space & Housing Sponsor interest and proposals Assessment of Open Space & Housing Sponsor proposals Willowick cart path repairs	CED CED CED PW	Ongoing March-22 March-22 In Progress
2. Continue Re:Imagine Downtown Initiatives			
a. Civic Center Adaptive Reuse (Cottage Industries Project)	Project construction for Phase 1 (Farm Block)-- <i>in progress</i> Project construction for Phase 2 (Art Block) - COVID delay	CED CED	Fall 2022 TBD
b. Open Streets and Related Mini Events	Conduct Open Streets (PE ROW, Acacia, Cottage Industries)	CS, Multi	April-22

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c. Drive Art In Community (expand mural concept) <i>*to be included w/comprehensive bldg/planning fee study/update</i>	Update fee schedule related to public art & improvements* Update public art policy to include murals and mosaics	CS, FIN CED	May-23 Complete
<i>** utility boxes and art in the park</i>	Implement mural along PE ROW (Red car transit design) Explore mural opportunities w/youth and businesses**	CED, CS CS	Spring 2022 Ongoing
d. Expand Re:Imagine concept to other areas of the City	Conduct development efforts for Coco's property/Munson center <i>(Marley's Preschool coming to Munson center-zoning approval)</i> Facilitate development of Pavillons Plaza West <i>(Sprouts opened 12/21; additional new businesses progressing, including Ulta, Jersey Mike's, The Habit)</i>	CED CED	Ongoing Ongoing Spring-22 In progress thru Q4 2022
<b>3. Business redevelopment/revitalization</b>			
a. Facilitate beautification of businesses	Implement Main Street Beautification Project <i>(i.e., lighting, street and façade improvements)</i>	CED	June-22
b. Provide support for new businesses	Implement microgrant and loan programs for small business Promote SCORE/SBDC small business training & workshops	CED CED	Ongoing Ongoing
c. Promote business attraction opportunities	Conduct broker outreach and property marketing	CED	Ongoing
<b>Public Safety</b>			
4. Maintain staffing and strong response	Lead EOC Response to COVID-19 Pandemic Maintain Measure O Public Safety Staffing Plan	PD, CM PD, HR	Ongoing Ongoing
5. Plan for HQ facility improvements	Provide update to Council outlining community engagement plan Implement Civic Center community engagement plan	PD, FIN, CM PD, CED	Complete In progress
6. Implement new strategies to reduce crime and improve quality of life	Implement Mobile Mental Health Pilot Program Mobile Mental Health Q1 update <i>(provided in 1/20/21 CM Memo)</i> Mobile Mental Health Q2 update to City Council Form internal committee to review/respond to crime stats Provide update to Council re:transition to NIBRS <i>NIBRS: National Incident Based Reporting System</i>	PD, CEDD PD, CEDD PD PD PD	Complete Complete May-22 Ongoing May-22
7. Increase basic building security at City Hall	Finalize Conceptual Design Plan with Dewberry Draft RFP for construction of City Hall Security Enhancement <i>In progress--&gt;</i> Complete security enhancement construction	CMO, PD, PW CMO, PD, PW CMO, PD, PW	Complete Complete Fall 2022
<b>Community Engagement/Outreach</b>			
8. Update the community regarding COVID-19 news and resources	Effectively disseminate important coronavirus information via all City communication mediums Promote resources to help businesses affected by COVID Promote and support vaccine distribution efforts	CM, IT CEDD, CM CM, CS	Ongoing Ongoing Ongoing

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9. Maintain Strong Communication	Utilize multi-language communication strategies	CM	Ongoing
	Utilize local TV resources	CM, Multi	Ongoing
	Provide updates from staff regarding key issues/programs	CM	Ongoing
	Enhance City website and app	IT, CM	Ongoing
	Market the City's assets and programs	CM, Multi	Ongoing
	Engage the community on essential services	CM, Multi	Ongoing
<b>Financial Sustainability</b>			
10. COVID Recovery/Balanced Budget	Develop and implement FY 2021-22 & 2022-23 budget	FIN, CM	Complete
a. Maintain City services/no cutting	Monitor COVID cost containment & recovery initiatives	FIN, CM	Ongoing
b. Protect jobs	Prepare report re ARPA funding & recommendations	FIN, CM	Complete
c. Support businesses	Utilize CARES Act allocations	CEDD, FIN	Ongoing
11. Implement new financial system	Implement Phase 2 - HR/Payroll	FIN, HR, IT	Complete
12. Invest in additional internal service funds	Establish an infrastructure funding policy that includes increased funding for street maintenance	FIN	Complete
<b>Effective Transparent Government</b>			
13. Complete and Implement Parks Master Plan	Re-apply for Prop 68 Bond Grant (Woodbury Park improvements)	CS	Complete
	Receive \$6M Grant Award for Woodbruy Park improvements	CS	Complete
14. Implement network security plan	Implement Log Management	IT	Complete
15. Identify performance metrics to track progress	Provide informative reports/analytics via new ERP capabilities <i>(reports to be tuned with additional ERP implementation)</i>	FIN	Spring 2022
<b>Other Community Issues</b>			
16. Infrastructure			
a. Address road pavement	Implement pavement management priorities	PW	Complete
b. Implement infrastrusture funding plan	Address in FY 2021-23 Biennial Budget	FIN	Ongoing
c. Evaluate park sprinkler systems	Implement automation of Woodbury Park sprinkler system in conjunction with Prop 68 grant award; <i>planning in progress</i>	PW	Q4 2025
d. Implement PFAS improvements	Complete construction of 1st filtration system (Westhaven Park)	PW	Complete
	Initiate construction of 2nd filtration system (Lampson Reservoir)	PW	In progress
	Complete construction of 2nd filtration system (Lampson Reservoir)	PW	Q3 2022
17. Quality of Life			
a. Code Enforcement	Promote neighborhood pride and reinvestment	CED	Ongoing
- Empty lot maintenence	Continue property maintenance education and outreach	CED	Ongoing
b. Parking on local streets	Receive SCAG grant to conduct comprehensive curb analysis	PW	Complete
- Neighborhood impacts, big rigs, car sales	PD to address w/ traffic commission <i>(enforcement:RVs/BigRigs)</i>	CED, PD	Complete
c. Trash (community/business centers)	Address via Code, PD and PW actions (community cleanup days)	CED, PW	In Progress
d. Homelessness	Implement 5yr Comprehensive Strategic Plan to address homelessness	CED, PD	Ongoing

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		Pursue grants/partnerships for navigation centers, permanent supportive housing and/or crisis stabilization units	CED	In Progress
e.	Graffiti	Enhance program with additional funding ( <i>Budget supplemental implemented in FY 2021-22</i> )	PW	Complete
		Implement color matching pilot program and report outcomes	PW	Complete
f.	Sign Replacement	Replace signs in poor condition throughout the City ( <i>1/5 comp.</i> )	PW	In Progress
	- Prioritize reflectivity deficiencies	Prioritize replacement of signs with reflectivity deficiencies	PW	In Progress

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<b>Follow-up Items</b>			
- Explore potential for making temporary outdoor dining permits permanent <i>(Complete)</i>			
- Evaluate Charter City potential			
- Review restrictions on TV stations for possible streamlining <i>(Remove CUP rqmt from MC as part of housing element update, May-22)</i>			
- Address homeless and debris in alley at 99 Cent Store at Brookhurst/Westminster <i>(Complete)</i>			
- Address used car sales on Brookhurst, between Chapman and Katella <i>(legal analysis/pilot signage pgm)</i>			
- Address trash and debris behind Woman's Civic Club @ Chapman/Gilbert <i>(Initial</i>			
--Explore partnership opportunities for fencing <i>(PW installation--Fall-22, explore potential quit-claim to County)</i>			
- Address SCE/SCG concerns related to Site C <i>(Status: Complete)</i>			
- Provide update regarding status of former Jack In the Box on Katella, between Brookhurst and Euclid <i>(Status: new ff restaurant to occupy space)</i>			
- Consider implementation of fraud, waste and abuse hotline			
- Explore opportunities to create a Latin Hub			
- Youth Committee initiatives			
--Mural program			
--Council internship program			
- Enhance City website and app			
- Continue to explore homeless shelter, CSU and housing solutions <i>(Status: homeless strategic plan initiatives underway)</i>			
- Explore implementation of neighborhood associations for each district (e.g., Santa Ana model)			
- Explore joint use Agreements with GGUSD for parks			
- Implement Council Calendar highlighting weekly Council activities and event details			
- Re-look at potential for resident call ins for remote City Council meetings <i>(In-person meetings have resumed)</i>			
- Plan for re-opening/video strategy for future Council meetings <i>(In-person meetings have resumed)</i>			