

CITY OF FOUNTAIN VALLEY

**SIX-MONTH STRATEGIC OBJECTIVES**

November 17, 2022 – May 11, 2023

THREE-YEAR GOAL: <b>ENHANCE THE CULTURE AND ENVIRONMENT OF “A NICE PLACE TO LIVE”</b>							
WHEN	WHO	WHAT	STATUS			BUDGET	COMMENTS
			DONE	ON TARGET	REVISED		
1. By February 7, 2023, City Council meeting	City Clerk-lead, Community Services Director, and IT Manager	Develop and make available to the public, a survey to gauge if Fountain Valley is “A Nice Place to Live.”  Future Strategic Planning goals will include the actual dissemination of the survey to determine the public’s perception of the City, identify issues in need of improvement and implement programs to make Fountain Valley “A Nice Place to Live”.				N/A	
2. By February 21, 2023, City Council meeting	Police Chief-lead, Community Services Director, Community Development Director	Design and present to the City Council, a publication that identifies a focused approach to support a continuum of care and crisis support for the unhoused population in Fountain Valley.  Success for this objective will be the creation of a publication that informs the public how the City provides a consistent well-developed approach to assisting our unhoused population				N/A	
3. By March 23, 2023, City Council meeting	Community Services Director	Develop and present to the City manager, a unified messaging platform for the City to help brand public facing information and reinforce “one voice” from the City.				\$12,000 to \$35,000	

THREE-YEAR GOAL: <b>ATTRACT AND RETAIN REVENUE PRODUCING BUSINESSES AND OPPORTUNITIES</b>							
WHEN	WHO	WHAT	STATUS			BUDGET	COMMENTS
			DONE	ON TARGET	REVISED	BUDGET	
1. By March 21, 2023. City Council meeting	Community Development Director-lead, IT Manager, Public Works Director	Create a survey for the business community that will identify their technology needs and identify opportunities for supporting the business community through the provision of fiber optic cabling. This survey to be utilized in the site visits outlined in Objective 2.				N/A	
2. By March 21, 2023 with updates provided in City Council Communicator	Community Development Director-lead, IT Manager	Conduct site visits to one business park and two shopping centers, surveying businesses on their needs, including technology, and focus on building relationships.				N/A	
3. By April 4, 2023. City Council meeting	Finance Director-lead, Community Development Director, IT Manager	Evaluate the business license process identifying if online renewals and payments are possible.				N/A	
4.. By April 18, 2023, City Council meeting	Community Development Director	Complete and present Economic Development plan update.				In current budget	

THREE-YEAR GOAL: <b>ACHIEVE FISCAL STABILITY IN ACCORDANCE WITH THE 20-YEAR FINANCIAL PLAN</b>							
WHEN	WHO	WHAT	STATUS			BUDGET	COMMENTS
			DONE	ON TARGET	REVISED		
1. By March 21, 2023, City Council meeting	Finance Director-lead and Public Works Director	Identify facilities in need of major repair or replacement and place in a newly created Fund.				TBD	
2. January 17, 2023, City Council meeting	Finance Director	Establish a process and methodology for presenting the 20-year fiscal plan to the City Council and community.				N/A	
3. May 5, 2023, City Council meeting	Finance Director-lead, Community Development Director, Public Works Director, Community Services Director	Create an RFP for a Fees and Services study to ensure fees continue to represent the true cost of providing services.				N/A	

THREE-YEAR GOAL: <b>ATTRACT AND RETAIN QUALITY STAFF</b>							
WHEN	WHO	WHAT	STATUS			BUDGET	COMMENTS
			DONE	ON TARGET	REVISED		
1. By January 17, 2023, City Council meeting	City Attorney-lead and HR Director	Create a process/protocol and platform for employees to bring forward issues related to comments/social media posts made by members of the legislative bodies regarding staff.				N/A	
2. By February 21, 2023, City Council Meeting	Cross City Committee with Oversight/Assistance From Fire Chief and HR Director	Present results from Engagement Team – Increase Engagement of staff for teambuilding, equity, inclusion, retention, and morale.				\$25,000	Council to perhaps provide a budget for future initiatives, or potential next FY budgeted items
3. By March 21, 2023, City Council meeting	HR Director-lead, Community Services Director, Police Chief, Public Works Director, Fire Chief	Staff to identify creative solutions and options to address the current trends in workforce and labor market that are having a negative impact on recruitment and retention efforts.				N/A	Ideas for consideration that may have a fiscal impact, perhaps a budget provided for initiatives
4. By May 2, 2023, City Council meeting	PW Director-lead, Community Services Director, HR Director, Police Chief, and IT Manager	Present to City Council suggested improvements to the hiring and on-boarding process.				\$10,000/annually	NeoGov OnBoard Platform