

CITY OF COVINA  SIX-MONTH STRATEGIC OBJECTIVES  
September 22, 2009- March 16, 2010

**THREE-YEAR GOAL:** *Improve and promote customer service*

| WHEN                       | WHO  | WHAT   | STATUS |           |         | COMMENTS |
|----------------------------|--|--|--------|-----------|---------|----------|
|                            |  |  | DONE   | ON TARGET | REVISED |          |
| 1.<br>By February 15, 2010 | Public Information Supervisor (lead), Public Works Director and Community Development Director           | Develop and distribute to the public guidelines for helping customers go through the permitting process. |        |           |         |          |
| 2.<br>By March 1, 2010     | Assistant City Manager (lead) and Public Information Supervisor  | Evaluate and report to the Executive Team on the Customer Service Feedback/Evaluation Pilot Program.     |        |           |         |          |
| 3.<br>By March 15, 2010    | Public Information Supervisor (lead) and Assistant City Manager, working with department representatives | Redesign/reconfigure the website and web management process.   |        |           |         |          |

**THREE-YEAR GOAL:** *Enhance financial stability*

| WHEN  | WHO   | WHAT  | STATUS |           |         | COMMENTS |
|---|---|---|--------|-----------|---------|----------|
|   |   |   | DONE   | ON TARGET | REVISED |          |
| 1.<br>By November 1, 2009   | Finance Director (lead) and City Attorney   | Prepare and present to the City Council for consideration resolutions, agreements and related documents to participate in the Proposition 1A Program to get back the City's property tax money that was taken by the State of California.                                     |        |           |         |          |
| 2.<br>At the November 3, 2009 City Council meeting and quarterly thereafter         | Community Development Director (lead), Public Works Director, City Manager and Finance Director, working with the Citrus Valley Health Partners Intercommunity Campus | Support the development of a future plan for the hospital and report the status to the City Council.  |        |           |         |          |
| 3.<br>At the December 1, 2009 City Council meeting                                  | Finance Director (lead), Council Member Stapleton and City Manager  | Develop and present to the City Council for action guidelines for the Citizen's Advisory Committee on Long-Term Financial Stability to help develop options for attaining long-range financial stability.   |        |           |         |          |
| 4.<br>At the January 5, 2010 City Council meeting                                   | City Manager  | Complete a study of the pros and cons, including the cost of each option for providing fire services, and recommend an option to the City Council for action.   |        |           |         |          |
| 5.<br>At the March 2, 2010 City Council meeting, contingent upon budget constraints | HR Director (lead), Interim Finance Director and Assistant City Manager   | Develop and present to the City Council for action a long-range, (not more than 3 years), multi-phase Salary and Benefits Plan to assist in recruitment, retention and employee stability, focusing on paying at not lower than 95% of median as compared to surveyed cities. |        |           |         |          |
| 6.<br>At the March 16, 2010 City Council meeting                                    | Council Member Stapleton (lead), Building Official and Finance Director   | Analyze opportunities for reduced service fees on building and planning projects to encourage rehabilitation of housing stock and present to the City Council for action.   |        |           |         |          |

**THREE-YEAR GOAL:** *Enhance parks & recreation and library services*

| WHEN  | WHO   | WHAT   | STATUS |           |         | COMMENTS |
|---|---|--|--------|-----------|---------|----------|
|   |   |  | DONE   | ON TARGET | REVISED |          |
| 1.<br>By October 1,<br>2009                               | Parks & Recreation<br>Director  | Computerize the Parks & Recreation facilities scheduling.  |        |           |         |          |
| 2.<br>By October 1,<br>2009                               | Parks & Recreation<br>Director and City Attorney,<br>working with the IT<br>Manager | Implement the email communication system to include program<br>and customer receipts.                                      |        |           |         |          |
| 3.<br>By November 15,<br>2009                             | Library Director  | Develop and present to the City Council for action a plan for<br>expanding the library, contingent upon available funding. |        |           |         |          |
| 4.<br>By February 1,<br>2010                              | Library Director  | Provide an area in the library for very young children (ages 0-3)<br>and their parents and add at least two programs.      |        |           |         |          |
| 5.<br>By February 1,<br>2010                              | Library Director  | Develop a program for citizens to contribute to a donor wall<br>plaque to promote young children's reading.                |        |           |         |          |
| 6.<br>At the February<br>16, 2010 City<br>Council meeting | CRA Director and Parks &<br>Recreation Director                                     | Present to the City Council for action the development of Civic<br>Center Park as Heritage Park.                           |        |           |         |          |
| 7.<br>By March 1, 2010                                    | Library Director  | Establish new comfortable seating in the library using funds<br>raised by the library.                                     |        |           |         |          |

**THREE-YEAR GOAL:** *Become an environmentally sustainable community*

| WHEN   | WHO   | WHAT  | STATUS |           |         | COMMENTS |
|--|---|---|--------|-----------|---------|----------|
|  |   |   | DONE   | ON TARGET | REVISED |          |
| 1.<br>Quarterly                                  | City Manager and Public Works Director, working with the General Manager of the Covina Irrigating Company | Identify ways to address water issues and present an update to the City Council.  |        |           |         |          |
| 2.<br>By February 15, 2010                       | Community Development Director  | Ensure that one Community Development staff member achieves Leadership in Energy and Environmental Design (LEED) training and accreditation.      |        |           |         |          |
| 3.<br>By March 15, 2010                          | Community Development Director, working with the federal advocate and the private sector                  | Identify private sector and Federal options for businesses needing to fund building retrofits and report the results to the City Council.         |        |           |         |          |
| 4.<br>By March 15, 2010                          | Public Works Director   | Incorporate educational, environmentally sustainable landscape in at least one project on City property.  |        |           |         |          |
| 5.<br>At the March 16, 2010 City Council meeting | Public Works Director   | Prepare a tiered water rate system to improve conservation and prepare for possible water shortages, for future presentation to the City Council. |        |           |         |          |
| 6.<br>At the March 16, 2010 City Council meeting | Community Development Director  | Present to the City Council for their consideration a group of incentives and policies to encourage environmental sustainability.                 |        |           |         |          |
| 7.<br>At the March 16, 2010 City Council meeting | Public Works Director   | Present to the City Council for action a prioritized list of energy efficiency opportunities using stimulus grants.                               |        |           |         |          |
| 8.<br>At the March 16, 2010 City Council meeting | Community Development Director  | Present to the City Council for consideration updated zoning codes to encourage environmental sustainability (e.g., water, solar).                |        |           |         |          |

**THREE-YEAR GOAL:** *Provide efficient, visible and responsive public safety*

| WHEN   | WHO   | WHAT  | STATUS |           |         | COMMENTS |
|--|---|---|--------|-----------|---------|----------|
|  |   |   | DONE   | ON TARGET | REVISED |          |
| 1.<br>Beginning in October 2009 and ongoing thereafter | Police Chief, working with the federal advocate | Apply for funding for disaster preparedness.  |        |           |         |          |
| 2.<br>At the December 15, 2009 Council meeting         | HR Director                                     | Present to the City Council the two public safety memoranda of understanding for their consideration. |        |           |         |          |