

C I T Y O F W E S T M I N S T E R

**SIX-MONTH STRATEGIC OBJECTIVES**

June 20, 2022 through December 1, 2022

<b>THREE-YEAR GOAL: ACHIEVE FINANCIAL STABILITY</b>						
WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. By August 1, 2022	CM - lead, Interim ACM, Finance Director	Meet with each Council Member individually to discuss the sales tax measure message of maintaining the tax and not increasing the tax.	x			Completed throughout July 2022
2. At the Aug. 10, 2022 City Council meeting	City Council	Consider an extension of the sales tax measure.	x			Presented at Aug. 10, 2022 and placed on Nov. 2022 ballot.
3. At the Aug. 24, 2022 City Council meeting	Interim ACM - lead, Planning Manager, and Community Development Director	Provide a status update of the traffic and parking condition plan in Little Saigon, including information on a parking structure.			x	To be presented in 2023.
4. At the Sept. 28, 2022 City Council meeting	Finance Director - lead, Interim ACM, CD Director	Provide an update to the City Council of the status of creative revenue ideas	x			Presented at Nov. 9, 2022 City Council meeting.

**THREE-YEAR GOAL: DEVELOP AND IMPLEMENT SPECIFIC PLANS FOR LITTLE SAIGON,  
THE DOWNTOWN DISTRICT, AND THE WEST SIDE**

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. At the July 27, 2022 City Council meeting	Interim Assistant City Manager, working with the Community Development Director and Planning Manager	Provide the City Council with an update on general plan implementation strategies related to the city's mixed-use districts, specifically the recently approved District 2 Mixed-Use Downtown (East - Golden West to Hoover).			x	To be presented after Westminster Mall Specific Plan adoption.
2. By Sept. 1, 2022	Interim Assistant City Manager, working with the Community Development Director and Planning Manager, and Council members.	Provide a bus tour of areas in Orange County and/or Southern California that have been redeveloped to successful mixed-use projects.			x	To be held after Nov. 2022 election.
3. At the Sept. 28, 2022 City Council meeting	Interim Assistant City Manager, working with the Community Development Director and Planning Manager	Provide the City Council with an update on the city's Zoning Phase 1 Study, including an overview of the project schedule.	x			Approved at Nov. 30, 2022 mtg. for 1 <sup>st</sup> reading; adoption on Dec. 14, 2022.
4. At the Dec. 14, 2022 City Council meeting	Interim Assistant City Manager, working with the Community Development Director and Planning Manager	Deliver a scope of work for the recommended District 2 Mixed-Use Downtown Specific Plan that includes an economic impact assessment and other strategies for already identified goals of the General Plan.			x	To be presented after Westminster Mall Specific Plan adoption.

**THREE-YEAR GOAL: ATTRACT, DEVELOP AND RETAIN WELL QUALIFIED STAFF MEMBERS**

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. By Sept. 15, 2022	Human Resources Director, working with Department Heads	Identify and prioritize areas that may require mandatory training and/or professional development for staff.			x	
2. By Sept. 15, 2022	Human Resources Director, working with Department Heads	Monitor accountability for mandatory staff training and/or professional development through the annual evaluation process for staff.			x	
3. By Dec. 1, 2022	Human Resources Director	Update the performance evaluation forms for non-sworn staff, train supervisors on how to complete a thorough evaluation, and mandate yearly evaluations.	x			Form completed January 2023.

**THREE-YEAR GOAL: IMPROVE CUSTOMER SERVICE DELIVERY TO THE COMMUNITY**

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. By Sept. 1, 2022	All Dept. Heads (CM and ACM – leads)	Develop general guidelines, script, and timelines for consistent customer service and follow-up			x	Continuous effort.
2. By Sept. 1, 2022	City Manager and ACM	Develop and implement a citywide peer-to-peer employee recognition program.			x	CM to recommend scrapping this objective.
3. By Oct. 1, 2022	All Dept. Heads (HR & CM – leads)	Develop and provide customer service training for all public-facing divisions.			x	To be completed in 2023.
4. By Nov. 1, 2022	City Manager and HR Director	Develop and implement a program to solicit feedback from public regarding customer service.			x	Website to be launched mid-February.
5. By Nov. 1, 2022 and monthly thereafter	All Dept. Heads (City Manager and ACM - leads)	Evaluate forms and templates that go out to the public for review.			x	Continuous effort.