

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

SIX-MONTH STRATEGIC OBJECTIVES

February 7, 2023 through August 1, 2023

THREE-YEAR GOAL: ACHIEVE FINANCIAL STABILITY						
WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. At the March 22, 2023 City Council meeting	ACM - lead, Planning Manager, and Community Development Director	Provide to the City Council a status update of the traffic and parking condition plan in Little Saigon, including information on a parking structure.		x		
2. At the April 12, 2023 City Council Meeting	Finance Director – lead, ACM, and City Manager	Provide an update to the City Council on the status of creative revenue ideas.			x	To be presented on April 26, 2023.
3. At a May (3 or 17) City Council Study Session	Finance Director, working with the City Manager	Provide information to the City Council regarding a 1/2 cent enhancement to the sales tax measure to keep revenue local.		x		
4. At the May 10, 2023 City Council meeting	City Manager, working with an economic development consultant	Begin development of an economic development strategy and report to the City Council.		x		
5. At the July 12, 2023 City Council meeting	City Manager, working with an economic development consultant	Research the establishment of a Business Improvement District and present a report to the City Council.		x		

**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 March 22, 2023 City Council meeting	Assistant City Manager, working with the Planning Manager	Provide the City Council with an update on the city's recently approved Zoning Phase 1 Study and a status of the city's ongoing Zoning Phase 2 Study, including an overview of the project schedule.		x		
2. On March 25, 2023	Assistant City Manager, working with the Planning Manager	Provide to the City Council a bus tour of areas in Orange County and/or Southern California that have been redeveloped to successful mixed-use projects.			x	New date pending due to scheduling conflicts
3. At the April 12, 2023 City Council meeting	Assistant City Manager, working with the 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		
4. At the July 12, 2023 City Council meeting	Assistant City Manager, working with the Planning Manager and a consultant	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		

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

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. August 1, 2023	Human Resources Director, working with Department Heads	Identify and prioritize areas that may require mandatory training and/or professional development for staff.		x		
2. August 1, 2023	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. August 1, 2023	Human Resources Dir.	Create job bulletins to replace class specs which will be used for recruitment posting		x		
4. August 1, 2023	Asst. City Manager, working with the City Manager	Identify, review and revise, as needed, departmental processes to improve operational efficiency and present to the City Manager.		x		

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

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. By March 1, 2023	City Manager and ACM, co-leads, working with Dept. Heads	Develop and implement a citywide employee recognition program.			x	By April 1, 2023
2. At the March 22, 2023 City Council meeting	City Manager and ACM, with input from the Police Chief	Present to the City Council an update regarding the use and effectiveness of Energov and how to make improvements.			x	At April 5, 2023 meeting
3. By May 1, 2023	City Manager and ACM, co-leads, working with Dept. Heads	Develop and provide customer service training for all public-facing divisions.		x		
4. At the May 10, 2023 City Council meeting	City Manager and ACM, with input from Dept. Heads	Present to the City Council budget approval for the City Hall receptionist/lobby attendant position and creation of a more welcoming lobby environment.		x		
5. By July 1, 2023	City Manager and ACM, working with the Community Development Director and Division Managers	Evaluate and make recommendations regarding Planning and Building Division forms, templates, applications and informational materials used by the public and provide an update to the City Council.		x		
6. By July 15, 2023	City Manager and ACM, working with an IT consultant	Evaluate and report to the City Council the effectiveness and functionality of Energov and other integrated software to resolve technology issues and optimize the use of Energov.		x		