

STUDY SESSION

**City Council
January 9, 2018**

TO: Mayor and City Council

FROM: Jeff Boynton, City Manager

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SUBJECT: LA MIRADA STRATEGIC PLAN 2020 UPDATE

BACKGROUND

The Strategic Plan 2020, adopted in June 2016, created a guide to promote La Mirada as a superior place in which to live, work, and thrive. To support the five core strategies identified in the plan, future goals and objectives were established with specific actions for each item. Additionally, key performance indicators were set to assist with measuring the advancement of these goals over time.

Progress towards achieving the commitments outlined in the Strategic Plan 2020 continues to be monitored. City staff remains dedicated to achieving the goals, and significant progress has been made over the last two years in directing the City's efforts and resources to meet its objectives. This update on the efforts being made in support of the Strategic Plan notes the specific action items accomplished for the 2017 calendar year.

FINDINGS

Ensure a Well-Managed City Government

The City continues to practice prudent financial practices by adhering to a balanced budget and maintaining a healthy level of reserves. General Fund reserves continue to be above 30 percent as set by the recently adopted Resolution No. 17-29. At the end of Fiscal Year 2016-17, the City's reserves were 106 percent of operating expenditures.

In an effort to enhance efficiency, the City's purchasing procedures for Public Works projects were streamlined for certain projects costing less than \$100,000. The adoption of Ordinance No. 692 in March allows for the informal bidding procedures included in the Uniform Public Construction Cost Accounting Act to be applicable to eligible capital improvement projects. This process reduces project approval times for smaller projects.

Progress continues to be made toward ensuring appropriate business license payments are submitted to the City. In May, the Board of Equalization (BOE) conducted business visits under its Statewide Compliance and Outreach Program (SCOP), which certifies

businesses have all licenses and permits required for programs administered by the BOE. The City was notified that 64 businesses may have been operating without a license, and staff made contact with each business to gain compliance.

The Community Services Department continues to review fees to ensure they are set at appropriate levels. Staff surveys other cities' fee schedules for classes and recreational programs and recently made adjustments to fees for the Tiny Tots program and youth sports leagues. Buccaneer Bay daily admission fees and pool rental fees will be reviewed in advance of the summer season.

Additionally, the La Mirada Theatre revised rental rates last year and has achieved a four percent increase in rental revenue. This amount is expected to increase, as more renters will be required to use the Theatre's box office system by 2019. Theatre staff will meet with its consultant to consider conducting a comprehensive pricing study to optimize single ticket and subscription charges for the 2018-19 season.

The Community Services Department continues to seek donations to offset the costs for community programs and events. In Fiscal Year 2016-17, a total of \$38,515 in monetary and in-kind donations was received.

In an effort to engage residents whose primary language is not English, important communication pieces, such as election materials and Transit information are offered in Spanish and Korean. Event flyers provided to students in the Norwalk-La Mirada Unified School District are written in Spanish.

Staying current with technological trends and pursuing new approaches for communicating and engaging residents, the City has increased use of social media and other technology. Staff continues to use the City's website and social media to promote services and programs. Approximately 80 posts are made monthly on social media providing information across all City departments.

The La Mirada Theatre website has been updated to coordinate with TESSITURA, the new ticketing system, which enables staff to keep Theatre information current. Discounts available to La Mirada residents are a valuable benefit, and have resulted in a 30 percent increase in local subscriptions for the Theatre during its 40th anniversary season.

Use of the "My La Mirada" service request system continues to increase. A total of 317 users are registered and 695 service requests were received through the smartphone app over the last year. The user-friendly system has proven to be an effective way for residents to communicate with the City.

Provide a Safe Community

The City's Public Safety Team remains committed to keeping La Mirada a safe community. The 2016 crime rate was 195.8 crimes per 10,000 residents, which is within

the City's goal of fewer than 200 crimes. Preliminary information for 2017 indicates that La Mirada will again achieve the City's established goal.

The Public Safety Team continues to encourage community-oriented policing. Coffee with Captain Tatreau events were held in May and September. Additionally, during the last year, Public Safety staff met with approximately 65 businesses to conduct security inspections and provide business owners with crime trends and prevention tips. Public safety tips and information continues to be included in City publications.

Staff continues to present its Positive Alternatives curriculum to elementary and middle school students in an effort to prevent gang involvement and drug activities. A guest speaker comedian presented a light-hearted, yet serious presentation on the effects of marijuana to La Mirada High School freshmen during the last school year. The presentation by the speaker was very well received, and it will be offered again later this month.

A second Automated License Plate Recognition System (ALPRS) was installed on a Sheriff's vehicle assigned to La Mirada as an additional tool for deputies to use to identify vehicles of interest.

Promote a High Quality of Life

The City continues to nurture its partnerships with various community organizations to maintain a high quality of life in La Mirada. Two meetings were held this year with City and School District representatives to discuss items of mutual interest. An agreement providing for La Mirada High School's use of Behringer Park, the Community Gymnasium, and Splash! is expected to be approved in the near future. In addition, an updated Facility Use Agreement between the City and the various Athletic Council member organizations was recently completed.

Two meetings were held with Biola University representatives and City staff to discuss programs and events that could provide the opportunity for potential partnerships. City staff also attended Biola University's opening weekend activities.

The City's recreational programs remain highly regarded by participants, and staff continues to ensure that recreational programming, events, and senior services, remain of high quality. To continue to assess these programs and the community's needs, the Community Services Department has a Program Participant Survey online for community members to provide feedback on current programs or events they have attended, and make suggestions for new programming. In an effort to refresh existing community events, staff is exploring modifications to the Spring Beautification Awards Ceremony and Easter Egg Hunt.

Over the last ten years, Splash! has provided a state-of-the-art aquatics facility for families in La Mirada and throughout the region. An architectural firm has been retained to assist with designing a new slide feature in Buccaneer Bay. Construction on the project would most likely occur in Fiscal Year 2018-19.

The La Mirada Theatre continues to provide quality performances. The new ticketing system was recently completed, and staff is exploring updating the sound system and auditorium seating in Fiscal Year 2018-19. Future plans could also include transforming the upstairs lounge into a performance space for smaller acts during the 2018-19 season. Through collaboration with Phantom Projects, the La Mirada Theatre will co-present teen-related shows for the 2018-19 season, including a *Hamilton* sing-along.

In order to provide a healthier environment at City parks and facilities, an ordinance prohibiting smoking in these public spaces was adopted. Reducing exposure to second-hand smoke improves the experience of visitors to City parks and facilities.

A nonconforming vehicle ordinance was adopted to prevent larger vehicles, including recreational vehicles, from parking on public streets without a permit. This action was taken in response to residents and businesses expressing concerns with safety, visibility, and aesthetics of nonconforming vehicles parked on public streets.

Preserving La Mirada's history remains an important goal. La Mirada's history from the period of 1986-2017 was documented in a new history book by author Allen Carden, who wrote a similar volume chronicling La Mirada's first 25 years of incorporation as a city. The book has been finalized, and will be reviewed a final time by the Historical Preservation Advisory Council later this month. It is anticipated the book will proceed to print and be ready for purchase by spring.

In an effort to continue to provide a high quality transit service, City staff held its first "Transit Workshop," with another planned for later this month. Several transit vehicles will be replaced through the Public Transportation Modernization Improvement and Service Enhancement Program.

Public Works crews and contract maintenance staff continue to maintain the public right-of-way by removing debris, erasing graffiti, and caring for the parkway landscaping. Design work on the replacement of neighborhood street signs continues. New median designs for Valley View Avenue, Rosecrans Avenue, and La Mirada Boulevard are also in progress. The project will include new plants and trees, which will comply with the State's requirement to remove turf grass from public street medians.

Provide Quality Planning and Infrastructure

In an effort to continue to maintain an aesthetically-pleasing environment and enhance the City's public areas, great strides continue to be made in providing quality planning and infrastructure.

The interior renovation of the La Mirada Public Library was completed and the official opening took place in February. This project was accomplished in cooperation with the County of Los Angeles and has been well-received by the community.

Neighborhood infrastructure repairs using voter-approved Measure I funds have continued with the completion of Phase III in 2017. Phase IV is currently under construction with completion expected by this summer. Additionally, Phase V is being designed and construction is anticipated to begin by this fall.

Traffic signals were installed at Valley View Avenue and Adoree Street, as well as Artesia Boulevard and Industry Circle. Work to upgrade traffic signals along La Mirada Boulevard is in process. Other street improvements include the completion of a new block wall along the east side of Santa Gertrudes Avenue between Alicante Road and Rosecrans Avenue. New sidewalk and landscaping are in process.

A Creek Park Master Plan is being designed, and will include improvements to walkways, lighting, landscaping, and bridges. The proposed plan will be presented for the Council's consideration at an upcoming Study Session meeting.

Through the recently approved Arterial Block Wall Loan Program, which provides qualifying residents funding to fix damaged block walls, four new walls have been constructed, one is under construction, and two applications are being processed. Several other privately owned arterial block walls have been completed by property owners without City financial assistance.

Support a Strong Local Economy

A strong local economy is important for creating jobs and enhancing the local tax base. The City continues to work with key businesses, property owners, and developers to promote La Mirada's economic vitality. The addition of The Habit Burger Grill, McDonalds, Piara Pizza, Phenix Beauty Salon, Ross Dress for Less, Jamba, Shabuya, Bravo Market, and Chase Bank strengthened several shopping centers in 2017.

Attractively designed industrial buildings are in process of being constructed or have been built at 16301 Trojan Way, 14860 Alondra Boulevard, and 14445 Alondra Boulevard. The design of each of these buildings was reviewed and approved by the City.

In September, Ordinance No. 698 was approved establishing regulations for maintaining and registering vacant or abandoned commercial properties and store fronts.

Outreach efforts to market local shopping centers continue, as economic development staff has begun using California Business Incentives Gateway (CBIG), which is a new tool from the State Treasurer's Office identifying development incentives. OppSites, a site locator tool, was used to highlight La Mirada shopping centers at the International Council of Shopping Centers (ICSC) conference.

In keeping with the Economic Development Action Plan (EDAP), staff has met with a number of shopping center owners to discuss ideas for improving their properties. A shopping center assessment was also completed for La Mirada's shopping centers.

The City continues to collaborate with the La Mirada Chamber of Commerce to develop business incentives and community events. A Business Success Workshop Series was held in conjunction with the Small Business Administration and La Mirada Chamber of Commerce in January and February, which attracted 105 participants. A Social Media Workshop to celebrate National Small Business Week was also held.

The City received an Award of Excellence in the category of Economic Development Promotions for its “Shop! See! Splash!” and “Shop La Mirada!” Holiday Edition promotions from CALED. This award and the Los Angeles County Economic Development Commission’s recognition of the City of La Mirada as being the “Most Business Friendly City” a few years ago serve to acknowledge the City’s economic development efforts.

Progress has continued to be made toward achieving the key objectives identified in the Strategic Plan 2020. The City is committed to achieving the five core strategies identified in the Strategic Plan, and staff will continue making progress on the remaining objectives by the end of 2020.

RECOMMENDED ACTION

It is recommended the City Council review and discuss the Strategic Plan 2020 update.