

CITY COUNCIL

2023 STRATEGIC PLAN

Goal 1: Enhance Public Safety

Goal 2: Improve Infrastructure and Mobility

Goal 3: Create a Strong Financial Base and Strong Economic Base (Economic Development)

Goal 4: Enhance Transparency and Open Governance

Goal 5: Promote Sustainability

Goal 6: Improve Housing Opportunities

Completion Timeframe:

Short term - 1 year

Mid term - 1-3 years

Long term - 3+ years

****Items carried over from 2021-22 Strategic Plan**

Goal 3: Create a Strong Financial Base and Strong Economic Base (Economic Development)

Objective Number	Department	Objective Description	Completion Timeframe	Status	Funding Source
3.1	CD	Develop an Economic Development Action Plan	Short term	Staff is creating a Scope of Work for an Action Plan that creates a comprehensive and integrated approach to the City’s economic development efforts.	In budget
3.2	CD	Expedite the process for establishing new businesses	Short term	Streamlined processes have been identified including removing several steps. Implementation to kick-off in the Fall 2023 once the on-line permitting system is modified to align with the new process.	In budget
3.3	CD	Streamline the ADU process, provide public education in multiple languages and review fees compared to neighboring cities	Short term	Working with San Gabriel Valley COG to develop “pre-approved ADU Plans” to aid in streamlining the review process; results projected in Fall 2023. Continue to promote ADUs and distribute informational flyers.	In budget
3.4	CD & Finance	Increase City revenue (move reserves to above 20%)	Continuous	Staff continues to seek opportunities to increase City revenues.	General Fund Reserve
3.5	CD	Make “Main and Valley” a priority with development partners and the community	Mid term	Following the adoption of the Housing Element and Comprehensive Zoning Code in Fall 2023, embark on promoting	In budget