

**CITY OF LA CANADA FLINTRIDGE**  
**CITY COUNCIL GOALS & OBJECTIVES**

**Adopted: June 2010**

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**GOAL:**

An end toward which effort is directed.

Setting goals is one way to develop targets and to identify important things to be accomplished during the coming one (1) to five (5) years.

Goals are strong motivating factors. They are timeless, unbounded statements describing the conditions or attributes one seeks to obtain. A goal statement does not describe what you will do. A goal statement describes how the world will be different because of what you have done.

**OBJECTIVE:**

A specific result that will be achieved.

Objectives are written statements defining what has to be accomplished in order to reach a goal. Objectives are specific and should be measurable, limited in number, and focused on major performance issues.

Setting objectives forces one to focus squarely on its activities. This allows informed choices of what one hopes he or she is able to do. An important step is to determine specifically who is to be responsible to oversee the implementation of each objective.

Objectives should be feasible in terms of personnel, time, financial capabilities and other resources.

When all objectives are met, the goal will be achieved. It is a plan or map of where you are going.

**TASK:**

Assigned piece of work often to be finished within a certain time-frame.

These are action steps that define in detail how objectives will be implemented. They include who will be responsible, what resources will be needed, and start-up and completion dates.

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**June 2010**

**GOAL I: To have a friendly, efficient, responsive city government.**

OBJECTIVES	TASKS	RESPONSIBLE/ ASSIGNED	EFFECT ON BUDGET	TIME TARGET
A. Increase communication between City Hall and the Community	1. Implement system for comprehensive tracking of residential inquiries.	Dir. of Admin. Services		
	2. Assess productivity of Comcate system.	Dir. of Admin. Services		
	3. Improve and maintain City's website.	Dir. of Admin. Services		Ongoing
	4. Continue community E-mail lists for dissemination of information.	City Clerk		Ongoing
	5. Enhance Government Access Channel content.	Dir. of Admin. Services		Ongoing
	6. Evaluate Facebook, apps & alternative means of communicating with the public.	Dir. of Admin. Services		FY 2010-11
B. Promote Services of City and Community Groups	1. Create a webpage for new residents.	Dir. of Admin. Services & CEO of Chamber		FY 2010-11
	2. Attend community group meetings and functions as invited.	Mayor or designee		Ongoing
C. Communicate Council Goals, Objectives and Protocols with Commissioners	1. Continue to meet periodically with each Commission.	City Council		Ongoing

**GOAL II: To maintain a healthy financial condition.**

OBJECTIVES	TASKS	RESPONSIBLE/ ASSIGNED	EFFECT ON BUDGET	TIME TARGET
A. Determine if the City Is Getting Services at Rates that are Competitive in the Marketplace	1. Continue to ensure that City services are provided efficiently.	Staff		Ongoing
B. Target General Fund Reserves between 100% - 150% of Operating Budget	1. Revisit as part of the Long-Range Forecasting analysis.			Dec. 2010
C. Identify Means to Protect and Enhance City Revenues	1. Verify that service fees cover the cost of the service.	Staff		Ongoing
	2. Support legislation that increases and protects revenues for cities.	City Council		Ongoing
	3. Aggressively pursue grant opportunities.	Lobbyist to prepare annual list of available grants	Reduction to general fund obligations	Ongoing
	4. Monitor reimbursement of state mandated costs.	City Clerk		Ongoing
D. Optimize the Return on the City's Investment Portfolio	1. Provide support for cash flow forecasts and give advice on debt issuance and management.	City Treasurer and IFAC		Ongoing
E. Develop a Long-Range Financial Plan	1. Prepare an outline of the plan for the City Council's consideration.	Finance Director and City Manager		Dec. 2010
	2. Implement a quarterly financial dashboard report.	Finance Director		Ongoing

**GOAL III: To maintain the character of the community: a safe, family-friendly residential community.**

OBJECTIVES	TASKS	RESPONSIBLE/ ASSIGNED	EFFECT ON BUDGET	TIME TARGET
A. Monitor the Effectiveness of the R-1 Standards	1. Prepare a periodic review.	Staff		Ongoing
B. Update the General Plan	1. Conduct a comprehensive review; conduct public hearings and adopt updated Gen. Plan.	GPAC		FY 2010-11
C. Reduce Speeds Throughout the City	1. Review and update city-wide traffic calming measures.	Public Works Dir.		Ongoing
	2. Support "Be Aware; Drive With Care" campaign.	City Council		Ongoing
D. Comply with AB 939	1. Continue AB 939 compliance programs.	Staff		Ongoing
	2. Evaluate the effectiveness of our solid waste contracts.	Public Works staff		FY 2009-10
E. Comply with NPDES	1. Continue to implement and monitor the NPDES and TDML programs.	Public Works Dir.		Ongoing
F. Implement Soundwall Plan on I-210 Freeway	1. Identify funding for the project.	City Council and Staff		Ongoing
G. Continue to Oppose the Proposed 710 Expansion	1. Support the low-build alternative to the 710 Freeway.			Ongoing
	2. Demand thorough & objective analysis of any 710 Freeway expansion proposal.			Ongoing
	3. Aggressively participate in feasibility outreach programs.			Ongoing
H. Support Local Control of Land Use	1. Oppose State legislation that infringes upon local control.			Ongoing
I. Protect Our Trees	1. Monitor agricultural information.	Public Works Comm. & Staff		Ongoing
	2. Evaluate consolidation of tree ordinances and update ords.			FY 2010-11

**GOAL III: To maintain the character of the community: a safe, family-friendly residential community (...continued).**

OBJECTIVES	TASKS	RESPONSIBLE/ ASSIGNED	EFFECT ON BUDGET	TIME TARGET
J. Implement The Trails Master Plan and its Protections	1. Close the loop to the Trails (last segment).	Trails Council & Staff		FY 2010-11
	2. Continue to Monitor at the Building Counter.	Staff		Ongoing
K. Purchase Open Space & Parklands Property	1. Set aside funds annually for the purpose of acquiring open space land.	City Council		Ongoing
	2. Identify availability of open space and parklands land.	Staff		Ongoing
	3. Identify sources of funding for open space land.	Staff		Ongoing
L. Expand Park Resources	1. Design Rockridge Park & Conservation Area & Trail.			
	2. Improve Memorial Park.			
	3. Complete Passive Use Park. (Edison Property)			
	4. Finalize Olberz Park.			
	5. Complete Linear Park ("The Link").			

**GOAL IV: To participate with the School District on issues of common concern.**

OBJECTIVES	TASKS	RESPONSIBLE/ ASSIGNED	EFFECT ON BUDGET	TIME TARGET
A. Improve Traffic Circulation around the Schools	1. Continue to monitor traffic circulation.	Staff		Ongoing
	2. Review federal and state grant opportunities for traffic circulation and pedestrian safety.	Staff		
	3. Sustain the Carline Courtesy Program.	Pub. Safety Coord.		
B. Improve Joint Use Playing Fields & Joint Use Facilities at School Sites	1. Continue to meet with stakeholders of the playing fields to determine how to maintain and improve the fields.	City Council and Stakeholders of the Playing Fields		Ongoing
C. Continue the Preservation and Operation of the Lanterman Auditorium for the Community	1. Continue to manage the facility in order to optimize its benefit for the community.	Sr. Management Analyst		
D. Continue to Participate in the Joint Use Library	1. Work through the Joint Use Committee to monitor joint use library programs.	City Council		Ongoing

**GOAL V: To improve the commercial sector and major thoroughfares of the City.**

OBJECTIVES	TASKS	RESPONSIBLE/ ASSIGNED	EFFECT ON BUDGET	TIME TARGET
A. Improve the Safety and Appearance of Angeles Crest Highway	1. Aggressively monitor the safety of the medians on Angeles Crest Highway. ----- 2. Continue efforts w/Caltrans to improve medians and frontage road strip on Angeles Crest Hwy. -----			
B. Continue Cooperation with the Chamber of Commerce	1. Seek opportunities to work together to improve the quality of life in the community. ----- 2. Continue to work with the BSDC.	City Council & Staff  City Council Representative		Ongoing  Ongoing
C. Continue to Implement the Downtown Village Specific Plan	1. Evaluate parking needs, solutions and financing mechanisms. ----- 2. Comprehensive Specific Plan Review.	City Council		Ongoing  FY 2010-11
D. Develop a Master Plan to Integrate Local Transportation Needs into a Regional Plan	1. Support Arroyo-Verdugo and SGVCOG sub-regional planning on transportation.	Planning		Ongoing
E. Create Incentives to Improve the appearance of the Business District	1. Promote Commercial Façade Rehab. grant program. ----- 2. Explore possibility of annual award program recognizing business improvements.			
F. Complete Medians Throughout the Balance of Foothill Boulevard				

**GOAL V: To improve the commercial sector and major thoroughfares of the City  
 (...continued).**

OBJECTIVES	TASKS	RESPONSIBLE/ ASSIGNED	EFFECT ON BUDGET	TIME TARGET
G. Proactively Facilitate Appropriate Development Where Warranted	1. Provide assistance to prospective developers as appropriate.	Planning Dir.		Ongoing
	2. Implement the business ombudsman program to help facilitate commercial development.	Planning Dir.		Sep., 2010
	3. Incorporate regular City Mgr. luncheons with the business community.	City Manager		Ongoing

**GOAL VI: To provide a safe, healthy environment for the residents of our community.**

OBJECTIVES	TASKS	RESPONSIBLE/ ASSIGNED	EFFECT ON BUDGET	TIME TARGET
A. Maintain a Level of Law Enforcement to Ensure Maximum Public Safety	1. Monitor the use of law enforcement resources.	Sheriff's Dept., Staff & Public Safety Commission		Ongoing
	2. Prioritize traffic safety issues and identify streets most in need of enforcement.	Staff & Public Safety Comm.		Ongoing
B. Provide for Teen Recreation	1. Support community groups (eg. YMCA, Community Center) to develop a teen center.	City Council and Staff		
C. Study and Evaluate Funding Alternatives for a New Community Center Facility	1. Explore the viability of P3 development.			
D. Acquire Sports Fields	1. Evaluate open space opportunities for Sports Fields	City Council		
E. Continue to Support the Youth Council				
F. Promote Environmental Awareness	1. Implement Green initiatives.	Green Task Force & City Council		Ongoing
	2. Complete Water Committee Task Force Recommendations.			Ongoing
G. Ensure Compliance with Sewer Connection Requirements	1. Identify properties still to be connected.	Staff		Ongoing
	2. Continue to promote the availability of funding assistance.	Staff		
	3. Develop an enforcement mechanism to ensure connection.	City Attorney		
	4. Develop a Septic Tank Policy.			

**GOAL VI: To provide a safe, healthy environment for the residents of our community.  
 (...continued).**

OBJECTIVES	TASKS	RESPONSIBLE/ ASSIGNED	EFFECT ON BUDGET	TIME TARGET
H. Continue to Pursue Implementation of the Sewer Master Plan	1. Monitor state and regional regulations re: septic systems.			
	2. Renew MOU with LARWQCB.			
	3. Continue to seek outside funding support.			Ongoing
I. Risk Management	1. Update the City Council on the City's risk mgmt. efforts.			
J. Reverse 9-1-1 System	1. Promote citizen registration of the AlertLCF Reverse 9-1-1 System.			Ongoing

**GOAL VII: To facilitate the appreciation of the diversity of our residents.**

OBJECTIVES	TASKS	RESPONSIBLE/ ASSIGNED	EFFECT ON BUDGET	TIME TARGET
A. Promote Cultural Awareness	1. Participate with groups that promote cultural awareness.			
	2. Facilitate and coordinate citywide activities to promote cultural appreciation.			
	3. Evaluate 2010 U.S. Census demographic data and identify & assess future potential needs as a result.	City Manager		