



CITY COUNCIL PRIORITIES AND GOALS

June 21, 2021

1. Fiscal and Operational Responsibility
2. Economic Development
3. Increased Opportunity and Housing Stability
4. Safe and Clean Community
5. Infrastructure

Priority #1

Fiscal and Operational Responsibility

Take actions to ensure the fiscal sustainability of the City and make operational decisions that align with the City's core values and priorities.

GOAL A: Continue to ensure that the City has sufficient financial reserves in accordance with City’s Fund Balance Policy, including at least 17% of General Fund operational budget for General Fund reserve.		
Departments	Steps towards achieving goals	Comments/ Barriers/Updates
Finance	Step 1: Adopt a FY 2021-22 budget that includes a reserve of at least 17% of General Fund operating budget and increase other reserves where possible.	
Finance	Step 2: Review and revise the ten year forecast and Fiscal Sustainability Policy by September 1, 2021.	
Economic Development and Finance	Step 3: Work with the County of Los Angeles to renegotiate the redevelopment deferral agreement to reduce costs to the City by June 30, 2021.	
Administration, Finance, and All Departments	Step 4: Identify funding available through the 2021 American Rescue Plan, develop a plan to spend the funding, and expend the funds by the legislative deadlines.	

GOAL B: Improve efficiency and effectiveness of City services to businesses and residents.		
Departments	Steps towards achieving goals	Comments/ Barriers/Updates
Information Technology	Step 1: Launch new City website by April 1, 2021.	Completed.
Public Works	Step 2: Improve response time to customers who submit requests through PomonaGo by making operational improvements by June 2021. Step 3: Evaluate purchasing and implementing a Computerized Maintenance Management System (CMMS) system to improving efficiency and communication to residents by June 2021.	
IT, Admin.	Step 4: Evaluate ways to use the American Rescue Plan and other funding sources to address the digital divide and report back to Council by November 2021.	

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Administration	Step 5: Continue to utilize social media platforms to tell the Pomona story.	
Administration, Police	Step 6: Create a Police Oversight Commission by July 2021.	Ordinance adopted May 2021.

GOAL C: Obtain additional grant funding and other revenues to help achieve City goals.		
Departments	Steps towards achieving goals	Comments/ Barriers/Updates
Neighborhood Services	Step 1: Finalize contract for grant writing services by May 2021.	
Neighborhood Services, Administration, and Other Departments	Step 2: Present plan for use of grant writing services and prioritization of grants by September 2021.	
Finance	Step 3: Adopt a Master Fee Schedule by June 2021.	Completed
Development Services	Step 4: Update Development Impact Fees by July 2021.	

GOAL D: Support City Commissions and ensure alignment between City Council goals and Commission activities.		
Departments	Steps towards achieving goals	Comments/ Barriers /Updates
City Clerk	Step 1: Review and update current Commission bylaws and procedures for all commissions by July 2021.	
City Clerk	Step 2: Provide training and resources to Commissions and support staff after completion of procedures.	

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City Clerk and City Administration	Step 3: Complete realignment of District Maps through an Independent Redistricting Commission within 12 months of the release of the 2020 census data.	
Human Resources and City Clerk	Step 4: Continue to provide staff and legal support to the Charter Review Commission until its completion in June 2021; and then take necessary steps to place the Commission's proposals on the ballot in November 2022.	

Priority #2

Economic Development

Foster economic prosperity through strategic and thoughtful commercial and residential development and support for businesses that aligns with the long-term vision of the City, encourages investment by other public and private entities, and creates jobs.

GOAL E: Obtain California’s Transformative Climate Communities (TCC) Program funding as a catalyst for economic development between downtown Pomona and the Pomona North Metro/Gold Line Station.		
Departments	Steps towards achieving goals	Comments/ Barriers
Economic Development	Step 1: Work with the TCC working team, Pomona ACTS, to implement \$200,000 TCC Grant to create a plan in accordance with the grant requirements within the two year Planning Grant period (no later than February 2023).	

GOAL F: Establish a specific plan for the Fairplex by August 2023.		
Departments	Steps towards achieving goals	Comments/ Barriers
Development Services	Step 1: Present a Fairplex Specific Plan for consideration and adoption by Council no later than August 20, 2023.	

GOAL G: Create Economic Strategy for City That Reflects Current Opportunities and City Values.		
Departments	Steps towards achieving goals	Comments/ Barriers
Economic Development	Step 1: Continue to monitor any Federal changes to the Opportunity Zone (OZ) program.	An Opportunity Zone prospectus is available on the City web site. http://www.ci.pomona.ca.us/index.php/21-government/1812-city-of-pomona-opportunity-zones
Economic Development	Step 2: Engage expertise to evaluate Citywide economic strategy.	
Development Services	Step 3: Complete an update of Zoning Code to Ensure Consistency with General Plan by September 2022.	

GOAL H: Encourage and support Property Business Improvement Districts (PBIDs) to support business development.		
Departments	Steps towards achieving goals	Comments/ Barriers
Economic Development	<p>Step 1: Request funding of \$100,000 in the FY 2021-22 Operating Budget to support creation of a PBID for Segment of East Holt and, if funded, complete the evaluation by June 2022.</p> <p>Step 2: As resources and time allow, explore feasibility of establishing additional PBID's with a next focus on West Holt Segment.</p>	Funding approved in FY 2021-22 budget.

GOAL I: Market the City to attract and retain business and investment.		
Departments	Steps towards achieving goals	Comments/ Barriers
Economic Development	Step 1: Focus on physical project implementation to create economic activity (e.g. jobs, property tax, sales tax) and highlight the projects at relevant milestones.	
Economic Development	Step 2: Continue to work with the Pomona Chamber of Commerce to enhance efforts to promote business and industry segments in Pomona.	

Priority #3

Increased Opportunity And Housing Stability

Take steps to increase opportunities for housing, provide access to stable housing and home ownership to lower income residents, and reduce the number of people experiencing homelessness.

GOAL J: Encourage the development and maintenance of quality housing opportunities for all.		
Departments	Steps towards achieving goals	Comments/ Barriers/Updates
Development Services	Step 1: Obtain State approval for the City's 6 th Cycle Housing Element by January 2022.	
Development Services	Step 2: Revise the accessory dwelling unit ordinance by June 2021 in order to clarify existing ordinance and close loopholes.	
Administration, Dev. Services, Neighborhood Services, Econ. Development	Step 3: Staff will work with Council Ad Hoc Subcommittee on Housing to research and present to City Council options for rental inspection and housing stability programs.	
Neighborhood Services	Step 4: Complete a feasibility study for best use of Housing Successor Agency Owned Properties.	
Neighborhood Services, Development Services, Economic Development	Step 5: Identify innovative affordable housing development approaches to address homelessness and extremely low income households.	
Neighborhood Services, Development Services, Economic Development	Step 6: Educate stakeholders and facilitate the development of community-driven alternative land and housing ownership models.	
Neighborhood Services, Development Services	Step 7: Develop an incentive program to promote the building of accessory dwelling units and using them to assist those experiencing housing displacement.	
Neighborhood Services	Step 8: Identify and act upon opportunities to expand and strengthen the Housing Authority's rental assistance programs.	
Neighborhood Services	Step 9: Increase home ownership assistance programs.	

K: Reduce the unsheltered homeless population by 10% annually and take actions to mitigate the impacts of homelessness on the Community.		
Departments	Steps towards achieving goals	Comments/ Barriers/Updates
Neighborhood Services	<p>Step 1: Increase resource support to Hope 4 Home Service Center through grant applications to fully fund both the interim housing and access center programs (on-going).</p> <p>Step 2: Collect data from the Hope 4 Home Service Center partnership to evaluate the outcomes to determine efficacy of the campus in addressing homelessness in Pomona (on-going).</p> <p>Step 3: Support the development of both public and private regional partnerships, including continued participation in the Regional Housing Trust Fund and SGVCOG, that encourage other cities to provide housing and services for their respective homeless populations (on-going)-.</p> <p>Step 4: Evaluate and support opportunities to increase the housing stock available to the most vulnerable of the homeless population (on-going).</p> <p>Step 5: Increases resources to support the reduction of family and youth homelessness, including homeless prevention, crisis housing, rapid-rehousing, support services, and case management as needed.</p>	
Code, Police, Public Works	<p>Step 6: Continue current efforts of the Police Department’s Quality of Life unit; providing outreach, mental health services, encampment cleanups, and illegal conduct enforcement. Secure additional resources to expand the Quality of Life Unit where possible.</p>	
Neighborhood Services and Development Services	<p>Step 7: Encourage community participants to provide food and services at Hope 4 Home or other service facilities, including adopting relevant code amendments as needed, by June 2022.</p> <p>Step 8: Build covered areas on the Hope for Home campus for meals, participant gathering, and community partner services by March 2022.</p>	

Priority 4: Safe and Clean Community

Invest in public safety, community programming, and maintenance of properties and infrastructure to ensure residents, businesses, visitors, and employees feel safe, neighborhoods reflect the beauty of Pomona, and the community feels a sense of pride and ownership of the City.

L: Hold businesses and residents accountable for property maintenance and compliance with other City codes.		
Departments	Steps towards achieving goals	Comments/ Barriers/Updates
Admin	Step 1: Evaluate funding opportunities to stabilize and increase the number of code compliance inspectors by June 2022.	
Admin	Step 2: Explore the feasibility of using volunteers to support code compliance efforts through education and awareness by June 2022, pending the resolution of the COVID-19 pandemic.	
Admin	Step 3: Continue to evaluate and look for opportunities to enhance sidewalk vending enforcement, including exploring compliant options for taco stands and similar businesses to reduce the footprint of their operations to facilitate compliance with the Sidewalk Vending Ordinance by July 2022.	

M: Improve safety and cleanliness at parks and public spaces.		
Departments	Steps towards achieving goals	Comments/ Barriers/Updates
Police	Step 1: Continue to try to secure funding to establish a Park Ranger program by July 2022.	No funding source identified at this time.
Public Works	Step 2: Evaluate and monitor landscape service contracts approved February 1, 2021 with the goal of enhancing maintenance of parks and medians. Evaluate funding for additional staff to monitor contracts by June 2021.	
Neighborhood Services	<p>Step 3: Re-open community centers as public health orders allow, collaborating with community organizations to increase service levels to seniors, families, and youth.</p> <p>Step 4: As part of the Park and Facilities Master Plan process, provide community input opportunities on the expansion of park and recreation activities and programming.</p> <p>Step 5: Work with grant writing consultant to increase funding levels in identified areas of programmatic need seniors, families, and youth.</p>	

N: Take actions to eliminate prostitution, human trafficking, and gang-related violence.		
Departments	Steps towards achieving goals	Comments/ Barriers
Economic Development	Step 1: Pursue additional revenue sources to enhance the security and cleanliness of Holt Avenue, such as a PBID.	
Police	Step 2: Support youth diversion and gang intervention, prevention and suppression programs. Seek supplemental funding grants through the California and U.S. Departments of Justice to expand current programs.	
PD/ IT	Step 3: Encourage installation of more surveillance cameras by 1) educating businesses, the public, and other agencies within the City on the benefits of surveillance cameras; and 2) maintain and enhance surveillance cameras on City property as funding allows.	

Priority 5: Infrastructure

Invest resources in streets, sidewalks, parks, landscaping, water systems, and public facilities to enhance the economic development, public safety, accessibility and beauty of the City.

<p>O: Improve Parks facilities in the following general order of priority: 1) ensuring that existing amenities are functioning; 2) rehabilitating bathrooms and other park facilities; 3) adding trees; 4) improving ADA accessibility of all park facilities and equipment; 5) adding new bathrooms; and 6) adding additional recreation and playground equipment. (Public Works)</p>		
Departments	Steps towards achieving goals	Comments/ Barriers/Updates
Public Works	<p>Step 1: Complete roof repairs and replacements for John F. Kennedy, Willie White Park, and Westmont by June 2022.</p> <p>Step 2: Complete environmental review of Library roof by September 2021 to determine scope, cost, and timing of roof replacement and related repairs.</p> <p>Step 3: Continue to look for opportunities to fund roof and facility repairs and replacements for the following facilities:</p> <ol style="list-style-type: none"> 1. Garfield Park Comm. Center 2. Martin Luther King Jr. Park Restrooms 3. Palomares Park Comm. Center 4. Phillips Ranch Park Restrooms 5. City Yard Office Building <p>Step 4: Identify 2 to 3 park restroom buildings for replacement, as funds allow, and complete replacement by November 2021.</p>	New CIP Project with funding approved by Council 3/22/2021.
Public Works/ Neighborhood Services	Step 5: Complete Parks Master Plan by December 2021 to help identify current and future needs.	
Public Works/Neighborhood Services	Step 6: Complete final design for improvements to Hamilton Park funded by \$1.5M of Prop 68 Grant Funds by September 2021.	
Public Works and Neighborhood Services	Step 7: Obtain Prop 68 funding for improvements to Garfield, Memorial, Tony Cerda, Washington, and Philadelphia Parks, subject to approval of grant applications submitted in March 2021.	

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Public Works	Step 6: Complete planting of by December 2021 of the proposed Tree Planting Plan for planting of approximately 75 new trees per District funded by a \$400,000 County grant that provides for the planting, establishment and maintenance of trees.	As a best practice, need to begin planting fall to avoid summer heat damage to trees.
Public Works	Step 7: Continue to identify grant opportunities and partnerships for the continued planting and maintenance of new trees citywide.	

Goal P: Improve condition of streets, alleys, and associated sidewalks.

Departments	Steps towards achieving goals	Comments/ Barriers/Updates
PW	Step 1: Complete street improvement projects as described in Attachment 1 based upon the City's Pavement Management Program dated April 2020 with the goal of maintaining the citywide Pavement Conditions Index and improving the index as economic resources allow.	

Goal Q: Complete projects to enhance ADA path of travel and accessibility of programs.

Departments	Steps towards achieving goals	Comments/ Barriers/Updates
Human Resources and Public Works	Step 1: Complete ADA procedural and operational improvements identified in Volume 1 of the ADA Transition Plan by June 2022, subject to financial and staff resources.	
Public Works	Step 2: Complete associated ADA path of travel improvements consistent with Volume 2 of the ADA Transition Plan, subject to availability of funding.	
Public Works	Step 3: Complete improvements to City facilities as outlined in the ADA Transition Plan Volume 3 by June 2022, subject to funding availability.	

Attachment 1 Street Improvement Projects

- **Street projects funded by Senate Bill 1 (SB-1) per the City's Pavement Management Program:**

Completion Goal	Street Name*	From	To	Completed
December 2021	Gilbert Street	Orange Avenue	Arthur Avenue	
December 2021	Saed Street	Arthur Avenue	Arroyo Avenue	
December 2021	Densmore Street	Edgehill Drive	Baywood Avenue	
December 2021	Baywood Avenue	Densmore Street	Cantara Street	
December 2021	Cantara Street	Edgehill Drive	Baywood Avenue	
December 2021	Chelsa Drive	Cantara Street	San Bernardino Ave.	
December 2021	Old Settlers Lane	Preciado Street	Hacienda Place	
December 2022	Friar Lane	End	Fernleaf Avenue	
December 2022	Fernleaf Avenue	Huntington Street	Buena Vista	
December 2022	Muir Avenue	Huntington Street	Hamilton Boulevard	
December 2022	Huntington Street	Fernleaf Avenue	Phillips Boulevard	
December 2022	Blacksmith Circle.	Stagecoach Drive	End	
December 2022	Wild West Circle	Stagecoach Drive	End	
December 2022	Stagecoach Drive	Sundance Drive	End	
December 2022	Bear Valley Road	Blacksmith Circle	Village Loop Road	

- **Holt Avenue Project:** Rehabilitate street pavement and construct new raised landscape median on Holt Avenue from Humane Way to Dudley Street, and from Park Avenue to Towne Avenue by December 2022, funded by Proposition C, Measure R, and various bond funds.
- **Street projects funded by Federal Surface Transportation Program – Local (STP-L):**

Completion	Street Name*	From	To
July 2022	Indian Hill Boulevard	San Bernardino Ave.	Kingsley Avenue
July 2022	North Ranch Road	SR-71	Village Loop Road

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- **Street projects, with active transportation improvements (e.g. bike lanes), funded primarily by the Los Angeles County Metropolitan Transportation Authority 2015 Grant, with supplemental funding from Measure M, Measure R, Proposition C, and Active Transportation Program Cycle 4 Grant funds:**

Completion	Street Name*	From	To
December 2021	Valley Blvd.	Temple Ave.	Humane Way
December 2021	Orange Grove Ave.	Fairplex Dr.	Hamilton Blvd.
December 2021	Park Ave.	Olive St.	Mission Blvd.
December 2021	San Antonio Ave.	County Rd.	Mission Blvd.
December 2021	McKinley Ave.	Fairplex Dr.	Towne Ave.

- **Street projects, with active transportation improvements (e.g. bike lanes), funded primarily by the Active Transportation Program Cycle 4 Grant, with supplemental funding from Measure M, Measure R, Proposition C, and the Los Angeles County Metropolitan Transportation Authority 2015 Grant:**

Completion	Street Name*	From	To
December 2023	9th Street	Mission Blvd.	Park Ave.
December 2023	Humane Way	Valley Blvd.	Mission Blvd.
December 2023	Phillips Blvd.	W. of Hamilton	Reservoir St.
December 2023	Franklin Ave.	White Ave.	East City Limit
December 2023	Val Vista St.	Gillette Rd.	White Ave.
December 2023	Preciado St.	White Ave.	Park Ave.
December 2023	LaVerne Ave.	Garey Ave.	San Antonio Ave.
December 2023	Orange Grove Ave.	Hamilton Blvd.	McKinley Ave.

*NOTE: All potential street improvements are subject to design, permitting, utility clearances, construction market prices, unforeseen/underground conditions, and funding availability.