



CITY OF LAGUNA NIGUEL CITY COUNCIL AGENDA ITEM

TO: Honorable Mayor and Council Members
FROM: Tamara S. Letourneau, City Manager
DATE: November 17, 2020
SUBJECT: Strategic Plan Laguna Niguel 2050: The Pursuit of Happiness – 1 Year Update

RECOMMENDATION

Staff recommends that the City Council receive and file this report.

BACKGROUND

The Strategic Plan, Laguna Niguel 2050: The Pursuit of Happiness, was adopted by the City Council in November 2019. In addition to establishing the City's mission, vision and values, the City Council also established six goals.

- **Goal 1:** Public Safety
- **Goal 2:** Fiscal Sustainability
- **Goal 3:** Open Space and Environmental Preservation
- **Goal 4:** Infrastructure and Technology
- **Goal 5:** Economic and Community Development
- **Goal 6:** Communication and Community Outreach

At the time the strategic plan was adopted there were a total of 44 strategies that were developed to achieve each goal.

ANALYSIS

Since the adoption of the strategic plan, City staff has been hard at work focusing on the goals the City Council established. Unfortunately, just a few short months following the adoption of the plan, the global pandemic caused an immediate decrease in City revenue and a reduction in the number of full-time and part-time City staff. As a result of the pandemic, the timelines on several strategies had to be adjusted. Even with these challenges, as a staff we have been and continue to be committed to achieving the goals set forth by the City Council.

The adoption of the Strategic Plan included an Implementation Action Plan for each of the six (6) goals. Updated Implementation Action Plans for each goal can be found in Attachment A. Below is a summary of the progress that has been made in completing the strategies established in November 2019.

Status of Strategies from the Original List – November 2019 Implementation Action Plan	Total
Completed	4
Ongoing/In Progress	20
On Schedule	9
COVID Delay	11
TOTAL	44

Accomplishments

Of the original list of strategies listed in the November 2019 Implementation Action Plans there have been 4 strategies completed to date. Those completed strategies are:

- Implementation of the 115 Trust to fund the City's pension liability.
- Completion of the Pavement Management Program.
- Amended the nuisance provisions of the Municipal Code.
- Establishment of the on-call consultants in Community Development.

In addition, the City has accomplished numerous projects this year that support the City's goals. Examples of some of the City's additional accomplishments include:

- Adoption of a balanced budget for FY 2020-2021.
- Implemented the City's first goat grazing weed abatement program at several parks.
- In response to the global pandemic, the City:
 - Distributed \$194,477 in additional Community Development Block Grant (CDBG) funds to Families Assistance Ministries (FAM), South County Outreach and Mercy House to help Laguna Niguel residents with food, paying for utilities and housing assistance.
 - Established an Economic Recovery Team to assist businesses through the challenges with the impacts of COVID-19 and to provide assistance obtaining resources.
 - Expanded the Senior Mobility Program to provide additional transportation services to seniors.
 - Enhanced outdoor dining opportunities for restaurants and shared space opportunities for additional businesses, with the approval of a temporary use permit process.
- Established a new website and enhanced our social media presence on every platform.

- Completed the following Capital Improvement Projects (CIP):
 - Alicia Parkway - Highlands Avenue to Pacific Park Drive Resurfacing
 - Crown Valley Park Tier III – New Community Center
 - Metrolink Bollard Lighting Replacements
 - Metrolink Station Groundwater Pumps Replacements
 - Crown Valley Park Soccer Field Synthetic Turf Replacement
 - Automatic Door Lock Installation at Several Park Restrooms
 - LED Signal Indicator Replacement (Biennial program)
 - Accessible Pedestrian Signal Push Buttons Installation (Annual Program)

Ongoing/In Process and COVID-19 Delayed Strategies

There are 20 strategies in the Implementation Action Plan that are ongoing/in process. In addition, another 10 strategies are on schedule with completion dates further out and 10 have been delayed because of COVID-19. Below are a few examples of each.

Ongoing/In Process

- Streamlining the development review process
- Enhancing technology surveillance
- Increasing public education of our trails and open space

COVID-19 Delayed Strategies

- Technology surveillance community workshops
- Park needs study
- General Plan Update
- Homeowners Association Outreach – In Person Meetings with the HOA's and the City

Strategic Plan Update

In early 2021, a strategic plan update workshop will be held with the City Council and department heads to revisit the strategies and timelines in detail to ensure that the strategies are consistent with the goals and timelines for the coming year.

FISCAL REVIEW

There is no fiscal impact as a result of this report.

LEGAL REVIEW

No legal review is required for this report.

CONCLUSION

The establishment of the strategic plan has guided the City's work and focused the City's resources towards the established goals. A strategic plan is a living document. Even though 2020 presented challenges that no one envisioned, the City of Laguna Niguel accomplished a great deal. This success should be celebrated as we continue to prepare, plan and achieve our goals for the future.

Staff recommends that the City Council receive and file this report.

By:



Tamara S. Letourneau
City Manager

Attachments:

A. Implementation Action Plan Updates: November 2020

ATTACHMENT A

Laguna Niguel: 2050 – The Pursuit of Happiness Strategic Plan
– Implementation Action Plan November 2020 Update

**City of Laguna Niguel
Strategic Plan
Implementation Action Plan**

Goal # 1: Public Safety

Strategy	Key Implementation Tasks	Lead Responsibility	Other Agencies Involved	Staff Resources (List staff available and staff needed)	Financial Resources (List funding available and needed)	Timeline Note the year to start and year to complete	Success Indicators (How impact or result of this strategy will be measured)
1. Maintain current service levels	Monitor Calls For Service on annual basis	Chief of Police Services, Administrative Sergeant	None at this time	No additional	If determination of additional resources is made	Ongoing Update Call volume was mostly unchanged in 2019. Staffing levels are appropriate at this time.	Maintain staffing levels will help to maintain current crime levels
2. Neighborhood Watch (apartment/multi-family housing)	- Continue to increase Neighborhood Watch - Coordinate with management companies of apartment buildings	Crime Prevention Specialists (CPS), Administrative Sergeant	None	Crime Prevention Specialists. Current resources are adequate	None at this time	In progress Update Established relationships with multiple large apartment complexes within the city. On-going effort to add others.	100% participation from the apartment & multi-family housing complexes

LEGEND	
	Complete
	Ongoing/In Progress
	On Schedule
	COVID Delay

**City of Laguna Niguel
Strategic Plan
Implementation Action Plan**

Strategy	Key Implementation Tasks	Lead Responsibility	Other Agencies Involved	Staff Resources (List staff available and staff needed)	Financial Resources (List funding available and needed)	Timeline Note the year to start and year to complete	Success Indicators (How impact or result of this strategy will be measured)
3. Share resources with surrounding communities	Study feasibility of sharing resources with neighboring cities (i.e. emergency management, homeless services)	City Manager Chief of Police Services Emergency Mgmt.	Neighboring cities	City Manager, Chief of Police Services, E.M. No additional at this time.	None at this time	2020 Ongoing <u>Update</u> Due to Covid-19, financial restrictions have limited opportunities. Opportunities will be explored when available	MOU's with surrounding agencies approved
4. Increase technology surveillance	- License plate readers - Surveillance cameras - Strategic placement in crime hot spots	Chief of Police Services, Administrative Sergeant	OCTA, Neighboring cities	No Additional	Initial Costs: Grant funding possibly available	2020-2023 <u>Update</u> In process. Met with technology companies. Obtaining bids.	Increase in the number of crimes solved

LEGEND	
	Complete
	Or going/In Progress
	Or Schedule
	COVID Delay

**City of Laguna Niguel
Strategic Plan
Implementation Action Plan**

Strategy	Key Implementation Tasks	Lead Responsibility	Other Agencies Involved	Staff Resources (List staff available and staff needed)	Financial Resources (List funding available and needed)	Timeline Note the year to start and year to complete	Success Indicators (How impact or result of this strategy will be measured)
5. Technology surveillance community workshops	Ring and other security surveillance companies	Crime Prevention Specialists	Ring, Arlo, any other surveillance system companies	Crime Prevention Specialists, no additional	None	2020-2023 <u>Update</u> Research being conducted. Community workshops restricted due to Covid-19. On-going.	Increase in usage/sales numbers for City from participating companies

LEGEND	
	Complete
	Ongoing/In Progress
	On Schedule
	COVID Delay

**City of Laguna Niguel
Strategic Plan
Implementation Action Plan**

Goal # 2: Fiscal Sustainability

Strategy	Key Implementation Tasks	Lead Responsibility	Other Agencies Involved	Staff Resources (List staff available and staff needed)	Financial Resources (List funding available and needed)	Timeline Note the year to start and year to complete	Success Indicators (How impact or result of this strategy will be measured)
1. Fee Study	- Retain consultant - Gather Data - Review draft with department heads and city manager - Make changes to the draft report - Present the report to the City Council	Finance Director	N/A	Department Directors & Key Support Staff	\$50,000 included in FY 2019-20 Budget. No additional funding needed.	In Progress <u>Update</u> Staff to complete and present for discussion as part of the FY 2021-22 budget	IN PROGRESS New fee study adopted
2. Establish 115 Trust	- Review proposals - Conduct Interviews if needed - Select vendor - Take agreement to City Council for approval	Finance Director	N/A	Finance Director	\$150,000 has been set aside in the FY 19-20 budget to establish the trust.	2020	COMPLETED – Successful implementation of a 115 Trust

LEGEND	
	Complete
	Ongoing/In Progress
	On Schedule
	COVID Delay

**City of Laguna Niguel
Strategic Plan
Implementation Action Plan**

Strategy	Key Implementation Tasks	Lead Responsibility	Other Agencies Involved	Staff Resources (List staff available and staff needed)	Financial Resources (List funding available and needed)	Timeline Note the year to start and year to complete	Success Indicators (How impact or result of this strategy will be measured)
3. Explore regional partnerships for cost savings	- Meet with agencies to gauge support for working together - Discuss specific opportunity or identify opportunities - Negotiate and establish parameters for service partnership, i.e. scope, governance, delivery, and cost sharing - Lay groundwork necessary for partnership function, including setting up systems, creating a governance body, obtain voter approval, and undertake an information program.	City Council and Executive Team	Cities, Counties, JPAs	City Manager and Executive Staff	Funding or savings would be determined at a later date based upon the service area.	Ongoing	Through substantial cost savings with a service level equivalent to or better than the current service level being provided

LEGEND	
	Complete
	Ongoing/In Progress
	On Schedule
	COVID Delay

**City of Laguna Niguel
Strategic Plan
Implementation Action Plan**

Goal # 3: Open Space and Environmental Preservation

Strategy	Key Implementation Tasks	Lead Responsibility	Other Agencies Involved	Staff Resources (List staff available and staff needed)	Financial Resources (List funding available and needed)	Timeline Note the year to start and year to complete	Success Indicators (How impact or result of this strategy will be measured)
1. Inventory of all components of open space	Create inventory map and list of all open space in the City	Public Works Director	None	Consultant Required	TBD	2020-2022 Update Due to COVID the timeline has been changed to 2021-2023	Complete inventory
2. Identify potential threats (environmental and legislative mandates)	Create list of all threats	Parks and Recreation Director	None	In-house	TBD	Ongoing	Complete list of all threats
3. Cross-agency coordination	Research and collect information	Parks and Recreation Director	County of Orange State of California Coastal Commission Coastal Greenbelt Authority	In-house	TBD	Ongoing	Successful coordination

LEGEND	
	Complete
	Or going/In Progress
	Or Schedule
	COVID Delay

**City of Laguna Niguel
Strategic Plan
Implementation Action Plan**

Strategy	Key Implementation Tasks	Lead Responsibility	Other Agencies Involved	Staff Resources (List staff available and staff needed)	Financial Resources (List funding available and needed)	Timeline Note the year to start and year to complete	Success Indicators (How impact or result of this strategy will be measured)
4. 30-year preservation plan	- Assign oversight of Open Space to Parks and Recreation Commission - Issue RFP for Update of Open Space Element of General Plan	City Manager	None	- In house - Consultant required to develop plan	TBD based on desired scope of work for plan. Possibly conduct as part of overall GP update.	2020-2024	Completion of a 30-year preservation plan
5. Public education	Update website, flyers, etc. to include Open Space information similar and in conjunction with Trails information	City Manager and Parks and Recreation Director	None	In-house	TBD	Ongoing Update: New City website was launched in Summer 2020 and additional information will be included there on open space and environmental programs	Increased public education

LEGEND	
	Complete
	Ongoing/In Progress
	On Schedule
	COVID Delay

**City of Laguna Niguel
Strategic Plan
Implementation Action Plan**

Goal # 4: Infrastructure and Technology

Strategy	Key Implementation Tasks	Lead Responsibility	Other Agencies Involved	Staff Resources (List staff available and staff needed)	Financial Resources (List funding available and needed)	Timeline Note the year to start and year to complete	Success Indicators (How impact or result of this strategy will be measured)
1. Energy efficiency evaluation	- Issue RFP and award contract for consultant to evaluate City facilities energy usage - Identify priority project list for energy efficiency program - Prepare City Council report summarizing findings	Public Works Director	None	Consultant Required	TBD	2020 <u>Update</u> Due to COVID the timeline has been changed to 2021-2023	Reduction in utility costs
2. Technology study	Include as part of scope in preparing Technology Element of the General Plan	Community Development Director	None	Consultant Required	TBD	2020-2024 Prioritize with other studies	- Completed study - Technology provision in the Municipal Code General Plan Update

LEGEND	
	Complete
	Ongoing/In Progress
	On Schedule
	COVID Delay

City of Laguna Niguel
Strategic Plan
Implementation Action Plan

Strategy	Key Implementation Tasks	Lead Responsibility	Other Agencies Involved	Staff Resources (List staff available and staff needed)	Financial Resources (List funding available and needed)	Timeline Note the year to start and year to complete	Success Indicators (How impact or result of this strategy will be measured)
3. Infrastructure Study	Evaluate the City's infrastructure and maintenance needs of the City.	Public Works Director	None	Consultant Required	TBD	2020 <u>Update</u> Due to COVID the timeline has been changed to the following: 2021 – RFP 2022 – Parks 2023 Facilities 2024 – Streets	Complete study
4. City park needs evaluation study	Evaluate the City's parks to determine the current and future needs	Public Works Director/Parks and Recreation Director	None	Consultant Required	TBD	2020 <u>Update</u> Due to COVID this item has been delayed. Estimated release of an RFP is 2021	Complete the study
5. Pavement management program	Create a seven-year map for completion of pavement maintenance to cover all City streets	Public Works Director	None	Consultant needed to complete the study	TBD	COMPLETED	Complete the study and initiate the program

LEGEND	
	Complete
	Ongoing/In Progress
	On Schedule
	COVID Delay

**City of Laguna Niguel
Strategic Plan
Implementation Action Plan**

Goal # 5: Economic and Community Development

Strategy	Key Implementation Tasks	Lead Responsibility	Other Agencies Involved	Staff Resources (List staff available and staff needed)	Financial Resources (List funding available and needed)	Timeline Note the year to start and year to complete	Success Indicators (How impact or result of this strategy will be measured)
1. Federal Building Area Land Use Study	- Finalize consultant agreement - Conduct technical advisory panel - Prepare final study	Community Development Department	GSA PBRB OC Sheriffs OCFA MNWD	Available City Manager City Attorney CD Director DS Manager Senior Planner PW Director ES Manager Needed Assoc. Planner Mgt. Analyst	Available \$25,000	2019 Update Delayed due to COVID. In process; anticipated completion Winter 2021.	Completion of Study
2. Parks & Recreation Needs Assessment DUPLICATE STRATEGY – SAME AS GOAL #4, STR	- Consultant RFP/selection - Prepare assessment	Community Development Department	OC Parks	Available City Manager City Attorney CD Director DS Manager Senior Planner PW Director ES Manager P&R Director Rec Manager Needed \$25,000	Needed \$25,000	2020	Completion of Assessment

LEGEND	
	Complete
	Ongoing/In Progress
	On Schedule
	COVID Delay

**City of Laguna Niguel
Strategic Plan
Implementation Action Plan**

Strategy	Key Implementation Tasks	Lead Responsibility	Other Agencies Involved	Staff Resources (List staff available and staff needed)	Financial Resources (List funding available and needed)	Timeline Note the year to start and year to complete	Success Indicators (How impact or result of this strategy will be measured)
3. Gateway Specific Plan Clean-Up	- Consultant RFP/selection - Prepare plan clean-up/EIR addendum - Planning Commission/City Council public hearings	Community Development Department		<u>Available</u> City Manager City Attorney CD Director DS Manager Senior Planner PW Director ES Manager <u>Needed</u> Assoc. Planner Asst. Planner Mgt. Analyst	<u>Available</u> \$155,000 (SB2)	2020-2021	Adoption of Plan Clean-Up
4. Town Center Area Urban Design Studio	- Finalize consultant agreement - Conduct design studio - Prepare final report	Community Development Department	OC Sheriffs OCFA MNWD	<u>Available</u> City Manager City Attorney CD Director DS Manager Senior Planner PW Director ES Manager <u>Needed</u> Assoc. Planner Mgt. Analyst	<u>Needed</u> \$20,000	2020-2024 Update 2021-2022	Completion of Report

LEGEND	
	Complete
	Ongoing/In Progress
	On Schedule
	COVID Delay

**City of Laguna Niguel
Strategic Plan
Implementation Action Plan**

Strategy	Key Implementation Tasks	Lead Responsibility	Other Agencies Involved	Staff Resources (List staff available and staff needed)	Financial Resources (List funding available and needed)	Timeline Note the year to start and year to complete	Success Indicators (How impact or result of this strategy will be measured)
5. Trails Master Plan Clean-Up	- Preparation of plan clean-up - City Council adoption	Community Development Department	OC Parks	Available City Manager City Attorney CD Director DS Manager Senior Planner PW Director ES Manager P&R Director Rec Manager Needed Assc. Planner Asst. Planner Mgt. Analyst	Needed \$25,000	2020-2024 <u>Update</u> 2021-2022	Adoption of Plan Clean-Up
6. Nuisance Code Update	- Draft code language - City Council public hearing	Community Development Department	OC Sheriffs OCFA	Available City Manager City Attorney CD Director Senior Planner	N/A	2020	COMPLETED Adoption of Code Update

LEGEND	
	Complete
	Ongoing/In Progress
	On Schedule
	COVID Delay

**City of Laguna Niguel
Strategic Plan
Implementation Action Plan**

Strategy	Key Implementation Tasks	Lead Responsibility	Other Agencies Involved	Staff Resources (List staff available and staff needed)	Financial Resources (List funding available and needed)	Timeline Note the year to start and year to complete	Success Indicators (How impact or result of this strategy will be measured)
7. Streamline Development Review Process	- Assessment/improvements to public counter operations - Permitting software update - Implementation of electronic plan review - Upgrade GIS/document imaging software - Update City Design Guidelines	Community Development Department		<u>Available</u> CD Director DS Manager Senior Planner Asst./Assoc. Planner <u>Needed</u> Assoc. Planner Mgt. Analyst	<u>Available</u> \$13,000 (SB2) <u>App Pending</u> \$135,000 (LEAP)	2020 <u>Update</u> In progress. Anticipated completion Spring 2022	Completion of Software Update, Review/Update of Public Handouts
8. Procurement of On-Call Consultants	- Identify on-call service needs - Consultant RFP/selection - Contract execution	Community Development Department	N/A	<u>Available</u> City Manager City Attorney CD Director DS Manager Senior Planner <u>Needed</u> Assoc. Planner Mgt. Analyst	Consultant costs vary by task. Funds for current year work items allocated in the FY20-21 budget. Funding for any future work items will be addressed as part of subsequent budgeting efforts.	COMPLETED Goal 2020 – Completed Feb. 18, 2020 through approval by the City Council.	Execution of Consultant Contracts

LEGEND	
	Complete
	Ongoing/In Progress
	On Schedule
	COVID Delay

**City of Laguna Niguel
Strategic Plan
Implementation Action Plan**

Strategy	Key Implementation Tasks	Lead Responsibility	Other Agencies Involved	Staff Resources (List staff available and staff needed)	Financial Resources (List funding available and needed)	Timeline Note the year to start and year to complete	Success Indicators (How impact or result of this strategy will be measured)
9. Wireless in Public Right-of-Way	- Update existing wireless lease/rent schedule - Draft design guidelines/code amendments (if any) - City Council adoption	Community Development Department	Federal Communications Commission	Available City Manager City Attorney CD Director Senior Planner <u>Needed</u> Assoc. Planner Mgt. Analyst	Available \$10,000	2020 <u>Update</u> In progress. Anticipated completion Summer 2021.	Adoption of Program/Regulations
10. Local California Environmental Quality Act Guidelines/Thresholds	- Draft guidelines - City Council adoption	Community Development Department		Available City Manager City Attorney CD Director DS Manager Senior Planner <u>Needed</u> Assoc. Planner Mgt. Analyst	App Pending \$30,000 (LEAP)	2020 <u>Update</u> In progress. Anticipated completion Winter 2021.	Adoption of Guidelines

LEGEND	
	Complete
	Ongoing/In Progress
	On Schedule
	COVID Delay

**City of Laguna Niguel
Strategic Plan
Implementation Action Plan**

Strategy	Key Implementation Tasks	Lead Responsibility	Other Agencies Involved	Staff Resources (List staff available and staff needed)	Financial Resources (List funding available and needed)	Timeline Note the year to start and year to complete	Success Indicators (How impact or result of this strategy will be measured)
11. Local Coastal Plan Updates	- City Council initiation of plan updates - Prepare plan updates - Planning Commission/City Council public hearings - California Coastal Commission review/certification	Community Development Department	California Coastal Commission	Available City Manager City Attorney CD Director DS Manager Senior Planner <u>Needed</u> Asst. Planner Mgt. Analyst	Available \$55,000 (SB2)	2020-2021	Adoption of Plan Updates
12. Housing Element Update	- Consultant RFP/selection - Prepare element update - Planning Commission/ City Council public hearings	Community Development Department	California Department of Housing and Community Development	Available City Manager City Attorney CD Director Senior Planner <u>Needed</u> Asst. Planner Mgt. Analyst	Available \$88,000 (SB2) <u>App Pending</u> \$95,000 (LEAF)	2020 <u>Update</u> In progress. Anticipated completion Fall 2021.	Adoption of Element Update

LEGEND	
	Complete
	Ongoing/In Progress
	On Schedule
	COVID Delay

**City of Laguna Niguel
Strategic Plan
Implementation Action Plan**

Strategy	Key Implementation Tasks	Lead Responsibility	Other Agencies Involved	Staff Resources (List staff available and staff needed)	Financial Resources (List funding available and needed)	Timeline Note the year to start and year to complete	Success Indicators (How impact or result of this strategy will be measured)
13. General Plan Update	- City Council initiation of plan update - Consultant RFP/selection - Prepare plan update/EIR - Planning Commission/City Council public hearings	Community Development Department	OC Sheriffs OCFA MNWD	Available City Manager City Attorney CD Director DS Manager Senior Planner PW Director ES Manager P&R Director Rec Manager Needed Assoc. Planner Asst. Planner Mgt. Analyst	Needed \$1,000,000	2024-2024 <u>Update</u> 2022-2025	Adoption of Plan Update

LEGEND	
	Complete
	Ongoing/In Progress
	On Schedule
	COVID Delay

**City of Laguna Niguel
Strategic Plan
Implementation Action Plan**

Strategy	Key Implementation Tasks	Lead Responsibility	Other Agencies Involved	Staff Resources (List staff available and staff needed)	Financial Resources (List funding available and needed)	Timeline Note the year to start and year to complete	Success Indicators (How impact or result of this strategy will be measured)
14. Park Master Plan Update	- City Council initiation of plan update - Consultant RFP/selection - Prepare plan update - Planning Commission/Parks & Recreation Commission/City Council public hearings	Community Development Department	OC Parks	<u>Available</u> City Manager City Attorney CD Director DS Manager Senior Planner PW Director ES Manager P&R Director Rec Manager <u>Needed</u> Assoc. Planner Asst. Planner Mgt. Analyst	<u>Needed</u> \$75,000	2024-2025	Adoption of Plan Update

LEGEND	
	Complete
	Ongoing/In Progress
	On Schedule
	COVID Delay

**City of Laguna Niguel
Strategic Plan
Implementation Action Plan**

Strategy	Key Implementation Tasks	Lead Responsibility	Other Agencies Involved	Staff Resources (List staff available and staff needed)	Financial Resources (List funding available and needed)	Timeline Note the year to start and year to complete	Success Indicators (How impact or result of this strategy will be measured)
15. Trails Master Plan Update	- City Council initiation of plan update - Consultant RFP/selection - Preparation of plan update - Planning Commission/Parks & Recreation Commission/City Council public hearings	Community Development Department	OC Parks	<u>Available</u> City Manager City Attorney CD Director DS Manager Senior Planner PW Director ES Manager P&R Director Rec Manager <u>Needed</u> Assoc. Planner Asst. Planner Mgt. Analyst	<u>Needed</u> \$75,000	2024-2025	Adoption of Plan Update
16. Town Center Area Specific Plan	- City Council initiation of specific plan - Consultant RFP/selection - Preparation of specific plan/supplemental EIR (assumes prior GP update) - Planning Commission/City Council public hearings	Community Development Department	OC Sheriffs OCFA MINWD	<u>Available</u> City Manager City Attorney CD Director DS Manager Senior Planner PW Director ES Manager <u>Needed</u> Assoc. Planner Asst. Planner Mgt. Analyst	<u>Needed</u> \$300,000-\$500,000	2025-2026	Adoption of Plan

LEGEND	
	Complete
	Ongoing/In Progress
	On Schedule
	COVID Delay

**City of Laguna Niguel
Strategic Plan
Implementation Action Plan**

Strategy	Key Implementation Tasks	Lead Responsibility	Other Agencies Involved	Staff Resources (List staff available and staff needed)	Financial Resources (List funding available and needed)	Timeline Note the year to start and year to complete	Success Indicators (How impact or result of this strategy will be measured)
17. Federal Building Area Specific Plan	- City Council initiation of specific plan - Consultant RFP/selection - Preparation of specific plan/supplemental EIR (assumes prior General Plan update) - Planning Commission/City Council public hearings	Community Development Department	GSA PBRB OC Sheriffs OCFA MNWD	<u>Available</u> City Manager City Attorney CD Director DS Manager Senior Planner PW Director ES Manager <u>Needed</u> Asst. Planner Asst. Planner Mgt. Analyst	<u>Needed</u> \$300,000-\$500,000 (Prior approval of a developer driven master plan for the Federal Building site would significantly reduce City costs.)	2026-2027	Adoption of Plan
18. Business Attraction/Retention/Education	- Promotional materials - Broker services - Regional Economic Development Working Group participation - SCORE events	Community Development Department	N/A	<u>Available</u> City Manager CD Director DS Manager Senior Planner	<u>Available</u> \$40,000	On-going (Annual)	Hosting/Attendance of Events, Posting of Materials

LEGEND	
	Complete
	Ongoing/In Progress
	On Schedule
	COVID Delay

**City of Laguna Niguel
Strategic Plan
Implementation Action Plan**

Strategy	Key Implementation Tasks	Lead Responsibility	Other Agencies Involved	Staff Resources (List staff available and staff needed)	Financial Resources (List funding available and needed)	Timeline Note the year to start and year to complete	Success Indicators (How impact or result of this strategy will be measured)
19. Community Engagement	- Social media postings - Community Development Department informational booth - Commercial stakeholder meetings - Coordination with the Laguna Niguel Chamber of Commerce	Community Development Department	N/A	Available City Manager CD Director DS Manager Senior Planner	N/A	On-going (Annual)	Completion of Postings, Regular Contact with Community/Commercial Stake-holders
20. Regional Planning	- Participation in: -Orange County Council of Governments Technical Advisory Committee -2020 Regional Transportation Plan/Sustainable Communities Strategies -2020 Regional Housing Needs Assessment -Cities Advisory Committee -Planning Directors Association of Orange County -California Association of Code Enforcement Officers	Community Development Department	SCAG OCCOG TAC CDR OCTA County of Orange	Available CD Director Senior Planner Needed Assoc. Planner Asst. Planner Mgt. Analyst	N/A	On-going (Annual)	Participation in Regional Planning Efforts

LEGEND	
	Complete
	Ongoing/In Progress
	On Schedule
	COVID Delay

**City of Laguna Niguel
Strategic Plan
Implementation Action Plan**

Strategy	Key Implementation Tasks	Lead Responsibility	Other Agencies Involved	Staff Resources (List staff available and staff needed)	Financial Resources (List funding available and needed)	Timeline Note the year to start and year to complete	Success Indicators (How impact or result of this strategy will be measured)
21. Zoning Code Update	- Develop amendment schedule - Conduct special studies - Draft code language - Planning Commission/City Council public hearings	Community Development Department	Varies	Available City Manager City Attorney CD Director DS Manager Senior Planner Assoc. Planner <u>Needed</u> Assoc. Planner Asst. Planner Mgt. Analyst	Available \$12,000 (SB2) <u>App</u> <u>Pending</u> \$10,000 (LEAP) Consultant costs vary by task and will be addressed as part of future budgeting efforts as applicable.	On-going (Annual)	Adoption of Bi-Annual Code Updates
22. Community Development Block Grant Program	- Prepare 5-year Consolidated Plan/Analysis of Impediments/annual Action Plan - Activity monitoring - Prepare Consolidated Annual Performance and Evaluation Report	Community Development Department	HUD	Available CD Director Senior Planner	Available \$303,000 (CDBG) Additional COVID-19 \$195,000 (CDBG-CV)	On-going (Annual)	Award of Annual Grants/ Compliance with HUD Regulations

LEGEND	
	Complete
	Ongoing/In Progress
	On Schedule
	COVID Delay

**City of Laguna Niguel
Strategic Plan
Implementation Action Plan**

Strategy	Key Implementation Tasks	Lead Responsibility	Other Agencies Involved	Staff Resources (List staff available and staff needed)	Financial Resources (List funding available and needed)	Timeline Note the year to start and year to complete	Success Indicators (How impact or result of this strategy will be measured)
23. Weed Abatement Program	- Adoption of properties list - Property owner notification - Property inspection - City abatement (as needed) - Property assessment (as needed)	Community Development Department	OCFA	Available CD Director Senior Planner	Available \$20,000	On-going (Annual)	Completion of Annual Inspections/ Abatement
24. Water Quality Inspection Program	- Property owner notification - Property inspections - Code compliance follow-up (as needed) - Inspection reporting	Community Development Department	Regional Water Quality Control Board	Available CD Director Senior Planner Code Compliance Inspector	Available \$25,000	On-going (Annual)	Completion of Annual Inspections/ Reporting

LEGEND	
	Complete
	Ongoing/In Progress
	On Schedule
	COVID Delay

**City of Laguna Niguel
Strategic Plan
Implementation Action Plan**

Goal # 6: Communication and Community Outreach

Strategy	Key Implementation Tasks	Lead Responsibility	Other Agencies Involved	Staff Resources (List staff available and staff needed)	Financial Resources (List funding available and needed)	Timeline Note the year to start and year to complete	Success Indicators (How impact or result of this strategy will be measured)
1. Social Media	- Post consistent meaningful content across all social media platforms - Conduct page growth advertisements that encourage residents follow City social media platforms - Create robust COVID-19 social media communications campaign - Commit to best standards for archival of all social media actions	City Manager	None	Management Analyst	No additional funds needed	In progress Update Facebook: 5,048 likes, 779,616 reach (Jan. 1, 2020 – June 30, 2020) Nextdoor: 20,857 members, 811,635 impressions (Jan. 1, 2020 – June 30, 2020) Twitter: 2,730 followers, 274,100 impressions (Jan. 1, 2020 – June 30, 2020) Note: As of June 30, 2020, over 750 posts have been released from the City regarding COVID-19.	IN PROGRESS Reach various benchmarks: - Facebook: 10,000 likes and 600,000 annual reach - Nextdoor: 25,000 members and 360,000 annual impressions - Twitter: 5,000 followers and 240,000 annual impressions - Gain enough Facebook likes to be in top 10 in Orange County. Timeline for this success indicator is 2020-2022.

LEGEND	
	Complete
	Ongoing/In Progress
	On Schedule
	COVID Delay

City of Laguna Niguel
Strategic Plan
Implementation Action Plan

Goal # 6: Communication and Community Outreach

2. HOA Outreach	- Meet with each HOA in the City - Subsequently disseminate consistent information to each HOA	City Manager	None	Management Analyst, Community Development Department staff	No additional funds needed	In progress/COVID-19 Delay Note: Prior to COVID-19, the Mayor and City staff began visiting community HOAs. In-person meetings have been temporarily suspended due to COVID-19. Note: Community Development Department has reached out to all HOAs regarding COVID-19 and state-issued guidelines for amenities, use of public spaces, maintenance crew practices, community pools, parking,	COMPLETED - Procure ArchiveSocial software - Develop and implement expansive COVID-19 communications plan IN PROGRESS - City has met with each HOA COMPLETED - Consistent outreach program established
-----------------	---	--------------	------	--	----------------------------	---	---

LEGEND	
	Complete
	Ongoing/In Progress
	On Schedule
	COVID Delay

**City of Laguna Niguel
Strategic Plan
Implementation Action Plan**

Goal # 6: Communication and Community Outreach

3. Multiple communication strategies for extensive community outreach	• Maintain social media presence • Improve upon website • Improve upon City app usage • and direct communications • Hold in-person meetings with stakeholders • Explore usage of mailed newsletter • Increase digital/online outreach to community organizations • Continue and grow	City Manager	None	Management Analyst, Community Development Department staff	No additional funds needed	Ongoing/ In Progress <u>Update</u> New website launched – August 2020. Note: Prior to COVID-19, Mayor and City staff began meeting with each HOA. Letters were sent to each HOA to gauge interest in Mayor and City staff visit to discuss the City's Strategic Plan and overall City updates. The Community Development Department has reached out to all HOAs regarding COVID-19 and state-issued guidelines.	IN PROGRESS • Reach all social media benchmarks • Continue stakeholder outreach meetings and meet with HOAs and property owners • Cost-benefit analysis of mailed newsletter • Successfully reach City residents who are difficult to connect with • Complete website redesign	and towing enforcement. In addition, letters were sent to all HOAs prior to COVID-19 regarding potential Mayor visits to discuss the City's Strategic Plan and overall updates from the City
---	---	--------------	------	--	----------------------------	---	---	--

LEGEND	
	Complete
	Ongoing/In Progress
	On Schedule
	COVID Delay

**City of Laguna Niguel
Strategic Plan
Implementation Action Plan**

Goal # 6: Communication and Community Outreach

	outreach meetings with HOAs and property owners • Explore additional methods of communication and outreach that have not been used thus far • Designate Department representatives for consolidated communications and community outreach • Improve upon website user experience • Utilize video content for outreach efforts • Utilize telephonic and virtual technology to communicate internally and externally				Meetings with property owners and other stakeholders has been suspended due to COVID-19. Note: The City mailed letters to all HOAs and conducted telephonic wellness checks for at-risk seniors during COVID-19 Note: User experience has been and will continue to be improved. Between January 1, 2020 to June 30, 2020, City app usage has increased from 792 downloads to 3,658 downloads Note: City staff participated in a Design Configuration Meeting on Thursday, July 23, 2020 to review the final redesign. After additional changes are made, the redesigned website will be ready to launch mid-late August.	COMPLETED • Increase use of City's mass email functions and improve user experience • Revamp City app and increase usage • Develop Communications Plan • Obtain email marketing software to consistently disseminate important information to all City stakeholders • Create and hold internal monthly communications team meetings • Create online City services portal • Consistently use
--	---	--	--	--	---	---

LEGEND	
	Complete
	Ongoing/In Progress
	On Schedule
	COVID Delay

Goal # 6: Communication and Community Outreach

[illegible]

LEGEND	
	Complete
	Ongoing/In Progress
	On Schedule
	COVID Delay