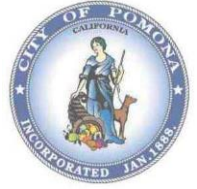


**City of Pomona**  
**City Council Priorities and Goals Fiscal Year 2019/20**  
 As of July 1, 2019



**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.*

<b>Goal A</b>	<p><b>Continue to ensure that the City has sufficient financial reserves in accordance with the City's Fund Balance Policy, including at least 17% of General Fund operational budget for General Fund reserves</b></p> <table> <tr> <td data-bbox="305 604 418 716">Step 1</td><td data-bbox="418 604 1442 716">Adopt a FY 2019/20 budget that includes a reserve of at least 17% of General Fund operating budget. (Finance)</td></tr> <tr> <td data-bbox="305 716 418 800">Step 2</td><td data-bbox="418 716 1442 800">Review and revise the Fiscal Sustainability Policy by December 2019.</td></tr> </table>	Step 1	Adopt a FY 2019/20 budget that includes a reserve of at least 17% of General Fund operating budget. (Finance)	Step 2	Review and revise the Fiscal Sustainability Policy by December 2019.						
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<b>Goal B</b>	<p><b>Improve efficiency and effectiveness of City services to businesses and residents.</b></p> <table> <tr> <td data-bbox="305 911 418 1062">Step 1</td><td data-bbox="418 911 1442 1062">Improve the City's website by 1) identifying funding to implement a new City website by June 2020; and 2) selecting a website vendor and implementing the new website within 12 months of the approval of funding. (Information Technology)</td></tr> <tr> <td data-bbox="305 1062 418 1184">Step 2</td><td data-bbox="418 1062 1442 1184">Provide feedback on the status of the requests submitted to the City through the PomonaGo app by changing operational procedures by May 2019. (Public Works)</td></tr> <tr> <td data-bbox="305 1184 418 1346">Step 3</td><td data-bbox="418 1184 1442 1346">Explore the enhanced use of electronic communication methods to distribute information to the community in a cost-effective manner and report back to City Council regarding the status by December 2019. (City Administration, Information Technology)</td></tr> <tr> <td data-bbox="305 1346 418 1520">Step 4</td><td data-bbox="418 1346 1442 1520">Continue to utilize social media platforms to tell the Pomona story. Train staff involved in public information to develop video vignettes by December 2019 and incorporate video vignettes into the City's social media messaging. (City Administration)</td></tr> <tr> <td data-bbox="305 1520 418 1692">Step 5</td><td data-bbox="418 1520 1442 1692">Implement technology by December 2019 that provides automated status updates via text message to people who call into Police Dispatch using information already entered into the Police Department systems, without adding additional workload requirements on Police dispatching staff. (Police)</td></tr> </table>	Step 1	Improve the City's website by 1) identifying funding to implement a new City website by June 2020; and 2) selecting a website vendor and implementing the new website within 12 months of the approval of funding. (Information Technology)	Step 2	Provide feedback on the status of the requests submitted to the City through the PomonaGo app by changing operational procedures by May 2019. (Public Works)	Step 3	Explore the enhanced use of electronic communication methods to distribute information to the community in a cost-effective manner and report back to City Council regarding the status by December 2019. (City Administration, Information Technology)	Step 4	Continue to utilize social media platforms to tell the Pomona story. Train staff involved in public information to develop video vignettes by December 2019 and incorporate video vignettes into the City's social media messaging. (City Administration)	Step 5	Implement technology by December 2019 that provides automated status updates via text message to people who call into Police Dispatch using information already entered into the Police Department systems, without adding additional workload requirements on Police dispatching staff. (Police)
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<b>Goal C</b>	<p><b>Obtain additional grant funding and other revenues to help achieve City goals.</b></p> <table> <tr> <td data-bbox="305 1793 418 1902">Step 1</td><td data-bbox="418 1793 1442 1902">Review processes for grant identification, assessment, and application, including processes for partnering with other entities within the City by July 2019. (Neighborhood Services)</td></tr> </table>	Step 1	Review processes for grant identification, assessment, and application, including processes for partnering with other entities within the City by July 2019. (Neighborhood Services)								
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## City Council Priorities and Goals Fiscal Year 2019/20

	Step 2	Issue a Request for Proposals (RFP) for grant writing services by September 2019 to enhance grant preparation resources. Issue a Request for Proposal (RFP) by July 2019 to select a consultant to study and recommend changes to the City's Development Impact Fees and to create a Master Fee Schedule for all City fees. (Finance, Development Services)
Goal D	<b>Support City Commissions and ensure alignment between City Council goals and Commission activities.</b>	
	Step 1	Provide training and resources to Commissions and support staff on an on-going basis. (City Clerk)
	Step 2	Review and update current Commission bylaws for all seven (7) commissions by June 2020. (City Clerk)

<b>Priority 2: Economic Development</b> <i>Foster economic prosperity through strategic and thoughtful commercial and residential development that aligns with the long-term vision of the City and encourages investment by other public and private entities.</i>		
<b>Goal E</b>	<b>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.</b>	
	Step 1	A Community working group will determine feasibility of assembling a grant application by December 2019. (Economic Development, Development Services, Public Works) (Clean and Green, Day One)
<b>Goal F</b>	<b>Establish a specific plan for the Fairplex by June 2022. (Development Services) (Fairplex)</b>	
	Step 1	Enter into a Development Agreement with the Fairplex by July 2019.
	Step 2	Select a consulting group by October 2019 to create the Fairplex Specific Plan.
<b>Goal G</b>	<b>Maximize Existing Opportunity Zone Benefit, particularly along Holt Avenue. (Economic Development)</b>	
	Step 1	Create an Opportunity Zone prospectus tailored to Pomona by August 2019.
	Step 2	Host an Opportunity Zone forum by December 2019 to educate the community and market the Opportunity Zones to investors.
	Step 3	Engage expertise by August 2019 to evaluate the long-term vision and development potential of the Holt Avenue Corridor and complete the evaluation by March 2020.
<b>Goal H</b>	<b>Encourage and support Property Business Improvement Districts (PBIDs) to support business development.</b>	
	Step 1	Explore the viability of establishing funding by December 2019 to support PBIDs in specific depressed areas of the City. (Economic Development)
<b>Goal I</b>	<b>Market the City to attract and retain business and investment. (Economic Development)</b>	
	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.
	Step 2	Modify the City's website by December 2019 to better highlight community profile information (demographics, community assets) that will assist businesses assess opportunities in the City.

	Step 3	Work with the Pomona Chamber of Commerce to enhance efforts to promote business and industry segments in Pomona by September 2019.
<b>Goal J</b>	<b>Encourage the development and maintenance of quality housing opportunities for all.</b>	
	Step 1	Contract with legal services to address rental housing rights and conditions by July 2019. (Neighborhood Services).
	Step 2	Obtain State approval for the City's Housing Element by September 2019. (Development Services)
	Step 3	Adopt an accessory dwelling unit ordinance by December 2019. (Development Services)
	Step 4	Adopt a rental inspection ordinance by December 2019. (Development Services)
	Step 5	Implement a rental inspection program by March 2020. (Code Compliance)
	Step 6	Adopt an inclusionary housing ordinance by June 2020 (Development Services)

### Priority 3: 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.*

<b>Goal K</b>	<b>Reduce the unsheltered homeless population by 10% annually and take actions to mitigate the impacts of homelessness on the Community.</b>	
	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 by January 2020. (Neighborhood Services)
	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, by June 2020. (Neighborhood Services)
	Step 3	Support the development of both public and private regional partnerships that encourage other cities to provide housing and services for their respective homeless populations by June 2020. (Neighborhood Services)
	Step 4	Evaluate and support opportunities to increase the housing stock available to the most vulnerable of the homeless population by January 2021. (Neighborhood Services)
	Step 5	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. (Police, Public Works, Code)
	Step 6	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 2020. (Neighborhood Services, Development Services)
<b>Goal L</b>	<b>Hold businesses and residents accountable for property maintenance and compliance with other City codes.</b>	
	Step 1	Evaluate funding opportunities to stabilize and increase the number of code compliance inspectors by June 2020 (City Administration)
	Step 2	Explore the feasibility of using volunteers to support code compliance efforts through education and awareness by June 2020. (City Administration)
	Step 3	Adopt sidewalk vending ordinance by July 2019. (Development Services)

<b>Goal M</b>	<b>Improve safety and cleanliness at parks and public spaces.</b>	
	Step 1	Establish a Park Ranger program by December 2019, contingent upon approval of the use of Measure A funding for this purpose. (Police)
	Step 2	Explore level and method of parks maintenance services by December 2019. (Public Works)
	Step 3	Increase the level of senior, family and youth activities within the parks and community centers in an effort to decrease the level of negative activities that occur by July 2020. (Neighborhood Services)
<b>Goal N</b>	<b>Take actions to eliminate prostitution, human trafficking, and gang-related violence.</b>	
	Step 1	Look for opportunities to repurpose or demolish motels that support illegal activity. (Economic Development)
	Step 2	Support gang outreach and other related programs. Seek supplemental funding grants through the California and U.S. Departments of Justice to expand current programs. (Police)
	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. (Police, Information Technology)

## Priority 4: 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.*

Goal 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)		
Step 1	Complete roof repairs and replacements for the following facilities by December 2019:		
	Priority	Facility	Action
	1	John F. Kennedy Park Community Center	Repair
	2	Willie White Park Community Center	Repair
	3	Westmont Park Community Center	Replace
	4	Pomona Public Library	Replace
	5	City Yard Office Building	Replace
	6	Garfield Park Community Center	Repair
	7	Martin Luther King Jr. Park Restrooms	Replace
	8	Palomares Park Community Center	Replace
	9	Phillips Ranch Park Restrooms	Repair
Step 2	Complete a survey of park bathrooms and propose a work plan with priorities for Council review and approval by December 2019. (Public Works)		
Step 3	Complete Parks Master Plan by June 2020 to help identify current and future needs. (Neighborhood Services)		
Step 4	Prepare and submit application by August 2019 for Prop. 68 grant funds for improvements at Washington Park. (Public Works)		
Step 5	Obtain approval by December 2019 of the proposed Tree Planting Plan for the 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.		
Step 6	Identify grant opportunities and partnerships for the continued planting and maintenance of new trees citywide.		

<b>Goal P</b>	<b>Improve condition of streets, alleys, and associated sidewalks. (Public Works)</b>	
	Step 1	Update the City's Pavement Management Program for the planning of pavement maintenance and rehabilitation by June 2020 with the goal of maintaining the citywide Pavement Conditions Index and improving the Index as economic resources allow.
	Step 2	Complete street improvement projects as described in Attachment 1.
<b>Goal Q</b>	<b>Complete projects to enhance ADA path of travel and accessibility of programs. (Public Works)</b>	
	Step 1	Complete ADA path of travel improvements at Lincoln Park by September 2019.
	Step 2	Complete the preparation of the ADA Transition Plan by December 2019 that will identify physical barriers to accessibility, and will develop barrier removal solutions and a timeline for implementation.
	Step 3	Complete associated ADA path of travel improvements in conjunction with street projects described in Attachment 1.



## Attachment 1 Street Improvement Projects

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

<b>Completion</b>	<b>Street Name*</b>	<b>From</b>	<b>To</b>
December 2019	Arroyo Ave.	Fairplex Dr.	Dudley Street
December 2019	Franklin Ave.	Palomares Street	Towne Avenue
December 2019	Columbia Avenue	Washington Avenue	Sheridan Avenue
December 2019	Alvarado Street	Loranne Avenue	Sheridan Avenue
December 2019	Grand Avenue	Butterfield Road	Dudley Street
December 2019	Palmer Street	Butterfield Road	Dudley Street
December 2019	Mc Comas Street	Butterfield Road	Dudley Street
December 2019	Canyon Way	Hillcrest Drive	El Paraiso Drive
December 2019	Canyon Way	Hillcrest Drive	Hillcrest Drive
December 2019	La Verne Avenue	San Antonio Avenue	Mountain Avenue
December 2020	Claire Place.	Orange Ave.	End
December 2020	Cobre Court	Orange Ave.	End
December 2020	Rancho Laguna Dr.	Mission Blvd.	End
December 2020	Alta Mira Pl.	Rancho Laguna Dr.	Los Coyotes Dr.
December 2020	Los Padres Pl.	Los Coyotes Dr.	End
December 2020	Serra Dr.	Los Coyotes Dr.	End
December 2020	Los Coyotes Dr.	End	End
December 2020	Terrell Pl.	Deerbrook St.	End
December 2020	Pinewood Ct.	Deerbrook St.	End
December 2020	Shady Oak Ct..	Deerbrook St.	End
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 2021	Hacienda Place	Preciado Place	McKinley Avenue
December 2022	Park Avenue	Olive Street	Geneva Street
December 2022	Friar Lane	End	Fernleaf Avenue
December 2022	Fernleaf Avenue	Huntington Street	Friar Lane
December 2022	Muir Avenue	Huntington Street	Hamilton Boulevard
December 2022	Huntington Street	Fernleaf Avenue	Phillips Boulevard
December 2022	Franklin Avenue	Garey Avenue	Palomares Street
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

## City Council Priorities and Goals Fiscal Year 2019/20

- **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. Avenue by December 2021, 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
September 2021	Indian Hill Boulevard	San Bernardino Ave.	Kingsley Avenue
September 2021	North Ranch Road	SR-71	Village Loop Road

- **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.