

CITY COUNCIL

PRIORITIES AND GOAL

1. Fiscal and Operational Responsibility
2. Economic Development
3. Safety and a Clean Community
4. 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/ Updates
Finance	Step 1: Adopt a FY 2019/20 budget that includes a reserve of at least 17% of General Fund operating budget.	<p>The FY 2019-20 General Fund Operating Budget included a projected budget reserve of 17%.</p> <p>Per the FY 2020-21 1st Quarter General Fund Operating Budget Overview that was presented to the City Council in November 2020, a projected budget reserve of 17% is expected to be achieved by end of the fiscal year.</p>
Finance	Step 2: Review and revise the Fiscal Sustainability Policy by December 2019.	<p>Staff provided an update and history of items within the Fiscal Sustainability Policy to the City Council at the January 6, 2020 Council meeting. The next step is to provide an updated Policy as part of the Proposed FY 2020-21 Budget. This has not occur.</p> <p>Staff with the assistance of the City's Financial Advisor, Urban Futures Inc. (UFI) is scheduled to bring forward a revised Fiscal Sustainability Policy in March 2021.</p>

GOAL B: Improve efficiency and effectiveness of City services to businesses and residents.

Departments	Steps towards achieving goals	Comments/ Updates
IT	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)	<ul style="list-style-type: none"> • Web Committee Department trainings took place on 1/25 & 1/26/21 • Content migration completion by 02/01 • Pomona team to work on content cleanup and new page content between 02/01 - 03/15/21 • Pomona Soft Launch/Test Drive for Directors and City Council (Mid-February) • Pomona development QA during the time period of 02/01 - 03/15/21 • Tentative Launch 03/16/21
IT	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.	IT has discussed the constant update of request feedback by staff. The application is available to all departments and reviewable by each department. The PomonaGO (Gov QA) app will be used and refined ongoing. Emphasis has been expressed by IT that each department that receives a request, needs to respond, inform the requestor and close the request.
IT, Admin.	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 Dec 2019.	<p>IT/Admin update the Pomona Streaming Channel's carousel on the internet (accessible through City homepage), PEG Channel 29 (Spectrum and Frontier), and City Hall monitors which deliver constant updates and slides announcing current events and resident information.</p> <p>Social Media Growth - Staff took advantage of temporary relocation of PD Social Media Manager in 2019 to cross train Admin staff, increasing our social media post output.</p> <p>Increased content has grown the City's Instagram followers from 6k in Dec 2018 to 10K by Feb 2021. By comparison, growth of the IG account was approximately 1K in 2019.</p> <p>Growth of Facebook and Twitter Accounts has leveled-off and stands at 4.5k (FB) and 5,1k (Twitter). Focus on growth on IG and new types of content (such as IGTV, video posts, IG Live, and Reels) will continue as IG</p>

		<p>has the biggest following and is the more popular of the sites. Content for IGTV has already been posted with CS staff creating National Day/Holiday-themed content, which consistently garners close to 500 views. FB and Twitter will continue to mirror IG's content.</p> <p>Community Services has served a great part of our audience growth due to their increased and consistent production of content to share, every Thursday and Friday.</p> <p>Newer platforms that were used in 2020 are YouTube (134 subscribers in less than a year) and LinkedIn (where 295 Employees and Commissioners note City of Pomona as their "employers" or main affiliation).</p> <p>YouTube's content is primarily produced by Community Services' DIY Thursday and Foodie Friday videos (in response to the cancellation of After School Programming during the Pandemic). With Admin sitting on CS meetings since April 2020, CS staff have produced over 90 weekly videos and which have between 15-65 viewers each week.</p> <p>Since July 20, 2020, IT uploads every City Council-related public meeting such as including the Pomona Choice Energy Q&A meeting on Sept. 24, which has the highest viewership of all with 497 views in 4 months. Council meetings are currently between 30 to 80 views each and are trending up.</p> <p>LinkedIn, although not currently an explicit mode of communication with the general public is a forum that is used by professionals and can be used effectively to highlight the City's major projects, accomplishments, and job postings to take control of the City of Pomona's narrative in the professional social media space. Next steps include posting accomplishments and job postings there on a quarterly-basis.</p> <p>Newsletter ("City Manager Report" email) –</p>
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		<p>IT implemented & now maintains the “Inform Me” website sign-up for Pomonans to receive email updates. PIO staff have since produced 35+ weekly-emails to ~750+ emails since 6/18/2020.</p> <p><u>Next Steps</u> – Grow audience and enhance capacity to reach >1K per email by:</p> <ol style="list-style-type: none"> 1. Increasing Social Media invites to join (posts, stories, promotions). 2. Adding EXISTING listservs (i.e. Churches, property owners (Bus Lic.), Pomona’s Promise, etc.) 3. Researching cost-effective third-party platform (Granicus, Constant Contact, etc.) to create emails templates that (a) reduce size of email (preventing some from receiving the info) and (b) allow for emailing thousands at a time.
Admin.	<p>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)</p>	<p>(Ongoing) - Admin staff has live-streamed community outreach meetings to increase exposure through virtual "attendance."</p> <p>Community Services was recently approved to launch their Division-specific Instagram account. Its launch is expected in spring 2021.</p>
PD	<p>Step 5: Implement technology by December 2019 that provides automated status update 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.</p>	<p>Completed. Spydertech Software has been purchased and implemented.</p>

GOAL C: Obtain additional grant funding and other revenues to help achieve City goals.

Departments	Steps towards achieving goals	Comments/ updates
Neighborhood Services	Step 1: Review processes for grant identification, assessment, and application, including processes for partnering with other entities within the City by July 2019.	A RFP for Grant writing Services will be released in February 2021. Grant writing Services should be contracted before May 2021.
Finance & Development Services	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)	Finance - The Master Fee Schedule is scheduled to be brought forward to the City Council for review in March 2021. DS - RFP for Development Impact Fee update was released on October 3, 2019. The contract was awarded to Willdan on June 15, 2020. A report and discussion on Impact fees is scheduled for March 1, 2021 and the Master Fee schedule will be on the March 15, 2021 Council agenda.

GOAL D: Support City Commissions and ensure alignment between City Council goals and Commission activities.

Departments	Steps towards achieving goals	Comments/ updates
City Clerk	Step 1: Provide training and resources to Commissions and support staff on an on-going basis.	Item is ongoing
City Clerk	Step 2: Review and update current Commission bylaws for all seven (7) commissions by June 2020.	Item is ongoing

Priority #2

Economic Development

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.

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/ updates
Economic Development	Step 1: A Community working group will determine feasibility of assembling a grant application by December 2019. (Clean and Green, Day One)	UPDATE DEC. 2020: The TCC working team, Pomona ACTS, made a decision in late 2019 to pursue a \$200,000 SGC Planning Grant instead of the full Implementation Grant because Pomona did not have the complement of leverage projects that met SGC's criteria for the Implementation Grant. In August, 2020, SGC conditionally awarded the \$200,000 Planning Grant to Pomona ACTS. Staff is working with SGC to finalize the \$200,000 Grant Agreement. Update 2/17/21: The Grant Agreement was fully executed on 2/9/21. A full Pomona ACTS team meeting is scheduled for 2/23/21.

GOAL F: Establish a specific plan for the Fairplex by June 2022. (Fairplex)

Development Services	Step 1: Enter into a Development Agreement with the Fairplex by July 2019.	The original Development Agreement was approved by City Council on July 29, 2019 and the agreement was executed and became effective on August 20, 2019. A one-year extension to the agreement was approved on Dec 21, 2020, due to the COVID-19 pandemic extending the term by one year to August 20, 2023.
Development Services	Step 2: Select a consulting group by October 2019 to create the Fairplex Specific Plan.	Ongoing - Covid closures highly impacted Fairplex operations and the agreement was extended to August 20, 2023.

GOAL G: Maximize Existing Opportunity Zone Benefit, particularly along Holt Avenue.

Economic Development	<p>Step 1: Create an Opportunity Zone prospectus tailored to Pomona by August 2019.</p> <p>Step 2: Host an Opportunity Zone forum by December 2019 to educate the community and market the Opportunity Zones to investors.</p>	<p>UPDATE DEC. 2020: On 11/15/2019 a successful Opportunity Zone summit was cohosted by the City, Fairplex and the SGVEP. Approximately 100 property owners, real estate professionals and developers attended the panel discussion and Q&A session. An Opportunity Zone prospectus was created for the event and made available to all attendees and is also available on the City web site.</p> <p>http://www.ci.pomona.ca.us/index.php/21-government/1812-city-of-pomona-opportunity-zones</p>
Economic Development	<p>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.</p>	<p>Update 2/17/21: Staff has received estimates of \$100,000 for the necessary consulting services. This amount will be requested in the FY 2021-22 Economic Development budget, which is a General Fund component.</p>

GOAL H: Encourage and support Property Business Improvement Districts (PBIDs) to support business development.

Economic Development	<p>Step 1: Explore the viability of establishing funding by December 2019 to support PBIDs in specific depressed areas of the City.</p>	<p>This item has not commenced and would require a direct budget allocation to seed the feasibility work.</p>
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GOAL I: Market the City to attract and retain business and investment.		
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. opportunities in the City.	Efforts continue to accelerate downtown projects (Maya, Charles Co. City Parking Structure) and to encourage new projects like Jamboree Housing, National CORE Housing, Western U campus expansion, new housing adjacent to Gold Line , etc.
Economic Development	Step 2: Modify the City's website by December 2019 to better highlight community profile information (demographics, community assets) that will assist businesses assess	IT Dept is exploring overall City web site overhaul.
Economic Development	Step 3: Work with the Pomona Chamber of Commerce to enhance efforts to promote business and industry segments in Pomona by September 2019.	City is coordinating with Chamber of Commerce to share business license information and to target Opportunity Zones. UPDATE DECEMBER 2020: Each of these efforts are ongoing.

GOAL J: Encourage the development and maintenance of quality housing opportunities for all.		
Neighborhood Services	Step 1: Contract with legal services to address rental housing rights and conditions by July 2019.	Update: Legal services were funded through CDBG and began serving households in March 2020. The City contracts with three different agencies to provide various legal services to Pomona residents. These agencies are Housing Rights Center, Inland Fair Housing Mediation Board and Neighborhood Legal Services. The services include providing legal counsel and information regarding discrimination, housing mediation, and fair housing laws. Since July 1, 2020, these agencies provided direct services to 533 Pomona residents and have held seven (7) community workshops. Five of those workshops focused on AB 3088 and the State's eviction moratorium and tenant rights.
Development Services	Step 2: Obtain State approval for the City's Housing Element by September 2019. (Development Services)	We received State certification on our Housing Element on Oct 9, 2019
Development Services	Step 3: Adopt an accessory dwelling unit ordinance by December 2019. (Development Services)	City Council adopted an ADU ordinance on Sept. 16, 2019 and it became effective October 15, 2019. The ordinance was revised February 2020 to comply with new State law.

Development Services	Step 4: Adopt a rental inspection ordinance by December 2019.	Rental inspection program was directed to be included as part of comprehensive housing discussion. Waiting on direction for program. Big question is what is the goal of the program, windshield review and aesthetic fixes or healthy and safety. Both will have hefty fiscal implementation implications.
Code	Step 5: Implement a rental inspection program by March 2020.	Rental inspection program was directed to be included as part of comprehensive housing discussion. Waiting on direction for program. Big question is what is the goal of the program, windshield review and aesthetic fixes or healthy and safety. Both will have hefty fiscal implementation implications.
Development Services	Step 6: Adopt an inclusionary housing ordinance by June 2020	An Inclusionary Housing Ordinance is on the January 4th, 2020 agenda for Council's consideration. Adopted February 1, 2021 Effective date at 50% requirement (45 days) on March 18, 2021 and Effective Date at full 100% requirement (90 days) is May 3, 2021

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.

K: Reduce the unsheltered homeless population by 10% annually and take actions to mitigate the impacts of homelessness on the Community.

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 by January 2020.</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, by June 2020.</p> <p>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.</p> <p>Step 4: Evaluate and support opportunities to increase the housing stock available to the most vulnerable of the homeless population by January 2021.</p>	<p>#1-4: Increasing resources to the Hope for Home Service Center is ongoing. The Access Center was opened in February 2020 and the onsite Health Clinic began operations in September 2020. Due to the pandemic, Hope for Home has been on intermittent lock down for quarantine throughout 2020 and the capacity has been reduced to meet Public Health orders from 205 beds to 100 beds. In addition, some of the shelter capacity was extended to create Project Room Key which provided shelter in a Pomona motel throughout the pandemic to those homeless persons most at risk during the pandemic. Collection of data with outcomes for the second year of operation will be brought to City Council in March 2021 as part of the Homeless Strategic Plan Report. The City is now an active member of the Regional Housing Trust Fund in coordination with the SGVCOG and other regional efforts to support the creation of affordable housing.</p>
Code, Police, Public Works	<p>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.</p>	<p>In progress. Quality of Life unit is continuing current efforts as outlined. An Additional full time Officer was added to the program. Funding for coverage into the evenings was identified and is currently being utilized.</p>
Neighborhood Services Development Services	<p>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.</p>	<p>Ongoing – COVID Pandemic has highly impacted Hope for Home operations, including limiting campus access and occasional closures from intake due to outbreaks. Will continue efforts as Pandemic subsides.</p>

L: Hold businesses and residents accountable for property maintenance and compliance with other City codes.

Admin	Step 1: Evaluate funding opportunities to stabilize and increase the number of code compliance inspectors by June 2020 (City Administration)	Funding for additional Code inspectors is challenging during current uncertain fiscal environment. Reevaluate next fiscal year 21-22
Admin	Step 2: Explore the feasibility of using volunteers to support code compliance efforts through education and awareness by June 2020. (City Administration)	Use of volunteers may be feasible for expanded informational campaigns and resident outreach after Pandemic. Volunteers are not feasible for citation and documentation activities.
Admin	Step 3: Adopt sidewalk vending ordinance by July 2019.	Sidewalk Vending Ordinance adopted Oct 2019 and Educational outreach will be followed by coordinated enforcement activities, as needed.

M: Improve safety and cleanliness at parks and public spaces.

PD	Step 1: Establish a Park Ranger program by July 2020, contingent upon approval of LA Co. Parks & Open Space District - Youth and Veteran Job Training and Placement grant funding for this purpose.	Paused. A Park Ranger Program was developed in concept, pending funding. Measure A funding has not materialized as a result of complications related to the COVID 19 pandemic.
PW	Step 2: Release RFP for improved parks maintenance services by February 2020.	New landscape maintenance contracts awarded at Feb. 1, 2021 Council Mtg.
Neighborhood Services	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.	Due to the pandemic, Community Services has moved up a virtual community center platform and started programming in Summer 2020. In addition, a RFP to solicit partner agencies to provide programming and services through the virtual community center was released in December 2020. Programming began in January 2021 and solicitation of partners will be ongoing. Class listing and registration at: bit.ly/virtualcommunitycenterclasses

N: Take actions to eliminate prostitution, human trafficking, and gang-related violence.

Economic Development	Step 1: Look for opportunities to repurpose or demolish motels that support illegal activity.	Implementation is proving difficult; the first opportunity to repurpose a motel on Foothill and convert to affordable housing was discontinued because of the cost (\$4 mil) to relocate the current tenant/residents. Need to determine if other State or County resources can be brought to projects to offset this financial hurdle. Update 2/17/21: No reportable progress to date. Staff recommends that this goal be reevaluated for legal feasibility and cost ramifications.
PD	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.	In progress. We have received Justice Assistance Grants each of the last two fiscal years, which were focused on gang violence suppression. We continue to monitor for additional grant opportunities focused on prevention and intervention.
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.	In progress. The Police Department's Crime Prevention and Community Programs Unit has been delivering Business Watch messaging that encourages the use of surveillance cameras. Cameras have also been required in plans that have been reviewed for new businesses. The police department continues to maintain and support all surveillance cameras under its purview.

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.

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)

PW	<p>Step 1: Complete roof repairs and replacements for the following facilities by June 2020:</p> <ol style="list-style-type: none"> 1. John F Kennedy Park Comm. Center 2. Willie White Park Comm. Center 3. Westmont Park Comm. Center 4. Pomona Public Library 5. City Yard Office Building 6. Garfield Park Comm. Center 7. Martin Luther King Jr. Park Restrooms 8. Palomares Park Comm. Center 9. Phillips Ranch Park Restrooms 	Library Roof is priority; HVAC issues to be resolved prior to roof replacement.
PW	Step 2: Complete a survey of park bathrooms and propose a work plan with priorities for Council review and approval by December 2019.	To be included in Parks & Facilities Master Plan below.
Neighborhood Services/ PW	Step 3: Complete Parks Master Plan by June 2020 to help identify current and future needs.	<p>NS - An RFP was released in October 2020 and the submitted applications are currently under evaluation. An award of contract is anticipated by June 2021 and the process of completing the Park Master Plan will begin.</p> <p>PW - Bids from consultants are currently being reviewed for potential award of professional services agreement in March 2021.</p>
Neighborhood Services/ PW	Step 4: Prepare and submit application by August 2019 for Prop. 68 grant funds for improvements at Washington Park (Neighborhood Services) and Hamilton Park (Public Works)	Prop. 68 grant funds (\$1.5M) were awarded for Hamilton Park Renovation Project; preliminary design underway. New Prop. 68 grant applications will be submitted in March 2021 for Garfield, Memorial, and Tony Cerda Parks.
PW	Step 5: Prepare for November 2019 grantor site visits for Prop. 68 grant funds for improvements at Washington Park and Hamilton Park	Site visits were completed for both projects. Only Hamilton Park was awarded funding in the first round. Second round application will be submitted (see above).
PW	Step 6: Obtain approval by December 2019 of the proposed Tree Planting Plan for planting	Grant funding received; contracts with CCC & CalCC for planting have

	of approximately 75 new trees per District funded by a \$400,000 County grant that provides for the planting, establishment and maintenance of trees.	been executed; tree planting locations have been determined, but need confirmation for underground utilities.
Neighborhood Services/ PW	Step 7: Continue to identify grant opportunities and partnerships for the continued planting and maintenance of new trees citywide.	Identification efforts ongoing.

Goal P: Improve condition of streets, alleys, and associated sidewalks.		
PW	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.	Updated in April 2020.
PW	Step 2: Complete street improvement projects as described in Attachment 1	See updates in Attachment 1.

Goal Q: Complete projects to enhance ADA path of travel and accessibility of programs.		
PW	Step 1: Complete ADA path of travel improvements at Lincoln Park by September 2019.	Completed on September 30, 2019.
PW	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.	ADA Transition Plan - Volume 3 approved in Jan. 2020; Volumes 1 & 2 approved in Dec. 2020.
PW	Step 3: Complete associated ADA path of travel improvements in conjunction with street projects described in Attachment 1.	ADA improvements completed with associated street improvement project; see Attachment 1.