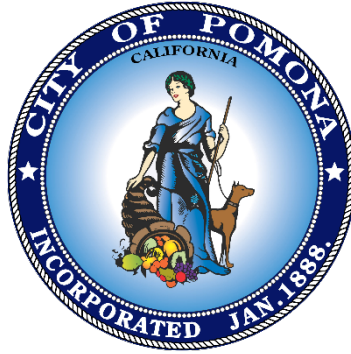




CITY COUNCIL PRIORITIES AND GOALS FOR FY 2026-27

Priority #1

Strengthening Quality of Life and Community Safety

Support coordinated efforts to strengthen quality of life and community safety by addressing prostitution and human trafficking, improving pedestrian and traffic safety, maintaining clean and well-lit public spaces, proactively addressing graffiti, illegal dumping, and vacant properties, holding commercial property owners accountable, expanding equitable public safety and mental-health response programs, and partnering with residents, businesses, and community organizations to create safer, healthier neighborhoods citywide.

GOALS:

- A. **Reduce criminal activity and exploitation in public corridors** by prioritizing coordinated enforcement, outreach, and prevention efforts to address prostitution, human trafficking, and related public safety concerns.
- B. **Improve pedestrian and traffic safety near schools, parks, and major events** through crosswalk guards, functional street lighting, traffic controls, and targeted safety planning during high-impact events and peak activity periods.
- C. **Support safe and healthy environments for children and youth** by prioritizing safety, cleanliness, and visibility around schools, parks, routes to school, and community spaces, reducing exposure to crime and blight, and partnering with families, schools, and community organizations.
- D. **Enhance cleanliness and neighborhood aesthetics** by strengthening proactive graffiti abatement, illegal dumping deterrence and education campaigns, and maintenance of public spaces, vacant lots, and rights-of-way, with faster response times at known hotspots.
- E. **Increase transparency, accountability, and community communication** by regularly reporting enforcement activity, clarifying truck route and cut-through policies, and clearly communicating expectations and outcomes related to code enforcement and public safety efforts.
- F. **Improve coordination with businesses to mitigate neighborhood impacts** by engaging property and business owners to address trash, loitering, parking overflow, and quality-of-life concerns, and by exploring community benefit and mitigation strategies where appropriate.

Priority #2

Dedication to Infrastructure and Enhancement of Community Assets

Support strategic investment in infrastructure and community assets by prioritizing completion of promised projects, improving park and recreation facilities, rehabilitating and maintaining restrooms and amenities, enhancing traffic safety through speed-reduction measures, signals, lighting, bike lanes, and Complete Streets improvements, advancing ADA accessibility across parks and public rights-of-way, maintaining clean and functional public spaces, and ensuring transparency, accountability, and equitable delivery of capital improvements throughout all neighborhoods.

GOALS:

- A. **Prioritize completion and follow-through on existing infrastructure commitments** by ensuring promised projects—particularly park restrooms, recreational facilities, and previously approved designs—are fully delivered, funded, and maintained.
- B. **Advance safer streets and traffic-calming solutions** by reducing speeding, upgrading traffic signals and flashing beacons, restoring speed humps where appropriate, and implementing Complete Streets strategies that improve safety for pedestrians, cyclists, and drivers.
- C. **Rehabilitate and maintain park and recreation facilities as community assets** by ensuring existing amenities are functional, repairing and upgrading bathrooms and structures, maintaining pools and fields, addressing deferred maintenance, and restoring recreational programming.
- D. **Improve accessibility and equity in public infrastructure** by advancing ADA-compliant paths of travel, upgrading sidewalks, alleys, and crossings, and ensuring parks and public facilities are accessible to residents of all ages and abilities.
- E. **Enhance streetscapes and public spaces** through improved lighting, medians, bike lanes, landscaping, and tree canopy, with a focus on high-traffic corridors, neighborhood connectors, and routes to parks and schools.
- F. **Integrate public art and cultural assets into community spaces** by maintaining and restoring existing artworks, activating parks and corridors through cultural investments, and leveraging public art funding to strengthen community identity.
- G. **Strengthen project transparency, coordination, and accountability** by providing clear timelines and status updates on infrastructure projects, coordinating with utilities and partner agencies, and ensuring equitable allocation of resources across neighborhoods.

Priority #3

Focus on Fiscal Sustainability and Economic Investment

Support long-term fiscal sustainability and economic investment by maintaining strong General Fund reserves, improving the efficiency and effectiveness of City services, modernizing revenue measures, and adopting an economic strategy that reflects current market conditions and community values; expanding support for business growth across the full pipeline from home-based and pop-up enterprises to brick-and-mortar businesses; strengthening the City's sales and property tax base through targeted attraction and retention strategies; encouraging stewardship and activation of public and private spaces; investing in arts, culture, and environmental resilience; leveraging partnerships with key institutions; and ensuring responsible budgeting and planning that positions Pomona for major opportunities, including successful hosting of the 2028 Olympic Games.

GOALS:

- A. **Strengthen Revenue and Fiscal Reserves:** Maintain at least 25 % of the General Fund operational budget as a reserve, ensure responsible implementation of Measure Y and pursue amendment Measure Z to amend funding, and pursue revenue-generating initiatives such as the Community First program to ensure long-term fiscal stability.
- B. **Develop a Comprehensive Economic Strategy:** Create and implement an economic strategy that reflects current opportunities, supports local businesses at all stages (home-based, pop-up, brick-and-mortar), and aligns with Pomona's values.
- C. **Maximize Economic Value of City Assets:** Activate underutilized public and private properties through special events, filming, and cultural programs, particularly in Downtown Pomona and high-traffic corridors, to increase economic activity and enhance community engagement.
- D. **Attract and Retain Investment:** Implement targeted programs to attract new businesses, encourage property stewardship, support Property Business Improvement Districts (PBIDs), and reduce barriers to investment such as rent constraints or regulatory inefficiencies.
- E. **Invest in Cultural and Community Capital:** Strengthen Pomona's cultural economy by expanding programs like Art in Public, the Public Art Fund, and initiatives led by the Cultural Arts Commission to boost tourism, civic pride, and local business opportunities.
- F. **Leverage Partnerships for Economic Growth:** Build and maintain collaborative relationships with non-profits, educational institutions, medical centers, and other key stakeholders to expand Pomona's capacity to deliver economic, cultural, and community benefits.
- G. **Enhance Environmental and Infrastructure Resilience:** Support economic growth while investing in sustainable projects that reduce greenhouse gases, expand alternative energy, and increase infrastructure resilience to protect long-term city value.

Priority #4

Pursue Housing and Homelessness Solutions

Support coordinated housing and homelessness solutions by encouraging the development and maintenance of quality housing at all income levels, leveraging appropriate City-owned properties for housing opportunities, evaluating tools such as a rent registry as policy outcomes evolve, and reducing unsheltered homelessness through proactive outreach, enforcement, and partnerships; while holding property owners accountable, addressing encampments and blighted sites through coordinated code enforcement and redevelopment strategies, and taking balanced actions that mitigate the impacts of homelessness on neighborhoods and public spaces while prioritizing dignity, safety, and long-term stability for residents.

GOALS:

- A. **Increase Affordable Housing Opportunities:** Expand ownership and rental options through deferred financing, grants, and strategic use of city- and PHA-owned properties.
- B. **Expand Housing Choice and Access:** Utilize Housing Choice Vouchers, Special Purpose Vouchers, and HUD Move-to-Work programs to ensure households can access quality housing across Pomona.
- C. **Strengthen Housing Provider Partnerships:** Collaborate with landlords, developers, and contractors to increase housing stock, streamline program access, and enhance service delivery.
- D. **Reduce Unsheltered Homelessness:** Work with community partners and city teams to reduce homelessness, expand shelter and rental assistance programs, and address encampments through code enforcement and property owner engagement.

Priority #5

Commitment to Excellence in Service Delivery

Support a culture of excellence and service delivery by fostering a welcoming and professional City image, improving customer-facing experiences at City Hall and across City services, investing in staff capacity and training, prioritizing strategic in-house staffing, enhancing communication and transparency, modernizing service processes and technology, and reinforcing solution-driven interactions that build public trust, strengthen City identity, and improve Pomona's ability to attract investment and deliver high-quality services to residents and businesses.

GOALS:

- A. **Enhance the Public Experience:** Foster welcoming City facilities and environments with friendly staff, signage, branding, clear signage, and attentive staff, creating a positive first impression for residents, businesses, and visitors to improve first impressions.
- B. **Enhance City Image and Communication:** Strengthen communication with residents, businesses, and visitors to support a positive perception of Pomona and attract investment and development.
- C. **Invest in City Staff:** Prioritize in-house staffing, provide competitive salaries, support long-term employee engagement, and reduce overreliance on outside consultants.
- D. **Strengthen Staff Training and Development:** Ensure staff remain current, skilled, and prepared to communicate effectively and deliver high-quality service to the public.
- E. **Optimize City Processes:** Streamline and clarify processes for business permits, entertainment, and public services to reduce friction and improve transparency.
- F. **Improve Accessibility and Convenience:** Implement online services for permits, payments, and other transactions to provide solution-driven, efficient experiences for residents and businesses.