

CITY OF COSTA MESA
SIX-MONTH STRATEGIC OBJECTIVES

January 29, 2021 through July 15, 2021

THREE-YEAR GOAL: RECRUIT AND RETAIN HIGH QUALITY STAFF						
WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. July 1, 2021	City Manager	Develop recommendations for City Council consideration regarding increased staffing to address critical needs.				
2. July 15, 2021	Human Resources Manager, in consultation with the Department Directors	Develop a framework for a market analysis of employee compensation for hard-to-fill positions and present the results to the City Manager.				
3. July 15, 2021	Human Resources Manager	Issue a Request for Proposal for a consultant who will identify opportunities to innovate and modernize recruitment, hiring and retention through succession and talent management planning.				
4. July 15, 2021	Human Resources Manager	Develop a framework for a robust training, mentorship and leadership development program and present the results to the City Manager.				

THREE-YEAR GOAL: ACHIEVE LONG-TERM FISCAL SUSTAINABILITY

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. By June 1, 2021	City Manager – lead, Finance Director, Economic and Development Services Director, City Attorney	Present the Measure Q cannabis permitting fees, ordinance, procedures, and staffing to City Council for action.				
2. By June 1, 2021	City Manager and Economic Development Services Director	Develop the scope of work for the Economic Development planning consulting contract and present to the City Council.				
3. By July 1, 2021	Finance Director	Develop and define a quarterly reporting format, including financial metrics, to improve fiscal transparency and report to the City Council and FIPAC.				

THREE-YEAR GOAL: STRENGTHEN PUBLIC SAFETY AND KEEP THE COMMUNITY SAFE

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. By March 15, 2021 and periodic thereafter	Fire Chief – lead, Police Chief, City Manager, Emergency Management Administrator	Provide updates to the City Council regarding management of the COVID pandemic, including management of COVID vaccinations.				
2. April 1, 2021	Asst. to the City Manager, working with the Public Information Officers	Establish a community communication and engagement plan to support health and safety initiatives				
3. June 1, 2021	Public Services Director and Police Chief, working with a consultant	Develop approaches to mitigate collisions and injuries on roadways, including providing 3-5 options for City Council direction				
4. July 1, 2021	City Manager, working with the Police Chief	Develop a plan for expanding our community policing and report to the City Council with a timeframe for implementation.				

**THREE-YEAR GOAL: MAINTAIN AND ENHANCE THE CITY'S INFRASTRUCTURE, FACILITIES,
EQUIPMENT AND TECHNOLOGY**

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. July 15, 2021	IT Director and Public Services Director	Implement IT backup system, refresh wifi, and IT room chiller upgrade.				
2. July 15, 2021 at a Council Study Session	Public Services Director	Present the Pedestrian Master Plan Update, including results from Community Outreach and walk audits.				
3. July 15, 2021	Fire Chief and Public Services Director	Develop long-range facility and equipment needs assessment and report the results to the City Manager.				
4. July 15, 2021	Parks and Community Services Director	Provide an update to the City Council on the development of Community Center, Shalimar Park and Ketchum-Libolt Park improvements and other strategies to increase park access.				
5. July 15, 2021	Council Members Chavez and Gameros, with Public Services Director and the City Attorney	Review the Community Workforce Agreement and present to the City Manager for future City Council action.				

THREE-YEAR GOAL: DIVERSIFY, STABILIZE AND INCREASE HOUSING TO REFLECT COMMUNITY NEEDS

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. March 15, 2021	Development Services Director and Finance Director, co-leads	Complete resource planning to implement longer-term programs such as ADU's, STR's, and HOME funds and present the results to the City Manager				
2. July 1, 2021	Development Services Director and Human Resources Manager, co-leads	Evaluate and identify short-term and long-term staffing needs to assist with core Development Services Department programs.				
3. July 15, 2021	Development Services Director	Complete a Public Review Draft Housing Element and present to the City Council				
4. July 15, 2021	Development Services Director – lead, City Attorney, Public Services Director, Asst. City Manager	Present a Development Program to the City Council for senior housing at the Senior Center site.				