

# City of La Palma

## Agenda Item No. 12



MEETING DATE: March 1, 2022  
TO: CITY COUNCIL  
FROM: CITY MANAGER  
AGENDA TITLE: Adoption of 2022 City Council Goals

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### **RECOMMENDED ACTION:**

It is recommended that the City Council take the following actions:

- a) Receive & File “2021 Goals and Progress Completed to Date” in Attachment 1
- b) Approve “2022 Goals for Consideration” in Attachment 2

### **BACKGROUND:**

On January 25, 2022, the City Council held a Special meeting for the purpose of conducting its 2022 Goal Setting Session. The annual meeting serves to provide a forum for each member of the City Council to bring forward new goals for the coming year; to receive updates on previously adopted goals; and to identify those goals which have been completed or may no longer merit priority attention. The meeting also serves as an opportunity for the City Council to discuss – on a more informal basis – the direction for the City in the coming year and to communicate same to the City’s Executive Team.

In advance of the Special meeting, the City Manager met individually with each member of the City Council to review the status of existing goals and to solicit ideas for new goals for the coming year. As a result of those discussions, the Strategic Planning Facilitator prepared three reports as the basis for discussion at the Special meeting. These included the “2021 Adopted City Council Goals”, the “2022 Potential City Council Goals”, and the “2022 City Department Strengths and Challenges”. Working from these reports, the City Council reviewed all of the items submitted, provided comments, and sought clarifications. The City Council also received input from the City Attorney as well as from members of the City’s Executive Team. At the conclusion of the Special meeting, the City Council requested that the reports be revised with the input provided and that the proposed Goals for 2022 be brought to a regular City Council meeting for formal adoption.

### **SUMMARY:**

In preparing the goals for formal adoption by the City Council, the attachments utilized from the Special meeting and input have been updated and included as Attachments 1 and 2. This

summary discussion will focus only on the new goals discussed by Council; however, the 2021 completed goals have been included as Attachment 1.

1. Develop and implement a Neighborhood Preservation Ordinance (Multiyear Goal), including but not limited to:
  - Residential Rentals
  - Sale of Properties
  - Ensuring Fees are Received to Cover Costs
  - Integrating with Code Enforcement
  - Review Rental Inspection Programs from Other Jurisdictions (e.g. Santa Ana)
  - Council to Ultimately Define Strictness of the Program
  - Ensure Continuity with Short Term Rental Ordinance
2. Ensure a robust discussion of succession planning occurs during labor negotiations/budget process.
3. Establish regular Town Hall meetings and incorporate into budget process.
4. Continue efforts of the Business Engagement Ad Hoc Committee.
5. Include La Palma High School Students on the Community Activities and Beautification Committee allowing for two students who are residents of La Palma to have full voting rights during the school term.
6. Integrate 5 La Palma Schools into more City activities including but not limited to:
  - Flag Salute
  - Mock City Council
7. Continue to promote economic development with events such as a business spotlight, quarterly lunch and outreach to property owners.
8. Explore all City Departments' services as part of the budget process to determine if additional tools are needed including the evaluation of specific items for Police Department (e.g. Body Worn Cameras, Intersection Cameras, etc.)
9. Study shopping centers to strengthen our fiscal stability and ensure that they fit community's expectation for quality of life.
10. Continue to grow/improve communication with public (virtually and otherwise) including promoting Police Department Press Releases and Social Media Activities.

As referenced in the "Recommended Action" section of this Agenda report, City Council is requested to take formal action to Receive & File the "2021 Goals and Progress Completed" (Attachment1) item and Approve the "2022 Goals for Consideration" (Attachment 2) item. Once acted upon, staff will initiate the needed steps to bring each goal forward for City Council action.

**FISCAL IMPACT:**

There is no fiscal impact associated with adoption of the 2022 Goals. Individual goals may have a fiscal impact which will be identified when individual goals are brought forward for City Council action.

**APPROVED:**



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City Manager

- Attachment:
1. 2021 Goals and Progress Completed
  2. 2022 Goals for Consideration

## 2021 Goals and Progress Completed to Date

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|--|---|
| 1. Review of municipal parking standards for development | Conduct comprehensive review new/existing of parking standards for City Council review <b>(Ongoing – Proposed to be included in 2022 comprehensive Municipal Code update)</b>   |
| 2. Post-Covid 19 Signature Event for 2021                | Identify potential event options with costs/timing for City Council review <b>(Completed – Festival of Nations scheduled for April 30, 2022)</b>  |
| 3. Little Free Library book exchange program             | Research national program for possible local implementation <b>(Completed – Council program adopted in 2021)</b>  |
| 4. Code of Conduct for municipal elections               | Research options for adoption of a voluntary “Code of Conduct” and Sign Ordinance revisions pertaining to campaign signs <b>(Completed – Council policy addressed during adoption of Ordinance governing elections signs)</b> |
| 5. Focus on Business Engagement Efforts                  | Continue previous actions; expand efforts in light of pandemic impact <b>(Ongoing)</b>  |
| 6. Eight 88 Hospitality Project                          | Enforce ENA provisions <b>(Completed – 3 Year ENA has expired)</b>  |
| 7. Rental Permit fee                                     | Refine Goal objective and conduct further research before presentation to City Council <b>(Ongoing – To be considered by Council during upcoming fee update)</b>  |
| 8. Review Fees for Service                               | Conduct required analysis; present to City Council for direction <b>(Ongoing – To be considered by Council in early 2022)</b>   |
| 9. Review current Fireworks Regulations                  | Complete legal review for sale of safe & sane fireworks; staff review of methodology to implement, if legal <b>(Completed – Council action taken in 2021)</b>   |

**2022 Goals for Consideration**

1. Develop and implement a Neighborhood Preservation Ordinance (*Multiyear Goal*), including:
  - Residential Rentals
  - Sale of Properties
  - Ensuring Fees are Received to Cover Costs
  - Integrating with Code Enforcement
  - Review Rental Inspection Programs from Other Jurisdictions (e.g. Santa Ana)
  - Council to Ultimately Define Strictness of the Program
  - Ensure Continuity with Short Term Rental Ordinance
2. Ensure a robust discussion of succession planning occurs during labor negotiations/budget process.
3. Establish regular Town Hall meetings and incorporate into budget process.
4. Continue efforts of the Business Engagement Ad Hoc Committee.
5. Include La Palma High School Students on the Community Activities and Beautification Committee:
  - Allow for 2 Students
  - Must be Residents of La Palma
  - Students to have Full Voting Rights
  - During each School Term
6. Integrate 5 La Palma Schools into more City activities:
  - Flag Salute
  - Mock City Council
7. Continue to promote economic development:
  - Business Spotlight
  - Quarterly Lunch
  - Getting to Know Property Owners
8. Explore all City Departments' services to determine if additional tools are needed:
  - Part of the Upcoming Budget Process
  - Evaluate Specific Items for Police Department (e.g. Body Worn Cameras, Intersection Cameras, etc.)
9. Study shopping centers to strengthen our fiscal stability and ensure that they fit community's expectation for quality of life.
10. Continue to grow/improve communication with public (virtually and otherwise):
  - Police Department Press Releases and Social Media Activities.