



# ALHAMBRA CITY COUNCIL

## 2023 STRATEGIC PLAN

Goal 1: Enhance Public Safety

Goal 2: Improve Infrastructure and Mobility

Goal 3: Create a Strong Financial Base and Strong Economic Base (Economic Development)

Goal 4: Enhance Transparency and Open Governance

Goal 5: Promote Sustainability

Goal 6: Improve Housing Opportunities

**Completion Timeframe:**

Short term - 1 year

Mid term - 1-3 years

Long term - 3+ years

**\*\*Items carried over from 2021-22 Strategic Plan**

## Goal 1: Enhance Public Safety

Objective Number	Department	Objective Description	Completion Timeframe	Status	Funding Source
** 1.1	PD and HR	Recruit and Retain Police Officers	Ongoing	PD attended a job fair in July 2023; 4 Recruits are in training.	In budget
1.2	FD	CERT – Develop Annual CERT Program/ Training	Mid term	The employee CERT Program was held from April – May 2023 with 13 participants. The Community/Business program is in planning stages.	In budget
1.3	PD & FD	Public Education – Mental Health, Fire Prevention, Substance Abuse Outreach and Public Safety Fair	Ongoing	FD is conducting outreach through fire safety inspections. PD & FD to meet to discuss community outreach/education and set safety fair date for fall 2023.	In budget <i>Staff will look for grant opportunities.</i>
1.4	PD & FD	Alhambra HOME Team	Ongoing	A new contract with the service provider was approved by Council on 4/10/23 for 5 years to include night and weekend coverage.	5 years of funding through Home ARP and PLHA.
1.5	PD & FD	National Night Out	Annual	Event is planned for August 1, 2023 from 6:00 – 8:30 p.m.	In budget
1.6	PD & FD	Neighborhood Watch	Ongoing	Meeting conducted in May 2023; staff continues to reach out to area resident captains to set upcoming dates.	In budget
1.7	PD & FD	Community Academy, annually in 3 languages	Annual	English Academy was completed April in 2023. Additional language courses will be marketed to the community to determine interest.	In budget

## Goal 2: Improve Infrastructure and Mobility

Objective Number	Department	Objective Description	Completion Timeframe	Status	Funding Source
2.1	PW & U	Expand ACT Bus to allow for better Citywide connectivity	Short term	The Route and Ridership study was presented in June 2023. Council gave direction to look into additional study work and outreach.	Prop C
2.2	PW & U	Work on traffic issues (i.e. bike paths, walkability, traffic diversion designs and crosswalk extension times)	Long term	Adaptive Signal and Traffic Signal Synchronization Projects have been funded; the RFP for design is due back in August 2023.	Measure R
** 2.3	P&R	Evaluate spaces for dog park	Short term <i>ARPA funds must be committed by 12/31/24</i>	On hold Staff presented dog park options to Council on 7/25/22.	ARPA
** 2.4	P&R and CD	Develop plans for Alhambra Community Center	Mid term	Council approved Project Manager. Staff and PM are reviewing submittals for Architect, CEQA and Civil Engineering services to bring to Council in July 2023.	Grant
** 2.5	PW and MS	Continue planning and outreach efforts for the 710 Projects, including the 710 Arterial Project, and Fremont/10 freeway project	Long term	Cooperative Agreements with Caltrans for Fremont and the Stub are underway. The funding agreement with LA County Metro for Fremont Interchange Improvements was executed. Outreach will proceed when new study information is available.	Measure M Measure R

** 2.6	PW & U	Complete a citywide bus shelter study	Short term	Study is underway.	Transportation Prop A/C funds
** 2.7	PW and MS	Complete a comprehensive multi-modal transportation plan (Bike/Ped Plan). Secure Council adoption and initiate implementation of recommendations.	Short term (plan) Long term (recommendations)	Bike/Ped Plan Consultant conducted outreach, collected data and is now analyzing data for the development of draft network and project recommendations to be presented Fall 2023.	Measure R
2.8	PW and MS	Secure additional grant opportunities for the installation of Bike/Ped Plan recommendations	Long term	Staff is submitting an item for Council authorization for the “Net Toll Reinvestment Program” in July.	Measure R and Grants
2.9	PW and MS	Secure funds to improve 9 City Bridges over the Union Pacific Rail Road locations for seismic reinforcement	Long term	City is currently participating in the Bridge Preventative Maintenance Program (BPMP) through LA County; improvements are expected to be complete within 2 years.	TBD  <i>11.5% match required from City</i>
2.10	PW & U	Possible development of a linear park over the Union Pacific Rail corridor	Short term	Staff has contacted UPRR staff and been advised that a park over the corridor is not likely due to air quality concerns. A response in writing has been requested.	In budget
2.11	P&R	Expand Greenspace throughout the community	Mid term Ongoing	Grants were awarded for Burke Park, Story Park and Fremont/Hellman Pocket Park. The 710 Arterial Project will also include expanded green space.	Grants

### Goal 3: Create a Strong Financial Base and Strong Economic Base (Economic Development)

Objective Number	Department	Objective Description	Completion Timeframe	Status	Funding Source
3.1	CD	Develop an Economic Development Action Plan	Short term	Staff is creating a Scope of Work for an Action Plan that creates a comprehensive and integrated approach to the City’s economic development efforts.	In budget
3.2	CD	Expedite the process for establishing new businesses	Short term	Streamlined processes have been identified including removing several steps. Implementation to kick-off in the Fall 2023 once the on-line permitting system is modified to align with the new process.	In budget
3.3	CD	Streamline the ADU process, provide public education in multiple languages and review fees compared to neighboring cities	Short term	Working with San Gabriel Valley COG to develop “pre-approved ADU Plans” to aid in streamlining the review process; results projected in Fall 2023. Continue to promote ADUs and distribute informational flyers.	In budget
3.4	CD & Finance	Increase City revenue (move reserves to above 20%)	Continuous	Staff continues to seek opportunities to increase City revenues.	General Fund Reserve
3.5	CD	Make “Main and Valley” a priority with development partners and the community	Mid term	Following the adoption of the Housing Element and Comprehensive Zoning Code in Fall 2023, embark on promoting	In budget

				Main and Valley corridors as development opportunities.	
3.6	CD	Poverty Level at 12% - create livable jobs and wages	Long term	Staff met with Cal State LA in Spring 2023 to discuss the needs and potential development of programs to pipeline students to an educational path to create livable jobs. Additionally, Economic Development staff is partnering with the Library staff and Chinatown Service Center to discuss workforce development opportunities.	Unknown
3.7	CD	Industrial areas of the city to be used for light manufacturing, Tech-jobs, entrepreneurial opportunities to create jobs with livable wages	Long term	Staff is working with major employers (i.e., Edison and Alhambra Hospital Medical Center) to determine employment needs and opportunities. Staff met with Cal State LA to discuss educational pipeline options for jobs that provide livable wages.	In budget
3.8	Finance	Revisit Film Permitting process to increase revenue to the city	Mid term	Staff will review current process to determine if there is a way to better streamline for applicants.	In budget
3.9	P&R	Special event opportunities to increase community participation (i.e., street closure grants, events at the golf	Continuous	Parks and Recreation continues annual City events and supports community partners for additional community events (Pumpkin Run, 626 Golden Streets and Asian Americans Advancing	Unknown

		course and downtown ArtWalk)		Justice Event). Economic Development staff partnered with the Chamber and DABA for walking tours/engagement events and a bus tour of vacant properties throughout the City.	
3.10	CD	Explore the creation of a food hall	Continuous	Staff contacted multiple food hall operators at ICSC conference and will continue to explore the option.	In budget

#### Goal 4: Enhance Transparency and Open Governance

Objective Number	Department	Objective Description	Completion Timeframe	Status	Funding Source
4.1	MS	Encourage more involved citizenry through enhanced communications with residents on how to use city systems, keep the community informed and enhance the public participation process	Ongoing	Continue to share current events, build a sense of community pride by leveraging social media, website, printed materials and other forms of two-way communication with residents in multiple languages. Community Satisfaction Survey was completed in early 2023. Community Development permit portal was updated on the City's website.	In budget
4.2	CD	Promote the positive perception of development to the community	Ongoing	Staff continues to provide educational materials translated in multiple languages and is available for opportunities to meet with local stakeholders and	In budget

				community residents on various development projects.	
** 4.3	Library	Extend efforts to modernize/upgrade technology to ease access of city systems and departments to develop digital workflows to improve efficiencies and ease of access to requested information	Mid term	City Council approved a contract with a document digitization contractor and staff is now working to release a notice inviting bids for scanning services. Once both contracts are in place, staff will coordinate the conversion project to enhance accessibility to the City's historical and current documents.	ARPA

### Goal 5: Promote Sustainability

Objective Number	Department	Objective Description	Completion Timeframe	Status	Funding Source
** 5.1	MS	Complete a Comprehensive Environmental Sustainability Plan that supports the long term needs of Alhambra	Mid term for Plan  Long term for implementation of recommendations	Award of contract for consultant was approved on April 10, 2023. Plans are expected to be completed in June 2025. Stakeholder participation is anticipated for the Fall 2023.	Grant funds (Chu) and staff to monitor additional grant opportunities
5.2	PW & U MS	More environmental effort for green energy and related infrastructure on sustainable items for community and City including outreach on sustainable items and	Ongoing	Staff will include in the Environmental Sustainability plan.	TBD



		clean power alliance grants			
5.3	PW & U	Expand mobility and renewable energy for city vehicles/ equipment	Ongoing	City staff purchased 2 new electric vans for City operations and electric hand tools to be used at City parks (i.e., blowers, trimmers and edgers)	Grants/ General funds
5.4	PW & U P&R Code Enf.	City Image with cleanliness in right-of-way	Ongoing	Contract with Republic Services was amended to include bulky item pick-up on regular service days for all residents and businesses. On Valley Blvd., raised planters were re-planted in June 2023. Staff will continue to collect illegally dumped items, collect debris, maintain parks and right-of-way.	In budget
5.5	P&R	Add EV Charging Stations to the Parks and create a citywide EV Master Plan though the Sustainability Plan	Short term	Grant Agreements were approved by Council and executed in Spring of 2023. Staff is exploring the development of a plan to establish station locations and equipment types.	State Grant (Fong) Federal Funds (EECBG)

## Goal 6: Improve Housing Opportunities

Objective Number	Department	Objective Description	Completion Timeframe	Status	Funding Source
6.1	CD	Encourage and facilitate the building of affordable housing	Long term	Staff continues to assist current Affordable Housing Developers (i.e., Chapel and Mariposa).	In budget
6.2	CD	Promote Citywide mixed-use development with housing	Long term	Staff will continue to provide education and resources to encourage sustainable mixed-use developments to promote the use of public transportation and pedestrian activity.	In budget
** 6.3	CD	Create design guidelines for multi-family dwellings	Mid term	A request for proposal will be published Fall 2023 to develop design guidelines for multi-family development projects.	ARPA
** 6.4	CD	Prepare options for a Historic Preservation Ordinance for Council consideration	Short term	Completion of Historic Resources Survey and development of a Historic Preservation Ordinance to be completed in Fall 2024.	ARPA
** 6.5	CD	Pursue Development of a new multi-story permanent supportive housing project on Chapel Ave.	Mid-term	Developer and City Council broke ground in Summer 2023. Construction is currently underway and completion is projected for Winter 2024.	Developer
** 6.6	CD	Continue to support Permanent Supportive Housing – American Family Housing (2 <sup>nd</sup> and Main – Mariposa)	Mid term	Developer obtained funding from the State, County and Regional Housing Trust Fund. Developer is looking at additional funding options.	Developer

6.7	CD	Monitor and promote State Housing and Community Development Portfolio Reinvestment Program (PRO) for affordability covenants	Short term	HCD's Program is not currently accepting applications but is expected to reopen funding opportunities in Winter 2023. Staff will share information with property owners that have expiring covenants and to owners without covenants in multiple languages, when available.	In budget
6.8	CD	Explore Rent Stabilization and other housing affordability options	Short term	City Attorney presented State Housing Law updates in Spring 2023. Council approved an Urgency Ordinance (5/22/23) imposing a temporary moratorium on no fault, substantial remodel evictions for certain residential tenancies followed by approving the Non-Urgency Ordinance. Staff continues to monitor State Legislation related to renter protections and has been directed to study similar protections for permanent consideration.	In budget