



STAFF REPORT

CITY OF YORBA LINDA

Administration

DATE: MARCH 17, 2020

TO: HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL

FROM: MARK A. PULONE, CITY MANAGER

PREPARED BY: ALLISON ESTES, ASSISTANT TO THE CITY MANAGER

SUBJECT: RESOLUTION NO. 2020-5659 APPROVING THE 2020 YORBA LINDA STRATEGIC PLAN

RECOMMENDATION

It is recommended that the City Council adopt Resolution No. 2020-5659, approving the 2020 Yorba Linda Strategic Plan.

BACKGROUND

The City's strategic planning process is a management tool for identifying the City's past achievements, future goals and objectives, and setting the course necessary to achieve these objectives. The planning process also assists the City in adapting to changes occurring within and outside the organization, and in directing the City's efforts and resources to focus on its highest priorities.

The City Council and City's management team began the 2020 Strategic Plan ("Plan") process in October 2019. At that time, they each participated in confidential individual interviews with the consultant to identify critical success factors for the City, including City goals priorities, strengths, weaknesses and opportunities, and challenges facing the City now and in the future. The feedback from the confidential interviews guided the overall organizational goals that were developed in the Strategic Plan.

Additionally, the City's management team participated in several comprehensive strategic planning and goal-setting work sessions to further develop the City's Vision, Mission, Core Values, and Core Strategies. Staff from each of the City departments then developed goals and measurable action plans. The City Manager then met with each of the City Council members to review the draft Strategic Plan; feedback received at these individual meetings were then incorporated into the final Strategic Plan.

The Yorba Linda 2020 Strategic Plan aims to pursue priorities defined by the City Council, while also setting new goals by effectively integrating community needs. To increase the understanding of the community, the City conducted an environmental scan of Yorba Linda. The information was compiled using existing studies and reports including annual department reports and master plans, capital improvement project priorities, budget documents, Profile Demographic Reports from the Southern California Association of Governments, and federal and state information. Key observations were made in demographics, housing, workforce, economic, environmental, and technological changes that are expected to impact Yorba Linda as well as local government decisions over the next three years.

After a thorough analysis of the interests and needs of the Yorba Linda community, the City Council and City staff identified six (6) core strategies, or top priorities, in which City efforts should be focused. A series of specific goals were then developed for each strategy along with measurable key performance indicators.

DISCUSSION/ ANALYSIS

The Strategic Plan identifies a new mission statement, vision statement, guiding values, a strategic plan theme, and six core strategies. Furthermore, the Plan identifies 30 separate goals in support of the 6 core strategies and 97 specific actions with key performance indicators have been set to assist in achieving these goals in the next three years.

Progress towards achieving the commitments outlined in the Plan will be measured, monitored, and reported to the City Council and to the community on an annual basis. Additionally, the City Council and City management staff will review the Strategic Plan document, discuss progress towards strategic goals, and make necessary revisions and amendments annually. As such, the Plan may be modified to ensure that stated goals are aligned with the needs of the community. Funding needed to achieve strategic goals will be reviewed as part of the City's bi-annual budget adoption process and quarterly reviews. The Plan will be posted on the City's website and made available to the public.

Staff is proposing the adoption of Resolution No. 2020-5659 (**Attachment A**), approving the 2020 Yorba Linda Strategic Plan (**Attachment B**). With the development and implementation of the Strategic Plan, the City of Yorba Linda reaffirms its commitment to continue to provide exceptional services and programs to the community.

FISCAL IMPACT

There is no fiscal impact associated with this action; however, funding may be appropriated in future budgets to meet the goals set forth in the Plan.

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STRATEGIC PLAN 2020**

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ALTERNATIVE

Do not approve Resolution No. 2020-5659 and direct staff to make modifications to the Strategic Plan.

ATTACHMENTS

- A. Resolution No. 2020-5659
- B. City of Yorba Linda 2020 Strategic Plan

Approved by:



Mark A. Pulone
City Manager