

CITY OF FOUNTAIN VALLEY

SIX-MONTH STRATEGIC OBJECTIVES

May 11, 2023 – November 16, 2023

City of Fountain Valley Vision Statement

Fountain Valley is a safe, inclusive, and desirable community where you can live your best life!

City of Fountain Valley Mission Statement

The City of Fountain Valley is a team driven organization committed to providing excellent service to our community through our core values.

Core Values

Fiscal Stability, Honesty, Integrity and Ethical Behavior, Teamwork, Innovation, Quality of Life, and Excellent Customer Service

THREE-YEAR GOAL: ENHANCE THE CULTURE AND ENVIRONMENT OF “A NICE PLACE TO LIVE”							
WHEN	WHO	WHAT	STATUS			BUDGET	COMMENTS
			DONE	ON TARGET	REVISED		
1. By August 15, 2023, City Council meeting	Police Chief and Finance Director	Review and present options to solicitor/peddler city ordinance.				N/A	
2. By June 6, 2023, City Council meeting	Police Chief	Facilitate a new contract for unhoused outreach and engagement.				N/A	
3. By August 1, 2023	Community Services Director/City Clerk/Deputy City Manager	Present to City Manager a unified messaging platform to help brand public facing information.				\$4,500 - \$9,000	
4. By September 19, 2023, City Council Meeting	Community Services Director and City Clerk	Present to City Council for direction a proposal for a robust and professional community survey on the quality of services in Fountain Valley.				Pending	

THREE-YEAR GOAL: <i>ACHIEVE FISCAL STABILITY BY EVALUATING PROCESSES, AND ATTRACT AND RETAIN REVENUE PRODUCING BUSINESSES/OPPORTUNITIES</i>								
WHEN	WHO	WHAT	STATUS			BUDGET	COMMENTS	
			DONE	ON TARGET	REVISED			
1. By September 19, City Council meeting	Deputy City Manager/Community Development Director	Complete and present Economic Development plan update.			X	In budget	Meetings held with City Council and business leaders. Consultants currently conducting market research.	
2. By November 7, 2023, City Council meeting	Deputy City Manager/Community Development Director	Complete the Crossings Specific Plan rebranding.				In budget		
3. By October 3, 2023, City Council meeting	Finance Director	Identify facilities in need of major repair or replacement and place in a newly created fund.				N/A		
4. By August 1, 2023	Finance Director	Retain services of a consultant to conduct a fee study and present to the City Manager.				In budget		
5.. By October 3, 2023	Deputy City Manager/Community Development Director	Retain services of a consultant to identify surplus land for possible hotels and present to City Manager.				In budget		

THREE-YEAR GOAL: ATTRACT AND RETAIN QUALITY STAFF THROUGH BEST PRACTICES AND TRENDS							
WHEN	WHO	WHAT	STATUS			BUDGET	COMMENTS
			DONE	ON TARGET	REVISED		
1. By June 6, 2023, City Council Meeting	Cross City Committee with Oversight/Assistance From Fire Chief and HR Director	Present results from Engagement Team – Increase Engagement of staff for teambuilding, equity, inclusion, retention, and morale.			X	\$25,000	Council to perhaps provide a budget for future initiatives, or potential next FY budgeted items. Revised date to June 6, 2023.
2. By June 6, 2023, City Council meeting	HR Director-lead, Community Services Director, Police Chief, Public Works Director, Fire Chief	Staff to identify creative solutions and options to address the current trends in workforce and labor market that are having a negative impact on recruitment and retention efforts.			X	N/A	Ideas for consideration that may have a fiscal impact, perhaps a budget provided for initiatives. Revised date to June 6, 2023.
3. By June 6, 2023, City Council meeting	PW Director-lead, Community Services Director, HR Director, Police Chief, and IT Manager	Present to City Council suggested improvements to the hiring and on-boarding process.			X	\$10,000/annually	NeoGov Onboard Platform. Revised date to June 6, 2023.
4. By December 5, 2023 City Council meeting	HR Director, Community Services Director and Engagement Team	Present and bring forward top trends in workforce and labor market for approval and adoption.					
5. By July 31, 2023, Council Communicator	HR Director-lead and Engagement Team	Conduct survey to identify enhancements to employee benefits and provide to Council in the Council Communicator.					

THREE-YEAR GOAL: MAINTAIN, BUILD, AND MODERNIZE INFRASTRUCTURE TO SUPPORT GROWTH AND FUTURE NEEDS OF THE CITY							
WHEN	WHO	WHAT	STATUS			BUDGET	COMMENTS
			DONE	ON TARGET	REVISED		
1. By September 16, 2023, City Council meeting	Public Works Director and Deputy Public Works Director	Present the status of 405 Fwy Project.					
2. By October 17, 2023, City Council meeting	IT Director	Present the status of Office 365 and new servers-Nutanix.					
3. By October 17, 2023 City Council meeting	Public Works Director and Deputy Public Works Director	Present the status of fiber optics phase one.					
4. By July 20, 2023	Deputy City Manager/Interim Public Works Director/Fire Chief	Secure property, close escrow and initiate RFP for design, explore and identify revenue sources for 17101 Bushard property.					
5. By October 17, 2023, City Council meeting	Deputy City Manager/Community Development Director	Present General Plan update and EIR adoption.					