2025/26 City Council Strategic Plan Goals & Objectives

1. Ensure Public Safety with a Modernized and Community-Oriented Approach

- **Strengthen Community Engagement**
  - Implement strategic outreach initiatives
  - Enhance emergency preparedness programs
  - Expand public engagement through town halls and other community programs
- **Leverage Technology for Enhanced Safety**
  - Upgrade Computer-Aided Dispatch (CAD) and Records Management Systems (RMS) and real-time communication tools
  - Install additional license plate recognition cameras
- **Improve Public Safety Training & Recruitment**
  - Provide continuous in-service training for first responders
  - Enhance recruitment model to meet the needs of public safety Departments
  - Increase awareness and marketing of public safety accomplishments

2. Maintain Stability of our City's Fiscal and Human Resources

- **Enhance Revenue and Cost Recovery Strategies**
  - Conduct Development Impact and building permit fee studies
  - Evaluate and refine cost recovery strategies to optimize city resources
  - Continue pursuing grants and funding opportunities for key projects
- **Strengthen Workforce Recruitment and Retention**
  - Implement new employee meet-and-greet programs
  - Conduct regular employee retention check-ins and surveys
  - Expand strategies to attract and retain employees
  - Partner with local colleges and high schools to promote city employment opportunities

3. Strengthen our Local Economy and Enhance Housing Opportunities

- **Advance Economic Development Initiatives and Support Local Businesses**
  - Implement the Economic Development Strategic Plan to foster business growth and attract investment
  - Expand the Monterey Park Business Alliance to support local businesses
- **Facilitate Housing Development and Affordability**
  - Encourage developers to submit housing projects utilizing land use expediting tools
  - Streamline permitting for commercial and residential projects
  - Support ADU (Accessory Dwelling Unit) development with standardized prototypes
  - Adopt a new 5-Year Plan for HUD/CDBG funding and Explore a First-Time Homebuyers Program
  - Revisit the Inclusionary Housing Ordinance (IHO) based on City Council's direction
  - Implement Land Use Element

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4. Maintain, Build and Modernize Infrastructure and Facilities to Support the Current and Future Needs of Our City and Community

- **Enhance Water and Mobility Infrastructure**
  - Prioritize completion of water bond-funded projects within the three-year bond period
  - Collaborate with Metro to utilize 710 funding and implement transit and mobility improvements
- **Maintain and Improve Roadways**
  - Continue road resurfacing initiatives and develop an alleyway resurfacing plan
- **Expand Green Infrastructure**
  - Install additional EV chargers at public facilities to support sustainable transportation
- **Continue Public Facility Improvements**
  - Continue facility improvements such as roofs and HVAC with an emphasis on Fire Station 63 and the City Yard
  - Consider a Permanent Memorial for the January 21, 2023 Incident

5. Expand Access to Community Resources and Services

- **Enhance Community Programs and Public Spaces**
  - Promote public art initiatives and launch the “Greetings Tour” mural project
  - Introduce an indoor pickleball league
  - Evaluate community transportation options
  - Procure bookmobile to facilitate mobile outreach
  - Implement the Parks Master Plan
  - Enhance programming at Sierra Vista Park
  - Introduce Student Success Library Cards to support youth education
  - Strengthen partnerships for mental health resources
  - Explore a community garden collaboration with MERCI

6. Enhance Public Communication and Civic Engagement to Reach All Members of Our Community

- **Refine and Modernize City Communication Strategies**
  - Refresh branding materials (logo, marketing toolkit, City colors, motto, letterhead, business cards, etc.)
  - Evaluate and expand communications to improve proactive outreach
  - Develop emergency and crisis communications protocols to keep residents informed