

# CITY OF COVINA STRATEGIC OBJECTIVES

April 3, 2013 – October 23, 2013

<b>THREE-YEAR GOAL: <i>Enhance financial well-being</i></b>						
WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. By October 31, 2013	City Manager (lead), Finance Director and HR Director, working with the labor groups	Achieve the goal of reaching sustainable compensation packages.				
2. By August 31, 2013	Finance Director	Recommend to the City Council for action the distribution of a RFP to hire a consultant for a City-Wide Fee Study, including a discussion of the cost as part of the 2014-2015 budget process.				
3. By August 31, 2013	Finance Director	Coordinate the cost of current contracted services and report the results to the City Manager.				
4. By October 15, 2013	Finance Director	Report to the City Council on the viability of offering a credit card payment option.				
5. By October 15, 2013	City Manager (lead), Finance Director, City Attorney and Council Member Kevin Stapleton	Assess the costs of the Fire Contract with the County and recommend to the City Council for direction regarding cost reductions and/or recovery.				

**THREE-YEAR GOAL: *Enhance safety and quality of life in Covina***

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. By December 17, 2013	Assistant to the City Manager and representatives from City Ventures	Provide an update to the City Council on the Covina III project as the Developer, City Ventures was <b>not</b> able to acquire adjacent parcels.				
2. By June 15, 2013	Parks and Recreation Director (lead), Police Chief and City Attorney	Conduct staff training on how to respond to public safety issues at City parks and City facilities.				
3. By October 31, 2013	Police Chief	Propose to the City Council for action entering into a JPA for a new, UHF-based, interoperable radio system.				
4.  By October 15, 2013	  Police Chief and Mayor Walt Allen	  Hold two community town hall meetings with a focus on public and student safety.				
5. By October 15, 2013	Police Chief (lead), Mayor Walt Allen and the Finance Director	Research the viability of installing a video camera system in downtown Covina, public buildings and spaces, and schools to enhance public safety and make a recommendation to the City Council for action.				

**THREE-YEAR GOAL: *Foster innovation, efficiency and sustainability***

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. At the June 18, 2013 City Council meeting	City Manager (lead), City Attorney, Police Chief and the Parks and Recreation Director	Present to the City Council for action a policy on social media and electronic communications.				
2. At the August 20, 2013 City Council meeting	City Attorney and Deputy City Clerk	Study the feasibility of consolidating municipal elections with statewide elections and make a recommendation to the City Council for action.				
3. At the August 20, 2013 City Council meeting	Interim Public Works Director	Study the feasibility of the City acquiring Edison-owned lights to save cost and make a recommendation to the City Council for action.				
4. By September 2013 City Council meeting	Interim Public Works Director	Ensure that the City achieves Gold Status from the SGVCOG Energywise Partnership and Southern California Edison.				
5. At the September 2013 City Council meeting	Council Subcommittee on Renewable Energy (Mayor Kevin Stapleton-lead)	Make recommendations to the City Council for action on the scope of the Renewable Energy RFP.				

**THREE-YEAR GOAL: *Enhance customer service***

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. By July 1, 2013 and at least quarterly thereafter	HR Director	Provide an employee newsletter regarding achievements and other employee news and information.				
2. At the July 16, 2013 Council meeting	Finance Director and Council Member Jorge Marquez (co-leads), Mayor Walt Allen and the City Attorney, working with IT	Study the feasibility of the City having a Twitter account and developing a Covina Facebook page and make a recommendation to the City Council for action.				
3. By September 3, 2013	Finance Director (lead), Council Member Jorge Marquez, City Attorney and Deputy City Clerk	Ensure a schedule of Citywide fees is available on the City website and as a handout.				
4. By October 15, 2013	Assistant to the City Manager and HR Director	Study the feasibility of having a volunteer at an Information Desk inside of City Hall and make a recommendation to the City Manager.				