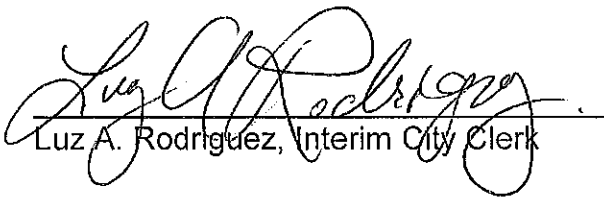


TO THE MEMBERS OF THE CITY COUNCIL FOR THE CITY OF STANTON AND TO THE CITY CLERK:

NOTICE IS HEREBY GIVEN that a Special Meeting of the City Council for the City of Stanton is hereby called by the Mayor, to be held on January 20, 2015, commencing at 5:00 p.m. at 7800 Katella Avenue, Stanton, CA 90680.

The Agenda for the Special Meeting is attached to this Notice and Call.

Dated: January 15, 2015


Luz A. Rodriguez, Interim City Clerk

IN COMPLIANCE WITH THE AMERICANS WITH DISABILITIES ACT, IF YOU NEED SPECIAL ASSISTANCE TO PARTICIPATE IN THIS MEETING, CONTACT THE INTERIM CITY CLERK AT (714) 890-4245. NOTIFICATION BY 9:00 A.M. ON MONDAY, JANUARY 19, 2015 WILL ENABLE THE CITY TO MAKE REASONABLE ARRANGEMENTS TO ENSURE ACCESSIBILITY TO THIS MEETING.



**AGENDA
CITY COUNCIL SPECIAL MEETING
STANTON CITY HALL, 7800 KATELLA AVENUE, STANTON, CA
TUESDAY, JANUARY 20, 2015 - 5:00 P.M.**

As a courtesy to those in attendance, the City of Stanton respectfully requests that all cell phones, pagers and/or electronic devices be turned off or placed on silent mode while the meeting is in session. Thank you for your cooperation

IN COMPLIANCE WITH THE AMERICANS WITH DISABILITIES ACT, IF YOU NEED SPECIAL ASSISTANCE TO PARTICIPATE IN THIS MEETING, CONTACT THE CITY CLERK AT (714) 379-9222. NOTIFICATION BY 9:00 A.M. ON MONDAY, JANUARY 19, 2015 WILL ENABLE THE CITY TO MAKE REASONABLE ARRANGEMENTS TO ENSURE ACCESSIBILITY TO THIS MEETING.

Supporting, descriptive documentation for agenda items, including staff reports, is available for review in the City Clerk's Office and on the City web site at www.ci.stanton.ca.us.

1. **CLOSED SESSION** None.
2. **CALL TO ORDER**
3. **PLEDGE OF ALLEGIANCE**
4. **ROLL CALL** Council Member Ramirez
Council Member Shawver
Council Member Warren
Mayor Pro Tem Donahue
Mayor Ethans

5. NEW BUSINESS

5A. 2015 CITY OF STANTON STRATEGIC PLAN OVERVIEW

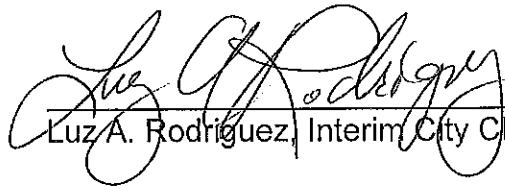
With the successful completion of the 2013-14 Strategic Plan, Senior Staff has initiated a draft of a new 3-year Strategic Plan for Council review and consideration.

RECOMMENDED ACTION:

City Council receive report and provide direction to staff.

6. ADJOURNMENT

I hereby certify under penalty of perjury under the laws of the State of California, the foregoing agenda was posted at the Post Office, Stanton Community Services Center and City Hall, not less than 24 hours prior to the meeting. Dated this 15th day of January, 2015.


Luz A. Rodriguez, Interim City Clerk

CITY OF STANTON

REPORT TO THE CITY COUNCIL

TO: Honorable Mayor and City Council

DATE: January 20, 2015

SUBJECT: **2015 CITY OF STANTON STRATEGIC PLAN OVERVIEW**

REPORT IN BRIEF:

With the successful completion of the 2013-14 Strategic Plan, Senior Staff has initiated a draft of a new 3-year Strategic Plan for Council review and consideration.

RECOMMENDED ACTION:

City Council receive report, and provide direction to staff.

BACKGROUND:

With the completion of the 2013-14 Strategic Plan, Senior Staff has initiated the draft of a new 3-year Strategic Plan for City Council consideration. This new plan provides goals and strategies with a focus on the following six areas:

- Ensuring Fiscal Stability and Efficiency in Governance.
- Providing a Safe Community.
- Promoting a Strong Local Economy.
- Providing a Quality Infrastructure.
- Promoting a High Quality of Life.
- Maintaining and Promoting a Responsive, High-Quality and Transparent Government.

This new Strategic Plan will enable City staff to effectively carry out City Council direction.

ANALYSIS/JUSTIFICATION:

This is a proactive plan to effectively operate the City.

FISCAL IMPACT:

Varies dependent on direction given.

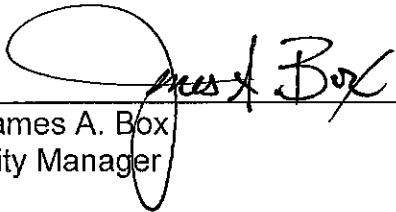
ENVIRONMENTAL IMPACT:

None.

PUBLIC NOTIFICATION:

Through the regular agenda process.

Prepared by:

A handwritten signature in black ink, appearing to read "James A. Box", is written over a horizontal line. The signature is stylized and cursive.

James A. Box
City Manager

Attachments:

A. 2015 Strategic Plan

2015 Strategic Plan - DRAFT

The City of Stanton has identified six core objectives that are critical to achieving success:

Objective 1: Ensure Fiscal Stability and Efficiency in Governance

Objective 2: Provide a Safe Community

Objective 3: Promote a Strong Local Economy

Objective 4: Provide a Quality Infrastructure

Objective 5: Promote a High Quality of Life

Objective 6: Maintain and Promote a Responsive, High-Quality and Transparent Government

Objective 1: Ensure Fiscal Stability and Efficiency in Governance

Future Liability

- ST - Pay off PERS Side Fund

City Reserve

- LT - Implement City Council policy on reserve levels
 - Unfunded Liability
 - Equipment & Vehicles
 - Emergency
 - Vacation
 - Building Maintenance
 - Furniture & Computers
 - Sewer & Streets
- ST - Initiate the RFP for new banking services

- OG - Seek alternative funding sources (i.e. grants) for services
- OG - Collaborate with local and regional agencies to create economies of scale for share services
- ST - Update financial software

Update Business License Structure to incentivize industries that create jobs and provide revenues

- ST - Bring Business License auditing function back in-house

Objective 2: Provide a Safe Community

Crime Prevention/Outreach

- OG - Utilize grant funding from the GRIP program to prevent gang and drug activities in Stanton neighborhoods
- OG - Add 2 Deputies to create a Community Enforcement Team which would include: education, community outreach, and enforcement with GRIP, Probation, ABC, OC Human Trafficking Task Force, Day Laborers and related groups, prostitution and transient related issues
- LT - Conduct a Police Services/Comparison Study
- LT - Consider a Public Safety Manager Position which would oversee various law enforcement contracts and programs
- OG - Ensure Rapid Emergency Response with OCFA, Ambulance Services and OCSD (including response time & patrol activities)

Disaster Preparedness

- OG - Promote Emergency Preparedness in the Community through the development of an Emergency Disaster Academy (5 weeks)
- OG - Conduct additional emergency management drills and trainings for City staff

Objective 3: Promote a Strong Local Economy

Continue implementation of the City's adopted economic development plan

- OG - Pursue redevelopment/revitalization opportunities identified in Focused Areas throughout the City
- OG - Enhance and continue Economic Development Program – marketing plan, online applications/PMP implementation, Business Visitation Program and Business Alliance Luncheons
- OG - Analyze Railroad Right of Ways for “*Rails to Trails*” program
- OG - Continue aggressive approach in marketing properties and meeting with the development community
- OG - Develop new programs with the use of Measure GG funds to improve the City's economic climate
- OG - Evaluate permitting processing in the Planning and Building Divisions to maximize efficiency while maintaining accuracy

Objective 4: Provide a Quality Infrastructure

Facilities

- ST - Review and upgrade interior of Community Center
- ST - Review and refurbish exterior "Plaza" area of Civic Center
- ST - Evaluate sustainability measures for City properties
- ST - Implementation of Fiber optics to Public Works facility
- ST - Research feasibility of using electric vehicles and the installation of a charging station at City Hall
- LT – Develop a storm drain disaster plan
- LT – CIP implementation

Parks

- LT - Complete the Design and Construct the new 12 acre Stanton Central Park
- ST - Evaluate the current maintenance schedule of all City parks
- ST - Develop a plan to maintain existing rubber play surfaces

Parkways and Medians

- ST - Complete new landscape/median design and monument signage on Beach Boulevard between Garden Grove Boulevard/Lampson Ave.
- ST - Increase signage and striping budget
- ST - Enhance communication with utility companies regarding encroachment permits and improvement within the City
- LT – Utility undergrounding

Graffiti Abatement

- ST - Add one additional day of Graffiti Abatement – Sunday to make this a 7-day program
- ST - Enhance graffiti reporting methods for the public
- ST - Continue to proactively remove graffiti on public property in a timely manner

Objective 5: Promote a High Quality of Life

Recreation

- ST - Relocate the Department personnel back to original location in City Hall
- LT - Development of a new Parks and Recreation Master Plan
- OG - Expand connection with interested Stanton Collaborative members
- ST - Initiate and coordinate the City of Stanton 60th Anniversary Year Long Celebration for 2016

- ST - Coordinate the programmatic elements and determine staffing needs of the new Stanton Central Park
- ST - Research revenue opportunities at Stanton Central Park
- ST - Coordinate and implement a "National Night Out"
- OG - Facilitate the new Youth Committee

Community Services

- OG - Pursue funding opportunities (grants) to offset costs associated with social service programs
- OG - Continue to provide assistance and support to the Stanton Community Foundation
- ST - Coordinate the development and implementation of a Community Garden
- ST - Determine the feasibility of a dog park

Community Preservation and Enhancement

- OG - Maintain the Neighborhood Enhancement Task Force efforts in focused areas throughout the City
- ST - Add one additional code enforcement officer to assist with transient issues, massage parlor inspections, and general City code enforcement issues on weekends
- ST - Develop a set of developmental standards for infill housing projects to ensure compatibility with existing neighborhoods

Objective 6: Maintain and Promote a Responsive, High-Quality and Transparent Government

Communication and Openness

- OG - Continue to enhance and utilize all media
- ST - Modify and enhance the City Website to include additional transparency and easier navigation

Community Engagement

- OG - Develop a customer service survey for residents to provide feedback
- OG - Engage resident involvement in City through Citizen's Academy, Neighborhood Meetings and special events

Measure GG

- OG - Create a multi-year financial projection of expenditures and revenues
- LT - Create a Measure GG update page on City website informing all of current activities, programs and services being funded through this new funding source
- LT - Determine the feasibility and possible role and function of a committee for the administration of Measure GG funds and audit procedures

Retain, Recruit and Promote High Quality Employees

- ST - Conduct and implement a Classification and Compensation Study
- ST - Reform and refine Cafeteria plan
- LT - Reinststate Education Reimbursement Program
- LT - Provide a comprehensive Risk Management Program