

2021-2022 Goals and Action Plan

S M A R T	pecific							COLOR DESCRIPTION AND COUNTS	
	Measurable							2	100% - completed
	Achievable							2	56% - 99% - accelerated/near completion
	Realistic							10	26% - 55% - on target/on schedule
	Timely							41	0% - 25% - behind schedule/at risk
								0	N/A - not recommended/not necessary
								26	Priority Goals
Number	PROJECT / OBJECTIVE/OUTCOME/TASK	RESPONSIBLE DEPARTMENT	BUDGET ITEM	TARGET DATE FOR COMPLETION	REVISED DATE FOR COMPLETION	ACTUAL DATE OF COMPLETION	STATUS (%)	COMMENTS/STATUS UPDATE	
PUBLIC SAFETY									
Goal: Maintain a high level of public safety with public engagement.									
1. Law Enforcement									
1a	Reduce Part I Crime by 5% for FY 2021-22 compared to FY 2020-21	Admin		06/30/2022			25%	The City continues to take a proactive approach in addressing crime, including providing grants to neighborhood groups to purchase security cameras, renting in-home security cameras to residents on vacation or undergoing home construction, and directing additional overtime patrols provided by the Sheriff's Station to address areas of specific concerns. Comparing Part I Crimes from January-July of 2020 and 2021, the City has seen a 34% increase of Part I Crimes.	
1b	Expand Neighborhood Watch to five new communities.	Admin		06/30/2022			25%	Staff is continuing discussions with the City's Neighborhood Watch Coordinator to explore expanding the program to include multi-family and advertise specifically to communities not currently participating in the program. A report will be provided to the City Council in November or December 2021.	
1c	Provide \$30,000 in grants to residents and neighborhood groups for the acquisition of safety-enhancing tools and technologies	Admin		06/30/2022			25%	Safety enhancing tools and technologies may include Ring doorbells and continuing the matching grant program for the Flock Safety cameras. Staff has prepared a preliminary draft of the new grant program which incorporates the Ring doorbell and Flock Safety components in addition to some new tools. The program will go before the City Council once the existing security camera grant program has been completed.	
2. Emergency Preparedness									
2a	Prepare a Landslide Emergency Sanitation Plan in coordination with LA County Sanitation District on how to respond to an emergency break in the above-ground sanitation line located on Palos Verdes Drive South within the Landslide Area.	PW		6/30/2021	TBD		0%	The Sanitation District is working with a consultant to prepare an Emergency Sanitation Plan. City Staff has had preliminary discussions with the Sanitation District on elements to be included in the plan. This goal may be addressed with the completion of the utility white paper being prepared for the Peninsula Public Safety Committee.	

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2b	Implement at least two of the EPC-recommended action items to mitigate wildfire risk in RPV, including: Enhanced Emergency Communication; Emergency Evacuation Plan/Peninsula-wide and school district emergency preparedness plan; Wildfire Hardening; Public Safety Power Shutoff response; and Cal Fire Risk Assessment and Insurance Rates	Admin		6/30/2022			10%	On October 8 and October 12, 2020 the Emergency Services Coordinator and Emergency Preparedness Committee Members met with the City of Malibu and the Topanga Coalition for Emergency Preparedness (T-CEP) for guidance on communication systems best practices and lessons learned. On Wednesday, April 7, 2021 City Staff and Emergency Preparedness Committee Members met with representatives from the California Department of Insurance (CDI) to discuss available resources for residents experiencing premium hikes and reduced homeowner insurance availability. On April 20, 2021, City staff and Emergency Preparedness Committee Members met with representatives from the Montecito Fire Protection District for the gleaning of lessons learned in responding to the Thomas and Woolsey Fires. On February 25, 2021, the Emergency Services Coordinator conducted a Peninsula wide Virtual Emergency Preparedness Tabletop Exercise in coordination with the four Peninsula Cities. This Tabletop Exercise also included participation by representatives from the following public safety agencies serving the Palos Verdes Peninsula: The Los Angeles County Fire Department, The Los Angeles County Sheriff Department -Lomita Station and the Palos Verdes Estates Police Department. This exercise was designed to improve coordination, communication, and response efforts among Peninsula Cities and first responder agencies in the event of a disaster affecting the Palos Verdes Peninsula. City staff has drafted and presented an After-Action Review report identifying lessons learned from this exercise during the quarterly meeting of Peninsula Public Safety Committee (PPSC) on Thursday, May 13, 2021. At the Peninsula Public Safety Committee's (PPSC) meeting on August 12, 2021, the City of Rancho Palos Verdes' Emergency Preparedness Coordinator presented the Committee with a draft map highlighting the Peninsula's four egress and ingress points, as well as a strategy for developing Peninsula-wide mass egress and ingress points. Following the Committee's discussion, the PPSC directed that a Request for Proposals be developed and published for an independent third-party consultant to develop a comprehensive plan for the entire Palos Verdes Peninsula.
INFRASTRUCTURE								
Goal: Maintain and improve all public infrastructure (including transportation systems, parking, utilities, storm drains, and sewers).								
3. Portuguese Bend Landslide								
3a	Complete the EIR for the Portuguese Bend Landslide Remediation Project for certification by the City Council	PW		12/31/2021	4/30/2022		25%	On May 19, 2020, the City Council approved a professional services agreement with the Chambers Group to prepare the environmental document. The Draft Initial Study was published for public review between November 12, 2020 and January 15, 2021. A public scoping meeting was held on December 19, 2020. The City's consultant has started work on the draft EIR. The Draft EIR is expected to be published in the Fall of 2021.
3b	Prepare funding opportunities for Phases 1 & 2 of the Portuguese Bend Landslide Feasibility Plan for City Council consideration.	FIN		6/30/2022			10%	Staff is pursuing various potential funding opportunities for this project. The South Santa Monica Bay (SSMB) Watershed Area Steering Committee (WASC) met on May 19, 2020. WASC reviews all projects for Measure W funding. A Measure W application was submitted to the County for the Portuguese Bend Landslide Remediation Project in October 2020. Staff is also working with Blais and Associates to identify potential grants for this project, and City Staff has embarked on a writing campaign for funding opportunities with state and federal legislators including securing federal infrastructure funding. The City is in the process of hiring a program manager for this project who may help identify funding and grant opportunities.
3c	Develop a mitigation plan to address land movement at Altamira Canyon based on the following phases: Phase One - Perform the drainage/erosion analysis for the entire canyon and its tributaries and establish a priority list based on current erosion. Phase Two - Prepare detailed engineering plans to resolve the erosion and making sure there is positive drainage along the canyon. Phase Three - Award construction contract for the proposed improvements.	PW		Phase One: 6/30/2022			0%	On November 4, 2020, the City Council approved a professional services agreement with Harris and Associates to perform the Phase One work. Notice to proceed was issued on February 24, 2021. Surveying work is complete and drainage/erosion analysis is underway.

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3d	Develop a feasibility analysis with Rolling Hills for installation of an underground sanitary sewer system to replace the existing septic tanks to reduce ground water seepage within Portuguese Bend landslide.	PW		12/31/2021			0%	Comments from Rolling Hills on the draft feasibility study were received on June 18, 2020 and provided to the consultant. The Draft Rolling Hills Sewer Concept Design (feasibility study) has been received and preliminary discussions with Rolling Hills were held. Review of the draft concept design has identified the need for further analysis of concept viability before finalizing the feasibility study for public review. Further work on this goal has been deferred until more information is gathered on the overall Portuguese Bend Landslide Remediation project.
4. Asset Management								
4a	Create a detailed inventory and maintenance schedule of the City's public infrastructure and assets.	PW		6/30/2023			0%	The Fiscal Year 2021-22 CIP includes funding to start an asset management program for the City's Facilities, Storm Sewer System, Pavement, Sidewalks, and Traffic Signs. Proposals have been received for a condition assessment and maintenance schedule of the City's facilities and work is expected to begin in the next quarter. Proposals for a condition assessment and maintenance schedule for the City's pavement, sidewalks, and traffic signs will be solicited in the next quarter.
5. Small Wireless Facilities								
5a	Develop a Citywide 5G Small Wireless Facilities (SWF) Master Plan that identifies the preferred and least intrusive locations to install small wireless facilities including co-locations.	PW	Yes	12/31/2021	06/31/2022		0%	The primary 5G SWF engineering and construction company on the Peninsula has developed a plan of locations for SWF facilities. Staff is soliciting proposals from qualified consultants to evaluate the plan for optimization of co-location, gap analysis, aesthetic impacts, compliance with City policies, and development of recommended alternatives when feasible.
6. Electric Utilities								
6a	In coordination with SCE, develop a Utility Resilient Advancement Master Plan to harden above-ground utility lines including a tentative timeline to potentially underground utilities; and continue to lobby the California Public Utilities Commission to modify the requirements for Rule 20A undergrounding funds to include high fire risk areas.	PW	Yes	6/30/2022			0%	Southern California Edison's current plan is development of specific Circuit Reliability projects to harden infrastructure in particular areas of RPV, rather than an overall master plan. Public Works Staff is coordinating public information -distribution as these projects are further developed.
6b	Identify alternative energy resources with the capability to store energy or sell it back to the grid system, which could power the City. The first phase is to identify potential alternative energy and the cost associated with this plan.	PW	Yes	6/30/2022			0%	Work on this goal has been deferred until certain Public Works projects in queue have been completed.
6c	Reduce the threat of a fire hazard proximately caused by downed or damaged overhead power lines through the undergrounding of one mile of utility lines within the City's open space areas.	Admin		06/30/2022			10%	Staff is working to identify potential grants and funding opportunities for this project. On May 7, 2021, the City submitted a Notice of Interest (NOI) to the California Governor's Office of Emergency Services (Cal OES) Hazard Mitigation Grant Program (HMGP) towards the securing of funds for this goal. On May 24, 2021, Cal OES notified the City that the proposed undergrounding of overhead powerlines project is an eligible HMGP activity and has formally invited the City to submit a full sub-application for consideration of funding. Staff is currently compiling data for this application, which is due on June 18, 2021. On June 18, 2021, Staff submitted a sub-application to the California Governor's Office of Emergency Services (Cal OES) Hazard Mitigation Grant Program to secure funding for this goal. Staff is currently coordinating with representatives from Cal OES to respond to a request for additional information for this grant.
7. Sanitary Utilities								
7a	Develop a public sewer program to encourage on-site sanitary sewer systems to connect to the public sanitary sewer system based on the following phases: Phase 1: Map areas in the City that are served by a sanitary sewer system or on-site sanitary sewer system. Phase 2: Feasibility study of the areas which are not currently being served and prioritize the need for installation of the sewer system and identify costs to connect to the sewer system. Phase 3: Design the sewer system. Phase 4: Installation of the system.	PW		6/30/2021	6/30/2022		0%	Based on information available at City Hall and from LA County Environmental Health, Staff will be working with the City's GIS Staff to finalize a map showing areas of the City served by onsite waste water sewer systems (Phase 1).

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7b	Prepare a new financial plan for the Abalone Cove annual sewer rates that reduces City maintenance subsidy by at least 50% for City Council consideration.	FIN		6/30/2022			0%	Staff has estimated long-range costs for maintenance, operations, and capital costs of the system. The 18-year historical costs have provided a good baseline for future costs. Additionally, staff has identified capital improvements that will likely be needed in the next 5-10 years, due to the wear and tear on the pipes, grinder pumps, and lift stations. Staff is working with Abalone Cove residents to address the future Sewer Rates in order to reduce the City subsidy. On October 6, the City Council amended the Municipal Code with the current CPI-U and approved a connection fee. Staff is working with a consultant to perform an evaluation and assessment of the sewer system. This will provide staff with an updated annual maintenance cost estimate to properly prepare a financial plan.
8. Roadways								
8a	Develop a Citywide Speed Mitigation Plan for reducing vehicular speed within City streets (traffic calming)	PW		6/30/2022	TBD		0%	Funding for development of the masterplan is included in the Fiscal 2021-22 CIP and work will begin when key staff vacancies are filled.
9. City Beautification								
9a	Develop an Arterial Fences and Walls Master Plan for the City Council's consideration that retains neighborhood identity and describes the type (material and height) of fence or wall, if any, to be placed along major arterial streets in the City.	CDD	Yes	6/30/2023			0%	Staff continues to seek a consultant to assist with preparing a draft plan. Carryover to FY 2021-22 if funded in FY 2021-22 budget. Staff will be utilizing internal resources to implement update of Master Plan. Work on this in-house plan is scheduled to kick-off in October.
9b	Create a City Entry Master Sign Plan at various points of entry to the City utilizing the following phases: Phase 1: Issue an RFP for the design. Phase 2: Design. Phase 3: Construction.	PW		06/30/2021	06/30/2022		0%	This project was not funded as part of the Fiscal Year 2021-22 CIP. Funding will continue to be pursued in future CIP cycles and with other funding sources, such as the American Rescue Plan Act (ARPA).
CITY LAND AND FACILITIES								
Goal: Maintain and Improve all City-owned properties.								
10. Ladera Linda Community Center and Park								
10b	Complete construction-ready documents for City Council consideration.	PW		9/30/2021	11/30/2021		50%	The City's Architecture/Engineering consultant is preparing construction documents, which are expected to be completed in the Fall of 2021. A program manager and construction manager, Griffin and Associates, were hired by the City on September 7, 2021.
10c	Complete bid process for construction firm and present contract to the City Council consideration.	PW		12/31/2021	12/21/2021		0%	The bid process will begin upon completion of the construction documents.
10d	Break ground on construction based on Council-approved plans.	PW		12/31/2021	3/31/2022		0%	Ground breaking will commence after successful completion of the bidding process and issuance of a Notice to Proceed.
11. Civic Center Master Plan								
11a	Present Civic Center development financing options to the City Council for consideration.	FIN		6/30/2022			10%	In March, City Staff initiated discussions with Kosmont Transaction Services (KTS), but paused further discussions due to changes in the leadership team and to reassess the financial impacts of the economic downturn. Staff has developed a preliminary budget for this project that was confirmed as reasonable estimates by KTS. On October 15, Staff met with KTS to discuss funding options for the project. Staff has requested additional information and is working with Blais and Associates on identifying grant opportunities. Additionally, since September 2020, Staff has been meeting with consultants from various aspects of the development sector including project management consultants, developers, and other agency representatives to further understand, among other things, financing and product delivery options. Staff and the CCAC are working on putting together a public financing workshop for the community, council, advisory boards, and staff to be well versed in the financing options for this project. The workshop is tentatively scheduled for October/November.

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11b	Initiate discussions with DOJ and FEMA for a land-use swapping agreement as a part of the Civic Center Master Plan process.	Admin		12/31/2021			5%	Communication with respective agencies established. Additional dialogue to continue in FY 2021-22 once the program validation has been completed.
11d	Explore potential Civic Center partnerships that are compatible with the City Council approved program document, and coordinate appropriate usage with civic, business, and non-profit agencies to consider locating at the civic center	Admin		03/30/2022			10%	In August 2021, the City signed a contract with Gensler to conduct a program validation of the Civic Center program document that includes potential civic center partnerships. The program validation is in response to interest expressed to consider expanded uses at the site such as restaurants, museum and low-income housing.
11e	Present draft Civic Center Master Plan for City Council consideration which will include a new possible Peninsula-wide EOC, Sheriff substation, and fire station.	Admin		06/31/2022			10%	Requires hiring a design firm to prepare a master plan and a robust public engagement process. Earlier this year, the Civic Center Advisory Committee (CCAC) prepared a draft Design & Architectural Services RFP. The City Council Subcommittee also reviewed the RFP. During this process, Staff realized that issuing an RFP to onboard a design firm, at this time, is premature until financing options is considered by the City Council. This is because the financing model the City Council finds most palatable will determine the development process including the master planning. Since September 2020, Staff has been meeting with consultants from various aspects of the development sector including project management consultants, developers, and other agency representatives to further understand, among other things, financing options, before issuing an RFP. At this time, Staff is considering issuing a Request for Interest (RFI) to glean more information on the development process for the Civic Center. City Council approved CCAC requests on Feb. 2 to proceed with a) an RFP for a project management consultant firm and b) facilitate a public workshop addressing municipal financial capital projects. A project manager will determine when to proceed with developing a master site plan. Staff has begun discussions with Captain Powers to obtain a written commitment that the LASD is interested in a substation at the Civic Center site. In 2018, L.A. County Sheriff Jim McDonnell sent letters indicating his support to place a facility at the Civic Center site. On December 9, 2020, Captain James Powers of the Lomita Sheriff Station provided verbal support of the project but cautioned that staff must receive support from Sheriff Villanueva before proceeding. A site tour was scheduled for January 2021 but was postponed for Spring 2021 due to current health orders. Staff is discussing opportunities with LASD and LA Co. Fire. In June and August 2021, Staff met with both the LA County Sheriff's Department and LA County Fire Department to discuss potential commitments on a police and fire station onsite. Staff will continue the discussions with their respective finance and planning departments.
12. Trails Network Plan Update								
12a	Complete the Consultant's review of the draft update to the Trails Network Plan that provides user-friendly trail descriptions with graphics and detailed maps illustrating trail routes and uses in a clear and concise manner based on existing legal trails, community input, and feasible trails.	R&P		7/31/2021	10/13/2021		50%	City Council goal carried over from 2018-2019. City working group and IMAC Trails Subcommittee coordinating on content of document, and updating process. The consultant continues to update the draft document which is now anticipated to be completed and released for public review in October 2021.
12b	Conduct two public workshop to solicit community feedback on draft plan.	R&P		8/31/2021	11/10/2021 and 1/19/22		15%	Based on City Council direction on June 16 2020, there will be one additional public outreach meeting led by Staff to solicit community feedback on draft plan. Over the next several months, Staff, with the assistance of the Alta Planning and Design consultant will prepare and disseminate information to maximize public awareness and involvement. Staff continues to work with its consultant on the format and presentations for the upcoming workshops. The first public workshop is tentatively scheduled for November 10, 2021 and the second public workshop is tentatively scheduled for January 19, 2022.
12c	Adopt the Updated Trails Network Plan	R&P		12/31/2021	6/7/2022		0%	Staff and the consultant will update the draft TNP to include Planning Commission input prior to presenting to City Council. The date that the TNP will be presented to City Council will be finalized, but is anticipated to occur June 7, 2022, and the document will be released three weeks prior to meeting.
13. Natural Communities Conservation Plan / Habitat Conservation Plan (NCCP/HCP)								
13a	Amend the Management Agreement with the PVPLC to reflect the City Council-adopted NCCP/HCP.	R&P		12/31/2021			5%	Over the next several months, Staff will coordinate with the City Attorney's Office and the PVPLC to continue identifying potential amendments for the City Council's consideration in December 2021.

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13b	Create the NCCP/HCP-required Preserve Access Protocol to establish appropriate vehicular access to the Preserve including provisions for access during weather events (red flag days, tidal conditions, rain etc.)	R&P		12/31/2021			40%	These protocols are required to be completed within a designated period of time after the City receives the NCCP/HCP permits from the state and federal wildlife agencies. The City has received its federal permit, and is awaiting the state's permit decision. Staff is currently working with the Wildlife Agencies to proceed with these documents. Park Rangers are educating authorized agencies about appropriate vehicular access and installing signage.
13c	Record the NCCP/HCP-approved conservation easements over all Preserve properties.	R&P		11/30/2021			50%	The City is required to place conservation easements over the Preserve properties after the City receives the NCCP/HCP permits from the state and federal wildlife agencies. The City has received its federal permit, and is awaiting the state's permit decision. In January 2021, the City Council approved a contract with a surveyor to create property descriptions for the conservation easements. The surveying was has been completed.
13d	Update the Public Use Master Plan for the Palos Verdes Nature Preserve to reflect the Council-adopted NCCP/HCP.	R&P		3/31/2022			10%	Staff is making advance preparations for updating the Public Use Master Plan, including referencing appropriate sections of the NCCP/HCP and updating trail maps.
13e	Prepare a Preserve Master Parking Plan identifying parking opportunities to accommodate visitors to the Preserve that minimizes impacts on neighborhoods and resources.	R&P		12/31/2021			80%	<p>On March 17, 2020, the City Council received a report on parking improvements at Del Cerro trailhead. Staff continues to research options and explore alternatives to minimize impacts on neighborhood parking and residents' quality of life both short-term and long-term. At the August 18, 2020 and September 1, 2020 meetings the City Council directed Staff to continue social medial campaign to inform and educate public and direct visitors to alternative locations including Alta Vicente. SEO contract with Tripepi Smith approved. Modified a two-month temporary parking moratorium along Crenshaw south of Crest. Public informed via listserv, website, and social media. Burma and Rattlesnake trailhead gate contracts approved. Staff directed to research alternatives for parking enforcement and pay system options. Staff directed to look at holistic approach to Preserve parking. Preserve public forums were held on October 13, 2020, January 27, April 14, 2021, and July 21, 2021. A City Council meeting was held on October 20, 2020. The City Council provided direction on a number of issues including holistic Preserve parking analysis, parking enforcement and a parking reservation system, a 60-day extension of parking moratorium on a section of Crenshaw, a citation/fee analysis, Preserve capacity study, and Alta Vicente trailhead beautification. Holistic planning continued at meetings on January 19, February 16, 2021, March 16, April 20, 2021, and May 18, 2021. As a result, the following elements of a holistic approach to Preserve Parking and Access are underway:</p> <ul style="list-style-type: none"> • Preserve capacity analysis: The City Council received and filed an update on capacity analysis alternatives at the March 16, 2021. • Web and social media campaign: Staff is working with a Search Engine Optimization consultant. The work will be completed November 2021. • Traffic and parking analysis: The Public Works Department worked with a traffic engineering consultant completed an expedited traffic analysis for Crenshaw Blvd. south of Crest Rd. Results were presented to the City Council on March 16, 2021. Parking was restricted to provide recommended site distances. Larger scale parking studies will be completed in late 2021. <p>CONTINUED</p>

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							80%	<ul style="list-style-type: none"> • Parking solutions specific to Crenshaw Boulevard and Park Place • Increasing parking enforcement: The City is in the process of recruiting part-time park rangers/parking ambassadors • Establishing reservation and fee-based parking system: The City Council approved a contract with ParkMobile in April 2021. Staff is working with ParkMobile to configure the RPV parking system, and will begin formal implementation in July 2021. • Increasing parking citation fines: Parking violations were increased from \$50 to \$110 for the following violations: 1) Park by permit, 2) Failure to obey signage, and 3) Passenger loading zone. • Installing access gates at Burma Road and Rattlesnake trailheads: Burma Gate was installed, and Rattlesnake is forthcoming. • Dispersing public use to alternative reserve locations • Beautifying Alta Vicente Reserve/Civic Center: Improvements were made to the site. • Establishing a Preserve Pilot Shuttle program: the Pilot Shuttle Program began in April and will run 90 days.
14. Park Improvements								
14a	Explore establishing a partnership, joint use, and/or lease agreement with the U.S. Coast Guard for the Point Vicente Lighthouse property, buildings, and WW II Battery Barnes outpost owned by Coast Guard. Facility commonly referred to as Coast Guard bunker (located at the Civic Center).	R&P		12/31/2021			50%	Staff has reached out to the Coast Guard to initiate dialogue about the future use of these properties. Staff and several City Council members took tours of Coast Guard properties with USCG personnel in October 2020 and held informal discussions of potential acquisition and partnership. The USCG expressed a strong interest in developing a partnership with the City. Additional meetings are being planned to begin brainstorming partnership arrangements. Staff continued discussions with Coast Guard personnel during a recent Civic Center tour. Staff has been informed that a new Commander is coming on board in late May and staff plans to reach out to her to continue discussions by mid-June. Staff continues to work with Coast Guard staff and new Commander to explore options for both sites.
QUALITY OF LIFE								
Goal: Maintain and improve the quality of life for RPV residents.								
15. Western Avenue Redevelopment								
15a	Develop a SWOT analysis of commercial properties along Western Avenue to identify economic development opportunities to enhance retail establishments and create mixed-use projects.	CDD	Yes	6/30/2021	6/30/2022		50%	The City prepared a potential redevelopment site analysis and has met with four potential developers to explore mixed use projects. In May, the City was awarded a \$160k from the SB 2 grant fund to develop a mixed use plan for Western Avenue. Additionally, the City applied for the Local Early Action Planning (LEAP) grant to seek an additional \$150k to support mixed use planning efforts that will enhance economic development opportunities in the City. Phase I feasibility analysis of select properties has been completed and presented to City Council and Planning Commission; City Council authorized the expansion of the study to incorporate additional properties on Western Avenue and Silver Spur, among other sites, on September 7, 2021.
15b	Create a Traffic Flow Improvement Plan in coordination with Lomita, Los Angeles, and Caltrans to improve traffic flows and provide connectivity between retail outlets and residents.	PW		Concept Plan Report: 12/31/2022			0%	Metro Board approved \$1.33 million for Western Avenue Congestion Improvement Project to be used for a concept plan report. Staff is further refining the scope of work and coordinating with the California Department of Transportation; who owns Western Avenue and has approval rights over any work in the corridor. The timeline of this project is subject to the CalTrans coordination, review times, and approval timelines. The City Council will consider a Funding Agreement at its September 21, 2021 meeting.
15c	Develop a streetscape beautification plan to enhance the aesthetic character of Western Avenue.	PW		6/30/2023			0%	The CIP for FY 2020-21 includes funding for a concept design of the Western Avenue Beautification Project. Staff received proposals in response to an RFP for the concept design of the beautification of Western Ave and selected a qualified firm. Fee negotiations are ongoing and a professional services agreement will be brought to Council when fee negotiations conclude. Funding for final design will be requested for future CIP cycles, or as funding opportunities become available such as the American Rescue Plan Act (ARPA).
16.-Economic Development								

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16a	Create a promotional economic development campaign to improve RPV's jobs/housing balance by supporting home-based businesses and encouraging business with high-quality jobs to locate in RPV.	Admin		6/30/2022			25%	City Staff is in the early stages of developing a branding campaign for Western Avenue that will incorporate Goal No. 47 of FY 2020-21. The branding campaign will bring together the traffic flow, beautification, and economic development projects for Western Avenue. Staff is collecting information on potential marketing consultants. In August 2021, Staff joined the Los Angeles Economic Development Corporation (LAEDC) to assist the City in highlighting current businesses and attract new businesses to the City. This will also include Western Avenue.
17. Environmental Sustainability								
17a	Electric Vehicles: Adopt streamlined EV permitting policies in compliance with AB 1236	CDD		6/30/2022			26%	Initial research underway; tentative workplan in development. Initial research and analysis is complete. Development of draft code language is in process.
17b	Water Conservation: Develop and publish a Low Impact Development (LID) Standards Guidebook as resource to the development community to comply with the City's storm water ordinance and LID standards.	CDD		06/30/2022			5%	Existing standards and guidelines currently under review for compliance current and anticipated stormwater regulations.
17c	Develop program in collaboration with EDCO to recycle/divert organic waste from residential waste	PW		06/30/2022			0%	This goal supports Measure Solid Waste A2. Diversion/recycling of organic waste reduces green house gas emissions by reducing methane gas produced when organic waste decomposes in landfills.
18. Municipal Code Amendments								
18a	Update the City's Sign Ordinance (Section 17.76.050)	CDD		9/30/2021	11/02/2021		75%	Staff is working with the City Attorney's Office on the preparation of a draft code amendment for review by the Planning Commission. Draft regulations in development stage. Planning Commission likely to consider in January 2021. Staff is working with the City Attorney's Office on the preparation of a draft code amendment for review. Planning Commission to begin consideration of new code standards in February. On February 9, 2021, the Planning Commission directed the Zoning Subcommittee to work with Staff and the City Attorney's office on the development of an updated sign code. Preliminary text to be presented to PC on July 27th. The Planning Commission has conducted two hearings; it is anticipated that The Planning Commission will make final recommendations on September 14, 2021; City Council to consider Planning Commission recommendations on November 2, 2021.
18b	Update the Wireless (private property) Facilities Ordinance (Section 17.76.020)	CDD		10/31/2021	1/31/2022		0%	Staff will begin updating the wireless facilities section of the code in early 2021. Staff is working with the City Attorney's Office on the preparation of draft language for review. The Planning Commission likely to consider before Summer 2021. This goal is recommended to be continued to FY2021-22. Deferred until completion of Sign Ordinance update.
18c	Initiate remaining text amendments to complete the comprehensive update to Title 17 (Zoning Code) of RPVMC and Zoning Map. Target completion of 50% of updates by end of FY.	CDD		06/30/2022			0%	Pending completion of Sign Ordinance and misc. code amendments to comply with NCCP/HCP.
19. Community Programs								
19a	Provide services for aging and disabled members of the community through the of a new Aging and Disability Resources Connection (ADRC) program	Admin		12/31/2021			35%	The City Council approved the ADRC on June 15, 2021. Staff has implemented a pilot version of the ADRC, evaluating programs as needed, to provide resources and programs for aging and disabled members of the community, establishing a volunteer network to assist with the programs including reinstating the Handyman Program, and creating a Special Needs Registry to have information for community members in the event of an emergency. <i>Budget may be required for Handyman and Special Needs Registry program and will be assessed at the conclusion of the pilot program.</i> To date, there have only been two volunteers but no registered participants. Staff is currently reassessing the program to be more effective.

2021-2022 Goals and Action Plan

Number	PROJECT / OBJECTIVE/OUTCOME/TASK	RESPONSIBLE DEPARTMENT	BUDGET ITEM	TARGET DATE FOR COMPLETION	REVISED DATE FOR COMPLETION	ACTUAL DATE OF COMPLETION	STATUS (%)	COMMENTS/STATUS UPDATE
19b	Launch a "Keep RPV Clean" campaign throughout the City's open space areas	R&P		12/31/2021		8/15/2021	100%	Work with community partners by launching a community cleanup program which includes a social media campaign, monthly volunteer events, and developing and distributing information and incentive packets for families and/or neighborhoods to keep City Parks, Preserve, Beaches and streets clean of litter. Staff has ordered some cleanup-related materials, is working on an outreach campaign including branding, and has identified several upcoming dates and locations: RPV BEACH on June 19, Ocean Trails on July 17 Lower Hesse Park on August 21. Several "Keep RPV Clean" resident-generated cleanup efforts have taken place throughout the City. This opportunity has been advertised via Listserv, the City website, and the City Newsletter. Additionally, volunteers have participated in numerous City-sponsored events City events with high levels of volunteer attendance. The City intends to continue implementing the program throughout the year.
CITIZEN INVOLVEMENT & PUBLIC OUTREACH								
Goal: Engage residents and community partners in assisting the City Council, City Committees/Commissions and City Staff facilitate the decision-making process.								
20a	Host Annual Leadership Academy for residents.	Admin		06/30/2021	11/01/2021		50%	A new version of the Leadership Academy (RPVLA) has been launched and its first cohort will begin in October 2021.
20b	Host five City sponsored events or activities at the Civic Center throughout the fiscal year	R&P	Yes	06/30/2022		8/28/2021	100%	Three concerts in the Park are scheduled for July 4, July 17 and August 28. Three Movies in the Park will be held June 19, July 17 and August 14. In the fall, the annual trunk or treat event and a scarecrow decorating contest are scheduled. R&P staff are currently reaching out to vendors for a winter ice skating rink. Well over 4,000 people attended special events at the Civic Center this summer, including 900 people who attended two Movies in the Park, almost 1,000 people who attended two public concerts and 2,500 people who attended the City's Fourth of July event. Fall/Winter events are in the planning stages including trunk or treat and an ice skating-in-the-park event this winter.
GOVERNMENT EFFICIENCY, TRANSPARENCY & ACCOUNTABILITY								
Goal: Maximize the use of each tax dollar and optimize services delivered to RPV residents.								
21. Operations & Customer Service								
21a	Review View Restoration Ordinance and bring options to the Planning Commission and City Council to consider amending the guidelines.	CDD		12/30/2021			30%	Staff is reviewing the existing ordinance and guidelines to determine the scope of the proposed amendments. Staff is reviewing the existing ordinance and guidelines to determine the scope of the proposed amendments. Scheduled for Planning Commission review in Fall 2021.
22b	Present Transient Occupancy Tax (TOT) rate options to FAC and City Council	FIN		6/30/2022			15%	Staff presented the TOT trends and analysis to FAC on Sept. 26, 2019. Due to the economic downturn and the recent impact on the travel/hospitality industry, staff and FAC continued this item to FY 2021-22. Staff has started to collect data and will be scheduling a meeting with FAC late in the fall to present the information.
23c	Enhance internal and external customer service and efficiency so that all inquiries are acknowledged within the day received and that, when surveyed, internal customers indicate 95% satisfaction with responsiveness by colleagues, and external customers indicate 95% satisfaction with responsiveness by Staff.	Admin		10/31/2021			5%	Work will commence in fall Progress is limited based on staffing levels. Carry over goal. Staff anticipates preparing memorandum regarding findings before Fall 2021. An employee (internal customer service) survey was issued on September 30, 2020 with a deadline date of October 14. Staff tallied the results and generally speaking employees are somewhat satisfied. Department Heads are assessing the results of the employee results to identify areas to improve employee satisfaction. A follow-up survey will be issued in Fall 2021 to compare results after enhanced measures are implemented. In addition to the resident survey presented to the Council on February 16, 2021, Staff is preparing a specific customer service survey. It should be noted that in the resident survey 71.8% of respondents indicated that they were somewhat or very satisfied. Staff is in the planning stages of establishing a method to send and receive responses.

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24d	Establish an efficient and streamlined development process between the Community Development and Public Works Departments to decrease the initial review time for applications to no more than 10 business days. Enhance the one-stop permit process.	CDD		3/31/2022			10%	Staff is in process of implementing online permit application processing. To date the following permits are available to be applied for online: Electric Panel Upgrade, Reroof, Water Heater, Solar, Plumbing, Dumpster, Haul Route, Film Permit, Residential Parking, Recreational Parking Del Cerro, Oversized Vehicle Parking.
25e	Reassess the Study Session	Admin		12/31/2021			0%	Activity on this goal is pending further review of the City's study session policy.
26f	91% of RPV Employees say RPV is "a great place to work."	Admin		11/30/2021	04/29/2022		25%	Survey was sent on September 30, 2020 with a deadline date of October 14. Staff is tallying the results. Human Resources tallied the results and determined 79% of RPV employees would say "it is a great place to work." Department Heads are assessing the results of the employee results to identify areas to improve employee satisfaction. Human Resources developed a new program that supports this goal called "HR on the Go." HR will meet with department staff on a one-on-one basis to learn more about employees and their satisfaction working at RPV.