

# 2008 City Council Priorities

February 12, 2008

# COUNCIL PRIORITY

MOVE FORWARD WITH  
THE PLANNING, PROCESSING  
AND CONSTRUCTION OF  
A NEW CITY HALL

The following process and schedule should remain valid give or take a few weeks regardless of the site selected by Council:

1. Council decides city hall location on February 26th.
2. Council determines architect selection process by March 11th.
3. Geotechnical consultant retained by March 11th.
4. Selection process and decision on Contract Program Manager by March 25th.
5. Staff update of city hall needs assessment, review with Council by March 25th.
6. Traffic consultant contained by April 8th.
7. Council selects architect by June 10th.
8. Conceptual Development/public outreach completed by November 11th.
9. City Council approves concept plan by November 25th.
10. EIR process begins on November 26th; runs through April, 2009.
11. Schematic design phase runs from April through September, 2009.
12. Design development phase runs from October, 2009 through January, 2010.
13. Construction document phase runs from February through June, 2010.
14. Construction prequalification/bidding from July through August, 2010.
15. Construction from September, 2010 until January, 2011.
16. FF&E/move in completed March, 2012.

# COUNCIL PRIORITY

REGULARLY UPDATE THE  
FACILITIES FINANCING PLAN (FFP)  
AND IMPLEMENT THE PLANNING,  
FINANCING AND CONSTRUCTION  
OF THE IDENTIFIED PROJECTS

1. Council Finance Committee reviews FFP cost estimates, scheduling and revenue assumptions, discusses potential funding options for initial projects by March 15th; again by June 30th and October 15th, making recommendations to Council as appropriate.
2. Council Finance Committee makes recommendations to Council regarding space needs analysis for FFP projects by April 22nd.
3. Council Finance Committee's recommendations come to Council for decision on space needs analysis for FFP projects by May 13th.

# COUNCIL PRIORITY

IMPLEMENT NEW GROUP RESIDENTIAL  
ORDINANCES; WORK AT THE STATE  
AND FEDERAL LEVELS TO ALLOW  
LOCAL GOVERNMENTS GREATER  
ABILITY TO REGULATE SECONDARY  
EFFECTS OF AN OVERCONCENTRATION  
OF GROUP HOMES

1. Hold public hearings and adopt new Group Residential Ordinances, set forth new qualifications for Hearing Officers via new Council Policy (F-26) (January 22, 2008);
2. Issue Request for Proposals for Hearing Officers (February 2008);
3. Develop new Use Permit application for Group Residential Uses (February 2008);
4. Determine all existing legal, non-conforming uses in residential districts (February-March 2008), notify all property owners/occupants who may need to apply for Group Residential Use Permits (February 2008);
5. Obtain budget Amendment (contract planners, legal counsel, Hearing Officers, more) and proposed changes to Code and Water Quality Enforcement Division (March 2008);
6. Seek out and retain contract planners to begin review of Use Permits (March-April 2008).
7. Schedule, prepare for, and hold Use Permit application hearings (March-July 2008);
8. Follow-up on Use Permit condition adherence (March-December 2008 and ongoing);
9. Staff all appeals, requests for Reasonable Accommodation, requests for time extensions of abatement periods (March-September 2008);
10. Bi-monthly reports to the City Council (every 2 months through December 2008 and ongoing); and
11. Other items shown on Implementation Plan (sent to City Council on January 22, 2008).

# COUNCIL PRIORITY

PREPARE AND IMPLEMENT A  
WATER QUALITY MASTER PLAN  
(WQMP) THAT ADDRESSES AND  
PRIORITIZES OUR WATER QUALITY  
NEEDS INTO THE FUTURE

1. Meet with the Coastal-Bay Water Quality Committee to discuss the concept of a WQMP on January 10, 2008.
2. Form a subcommittee of Coastal-Bay to work with staff to develop the framework of the plan and review the draft plan (January 17 and February 8, 2008).
3. Bring the draft plan back to Coastal-Bay by February 14, 2008 for consideration and approval of broad priority projects.
4. Take Coastal-Bay's priority projects and put a funding plan with them, similar to the Facilities Financing Plan.
5. Bring the WQMP to City Council for a Study Session in March or April 2008.
6. With direction from the Study Session, finalize the WQMP in the context of the FY 2009-10 City budget.
7. During FY 2009-10 and beyond, implement the WQMP's projects and monitor and adjust the Plan based on actual events.
8. Review the Plan annually both with Coastal-Bay and with the City Council; receive corrections and changes at that time to keep the document an iterative document.

## COUNCIL PRIORITY

INSTITUTE AN ORGANIZATIONAL  
PERFORMANCE IMPROVEMENT  
EFFORT THROUGH DATA GATHERING  
AND THE IDENTIFICATION OF  
SERVICE BENCHMARKS TO  
MEASURE ORGANIZATIONAL  
EFFECTIVENESS

1. Benchmarking contract with ICMA approved by Council on January 8th.
2. Customer satisfaction survey results reviewed by Council Finance Committee on February 1st (3 surveys).
3. ICMA consultant team's first visit; review with Finance Committee and Management Team the benchmarking process; ICMA team reviews City's priorities, customer survey results on February 4th and 5th.
4. ETC Institute (survey team) makes presentation to Council on customer satisfaction survey results on February 12th.
5. ICMA review and analysis of City and comparable jurisdiction data; assessment of organizational culture during February and March;
6. ICMA team augments performance indicators proposed by City staff to meet the needs of the City in May and June; makes presentation to Council Finance Committee by June 30th.
7. ICMA team recommends and provides course of training for staff from February-August.
8. ICMA team recommends a list of peer cities to do benchmarking against in May-June.
9. ICMA team recommends a performance measurement methodology and process that is tailored to the City's needs in May-July.
10. ICMA team prepares a final report and presentation to the City Council by September 15th.
11. Committee and Council identify City process to audit, develop an RFP for audit and hire a consultant by October 15th.

## COUNCIL PRIORITY

CONDUCT AN APPRAISAL OF THE  
BANNING RANCH PROPERTY AND  
ASSESS FUNDING AVAILABLE FOR  
THE PURCHASE OF THE PROPERTY  
FOR OPEN SPACE

1. Obtain a copy of appraisal on the Bolsa Chica land sale for open space by February 10<sup>th</sup>.
2. Council ad-hoc committee meets with interested parties to discuss the qualifications and process for the hiring of an appraiser by February 29<sup>th</sup>.
3. RFQ for appraiser is ready for distribution by March 14<sup>th</sup>.
4. Council approves contract for appraiser by April 22<sup>nd</sup>.
5. Meeting with interested parties and appraiser to discuss the appraisal process by May 9<sup>th</sup>.
6. Appraiser meets with interested parties to review preliminary appraisal findings by July 30<sup>th</sup>.
7. Council approves appraisal document; Council subcommittee recommends a process to the City Council for determining funding availability for purchase of Banning Ranch for open space by August 12<sup>th</sup>; Committee makes hiring recommendation for funding assessment consultant.
8. Council subcommittee reports to City Council on funding availability by November 25<sup>th</sup>.

# COUNCIL PRIORITY

TAKING ADVANTAGE OF THE  
LATEST TECHNOLOGY,  
IMPLEMENT AN EFFECTIVE  
TRAFFIC MANAGEMENT PLAN THAT  
IMPROVES TRAFFIC FLOW  
THROUGHOUT THE CITY

- Phase One included the completion of the Traffic Signal Modernization Master Plan; installation of new signal controllers at 22 intersections along Coast Highway in Corona del Mar, MacArthur and Avocado, and the installation of a temporary Traffic Management Center at city hall. This phase also includes the installation of two video cameras, the installation of new fiber communication lines and the installation of a pedestrian traffic signal on Coast Highway at Iris Avenue.
- Phase Two includes the installation of new signal controllers at 14 intersections along Jamboree Road and Bison Avenue.
- Phase Three includes the installation of new signal controllers at 20 intersections within the Airport area: MacArthur, Jamboree to Campus; Irvine Ave/Campus Drive from Santa Isabel to MacArthur Blvd; Birch/Mesa from Irvine Ave. to Von Karman; Bristol Street North and South.

# COUNCIL PRIORITY

MINIMIZE THE ADVERSE IMPACTS  
OF JOHN WAYNE AIRPORT  
THROUGH THE IMPLEMENTATION  
OF THE CITY'S AIRPORT POLICY

1. Hold Aviation Committee meetings monthly from January through November to discuss JWA issues and gain greater understanding of factors that influence JWA's operations and growth pressures.
2. Hold joint meetings with AWG/AirFair/Council Aviation Committee on a quarterly basis in January, April, July and October to discuss JWA issues and maintain open communication.
3. Hold Corridor Cities meetings with City Managers and City Attorneys every other month (February, April, June, August, and October) to strengthen the group's understanding of JWA issues and its political clout. Explore mechanisms for formalizing the coalition, including participation by elected officials.
4. Hire a consultant with technical expertise in airport operations and FAA procedures to increase the City's understanding of factors which could influence growth pressures or could minimize JWA impacts on the community. Make the hiring by March 15<sup>th</sup>.
5. Submit a joint "Go Local" grant application to OCTA in partnership with Costa Mesa for a preliminary determination of whether an effective transportation means is feasible for Orange County residents to utilize in traveling to airports other than JWA by March 1<sup>st</sup>.
6. Conclude the "Go Local" funded study by July 31<sup>st</sup>.
7. Provide the City Council a presentation of the "Go Local" study results by September 9<sup>th</sup> and consider other studies needed to complete the assessment.

# COUNCIL PRIORITY

ALIGN THE CITY'S CODES,  
REGULATIONS AND POLICIES  
WITH THE GENERAL PLAN

1. Complete review of draft Zoning Code and LCP Implementation Plan by staff and GP/LCP Implementation Committee, and begin Planning Commission hearings by July 17<sup>th</sup>.
2. Coastal Commission approval of land use amendments to Coastal Land Use Plan in May.
3. Submit updated Housing Element to State Department of Housing and Community Development by June 30<sup>th</sup>.
4. Complete Nexus study for Fair Share Traffic Fee by March 3<sup>rd</sup>, with City Council adoption of fee by May 27<sup>th</sup>.
5. GP/LCP Committee recommendation on infrastructure and fee for residential development in Airport Area by May 21<sup>st</sup>, with City Council adoption of fee by June 24<sup>th</sup>.
6. Affordable Housing Task Force recommendation on Inclusionary Housing Ordinance and In-Lieu Fee by April 15<sup>th</sup>, with City Council adoption by June 10<sup>th</sup>.
7. City Council adoption of Harbor Area Management Plan by September;
8. City Council adoption of revisions to Measure S Guidelines regarding variable FAR by April 22<sup>nd</sup>.

## COUNCIL PRIORITY

PROVIDE MORE PUBLIC PARKS  
AND RECREATION FACILITIES,  
WITH EMPHASIS ON ACTIVE AND  
WATER-ORIENTED FACILITIES  
WHERE APPROPRIATE

### Mariners Park Restrooms

1. Building permit approvals are expected by April 10<sup>th</sup>.
2. Bid award in July, 2008.
3. Restrooms open for public use in May, 2009.

*Estimated construction cost: \$750,000*

### Sunset Ridge Park

1. Obtain PB&R, Council conceptual approval by June 24<sup>th</sup>.
2. Environmental clearance for park by December 31, 2008.
3. Coastal Commission permit approval expected by June 30, 2009.
4. After preparation of construction documents and bidding, award bid in December, 2010.
5. Park open for public use in June, 2012

*Estimated cost: \$9,000,000*

### Marina Park

1. Conceptual plans prepared and approved by PB&R, City Council by July, 31, 2008.
2. Environmental clearance on project expected by September, 30, 2009.
3. Coastal Commission approval expected by June, 2010.
4. Preparation of construction plans and specifications, all water quality, Army Corps, etc. permits by March, 2011.
5. Advertise, bid and award multiple construction contracts by June, 2011.
6. Construction completed and open for public use by December, 2014;

*Estimated cost: \$22,000,000*

### Coastal Peak Park

1. Construction permits approved by February 10, 2008.
2. Construction period from April – December, 2008, with The Irvine Company overseeing and paying for the construction.
3. City assumes ownership of park in April, 2009.
4. Open to public use by June 1, 2009.

## COUNCIL PRIORITY

IMPLEMENT AN EFFECTIVE  
COMMUNICATION PLAN WHICH  
UTILIZES VARIOUS  
COMMUNICATION TOOLS TO  
PROVIDE CURRENT INFORMATION  
TO OUR RESIDENTS

1. Hire a Public Information Manager to develop and oversee a comprehensive City communication program. This was accomplished on January 7, 2008, when Tara Finnigan reported to work.
2. Update the City's existing Communication Plan by working with the Council Communication Committee and City Council, and by presenting a recommended update to the existing plan to Council by April 22<sup>nd</sup>.
3. Work with the City Manager to complete and distribute a minimum of eight issues of the City Manager's newsletter to the community by December 31, 2008.
4. Evaluate the number and content of NBTv programs by March 15<sup>th</sup> and start incorporating program enhancements by April 15<sup>th</sup>.
5. Begin improving and expanding the content of the City's Web site by March 31<sup>st</sup> and continue making improvements through December 31<sup>st</sup>.
6. Create a community outreach process for capital projects to be implemented by the Public Works Department by June 1<sup>st</sup>.
7. Increase residential subscriptions to E-SelectAlert by 10 percent by June 1<sup>st</sup>.
8. Create and implement a new Council Communications Policy by June 30<sup>th</sup> that includes an updated media policy and incorporates new Web and NBTv policies.
9. Oversee and coordinate a staff communication committee composed of employees in all departments who distribute information to the media and the community by meeting with the committee each month, starting in February.

# COUNCIL PRIORITY

DEVELOP A PROCESS TO  
REGULARLY REVIEW AND UPDATE  
CITY FEES IN ORDER TO ENSURE  
MOST FEE SERVICES PAY FOR  
THEMSELVES

1. Draft study completed. Departmental review of services study summary completed by February 5<sup>th</sup>.
2. Consultant presentation to Finance Committee (FC) of Cost Allocation Plan and Cost Study; FC determination of cost recovery policy levels; FC develops recommendations to City Council on Cost Recovery Ordinance and periodic reviews by the FC and staff, all by February 29<sup>th</sup>.
3. Consultant presentation of Cost Allocation Plan and Cost of Services Study at Study Session on March 11<sup>th</sup>; introduction of amendments to Cost Recovery Ordinance on Council agenda on March 11<sup>th</sup>.
4. Adoption of Cost Recovery Ordinance and Master Fee Schedule Resolution on March 25<sup>th</sup> at Council meeting.
5. Cost Recovery Ordinance becomes effective on April 24, 2008, with development related fees taking effect May 24<sup>th</sup>.
6. Finance Committee receives oral report from staff on whether needs exist to revise any fees, based on initial experience, in November, 2008.