



# First Quarter Update October 2014

## Goal 1: Attractive, Engaged Neighborhoods

Strategic Initiatives	Responsible Departments	Progress Update
Continue efforts and introduce further collaboration to address homelessness.	CMO	>Secured long-term contract with CityNet to facilitate efforts of the Anaheim Homeless Collaboration.  >Exploring options with neighboring jurisdictions for a year-round shelter and multi-service center.
	POLICE	>Actively engaged with both CityNet and other non-profit service providers including but not limited to: Coast to Coast Foundation, Pathways of Hope, Illumination Foundation, Mercy House and Volunteers of America as part of the city-wide collaborative effort to end homelessness.  >Relocated 150 homeless individuals from the streets to permanent or supportive housing fiscal year-to-date.  >Participating in the monthly Orange County Community Officers meeting to discuss strategies and best practices in solving their respective homeless problems within their jurisdictions.
	CS	>Served over 400 homeless individuals with storage of personal belongings, meals and outreach and referrals to services including placement in permanent and transitional housing programs.  >Actively engaged with the Anaheim Homeless Collaboration.
Implement the Quality Rental Housing Program.	PL	>Developed and received approval for the Quality Rental Housing Program.  >Delivered and/or mailed housing packets to 488 property owners/managers responsible for 10,778 housing units.  >Certified 5,134 housing units as safe.  >Identified 17 failed properties and currently abating violations in 519 housing units.
Develop and implement a program to reduce crime and enhance maintenance at motels.	PL	>Abated violations at five motels.  >Established relationships with new owners at the Rainbow Inn and Anaheim Lodge.

Strategic Initiatives	Responsible Departments	Progress Update
		<ul style="list-style-type: none"> <li>&gt;Implemented a Public Nuisance Ordinance to provide greater tools to address derelict motels and other types of property owners.</li> </ul>
Engage the community to develop a revitalization plan for Beach Boulevard.	PL	<ul style="list-style-type: none"> <li>&gt;Awarded nearly \$500,000 from the State Strategic Growth Council to create a Beach Boulevard Specific Plan in order to create positive change in this neighborhood by strengthening the area's economic potential.</li> <li>&gt;Completed initial phase of public outreach including on-line surveys and well-attended community workshops at Haskett Library and the Biltmore apartment community.</li> <li>&gt;Actively engaged in completing the report on the results of the initial public outreach and completing a preliminary market analysis.</li> </ul>
	CD	<ul style="list-style-type: none"> <li>&gt;Provided information to residents about reuse of Successor Agency parcels and coordinated effort on economic reuse analysis of Beach Blvd.</li> <li>&gt;Held meetings with private property owners regarding proposed reuse of their properties in conjunction with reuse of Successor Agency parcels.</li> </ul>
	CS	<ul style="list-style-type: none"> <li>&gt;Distributed information on the revitalization plan as well as the "Improve the Boulevard" website at various meetings and events to engage stakeholders.</li> </ul>
	PW	<ul style="list-style-type: none"> <li>&gt;Completed design of Illuminated Street Name Signs to comply with the City of Anaheim standards and submitted the plans to Caltrans for review.</li> </ul>
Implement the Avon/Dakota revitalization agreement.	CD	<ul style="list-style-type: none"> <li>&gt;Entered into two escrows for additional acquisitions.</li> <li>&gt;Continued outreach to other property owners regarding purchase of their properties.</li> </ul>
Develop and implement vacation rental policies for private residences.	CAO	<ul style="list-style-type: none"> <li>&gt;Provided assistance to Planning when needed.</li> </ul>
	PL	<ul style="list-style-type: none"> <li>&gt;Notified owners of 198 vacation rental units of the regulations.</li> <li>&gt;Received 90% of the necessary regulatory permit applications.</li> </ul>
Enhance neighborhood infrastructure restoration program and ensure new residential streets have future complete street features.	PW	<ul style="list-style-type: none"> <li>&gt;Paved and/or slurried 1.6 million square feet of residential streets in the Trident, Merrimac, Royal Oak, Lemon (from Broadway to Ball Road) Neighborhoods.</li> <li>&gt;Repaired 298 potholes; repaired or replaced 41,551 square feet of sidewalk; and installed 7 ADA Ramps.</li> </ul>
Address neighborhood parking congestion for existing and new development.	PL	<ul style="list-style-type: none"> <li>&gt;Analyzed parking supply for new development to minimize opportunities for neighborhood spillover.</li> <li>&gt;Scheduled a code amendment to allow tandem parking in multiple-family zones for Council</li> </ul>

Strategic Initiatives	Responsible Departments	Progress Update
		consideration which would provide greater design flexibility for developers to meet or exceed the number of required parking spaces for multi-family residential projects.
	PW	>Processed 82% (14 of 17) parking petitions in various neighborhoods.
Continue undergrounding of major thoroughfares and home undergrounding program for service wires crossing yards.	UT	>Continued construction on three undergrounding projects: Miraloma Avenue between the 57 and 91 freeways; Lincoln Avenue between Knott Avenue and Magnolia Avenue; and, West Street between Lincoln Avenue and La Palma Avenue and along Westmont Drive between West Street and Loara Street.
Enhance the urban forest.	PW	>Trimmed 4,228 trees and planted 103 trees.
Develop and implement a community risk reduction program for single and multi-family residences.	FIRE	>Completed preparation for the Home Safety Visit Program for single-family residences which is planned for launch the week of October 5th - October 11th during Fire Prevention Week.
Complete a needs assessment for existing parks, sports fields and community facilities, and develop an implementation plan to execute critical needs.	CS	>Started assembling information which prioritizes needed renovations, maintenance and improvements (for park restrooms, tot lots, community centers, etc.) based on age/condition and community need.
	PW	>Completed the Pearson Park Pool Rehabilitation Project.
Increase technology access and use in libraries for residents.	FINANCE	>Implemented the point-of-sale (POS) system for library fines, rentals, and other purchases.
	CS	>Replaced out of warranty, end-of-life laptops in the Joint Use Library at Ponderosa Elementary School with 36 new Windows7, desktop computers.  >Expanded the library's eBook collection to include Spanish language titles.
Increase trail access and maintenance throughout the City.	CS	>Started the development of a trail map of East Anaheim.  >Continued efforts with utility property owners (SCE, OCWD, OCFCD) to develop additional trails, bike paths, and nature parks on their land.
Implement the Anaheim Outdoors Connectivity Plan.	CS	>Started update of the Bicycle Master Plan with the associated environmental compliance and update to the General Plan via a grant from SCAG.  >Prepared an RFP for the design of the Anaheim Coves Northern Extension, a component of the Anaheim Outdoors Connectivity Plan.
Complete ARTIC construction and transition to operation of a transportation gateway.	PW	>Completed 80% construction of ARTIC and it's on schedule to open on December 13, 2014.  >Executed ARTIC's Major Maintenance Agreement.
Finalize environmental documents and funding plan to begin construction of ARC.	PW	>Continued to prepare environmental documentation including an evaluation of potential alternatives regarding alignment, station design, and maintenance facility sites.

Strategic Initiatives	Responsible Departments	Progress Update
Implement traffic signal coordination on all major corridors.	PW	>Finalized the Lincoln Avenue Traffic System Synchronization Program (TSSP) Project. >Started the Harbor Boulevard and Ball Road TSSP Projects.
Collaborate on SR-91 strategy through Anaheim.	PW	>Continued collaboration with OCTA to work on the Regional Transportation Plan which includes strategies for the SR-91.
Explore expanded shuttle services for commuters, residents and visitors.	CD	>Initiated pricing and economic study of shuttle service in Center City (area previously identified as Downtown Anaheim).
	PW	>Added Anaheim Resort Transportation (ART) bus stops at the Packing House and the Post Office for Route 10 (Anaheim Resort to Downtown Anaheim Bus Service) and at Kaiser Permanente for Route 17 (Anaheim Canyon Rail Feeder Service).  >Added new "Next Bus" changeable signage at the bus stop in front of City Hall. This sign provides information on the Route 17 bus arrival time.
Continue implementation of graffiti abatement initiatives on utility boxes using artificial ivy and anti-graffiti coatings on street light poles.	UT	>Updated the street light pole standards to require factory-applied sealant as a graffiti abatement measure for all new concrete poles.  >Initiated a pilot test of a new sealant for utility cabinets. The test was conducted in graffiti-prone areas (Lincoln & Clementine).  >Obtained samples of a new media wrap to install on utility cabinets to evaluate graffiti deterrent capacity.  >Updated the screening manual to include the use of artificial ivy on utility cabinets as an alternative to landscape screening for developers which will also help reduce water use.
Enhance Citywide pavement rehabilitation and improve sidewalk connectivity.	PW	>Completed sidewalk enhancement at 650 Western Avenue for safer access to Twila Reid Elementary School.  >Started construction of the 2014 Combined Arterial Street Rehabilitation Project in several neighborhoods along Broadway, La Palma Avenue, State College Boulevard, and Orange Avenue.
Complete construction of current grade separation projects and develop funding opportunities for additional grade separation projects.	PW	>Completed construction of Kraemer Avenue undercrossing.  >Continued work on four other grade separation projects.
Provide traffic calming, as needed.	PW	>Implemented a six-month traffic calming pilot project (ending in December 2014) in the Pearson Park Neighborhood.
Expand bikeways, bike lanes, bikeway features, and bikeway connectivity throughout the City.	CS	>Started update for the Bicycle Master Plan with the associated environmental compliance and update to the General Plan via a grant from SCAG.

Strategic Initiatives	Responsible Departments	Progress Update
	PW	>Completed design of the Santa Ana River Trail bikeway connectors to enhance mobility and accessibility around ARTIC.
Expand and leverage impact of a career technical education through implementation of a public safety career pipeline.	POLICE	>Launched the first Public Safety Pipeline course of study at Sycamore Jr. High School working closely with the City Manager's Office, Anaheim Fire and Rescue and the Anaheim City School District. The Pipeline course will introduce the youth of Anaheim to career opportunities in the police and fire professions.
Complete the implementation of P21 programs.	CMO	<p>&gt;Partnered with the Anaheim Union High School District and California State University, Fullerton on a P21 summer conference.</p> <p>&gt;Started collaboration with the Anaheim Union High School District for the roll out of a new mentoring program to match Anaheim students with mentors from Anaheim businesses.</p>
Encourage and assist with Million Acts of Kindness.	CS	<p>&gt;Partnered with the Anaheim City School District and various community partners in planning school assembly celebrations at schools that completed their goal of achieving a million acts of kindness.</p> <p>&gt;Developed a partnership with the Anaheim Union High School District for the Anaheim Servathon event scheduled for January 19, 2015. The City will be creating volunteer opportunities for students throughout the community and providing broader opportunities for one day service utilizing the City's Volunteer Match website.</p>
Implement the Youth Needs Assessment response plan including bi-lingual resource guides, targeted outreach, teenage pregnancy prevention program and collaboration with other human service providers.	CS	<p>&gt;Prepared and distributed 8,000 fall issues of the bilingual guide Your Community/Tu Comunidad.</p> <p>&gt;Presented a special Teen Show at the Pearson Park Theater attended by 800 teens and family members.</p> <p>&gt;Expanded programming opportunities for teens 13-17 years of age by creating Project S.A.Y. Teen Programs at Ponderosa Park Family Resource Center and Brookhurst Community Center.</p> <p>&gt;Developed a comprehensive teen pregnancy prevention curriculum in partnership with AltaMed Health Services and provided 124 high-risk Anaheim students with 20 hours of sexual health education.</p> <p>&gt;Re-established the Anaheim Human Services Network with 134 agencies represented to share information and resources, problem-solve service, delivery issues and provide better collaboration.</p> <p>&gt;Provided after school recreation opportunities with weekly visits from the "Fun on Wheels" mobile recreation van into 10 priority neighborhoods offering recreational activities, fitness fun, homework assistance, special guest visits and resource information to 1,560 youth and their families.</p>

## Goal 2: A Safe and Secure City

Strategic Initiatives	Responsible Departments	Progress Update
Establish a Public Safety Board.	CMO	<p>&gt;Appointed nine committee members to serve on the pilot Public Safety Board. Members were selected from a lottery system with two members representing each neighborhood district and one member at large.</p> <p>&gt;Developed and conducted training for the newly appointed members consisting of information on police and fire operations including internal and external investigations.</p>
Expand Police and Fire's community outreach efforts.	FIRE	<p>&gt;Started working with HP to add on-line ability to request fire station tours, community events &amp; school programs.</p>
	POLICE	<p>&gt;Identified effective methods of communication to deliver and exchange information at the neighborhood level through the Chief's Neighborhood Advisory Council creating a forum for police and community interaction to address public safety and related issues to improve and enhance quality of life in neighborhoods throughout the City.</p>
Increase number of sworn police officers serving the City.	CMO	<p>&gt;Implemented the adopted resolution prioritizing funding to add additional police officers this fiscal year and for the next three years.</p>
	HR	<p>&gt;Conducted recruitments for both entry level and lateral police officers and facilitated orientations, written exams, physical agility tests along with oral interviews.</p> <p>&gt;Hired two entry level police officers with an additional six undergoing backgrounds.</p> <p>&gt;Hired five lateral police officers with an additional eight undergoing backgrounds.</p>
Expand and enhance the ability of our Community Policing Teams to make meaningful and long-term crime prevention progress in our neighborhoods and key business areas.	POLICE	<p>&gt;Deployed additional officers for community policing to increase the team's ability to make meaningful crime prevention impact in certain neighborhoods and in the Resort Area.</p>
Continue to focus on Gang crime reduction through enforcement, investigation, intervention, education and diversion.	POLICE	<p>&gt;Leveraged technology including the Omega Dashboard and other tools.</p> <p>&gt;Deployed gang suppression and investigative resources in the most active neighborhoods to reduce criminal gang activity.</p> <p>&gt;Continued implementation of the Gang Reduction Intervention Partnership (GRIP) Program as part of the curriculum at twelve (12) Anaheim School campuses.</p> <p>&gt;Allocated resources for prevention and education through Youth Services, Safe Schools and the successful Jr. Cadet Program via Cops for Kids.</p>

Strategic Initiatives	Responsible Departments	Progress Update
Increase public safety awareness through education on traffic concerns, head trauma prevention and wildfire prevention.	FIRE	<p>&gt;Completed preparations for the Ready, Set, Go! Annual Block Party scheduled for October with advertising including a Public Safety Announcement (PSA) on ACTV, YouTube, Facebook &amp; Twitter.</p> <p>&gt;Collaboratively developed and implemented the "Wear Your Helmet Like A Pro" program distributing 1,350 helmets, 2,700 posters and a 40-second PSA for the school districts.</p>
	POLICE	>Started the development of a more comprehensive traffic education campaign.
Continue to develop and implement innovative programs to meet changes in healthcare.	FIRE	<p>&gt;Continued efforts on the elements needed to implement the first of its kind in California Community Care Response Unit including updating the pilot study, developing nurse practitioner procedures, developing contracts with both Care and Kaiser.</p> <p>&gt;Conducted several presentations on the Community Care Response Unit Program to various county EMS committees to gain their support and secured an agreement with Dr. Gary Smith from Mesa, Arizona to help oversee the project.</p>
Identify funding and implement master fire station location plan.	FINANCE	>Started efforts to develop a comprehensive plan to fund and implement a Master Fire Station Location Plan.
	FIRE	>Completed the final cost estimates for new stations working closely with Finance to develop future funding strategies to accomplish this goal.
Develop funding plan for new emergency operations center.	FIRE	>Updated our cost estimates for new EOC and plan to meet with Finance to develop future funding strategies to accomplish this goal.
Upgrade the 800 MHz County-wide radio system.	FIRE	>Developed an implementation plan for transition in accordance with the plan that has been set forth by the County and adopted by the participating agencies in Orange County.
Finalize Disney contract services agreement.	CAO	>Secured agreement with Disney to provide the necessary public safety services to ensure the safety of all visitors to our theme parks.
	FIRE	>Implemented the necessary transitions to meet all of the provisions of the Disney agreement for fire and paramedic services effective July 1, 2014.
	POLICE	>Implemented the necessary transitions to meet all of the provisions of the Disney agreement for police services effective July 1, 2014.
Expand street light installations to ensure sufficient lighting by working with Neighborhood Councils to address community needs.	CS	>Conducted nine Neighborhood Council meetings to determine the lighting needs throughout the City.
	UT	>Installed two street lights on Falcon St. and Avon/Dakota at the request of the area residents.

Strategic Initiatives	Responsible Departments	Progress Update
		>Started the installation of approximately 121 LED lights between the Central and West Districts, improving visibility with a whiter lighting than traditional street lights.
Ensure sufficient fire hydrant flow to assist with fire fighting.	UT	>Tested 296 hydrants for hydrant flow between July and August.
Install emergency preemption on all traffic signals.	FIRE	>Outfitted all fire apparatus with vehicle emitters and installed 13 lights with the signal preemption system.
	PW	>Implemented Emergency Vehicle Preemption (EVP) on Ball Road as part of OCTA's Traffic System Synchronization Program (TSSP).  >Received OCTA funding for two additional TSSP Projects on Anaheim Boulevard and Orangewood Avenue.
Expand the use of Anaheim Alert for power outage notifications.	UT	>Created a tutorial hand-out to assist customers in signing up for power outage notifications. The tutorials are distributed at numerous community outreach events.

### Goal 3: A Thriving Economic Climate

Strategic Initiatives	Responsible Departments	Progress Update
Create a long-range economic development plan.	CMO	>Started development of a framework for the establishment of a team-based economic development function and potential funding streams.  >Implemented an Automobile Dealership Economic Assistance Program to encourage the expansion and/or opening of new automobile dealerships within the City.
	CD	>Conducted a City Council Workshop to present information on what economic tools remain post redevelopment dissolution and ongoing efforts to complete Center City residential and commercial uses.
Market/Brand our uniqueness including Downtown, Beach Boulevard, Resort Area, Platinum Triangle, Canyon Business Center, Brew City and Local Flavor.	CMO	>Assisted additional entrepreneurs wishing to open up breweries within the City as a result of the Brew City branding and regulatory relief implemented.  >Partnered with the Visitor and Convention Bureau for increased exposure of Brew City.  >Initiated process that will create a branding platform for the Beach Blvd. area.  >Completed the interview process for the Chief Communication Officer position which will be instrumental in the overall City marketing efforts.
Complete the planned expansion of the Anaheim Convention Center.	PW	>Completed 20% of Architectural Design with a limited budget while legal and financial conditions are being worked out.



Strategic Initiatives	Responsible Departments	Progress Update
		>Obtained Planning Commission approval of the Final Site Plan on September 22, 2014.
	CSE	>Obtained approval twice for the funding for the Betterment VII expansion. Legal action has delayed the process and the initial construction start date.  >Received a favorable ruling from the Orange County Superior Court validating the City's approved financing of the Convention Center expansion. The Court concluded that the Anaheim Public Financing Authority properly acted in approving issuance of up to \$300M in bonds for this project.  >Initiated original plans for expansion with an anticipated start date of March/April 2015 with a completion and opening in the first quarter of 2017.
Negotiate and complete Angels Baseball lease agreement.	CMO	>Suspended negotiations under the previously approved MOU framework due to the termination of the MOU.  >Initiated development of alternative draft proposals in order to restart negotiations.
Combine dynamic, coordinated City planning with outreach to possible partners/developers.	PL	>Reached out to the residential development community to promote the benefits and opportunities to develop in Anaheim.  >Arranged to participate in a program hosted by the Orange County chapter of the Building Industry Association in October that highlights the simplicity of the City's residential development process.  >Updated Planning Department website to include a page devoted to the residential development process for the City's housing opportunity sites. In addition, staff makes it a priority to meet with residential developers to individually walk them through the development application process.
Market development opportunities at the ARTIC site.	PW	>Completed lease agreements with two retail tenants (The Lost Bean and Mission Market) while continuing negotiations with four other tenants.
Complete revisions to Anaheim Canyon Specific Plan and EIR.	PL	>Completed public draft of Specific Plan, working with area stakeholders to ensure that the area remains a thriving job center.
	PW	>Continued to provide support to the Planning Department to complete revisions to the Anaheim Canyon Specific Plan and EIR.  >Constructed pedestrian improvements in the Anaheim Canyon area, including sidewalks and pedestrian access ramps.

Strategic Initiatives	Responsible Departments	Progress Update
Identify and address barriers to business development.	PL	<p>&gt;Implemented flat fees for nearly all administrative permits; eliminated home occupation permit fees to assist start-up, home-based businesses; and updated the fee schedule to make it easier for our customers to understand.</p> <p>&gt;Established the award-winning Business Assistance Program, offering personalized assistance from our Business Solutions Specialists to any business.</p> <p>&gt;Amended the Zoning Code to reduce the number of required parking variances and the need for applicants to prepare costly parking studies; developed the Property Info online tool to assist commercial brokers and those interested in opening a business; launched the development activity interactive mapping application.</p> <p>&gt;Worked diligently to improve customer service and identify ways to reduce the time and money required to open a business; continued to collect data regarding costs to process discretionary permits such as CUPs and Variances to identify opportunities to implement flat fees for certain types of cases.</p> <p>&gt;Partnered with SCORE to host business training seminars and promoted services offered by Anaheim Public Utilities and the Business Assistance Program.</p>
Continue work with the Regulatory Relief Task Force to revise/implement regulations.	PL	<p>&gt;Created a Phase II report using the Regulatory Relief Phase II recommendations and received adoption by City Council on September 22, 2014.</p> <p>&gt;Achieved the following Regulatory Relief milestones: Created a business assistance program that provides a dedicated case manager; enhanced staff emphasis on collaborating with customers; reduced the median time required to process minor discretionary applications; implemented an expedited 35-day CUP process for discretionary applications exempt from CEQA; expanded the range and type of services and information available to customers online; reduced the number of business types requiring conditional use permits; and created a Customer Bill of Rights.</p>
Develop "Shop Local" campaign celebrating local entrepreneurs.	CMO	<p>&gt;Developed a full page Anaheim magazine informational article highlighting the thriving business environment and resources available to assist small businesses and aspiring entrepreneurs.</p>
Provide low utility rates, streamlined rules and design assistance to encourage expansion and location to Anaheim.	UT	<p>&gt;Annualized electric rates remain under the average of local Southern California competitors while other OC cities received a rate increase in July.</p> <p>&gt;Annualized water rates are under that average of local Orange County utilities, and Anaheim is in the top 25% of lowest rates in Orange County.</p>
Maximize the use of Job Training funds to help ensure employable workforce.	CD	<p>&gt;Provided job training services to 102 disadvantaged youth and 5,575 adult and dislocated workers.</p> <p>&gt;Developed 100 new business/employer accounts resulting in 75 job opportunities.</p>

Strategic Initiatives	Responsible Departments	Progress Update
		<ul style="list-style-type: none"> <li>&gt;Provided Rapid Response services to one company that laid off 65 employees.</li> <li>&gt;Enrolled 18 CalWorks (welfare) participants into the welfare-to work- job skills training program.</li> </ul>
Create utility financial relief initiatives such as credit and deposit flexibility.	UT	<ul style="list-style-type: none"> <li>&gt;Reduced the need for up front cash deposits for customers who could provide credit reference letters.</li> <li>&gt;Created a payment plan for those who are required to pay deposits to ease their financial burden.</li> </ul>

### Goal 4: Responsive, Efficient and Well-Managed City Government

Strategic Initiatives	Responsible Departments	Progress Update
Establish an external communications protocol plan and develop an annual communication strategy to better articulate the City's media presence in a consistent fashion.	CMO	>Created a new classification to facilitate the hiring of a communications professional to establish a comprehensive communication strategy.
Communicate and reconfirm employee values integrating the qualities of kindness, customer-centric, business friendly, productive, trustworthy and responsive.	HR	>Incorporated and reconfirmed the desired values and qualities throughout the following dynamic programs and trainings offered this first quarter: Above and Beyond Employee Recognition Program; Advancing Management Program; Situational Awareness and Employee Safety; Customer Service Lunch and Learn; and all New Employee Orientations.
Update the Information Technology Plan to include evaluation and expansion of City services to the cloud; improved web content management; greater use of mobile devices; and, furtherance of a robust disaster recovery plan.	FINANCE	<ul style="list-style-type: none"> <li>&gt;Completed initial departmental meetings for web content and redesign.</li> <li>&gt;Started the planning stage for implementation and community input.</li> <li>&gt;Completed Business Impact Analysis (BIA) with extensive department input on all computer applications and potential financial and operational impacts of outages.</li> <li>&gt;Completed Mobile Enterprise Security Assessment (MESA) to expand mobile access to City network for City employees while properly securing information.</li> </ul>
Expand transparency initiatives, across departments, such as opengov.com.	FINANCE	>Defined timeline and selected vendor to create open data portal for initial identified datasets.
Identify new revenue development opportunities such as special districts, broader application of TOT, franchise fees, etc.	CMO	<ul style="list-style-type: none"> <li>&gt;Established the Anaheim Short Term Vacation Rental Program in July 2014 via ordinance, which will require operators of STR's in Anaheim to collect and remit TOT to the City beginning in 2015.</li> <li>&gt;Placed Measure N on the November 2014 ballot in order to formalize the annual General Fund transfer from Anaheim Public Utilities.</li> </ul>
Establish increased savings target toward pension liability obligations.	FINANCE	>No activity first quarter.

Strategic Initiatives	Responsible Departments	Progress Update
Implement all voter approved changes to City charter and election system.	CC	<p>&gt;Received notice the Secretary of State has accepted and approved the filing of various Charter amendments (Measure C); all voter approved amendments are now effective.</p> <p>&gt;Started process to identify which amendments will require revisions within the Municipal Code.</p> <p>&gt;Completed all preparations for the upcoming November 4, 2014 general municipal election.</p>
Adjust human resources practices to ensure attraction, development and retention of quality employees in line with market realities.	HR	<p>&gt;Negotiated Memorandum of Understanding to ensure continued alignment with external market conditions for International Brotherhood of Electrical Workers, Local 47 representing Part-Time Customer Service Representatives, Anaheim Police Management Association and Teamsters, Local 952.</p>
Enhance sustainability programs including free shade trees, low-water usage gardening workshops, and energy and water conservation rebates.	UT	<p>&gt;Provided 500 customers free shade trees and bonus planting kits to help their trees get off to a successful start and to teach customers about water conservation.</p> <p>&gt;Increased participation in rebate and efficiency programs with the completion of home surveys by 901 residents; participation from 99 businesses; and the receipt of 133 applications for the Turf Replacement Program.</p>
Increase drought awareness through voluntary water conservation messaging, social media and signage.	UT	<p>&gt;Developed a strategic marketing plan and press release regarding the adoption of the Water Conservation Resolution by City Council.</p> <p>&gt;Distributed door hangers and posted Water Wise messages on Facebook. Furthermore, vehicle magnets promoting water conservation have been placed on all Utility vehicles and using customer newsletters and bill inserts to promote water conservation and turf removal. A water conservation PSA is now running on Channel 3, and advertisements have been posted in various community bulletins.</p>
Complete all steps to fully dissolve the Redevelopment Agency and identify new revenue streams.	CD	<p>&gt;Efforts continue working with the State of California on the Successor Agency's recognized obligation payments and on the final approval of the long range property management plan.</p>