



Second Quarter Update January 2015

Goal 1: Attractive, Engaged Neighborhoods

Strategic Initiatives	Responsible Departments	Progress Update
Continue efforts and introduce further collaboration to address homelessness.	CS	>Served 424 homeless individuals with storage of personal belongings, meals and outreach and referrals to services including placement in permanent and transitional housing programs. >Continued engagement with the Anaheim Homeless Collaboration.
	POLICE	>Partnered with community groups to provide assistance with shelter and other needs to homeless individuals and relocated 16 homeless individuals into supportive and/or permanent housing. One of these individuals was relocated with family in Arizona, and two others were referred to American Family Permanent Housing Program for the disabled where they were provided housing. In addition, 48 homeless individuals were referred for psychiatric evaluation, treatment and assistance.
	CMO	>Provided contract oversight of the services agreement with CityNet to actively engage faith based and non-profit organizations through the Anaheim Homeless Collaboration. >Continued efforts with neighboring jurisdictions in exploring options for a year-round shelter and multi-service center.
Implement the Quality Rental Housing Program.	PL	>Continued implementation of the Quality Rental Housing Program. >Certified 5,866 housing units as safe.
Develop and implement a program to reduce crime and enhance maintenance at motels.	PL	>Completed and implemented Phase I of the Public Nuisance Code Amendments that were adopted by Council in October 2014. >Started preparation of Phase II Public Nuisance Code Amendments for Council consideration in Spring 2015.
Engage the community to develop a revitalization plan for Beach Boulevard.	CS	>Provided information to stakeholders about opportunities to be involved in committees to provide feedback to staff.
	CD	>Continued to provide information to City departments and the community regarding anticipated timeline of development of the former Redevelopment Agency properties located along Beach Boulevard.

Strategic Initiatives	Responsible Departments	Progress Update
	PW	>Completed the Illuminated Street Name Signs Project on Beach Boulevard.
	PL	>Released report on results of initial public outreach in December. Request for Proposals from consulting firms for preparation of Specific Plan to be issued in January.
Implement the Avon/Dakota revitalization agreement.	CD	>Continued to implement acquisition of additional properties in Avon-Dakota neighborhood to provide for comprehensive revitalization of the neighborhood
Develop and implement vacation rental policies for private residences.	PL	>Notified owners of 233 vacation rental units of the regulations. >Received 208 Short Term Rental applications which represents 90% of the estimated properties.
Enhance neighborhood infrastructure restoration program and ensure new residential streets have future complete street features.	PW	>Paved and/or slurried 2.6 million square feet of residential streets; repaired 367 potholes; repaired or replaced 15,016 square feet of sidewalk; installed 8 ADA Ramps; and repaired 1,200 square feet of alleys.
Address neighborhood parking congestion for existing and new development.	PW	>Conducted eight neighborhood meetings this quarter regarding parking concerns.
	PL	>Completed a code amendment to allow tandem parking in multiple-family zones to provide greater design flexibility for developers to meet or exceed the number of required parking spaces for multi-family residential projects. >Initiated a zoning code amendment to further restrict the practice of charging residents for parking spaces in multiple-family residential developments.
Continue undergrounding of major thoroughfares and home undergrounding program for service wires crossing yards.	UT	>Completed undergrounding project on Miraloma Way between the 91 and 57 freeways in November, coordinating the project with the Miraloma Park and Family Resource Center for completion before the opening of the new facility. >Continued undergrounding construction on three other projects: Lincoln between Knott Avenue and Magnolia Avenue; West Street between La Palma Avenue and Lincoln Avenue; and, along Westmont Drive between West Street and Loara Street. >Started undergrounding construction on Dale Avenue between Ball Road and Crescent Avenue. >Initiated design of underway on Rio Vista from Lincoln Avenue to Frontera Street.
Enhance the urban forest.	PW	>Trimmed 3,364 trees and planted 350 trees.
Develop and implement a community risk reduction program for single and multi-family residences.	FIRE	>Launched the "Home Safety Visit Program" for single family residences. >Received 31 requests for home safety visits to be completed next quarter.

Strategic Initiatives	Responsible Departments	Progress Update
Complete a needs assessment for existing parks, sports fields and community facilities, and develop an implementation plan to execute critical needs.	CS	>Continued to assemble information from user groups and park patrons which prioritizes needed renovations, maintenance and improvements, (for park restrooms, tot lots, community centers, etc.) based on age/condition and community need for creation of an implementation plan.
	PW	>Initiated Park Refresh Project that included resurfacing basketball courts at John Marshall Park, scoping restoration work at John Marshall Park and Boysen Park entrances, and starting the basketball court resurfacing at Brookhurst Community Park.
Increase technology access and use in libraries for residents.	FINANCE	>Provided technological assistance for implementation of the Library Book Kiosk at ARTIC.
	CS	>Installed a Library Book Kiosk and WIFI hotspot for downloading ebooks and audiobooks at ARTIC. >Upgraded telephone messaging system and telephone notification services with Spanish language.
Increase trail access and maintenance throughout the City.	CS	>Added fencing on trails to improve aesthetics and help identify and delineate trails.
Implement the Anaheim Outdoors Connectivity Plan.	CS	>Issued an RFP of the design of the Anaheim Coves Northern Extension and currently in the process of executing grant contracts for design and construction.
Complete ARTIC construction and transition to operation of a transportation gateway.	PW	>Completed 99% construction of ARTIC and opened on December 6, 2014. >Worked on final construction punch list and close out items.
Finalize environmental documents and funding plan to begin construction of ARC.	PW	>Continued efforts to prepare environmental documentation, including an evaluation of potential alternatives regarding alignment, station design, and maintenance facility sites.
Implement traffic signal coordination on all major corridors.	PW	>Continued construction on the Ball Road, Kraemer Avenue, Knott Avenue, Anaheim Boulevard, and Orangewood Avenue Traffic System Synchronization Program (TSSP). >Submitted TSSP funding applications to OCTA for La Palma Avenue and East Corridors.
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 shuttle service connecting the Resort and Center City (aka Downtown Anaheim).
	PW	>Continued collaboration with the Anaheim Transportation Network (ATN) on enhancements to bus service between ARTIC and The Anaheim Resort.
Continue implementation of graffiti abatement initiatives on utility boxes using artificial ivy and anti-graffiti coatings on street light poles.	UT	>Identified areas in west Anaheim that are prone to graffiti and installed artificial ivy on 18 electrical equipment cabinets on Lincoln Avenue and on Brookhurst St. >Tested a new sealant on two cabinets that enables graffiti clean-up with a special cleaner and thereby eliminating the need to paint over the graffiti.

Strategic Initiatives	Responsible Departments	Progress Update
Enhance Citywide pavement rehabilitation and improve sidewalk connectivity.	PW	<p>>Completed Anaheim Canyon Pedestrian Improvement Project and final \$7.2 million project cost was approved for payment by the funding agency, Federal Economic Development Administration.</p> <p>>Installed 246 linear feet of curb and gutter on Miraloma Street and Sunshine Way (Park Lane Neighborhood) in preparation for the new Community Center.</p>
Complete construction of current grade separation projects and develop funding opportunities for additional grade separation projects.	PW	<p>>Started the Lakeview Avenue undercrossing project.</p> <p>>Worked on the acceptance of the Kraemer Avenue undercrossing project.</p>
Provide traffic calming, as needed.	PW	<p>>Met with 10 neighborhoods on traffic calming solutions.</p> <p>>Received 57 petitions for traffic calming solutions, of which, 29 petitions completed, 20 in process, and 8 pending.</p> <p>>Completed survey on traffic calming measures in the Pearson Park Neighborhood. Results are currently being analyzed.</p>
Expand bikeways, bike lanes, bikeway features, and bikeway connectivity throughout the City.	CS	<p>>Continued effort to update the Bicycle Master Plan with the associated environmental compliance and update to the general plan via a grant from SCAG. The public input process has been completed and staff is in the process of completing the feasibility study.</p>
	PW	<p>>Awarded construction contract of Santa Ana River Trail Enhancement Project.</p> <p>>Received the APWA 2014 Project of the Year Award in the Traffic, Mobility, and Beautification Category.</p>
Expand and leverage impact of a career technical education through implementation of a public safety career pipeline.	POLICE	<p>>Received progress report on the Public Safety Pipeline at Sycamore Jr. High School from the primary instructor, overall reflecting the course has been received very positively by both students, faculty, parents and administration.</p> <p>>Identified methods to modify the instruction to make the lessons more impactful, informative and enjoyable for the students.</p> <p>>Received consensus that the course should be expanded to include eighth grade next year and eventually transition to a high school based curriculum as well.</p> <p>>Scheduled field trip of police headquarters and the North Net Fire Training Center for January 7, 2015.</p>
Complete the implementation of P21 programs.	CMO	<p>>Collaborated with Kaiser Permanente and the Anaheim Union High School District to launch the first industry career day/mentoring partnership, where 10th graders will have the opportunity to learn more about medical careers.</p>

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Encourage and assist with Million Acts of Kindness.	CS	<p>>Partnered with the Anaheim Union High School District for the Anaheim Servathon event scheduled for January 19, 2015.</p> <p>>Created volunteer opportunities at local parks and the Oak Canyon Nature Center for one day of community service.</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>>Developed a comprehensive health education curriculum that includes teen pregnancy prevention education, in partnership with AltaMed Health Services and Girls Inc., 138 high-risk Anaheim teens completed 18 hours of sexual health education.</p> <p>>Expanded programming opportunities for teens 13-17 years of age at the four Project S.A.Y. Teen Center programs with an average daily attendance of 22 teens at each location.</p> <p>>Held Anaheim Human Services Network meetings in October and December with a total 74 agencies represented to share information and resources, problem solve service delivery issues and provide better collaboration, which meets monthly.</p> <p>>Prepared and distributed 8,000 Winter issues of the bilingual guide Your Community/Tu Comunidad which included information on the Anaheim Ballet Step Up Program, the new Teen Drop-In Basketball program and many other community resources.</p> <p>>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 1,678 youth and their families.</p> <p>>Provided a free Family Holiday movie event at Pearson Park Amphitheatre showing "The Polar Express."</p>

Goal 2: A Safe and Secure City

Strategic Initiatives	Responsible Departments	Progress Update
Establish a Public Safety Board.	CMO	<p>>Facilitated the Public Safety Board's first quarterly meeting for the purpose of reviewing policies, practices and procedures of the Police and Fire Departments.</p>
Expand Police and Fire's community outreach efforts.	POLICE	<p>>Added three new members to the Chief's Neighborhood Advisory Council (CNAC), comprised of residents representing 22 neighborhoods across the City who assemble monthly to learn about Department programs, crime trends and to share information.</p> <p>>Expanded the popular "Coffee with a Cop" sessions to alternative times and locations in response to requests from community members.</p> <p>>Hosted community information and outreach meeting at Brookhurst Community Center following the tragic homicide of nine-year-old Ximena Meza.</p>

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		>Reached a significant milestone of 10,000 "likes" on APD Facebook account.
	FIRE	>Participated in 15 separate community events with fire and life safety education, reaching over 13,000 community members.
Increase number of sworn police officers serving the City.	HR	>Continued coordination of ongoing recruitments for both entry level and lateral police officers to include facilitated orientations, written exams, physical agility tests along with oral interviews. >Hired two entry level police officers with an additional three undergoing backgrounds. >Hired two lateral police officers with an additional nine undergoing backgrounds.
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	>Continued assignment of Community Policing Teams to nine specific neighborhoods to work with residents to reduce crime and promote healthy, vibrant neighborhoods. >Graduated 16 residents from the Mobile Public Awareness through Citizen Education (PACE) program. >Scheduled the next Mobile PACE Academy to start January 14th at Ponderosa Elementary School. >Conducted a meeting between the Community Policing Officers assigned to the Alameda/Brownwood /Catalina neighborhood with staff from Orange County Human Relations to discuss a 3-year grant project to conduct "community building" in that neighborhood. >Increased the Tourist Oriented Policing (TOP) Detail by one officer improving the communication and relationships with our resort community.
Continue to focus on Gang crime reduction through enforcement, investigation, intervention, education and diversion.	POLICE	>Completed fall semester of the Gang Reduction Intervention Partnership (GRIP) Program at 12 Anaheim School campuses. >Deployed gang suppression and investigative resources in the most active neighborhoods to reduce criminal gang activity. >Allocated resources for prevention and education through Youth Services, Safe Schools and the successful Jr. Cadet Program via Cops for Kids, which currently has 525 children enrolled.
Increase public safety awareness through education on traffic concerns, head trauma prevention and wildfire prevention.	POLICE	>Developed an education program to address pedestrian and bicycle safety, which will be presented by Traffic and CPT personnel during scheduled community meetings.
	FIRE	>Held the annual Ready, Set, Go! Block Party on October 4 with over 700 people attending to learn about wildfire prevention.
Continue to develop and implement innovative programs to meet changes in healthcare.	FIRE	>Completed and received Council approval of contracts to implement the Community Care program.

Strategic Initiatives	Responsible Departments	Progress Update
		>Established work groups to begin working on the necessary elements such as equipment procurement, the hiring of the Nurse Practitioner, and Paramedic selection.
Identify funding and implement master fire station location plan.	FINANCE	>Obtained \$20 million of bond funding for other community and neighborhood improvements in conjunction with the Convention Center Expansion financing. Priority of projects to be determined in the near future.
	FIRE	>Provided cost estimates for the identified capital projects for Finance and Public Works review. >Planned update to the Fire Department Strategic plan to reflect the updated fire station location.
Develop funding plan for new emergency operations center.	FINANCE	>Obtained \$20 million of bond funding for other community and neighborhood improvements in conjunction with the Convention Center Expansion financing. Priority of projects to be determined in the near future.
	FIRE	>Updated the emergency operations center plans and developed cost estimates.
Upgrade the 800 MHz County-wide radio system.	FIRE	>Continued coordination with the County of Orange on final costs projections. >Participated in scheduling next phase of implementation including a multi-agency governance committee review of financing options for the large expenditures that will occur in the next three fiscal years.
Finalize Disney contract services agreement.	CAO	>Completed.
	POLICE	>Completed.
	FIRE	>Completed.
Expand street light installations to ensure sufficient lighting by working with Neighborhood Councils to address community needs.	CS	>Attended 16 meetings and events throughout the Neighborhood Council areas to determine lighting needs.
	UT	>Completed a street light project on Elm Street and Clementine Street (along Little People's Park). >Initiated construction on Velare Street in West Anaheim near Magnolia Avenue and Ball Road which is scheduled to be complete by April 2015.
Ensure sufficient fire hydrant flow to assist with fire fighting.	UT	>Tested 520 hydrants for sufficient flow between October and December.
Install emergency preemption on all traffic signals.	FIRE	>Scheduled 13 more intersections for this fiscal year to be completed by February 1, 2015.
	PW	>Installed Emergency Vehicle Preemption (EVP) equipment on Euclid Avenue for the Anaheim Fire Department.

Strategic Initiatives	Responsible Departments	Progress Update
Expand the use of Anaheim Alert for power outage notifications.	UT	>Utilized multiple communication methods to promote Anaheim Alert, including tutorials, newsletters and social media.

Goal 3: A Thriving Economic Climate

Strategic Initiatives	Responsible Departments	Progress Update
Create a long-range economic development plan.	CD	>Continued to identify new revenue sources and enhance existing ones to provide for economic development. >Implemented an economic assistance program for new and expanded auto dealerships to invest in the City.
	CMO	>Continued to develop plans for a robust economic development function to be housed within the Community Development Department along with identification of funding needs for the next fiscal year's budget. >Participated in several meetings with stakeholders interested in investing in our community.
Market/Brand our uniqueness including Downtown, Beach Boulevard, Resort Area, Platinum Triangle, Canyon Business Center, Brew City and Local Flavor.	CMO	>Approved additional signage to promote the Downtown Area/Packing District and available parking. >Continued to promote the growing craft brewery business by identifying unique partnering opportunities and the streamlined development processes.
Complete the planned expansion of the Anaheim Convention Center.	PW	>Resumed the design-build project. >Worked on the final design of Phase 2 (main convention space). >Scheduled demolition of existing structure in early April 2015.
	CSE	>Received funding for the Anaheim Convention Center's Betterment VII and the re-mobilization process has begun. >Scheduled groundbreaking for April 2015; project completion is slated for April/May 2017.
Negotiate and complete Angels Baseball lease agreement.	CMO	>Provided additional staff to analyze existing lease obligations and formulate strategy to ensure Angels remain in our community.
Combine dynamic, coordinated City planning with outreach to possible partners/developers.	PL	>Partnered with development community to promote the benefits and opportunities to develop in Anaheim. >Hosted an infill residential development opportunities program in cooperation with the Business Industry Association (BIA) in October. Workshop showcased proactive steps Anaheim has taken to facilitate infill residential development.

Strategic Initiatives	Responsible Departments	Progress Update
Market development opportunities at the ARTIC site.	PW	>Completed lease agreements for the two restaurants spaces (Ritters/Oyster Bar and The Alchemist HQ – craft cocktails, brewery, comfort foods, health food concepts, barber chair) while continuing negotiations with two other tenants.
Complete revisions to Anaheim Canyon Specific Plan and EIR.	PW	>Continued to provide support to the Planning Department to complete revisions to the Anaheim Canyon Specific Plan and EIR.
	PL	>Completed first public draft of Specific Plan. >Continued work on associated Environmental Impact Report with expected release date in early 2015.
Identify and address barriers to business development.	PL	>Continued implementation of the award-winning Business Assistance Program, offering personalized assistance from our Business Solutions Specialists to any business. >Developed a Business Assistance Resource Guide. >Initiated an update to the Business Assistance Program webpage; partnered with SCORE to host business training seminars and promoted services offered by Anaheim Public Utilities and the Business Assistance Program.
Continue work with the Regulatory Relief Task Force to revise/implement regulations.	PL	>Reviewed and began implementation of Regulatory Relief Phase II recommendations, including: preparation of a Welcome Package for new businesses; continued coordination of multi-jurisdictional regulations; participated in business grand openings; collected data regarding potential for flat fees for certain discretionary permits; issued building permits for the first brewery (Legends Brewing) taking advantage of the Brew City initiative.
Develop "Shop Local" campaign celebrating local entrepreneurs.	CMO	>Collaborated with the Visitor and Convention Bureau on their "Tourism Matters" campaign in order to integrate their outreach plan with some of the City's communication tools.
Provide low utility rates, streamlined rules and design assistance to encourage expansion and location to Anaheim.	UT	>Water rates remain over 20% lower than the average of 30 water agencies in Orange County. >Electric rates are about 15% lower than other Orange County communities for typical residential customers.
Maximize the use of Job Training funds to help ensure employable workforce.	CD	>Provided job training services to 4,393 adults, dislocated workers and disadvantaged youth. >Developed 206 new business/employer accounts resulting in 95 job opportunities.
Create utility financial relief initiatives such as credit and deposit flexibility.	UT	>Reduced the need for credit reference letters by 95% due to a regulatory relief rule modification on deposit flexibility. >Instituted courtesy calls for missed payments providing another opportunity to make a payment and avoid the disruption of a disconnection.

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	<p>>Continued the process for filling the position of Chief Communications Officer to assist in the City's marketing and overall communications strategy.</p> <p>>Developed a comprehensive tracking tool to capture all mediums and tools utilized to communicate City news.</p>
Communicate and reconfirm employee values integrating the qualities of kindness, customer-centric, business friendly, productive, trustworthy and responsive.	HR	>Continued incorporation and reconfirmation of the desired values and qualities through the following programs and trainings: 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	<p>>Initiated a Web Redesign Project with improved content being migrated to the new Anaheim.net framework.</p> <p>>Continued efforts on developing network requirements and building the Disaster Recovery Data center in Colorado.</p> <p>>Completed initial testing of Mobile Data Management policies to allow field staff greater network connectivity.</p>
Expand transparency initiatives, across departments, such as opengov.com.	FINANCE	<p>>Identified and compiled initial data sets for inclusion in the City's planned open data portal to greatly increase transparency.</p> <p>>Continued to complete testing on the portal with a launch anticipated in late January 2015.</p>
Identify new revenue development opportunities such as special districts, broader application of TOT, franchise fees, etc.	CMO	>Continued implementation of the expansion of TOT to provide for revenue from Short Term Rentals with first receipts anticipated August.
Establish increased savings target toward pension liability obligations.	FINANCE	>Planned for completion with proposed FY 2015/16 budget.
Implement all voter approved changes to City charter and election system.	CAO	>Continued the efforts necessary for establishing districts.
	CC	<p>>Filed Charter Amendments (Measures L and M) with the Secretary of State to take immediate effect upon acceptance by the SOS on or around late January/early February.</p> <p>>Initiated creation of the Council appointed Advisory Committee and other related steps to carry out Charter amendments.</p>
Adjust human resources practices to ensure attraction, development and retention of quality employees in line with market realities.	HR	>Initiated periodic review of existing classifications to ensure job specifications reflect the reality of the positions to better match job applicants.

Strategic Initiatives	Responsible Departments	Progress Update
		<p>>Expanded the use of personality and leadership testing in the selection process to improve the selection of quality employees.</p>
<p>Enhance sustainability programs including free shade trees, low-water usage gardening workshops, and energy and water conservation rebates.</p>	<p>UT</p>	<p>>Provided 313 customers with free shade trees.</p> <p>>Completed 183 home surveys to identify potential conservation measures.</p> <p>>Received 185 refrigerators from customers for recycling.</p> <p>>Processed approximately 190 turf removal rebates applications.</p>
<p>Increase drought awareness through voluntary water conservation messaging, social media and signage.</p>	<p>UT</p>	<p>>Conducted robust water messaging including:</p> <ul style="list-style-type: none"> - Public Service Announcement on mandatory water restrictions for outdoor irrigation - Messages on bus shelters and street lights - Presentations made at community events - Working with Salk Elementary on irrigation of gardens that minimizes water use
<p>Complete all steps to fully dissolve the Redevelopment Agency and identify new revenue streams.</p>	<p>CD</p>	<p>>Continued to interact with State offices in providing required documentation to dissolve former RDA in accordance with State Law.</p> <p>>Provided extensive information/clarification to the State regarding the Property Management Plan and former RDA property acquisitions.</p> <p>>Identified key dates in 2015 for future actions required of the Successor Agency.</p>