



Third Quarter Update April 2015

Goal 1: Attractive, Engaged Neighborhoods

Strategic Initiatives	Responsible Departments	Progress Update
Continue efforts and introduce further collaboration to address homelessness.	CS	<ul style="list-style-type: none"> > Continued to work with Mercy House who has assisted over 400 homeless individuals with storage of personal belongings, meals and outreach and referrals to services including placement in permanent and transitional housing programs. > Continued to actively engage with the Anaheim Homeless Collaboration.
	POLICE	<ul style="list-style-type: none"> > Committed the Homeless Outreach Team program to twice a week (Wednesday and Thursday) outreach with non-profit partners Coast-to-Coast and City-Net focusing on addressing the homeless problem at three impacted parks in Anaheim – Twila Reid, Maxwell and La Palma. > Established a new partnership with “Grandma’s House of Hope,” which will provide access to 55 beds for single women who are homeless in Anaheim. > Continued expansion of the Department’s Homeless Liaison Officer (HLO) Program with another group of officers from Anaheim and neighboring police agencies attending a recent training day hosted by APD. In addition, employees from other key City departments, including Planning (Code Enforcement) and Community Services attended the training and now have additional knowledge and resources to better interact with and deliver services to this challenging population. The goal of the HLO Program is to have City employees with advanced training and access to resources available to address issues via a long-term problem solving approach. > Continued efforts toward identifying best practices and arranged for members of the Homeless Outreach Team and Partners from City Net to tour the check-in center in Costa Mesa to observe another model and different methods of service delivery for the homeless.
	CMO	<ul style="list-style-type: none"> > Continued providing support to the County of Orange in their efforts to locate a year-round homeless shelter and multi-service center in North Orange County.
Implement the Quality Rental Housing Program.	PL	<ul style="list-style-type: none"> > Continued implementation of the Quality Rental Housing Program and certified 3,185 units as safe.
Develop and implement a program to reduce crime and enhance maintenance at motels.	PL	<ul style="list-style-type: none"> > Continued preparation of Phase II Public Nuisance Code amendment for Council consideration in Spring 2015.

Strategic Initiatives	Responsible Departments	Progress Update
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	> Reviewed proposals submitted by consultants for preparation of Specific Plan for Beach Blvd.
	PW	> Completed the Illuminated Street Name Signs Project on Beach Boulevard last quarter.
	PL	> Completed and released preliminary market analysis of Beach Boulevard corridor which will assist future planning efforts. > Issued Request for Proposals to planning consulting firms interested in assisting with the preparation of the Specific Plan. Received 10 proposals from interested firms and commenced their evaluation. > Commenced formation of a Community Advisory Committee, consisting of a wide range of area stakeholders, which will be tasked with reviewing and providing recommendations on key elements of the Specific Plan Program.
Implement the Avon/Dakota revitalization agreement.	CD	> Continued to work on acquisition of property to provide for comprehensive development of neighborhood.
Develop and implement vacation rental policies for private residences.	CAO	> Completed the ordinance entailing the policy for the development and implementation of vacation rentals for private residences.
	PL	> Notified owners of 31 vacation rental units of the regulations. > Received and processed 40 new applications which represents 94% of the properties identified. > Completed two workshops for owners.
Enhance neighborhood infrastructure restoration program and ensure new residential streets have future complete street features.	PW	> Paved and/or slurred 4.9 million square feet of residential streets; repaired 713 potholes; repaired or replaced 41,045 square feet of sidewalk; installed 70 ADA Ramps; and, repaired 211,000 square feet of alleys.
Address neighborhood parking congestion for existing and new development.	PW	> Held seven neighborhood meetings this quarter regarding parking concerns. > Received four new petitions and completed seven petitions this quarter; five petitions are pending.
	PL	> Commenced feasibility analysis of preparing a comprehensive study of the City's existing parking regulations. Study would review residential, commercial and industrial standards to ensure that parking provided in conjunction with new development is adequate.

Strategic Initiatives	Responsible Departments	Progress Update
Continue undergrounding of major thoroughfares and home undergrounding program for service wires crossing yards.	UT	<ul style="list-style-type: none"> > Completed installation of new underground electric system on Lincoln Avenue between Knott and Magnolia Avenue. > Continued underground construction on West Street between La Palma Avenue and Lincoln Avenue; along Westmont Drive between West Street and Loara Street; and on Dale Avenue between Ball Road and Crescent Avenue. > Completed design package for an underground project on Miraloma Avenue between the 57 Freeway and Miller Street. > Continued designs for an underground project on Rio Vista Street from Lincoln Avenue to La Palma Avenue.
Enhance the urban forest.	PW	<ul style="list-style-type: none"> > Trimmed 3,900 trees and planted 130 trees.
Develop and implement a community risk reduction program for single and multi-family residences.	FIRE	<ul style="list-style-type: none"> > Initiated a multi-faceted communication effort highlighting the Home Safety Visit Program in conjunction with Daylight Savings Time, raising the awareness of the project and resulting in an increase in visit requests.
Complete a needs assessment for existing parks, sports fields and community facilities, and develop an implementation plan to execute critical needs.	CS	<ul style="list-style-type: none"> > Continued community input process for various facilities and desired improvements for specific parks and held meetings regarding Pioneer Park and Ponderosa Park.
	PW	<ul style="list-style-type: none"> > Completed La Palma Park Stadium seating rehabilitation and Brookhurst Community Center floor replacement projects. > Replaced concrete and restriped Sage Park basketball court. > Completed scoping backstop and fence mending at Boysen Park.
Increase technology access and use in libraries for residents.	CS	<ul style="list-style-type: none"> > Added Marcive software package to enhance catalog search, allowing parents to search over 70,000 children's books to find their child's Accelerated Reader Level.
Increase trail access and maintenance throughout the City.	CS	<ul style="list-style-type: none"> > Continued work on trails throughout the eastern part of the City and held discussions with homeowner associations regarding improved trail access opportunities.
Implement the Anaheim Outdoors Connectivity Plan.	CS	<ul style="list-style-type: none"> > Continued work on the finalization of the Bicycle Master Plan and discussions with SCE and the OCWD about land uses for recreational purposes.
Complete ARTIC construction and transition to operation of a transportation gateway.	PW	<ul style="list-style-type: none"> > Worked on final construction punch list and close out items.
Finalize environmental documents and funding plan to begin construction of ARC.	PW	<ul style="list-style-type: none"> > Continued 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	<ul style="list-style-type: none"> > Worked on the Ball Road, Kraemer Avenue, Knott Avenue, Anaheim Boulevard, and Orangewood Avenue Traffic System Synchronization Program (TSSP) Projects and issued a Request for Proposal for the Anaheim Boulevard TSSP Project.

Strategic Initiatives	Responsible Departments	Progress Update
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	> Installed 63 new concrete street light poles with factory-applied anti-graffiti sealant along Velare Street in West Anaheim. > Installed 18 new concrete street light poles with anti-graffiti sealant along Lincoln Avenue in West Anaheim.
Enhance Citywide pavement rehabilitation and improve sidewalk connectivity.	PW	> Completed the rehabilitation of State College Boulevard from South Street to Lincoln Avenue, La Palma Avenue from West Street to Clementine, Orange Avenue from Thistle to Euclid and La Palma Avenue from Anna Drive to State College Boulevard as part of the 2014-2015 Group Rehabilitation Project. > Applied for and was awarded Active Transportation Program (ATP) competitive grant funds for the construction of sidewalks on Cerritos Avenue from 175' east of Euclid Street to 560' east of Euclid and on South Street from East Street to 525' west of East Street.
Complete construction of current grade separation projects and develop funding opportunities for additional grade separation projects.	PW	> Completed 100% of Kraemer Avenue punch list items. > Continued construction of three grade separation projects on Orangethorpe Avenue (62% complete), Lakeview Avenue (29% complete), and Tustin Avenue/Rose Drive (69% complete).
Provide traffic calming, as needed.	PW	> Held six neighborhood meetings and four committee meetings this quarter regarding parking concerns. > Received four new petitions and completed two petitions this quarter; 10 petitions are pending.
Expand bikeways, bike lanes, bikeway features, and bikeway connectivity throughout the City.	CS	> Continued process of completing the Bicycle Master Plan which will include City Council approval.
	PW	> Completed 60% of the Santa Ana River Trail along and adjoining the Santa Ana River western levy to enhance the aesthetics of the trail and provide connectivity for pedestrians and bicyclists to and from the Anaheim Regional Transportation Intermodal Center.
Expand and leverage impact of a career technical education through implementation of a public safety career pipeline.	POLICE	> Continued partnership with Anaheim Fire & Rescue to bring the second installment (2nd class) of the public safety career pathway curriculum to 23 eighth grade students at Sycamore Junior High School. > Re-structured curriculum to incorporate feedback from participants in the first session and incorporated more hands-on experience for students.

Strategic Initiatives	Responsible Departments	Progress Update
		<ul style="list-style-type: none"> > Assigned classroom moderator to ensure quality of instruction and avail students to more personalized interaction with Department personnel.
Complete the implementation of P21 programs.	CMO	<ul style="list-style-type: none"> > Collaborated with the AUHSD in the development of a three-tiered P21 mentoring program which was recently rolled out to the Anaheim business community in February.
Encourage and assist with Million Acts of Kindness.	CS	<ul style="list-style-type: none"> > Continued work on partnering with school districts and faith based organizations to organize volunteer opportunities at local parks and the Oak Canyon Nature Center for community service projects.
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	<ul style="list-style-type: none"> > Convened a meeting of the Anaheim Human Services Network on February 4 with a total of 71 agencies represented to share information and resources, problem solve service delivery issues and provide better collaboration. > Provided after school teen programming at four teen center locations with an average daily attendance of 21 youth per site. > 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 1,925 youth. > Prepared and distributed 8,000 Spring issues of the bilingual guide Your Community/Tu Comunidad, highlighting information on the Grand Opening of Paul Revere Park, the upcoming opening of Miraloma Park and Family Resource Center, Youth In Government Day, the Anaheim Health Fair and many other community resources, as well as a column featuring information on free/low-cost activities for families. Staff has also increased distribution of this publication by offering delivery to members of the Human Services Network and now deliver to several churches, non-profit organizations and specific schools who have requested it.

Goal 2: A Safe and Secure City

Strategic Initiatives	Responsible Departments	Progress Update
Establish a Public Safety Board.	CMO	<ul style="list-style-type: none"> > Completed.
Expand Police and Fire's community outreach efforts.	POLICE	<ul style="list-style-type: none"> > Continued outreach efforts with the West Community Policing Team hosting a clean-up in the "ABC" neighborhood encompassing Alameda, Brownwood and Catalina Streets. > Held a community outreach meeting for the Juno/Roberts neighborhood on March 30, 2015.
	FIRE	<ul style="list-style-type: none"> > Coordinated the Public Safety Pathways Program at Sycamore Jr. High for 25 eighth grade students who have completed the first six weeks of a 16 week course. > Hosted eight station tours for 205 guests; nine school programs and local church events for 1,520 people; and, participated in the OC Black History Parade and Cultural Faire.

Strategic Initiatives	Responsible Departments	Progress Update
Increase number of sworn police officers serving the City.	HR	<ul style="list-style-type: none"> > Continued coordination of ongoing recruitments for both entry level and lateral police officers to include facilitated orientations, written exams and physical agility tests, along with oral interviews. > Hired four entry level police officers with an additional seven undergoing backgrounds. > Hired four lateral police officers with an additional 20 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	<ul style="list-style-type: none"> > Hosted the first city-wide Neighborhood Watch Block Captain meeting/training, which marked the launch of a new program aimed to increase participation and sustainability of Neighborhood Watch Programs by providing quarterly training for all Block Captains.
Continue to focus on gang crime reduction through enforcement, investigation, intervention, education and diversion.	POLICE	<ul style="list-style-type: none"> > Responded to emerging robbery crime trend by conducting directed enforcement that led to six arrests and the collection of valuable evidence of gang involvement. > Provided the Gang Reduction Intervention Partnership (GRIP) curriculum at 12 Anaheim elementary schools, reaching 349 faculty members and over 1,000 students. > Delivered Services to 51 juveniles and their families with intensive case/resource management through the Gang Reduction Intervention Partnership (GRIP) Diversion Program.
Increase public safety awareness through education on traffic concerns, head trauma prevention and wildfire prevention.	POLICE	<ul style="list-style-type: none"> > Presented the Traffic Safety Program to 10 elementary schools, reaching an estimated 4,000 first through sixth grade students with the goal of raising awareness of good traffic and pedestrian safety practices to prevent injury collisions.
	FIRE	<ul style="list-style-type: none"> > Coordinated with five local organizations to insure that safety helmets were paired with bicycles, skateboards, etc. > Partnered with Community Services on two pilot programs (Bookmobile and Fun on Wheels) to raise the awareness of safety helmets in income-qualified neighborhoods in addition to the local community events. > Distributed 1,150 helmets and 300 posters.
Continue to develop and implement innovative programs to meet changes in healthcare.	FIRE	<ul style="list-style-type: none"> > Completed selection process for the Nurse Practitioner (NP) who will start two weeks prior to implementing the Community Care Response Unit. > Continued monitoring the process and currently awaiting the program physician to receive his California Medical license (anticipated to be awarded in April). > Worked on an agreement for Central Medical Control, which will provide a physician contact for the NP if needed.
Identify funding and implement master fire station location plan.	FINANCE	<ul style="list-style-type: none"> > Programmed \$8.2M of bond proceeds to include the addition of a new fire station and relocation of another that will improve response time.

Strategic Initiatives	Responsible Departments	Progress Update
	FIRE	> Received funding approval for the construction of one new fire station in the La Palma/Sunkist area and for the renovation of the La Palma Annex into a fire station; land acquisition and building plans are currently underway.
Develop funding plan for new emergency operations center.	FIRE	> Completed cost estimates and prioritization of planned Fire/EOC facilities.
	FINANCE	> Obtained bond proceeds to fund first two priorities of fire stations; the EOC has been identified as a third priority.
Upgrade the 800 MHz County-wide radio system.	FIRE	> Received Council approval on the Amendment to Joint Agreement with the County of Orange, for the operation, maintenance and financial management of the 800 Megahertz communication system on March 17.
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 25 meetings and events throughout the Neighborhood Council areas to determine lighting needs throughout the City.
	UT	> Completed the Velare Street Light Project, installing 63 new streetlights. > Retrofitted three existing streetlights with light emitting diodes (LEDs) on North Westwood Place and West Wilhelmina Street.
Ensure sufficient fire hydrant flow to assist with fire fighting.	UT	> Tested 473 hydrants for sufficient flow between January and March.
Install emergency preemption on all traffic signals.	FIRE	> Outfitted 14 new intersections with the Opticom GPS Signal preemption.
	PW	> Continued Emergency Vehicle Preemption (EVP) plans for Anaheim Boulevard and Orangewood Avenue TSSP Projects.
Expand the use of Anaheim Alert for power outage notifications.	UT	> Utilized the Anaheim Public Utilities website, Anaheim Magazine, and Anaheim Anytime to encourage the community to sign up for outage notifications via Anaheim Alert.

Goal 3: A Thriving Economic Climate

Strategic Initiatives	Responsible Departments	Progress Update
Create a long-range economic development plan.	CD	> Continued efforts to develop an economic assistance program for 4-diamond full service hotels.
	CMO	> Completed proposed plans for the development of a robust economic development program to be housed in Community Development.

Strategic Initiatives	Responsible Departments	Progress Update
Market/Brand our uniqueness including Downtown, Beach Boulevard, Resort Area, Platinum Triangle, Canyon Business Center, Brew City and Local Flavor.	CMO	> Continued promoting the growing craft brewery business by identifying unique partnering opportunities and the streamlining development processes.
	CD	> Created the "CTR ST" branding plan for local downtown businesses.
Complete the planned expansion of the Anaheim Convention Center.	PW	> Completed electrical duct bank work on Hotel Way; submitted Phase 1 Construction Plans and are currently under City review; and, scheduled demolition of existing structure to begin early next quarter (April 8, 2015).
	CSE	> Scheduled groundbreaking for the Convention Center's seventh expansion, Betterment VII, for April 21, 2015 at 11am.
Negotiate and complete Angels Baseball lease agreement.	CAO	> Continued to monitor matters related to the negotiations for the Angels Baseball lease agreement that are ongoing.
Combine dynamic, coordinated City planning with outreach to possible partners/developers.	PL	> Met with multiple developers to discuss development potential of various sites in the City; attended recent annual Development Trends event hosted by BIA; and, discussed local development opportunities with various housing developers.
Market development opportunities at the ARTIC site.	PW	> Completed lease agreements for two kiosk spaces (Auntie Anne's - soft pretzel snacks and Pinkberry - frozen yogurt) while evaluating proposals from two other prospective 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 summer 2015 with Planning Commission and City Council hearings expected to commence shortly thereafter.
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; and, issued building permits for the first brewery (Legends Brewing) taking advantage of the Brew City Initiative.
Develop "Shop Local" campaign celebrating local entrepreneurs.	CMO	> Initiated efforts to develop a shopping local campaign for publication in the Anaheim magazine.

Strategic Initiatives	Responsible Departments	Progress Update
Provide low utility rates, streamlined rules and design assistance to encourage expansion and location to Anaheim.	UT	<ul style="list-style-type: none"> > Annualized residential electric rates remain 19% lower than the average of local Southern California competitors. > Annualized water rates remain approximately 25% lower than the average residential bill from Orange County water agencies. > Consolidated water rate schedules for uniformity and ease of use for customers.
Maximize the use of Job Training funds to help ensure employable workforce.	CD	<ul style="list-style-type: none"> > Provided job training services to 4,195 adults, dislocated workers and disadvantaged youth; developed 121 new business/employer accountants resulting in 149 new job opportunities.
Create utility financial relief initiatives such as credit and deposit flexibility.	UT	<ul style="list-style-type: none"> > Facilitated the process for customers needing to establish a payment installment plan by now allowing applicants to sign agreements electronically for the benefit of all customers, but especially for senior citizens and/or disabled customers who may be inconvenienced by traveling outside the home.

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	<ul style="list-style-type: none"> > Created a monthly External Communications Report, as an attachment to the City Manager's Updates, that outlines all of the topics and messages proactively communicated to the community by CMO staff, as well as the mediums used to promote them.
Communicate and reconfirm employee values integrating the qualities of kindness, customer-centric, business friendly, productive, trustworthy and responsive.	HR	<ul style="list-style-type: none"> > Continued incorporation and reconfirmation of the desired values and qualities through the following programs and trainings: Above and Beyond Employee Recognition Program; Supervisor Academy; Seven Habits for Highly Effective People; 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"> > Continued work on the Web Redesign Project, which is nearing completion and slated to go live in Summer 2015. > Continued efforts on the Colorado disaster recovery (DR) site that is currently under construction. Expect first phase (critical applications) to be live on DR plan in April/May 2015 timeframe. > Scheduled user testing of the Mobile Data Management System to begin April 2015. This system will allow field staff greater network connectivity and ensure a stronger level of security for mobile devices. The initial phase was focused on system testing to ensure proper working functionality and was completed successfully. The user testing phase expands to 100 users to test stability before a citywide launch.

Strategic Initiatives	Responsible Departments	Progress Update
Expand transparency initiatives, across departments, such as opengov.com.	CC	> Expanded the City Clerk's public portal to include Public Works to provide online public access to grading plans and improvement plans, resulting in over 28,000 additional city records that are now available to the public via the web.
	FINANCE	> Launched Open Data Portal on February 3, 2015.
Identify new revenue development opportunities such as special districts, broader application of TOT, franchise fees, etc.	CMO	> Initiated review of existing fees to develop a streamlined and comprehensive policy for updates.
Establish increased savings target toward pension liability obligations.	FINANCE	> Initiated efforts to create a proposed strategy to supplement pension contributions.
Implement all voter approved changes to City charter and election system.	CAO	> Continued efforts necessary for establishing districts; anticipate to be complete by the end of 2015.
	CC	> Continued work on Districting and anticipated to be complete by the end of 2015.
Adjust human resources practices to ensure attraction, development and retention of quality employees in line with market realities.	HR	> Continued periodic review of existing classifications to ensure job specifications reflect the reality of the positions to better match job applicants. > Continued use of assessment, personality and leadership testing in the selection process to improve the selection of quality employees.
Enhance sustainability programs including free shade trees, low-water usage gardening workshops, and energy and water conservation rebates.	UT	> Provided 174 customers with free shade trees, distributing a total of 266 trees. > Completed 361 home surveys to identify potential conservation measures. > Received 116 refrigerators from customers for recycling and processed 205 rebates for energy efficient appliances. > Processed approximately 47 turf removal rebates.
Increase drought awareness through voluntary water conservation messaging, social media and signage.	UT	> Produced a new public service announcement that is now playing on local cable channels, Anaheim Channel 3, and City/Utilities social media site. > Supported the OC Children's Water Education Festival in March by sponsoring bus transportation for approximately 2,000 Anaheim students. > Provided 2,500 tip cards on water conservation to four Northgate supermarket locations. > Partnered with five additional restaurants as part of the placard program, bringing the total number of participants to 42 hotels and 17 restaurants.
Complete all steps to fully dissolve the Redevelopment Agency and identify new revenue streams.	CD	> Continued to interact with State offices in providing required documentation to dissolve former RDA in accordance with State Law.

Strategic Initiatives	Responsible Departments	Progress Update
		<ul style="list-style-type: none"> > Provided extensive information/clarification to the State regarding the Property Management Plan and former RDA property acquisitions. > Identified key dates in 2015 for future actions required of the Successor Agency.