



# CITY COUNCIL AGENDA REPORT



DEPARTMENT: Administration

MEETING DATE: May 7, 2013

PREPARED BY: Laurie Lile, City Manager

AGENDA LOCATION: AR-1

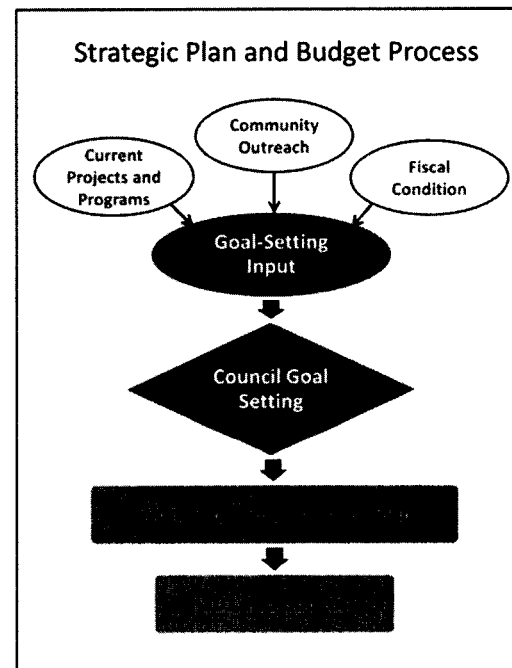
**TITLE:** Adoption of the 2013-2015 Monrovia Citywide Strategic Plan, Resolution No. 2013-18

**OBJECTIVE:** Adopt the 2013-2015 Monrovia Citywide Strategic Plan

**BACKGROUND:** On October 2, 2012, the City of Monrovia initiated the development of a new Citywide Strategic Plan ("Plan") to help guide the use of resources to provide the City's programs and services. The City's goal through undertaking the Strategic Planning program was to develop a Plan that provides strategic goals, crafted with the City's budgetary and regulatory framework in mind, as guide for future policy, program and service delivery decisions.

The Plan Monrovia process consists of four stages (refer to the Illustration on the right).

1. The first stage was the **Goal-Setting Input Stage**. This stage included three components: 1) the environment scan (programs and services the city is already doing; 2) the fiscal forecast; and 3) the community outreach.
2. Next was the **Council Goal Setting Stage**. The collected data was used to establish City priorities.
3. Following the Goal Setting was the development of the **Work Programs/Strategic Plan**. The Goals were used to develop a Plan that encompasses measurable, specific and achievable actions with timeframes. These priorities and Plan will then be the basis for the City's budget goals and performance indicators.
4. The final stage is setting the **2013-15 Budget**. Once the Strategic Plan is developed, staff will publish it and use it to guide future budgetary, policy, program and service delivery decisions.



**ANALYSIS:** Under the *Goal-Setting Input Stage* Monrovia Idea Team 9 (MIT-9) staff with the HSM consultants and community members reached out to over 60,000 stakeholders (including residents, students, employees, businesses and visitors) through various mediums such as the MIT9 Roadshow, Workshops, Surveys (written, email and text), Facebook, Twitter and through our interactive website,

PlanMonrovia.org. Upon asking the question, "What are the most important things the City should focus on over the next five years?" a compilation of a vast amount of information and feedback was collected. All of that data was presented to Council, along with the City's Fiscal Outlook report and the City's Environment Scan, for their consideration at the January 29 Study Session.

On February 9, 2013, Council moved into the *Goal Setting Stage* of the program and established fourteen City priorities. These priorities were broken out into three categories: Major Goals, Other Important Objectives and Priorities, and As Funds Become Available.

The Top Priorities/ Major Goals are:

Economic Development  
Environmental Stewardship  
Historic Preservation  
Infrastructure and Facility Maintenance  
Long-Term Fiscal Responsibility  
Public Safety

The other objectives and priorities are:

Community Participation  
Gold Line  
Monrovia Area Partnership  
Quality Professional Staff  
Youth and Senior Services

And the goals to address as funds become available are:

Hillside Preserve and Management Plan  
Planned Development (PD) Zone Review  
Regional Employee Group Negotiations

Once these goals were set, staff (consisting of the Work Plan Committees and MIT-9) developed *Work Plans* for each of the six major goals to help guide the City's programs and services to support the priorities. The Work Plans pulled together ideas from resident input and employee feedback and set the stage for moving forward. All of the draft Work Plans were presented to City Council at a special meeting on March 26, 2013. Based off of Council's comments and further direction, the Work Plans were finalized and the Strategic Plan was drafted.

Today, the full Monrovia Citywide Strategic Plan is being presented to Council for adoption.

Moving forward, if the Plan should be adopted, the next step is to move into the implementation phase. Staff will use the Plan to guide the next two-year budget. Once the budget is approved, Staff will start working towards achieving the identified goals. Staff will look to update Council on the progress of achieving the goals on a bi-annual basis. In addition, the Plan will be available on the City website along with updates on the current efforts being done on each of the goals.

**ENVIRONMENTAL IMPACT:** None.

**OPTIONS:** The following options are presented for consideration:

1. Approve the Citywide Strategic Plan and move forward with the implementation of the Plan.
2. Reject the Citywide Strategic Plan as presented and direct Staff to make amendments to the Plan.

**FISCAL IMPACT:** The Monrovia Citywide Strategic Plan will give guidance to the Fiscal Years 2013-2015 Budget.

**RECOMMENDATION:** Staff recommends that City Council approve the 2013-2015 Monrovia Citywide Strategic Plan.

**COUNCIL ACTION REQUIRED:** If the City Council concurs, the appropriate action would be a motion to adopt Resolution 2013-18.

**RESOLUTION NO. 2013-18**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MONROVIA, CALIFORNIA, ADOPTING THE CITY OF MONROVIA 2013-2015 CITYWIDE STRATEGIC PLAN**

**RECITALS:**

**WHEREAS**, on October 6, 2012, the City of Monrovia initiated the 2013-2015 Strategic Plan to help guide the use of resources to provide the City's programs and services; and

**WHEREAS**, the City engaged the Monrovia community in the strategic planning process that included community workshops and outreach to help set the framework for prioritizing City resources; and

**WHEREAS**, major goals and priorities were developed based on the input gathered during the process including community feedback and information on the fiscal outlook and environment scans; and

**WHEREAS**, the Strategic Plan includes these goals and work plans with implementation strategies and measurements; and

**WHEREAS**, the City Manager shall ensure an Implementation Plan is developed to carry out the Strategic Plan.

**NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF MONROVIA, CALIFORNIA DOES RESOLVE AS FOLLOWS:**

**SECTION 1.** That the City Council of the City of Monrovia hereby adopts the City of Monrovia 2013-2015 Citywide Strategic Plan.

**SECTION 3.** This resolution shall become effective on the date of adoption.  
**PASSED, APPROVED AND ADOPTED** this 7th day of May, 2013.

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Mary Ann Lutz, Mayor  
City of Monrovia

ATTEST:

APPROVED AS TO FORM:

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Alice D. Atkins, CMC, City Clerk  
City of Monrovia

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Craig A. Steele, City Attorney  
City of Monrovia