



***“Finest Small Town in San Diego County”***

## **Vision Statement**

*“The City of La Mesa is a community working together toward a common goal which includes a safe and healthy environment, state-of-the-art resources and technology, unsurpassed quality of life and an efficient and effectively run government organization!”*

## **Strategic Directions**

*Partnerships*

*Economic Development*

*Infrastructure*

*Citizen Participation*

*Organizational Development*

*Communications*

*Financial Stability*

## **Five Year Goals**

- ▶ *Safe community*
- ▶ *Maintain a financially sound and affordable city government*
- ▶ *Continue to improve high quality municipal services*
- ▶ *Revitalize neighborhoods and corridors*
- ▶ *Enhanced recreation and quality of life opportunities*
- ▶ *Effective and efficient traffic circulation and transportation*
- ▶ *Ensure safe and affordable homes for all current and future residents*

## Targets for Action Summary FY 2017-2019 - March 2018 Update

Ref. No.	5-Year Goal Action Items	Dept.
	<b>A. Safe Community</b>	
A 1	Continue focused traffic enforcement programs to address specific safety issues and locations.	PD
2	Analyze crime issues and trends in order to provide appropriate public safety response.	PD
3	Facilitate training and education for City staff on emergency operations and safety and provide citizen training and education on the importance of emergency preparedness and safety for their families.	FD/PD
4	Review the Neighborhood Traffic Management Program and make recommendations for improvement.	PW
5	Implement Medical Marijuana (Measure U) Citizen Initiative	CM/CD
6	Implementation of Council Direction for Recreational Marijuana (Proposition 64).	CM/CA
	<b>B. Maintain a Financially Sound and Affordable City Government</b>	
B 1	Actively track regional, state and federal initiatives that impact La Mesa's ability to maintain vital services and develop strategies to mitigate their impact on the City's resources.	CM/FIN/FD/ PD/ PW
2	Inventory City (indoor and outdoor) facilities and create a Capital Asset Management Plan (CAMP) fund to ensure the ability to replace public facilities when needed.	FIN/CM/CS
3	Explore options for potential consolidation opportunities in public safety and other city services.	FD/PD/ CM
4	Consideration of a Ballot Measure to Tax Legal Medical Marijuana Facilities and Conditional Taxes for Future Marijuana Facilities.	CM/CA/FIN
	<b>C. Continue to Improve High Quality Municipal Services</b>	
C 1	Continue to provide ongoing opportunities for community input into the City's strategic planning process at City Council meetings, Town Hall meetings and community surveys.	CM
2	Improve effectiveness of City's communication tools (both emergency and non-emergency) to provide City information to existing and potential residents and businesses.	CM/PD



3	Evaluate City owned property for potential development opportunities, partnerships and revenue opportunities.	<b>CM/CD</b>
4	Explore feasibility of completion of the next phase of the Civic Center Master Plan project.	<b>CM</b>
5	Explore the feasibility of the completion of the development of the Old Police Station property	<b>CM</b>
6	Continue to update the City's technology systems and operations to more effectively deliver services to residents and businesses.	<b>CM</b>
7	Develop methods within existing City projects and programs to implement the City's Sustainable Building and Program Policies.	<b>CD/PW</b>
8	Maintain compliance with the Federal Clean Water Act and the California Porter-Cologne Water Quality Control Act.	<b>PW</b>
	<b>D. Revitalize Neighborhoods and Corridors</b>	
<b>D 1</b>	Complete public improvements on University Avenue.	<b>PW</b>
2	Continue to investigate opportunities for economic development, including reviewing the private development permitting process to increase efficiencies.	<b>CM/CD/PW/ FIRE</b>
3	Update the Downtown Village Specific Plan.	<b>CM/CD/PW</b>
	<b>E. Enhanced Recreation and Quality of Life Opportunities</b>	
<b>E 1</b>	Develop strategies as outlined in the Parks Master Plan to increase open space and recreation needs within the community and seek funding for park projects based on priorities outlined in the Parks Master Plan.	<b>CM/CD/CS</b>
2	Develop and implement strategies to increase participation in recreational opportunities.	<b>CS</b>
	<b>F. Effective and efficient traffic circulation and transportation</b>	
<b>F 1</b>	As part of citywide walkability and wellness initiatives, implement sidewalk/pedestrian improvements along with associated programming to encourage walking/biking.	<b>PW/CS</b>
2	Develop a plan for use of Transnet and Road Maintenance and Rehabilitation Account (SB1) funds.	<b>PW</b>
3	Continue to work with the appropriate Federal and local agencies to complete the design and construction of the High Street under-crossing.	<b>PW/CD CM</b>
	<b>G. Ensure safe and affordable homes for all current and future residents.</b>	



<b>G 1</b>	The City will track legislation related to increasing housing for residents, and to the extent feasible work to improve housing through the processing of private development that meets the City's General Plan goals.	<b>CA/CD</b>
<b>2</b>	Improve maintenance of property through targeted code enforcement programs.	<b>CD</b>

