

CITY OF CORONA

Strategic Plan

Quarterly Report

FISCAL YEAR 2022, 2ND QUARTER
(OCTOBER – DECEMBER 2021)

The City of Corona Strategic Plan for 2021-2026 was adopted by the City Council on February 17, 2021 and sets a course of action by establishing priority goals, outlining actions to achieve those goals, and setting up a framework to report our progress to the public. This Quarterly Report includes highlights of key activities for each goal that occurred during the second quarter of Fiscal Year 2022 (October – December 2021) and incorporates operational performance metrics to help quantify the great work the City is doing. Visit www.CoronaCA.gov/StrategicPlan to view the full Strategic Plan Quarterly Report for FY22 Q2.

OUR VISION

“Corona will be a safe, vibrant, family friendly community”

OUR PURPOSE






“To create a community where everyone can thrive”

OUR VALUES

- + We are Bold
- + We are Driven
- + We are Kind
- + We are Humble
- + We are Honest
- + We are a Team



OUR GOALS

-  Financial Stability
-  Strong Economy
-  Sound Infrastructure
-  Safe Community
-  Sense of Place
-  High-Performing Government





STRATEGIC GOAL FINANCIAL STABILITY

Ensure the City has adequate and sustainable funding to deliver high-quality services to residents.

PROGRESS HIGHLIGHTS

- 🔄 Bilingual budget (English & Spanish)
- ✅ Develop long-range financial forecasting model
- ✅ Proactively manage the City's pension liability debt
- ✅ Simplify budget information
- ✅ Create strategic reserve funds
- ✅ Implement new budgeting software



PERFORMANCE REPORT

	FY21 Q2	FY 22 Q2	TREND
GO Bond credit rating	AA-	AA+	↑
Outstanding debt per capita*	\$564	\$2,047	↓
% of GO debt capacity used*	0.98%	8.04%	↓
Debt payments as a % of operating budget	2.49%	11.03%	↓
Unfunded pension liability/POB balance*	\$272M/\$0M	\$0/\$276M	–
Diversity of revenue sources	#14	#14	–
Major operating funds maintaining minimum fund balance	100%	100%	–

* Actual debt reflects an accounting change resulting from the issuance of the Pension Obligation Bond (POB)



STRATEGIC GOAL STRONG ECONOMY

Expand the local economy by supporting local businesses, providing opportunities for new businesses, and ensuring there are ample opportunities for job seekers.

PROGRESS HIGHLIGHTS

- ✅ Create a Police Officer Business Liaison Program
- ✅ Develop Entrepreneurial Workshops & Trainings
- ✅ Develop a Downtown Revitalization Plan
- ➡ Develop an Economic Development Strategic Plan
- 🔄 Redevelop the Corona Mall Properties



STRATEGIC GOAL SOUND INFRASTRUCTURE

Sustain high quality service delivery by investing in public infrastructure, including parks, buildings, equipment, roads, and technology.

PROGRESS HIGHLIGHTS

- ✅ City Wide Fiber Optic Agreement
- ➡ Develop a Trails Master Plan
- ➡ Develop a Parks & Recreation Master Plan
- ➡ Optimize traffic flows and light responsiveness



PERFORMANCE REPORT

	FY21 Q2	FY 22 Q2	TREND
Net investment in capital assets	\$43 M	\$63.2 M	↑
Street signs replaced within 30 day target timeframes	96%	96%	–
Town-wide average street PCI rating	71	71	–
Miles of trails per 1,000 residents	.17	.17	–
Total acres of parks & green space owned/managed by the City	873.17	873.17	–

PROGRESS HIGHLIGHTS KEY:

🔄 Work Underway ➡ On Track ✅ Project Complete



STRATEGIC GOAL SAFE COMMUNITY

Protect our quality of life by ensuring the community is safe and clean.

PROGRESS HIGHLIGHTS

- ➔ Low Acuity Fire Response Service
- ✔ Enhance City's Graffiti Removal Program
- ✔ Improve use of SeeClickFix App
- ✔ Enforce camping and trespassing ordinances
- ➔ Implement the Homeless Strategic Plan



PERFORMANCE REPORT

	FY21 Q2	FY 22 Q2	TREND
Avg. Police response time to Priority 1 calls	5:44	5:40	↑
Avg. response time to all fire incidents	5:35	5:24	↑
Property crimes/clearance rate*	1.89 / 10%	1.58 / 5%	↑ ↓
Violent crimes/clearance rate*	.38 / 59%	.49 / 57%	↓ ↓
Homicides	0	1	↓
Traffic fatalities*	0	.01 (2 in Q2)	↓
Traffic accidents*	1.44 (242)	2.11 (355)	↓
Drug/Alcohol related traffic collisions*	.27 (46)	.30 (50)	↓

*Per 1,000 residents



STRATEGIC GOAL SENSE OF PLACE

Build community through celebrating our rich heritage, increasing access to recreational and cultural activities, and improving the relationship between the city and residents.

PROGRESS HIGHLIGHTS

- ⚙️ Community Events & Gatherings
- ✔ Full-Time Special Event Coordinator Hired
- ⚙️ RFP Issued for New City Branding
- ➔ Community Volunteer Events
- ⚙️ City Website Improvements

PERFORMANCE REPORT

	FY21 Q2	FY 22 Q2	TREND
Total annual number of participants in City recreation programs	65,001	102,004	↑

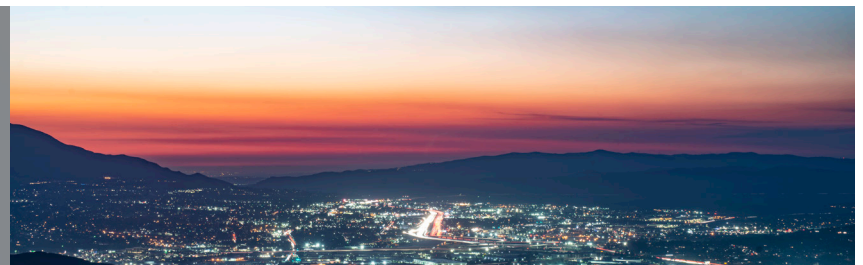


STRATEGIC GOAL HIGH-PERFORMING GOVERNMENT

Improve the efficiency and effectiveness of the City's services to bring government into the 21st century.

PROGRESS HIGHLIGHTS

- ✔ Council Workshops
- ✔ P&D Customer Survey Reviews
- ➔ Management Cycle Calendar
- ✔ Digital Engagement Roadmap
- ✔ New Departmental Structure
- ✔ Standard Annual Performance Reporting



PERFORMANCE REPORT

	FY21 Q2	FY 22 Q2	TREND
Number of social media engagements	511,862	398,672	↓
Number of social media impressions	7,822,762	6,528,154	↓
Percent of major City services that are offered virtually	60%	80%	↑





PROGRESS HIGHLIGHTS KEY:

- ⚙️ Work Underway
- ➔ On Track
- ✔ Project Complete




OPERATIONAL PERFORMANCE HIGHLIGHTS

Q2 BY THE NUMBERS




COMMUNITY SERVICES

 Trees Planted	360
 Recreation Activity Participants	60,000
 Corona Cruiser Ridership	22,071
 Library Program Participants	6,777




HOMELESSNESS

 Calls for HOPE Team Assistance	1,036
 Cubic Yards of Debris Removed	375
 Emergency Shelter Clients Served	83




COMMUNITY ENGAGEMENT

 Social Media Impressions	6,057,791
 Emails Opened	133,339
 Total Video Views	264,963






SEE CLICK FIX

 Total Tickets	1,449
 Avg. Days to Acknowledge	1.6
 Avg. Days to Close	6.9





ECONOMIC DEVELOPMENT

 New Businesses	238
 Businesses Retained	1,542
 People Reached via Shop Dine Corona	17,401






PLANNING & DEVELOPMENT

 Planning Applications Processed	203
 Dev. Services Misc. Permits Issued	153
 Building Inspections	3,026
 Building Plan Checks/Permits Issued	1,895/797
 Code Cases Closed	268





PUBLIC WORKS

 Traffic Work Orders Completed	36
 Active CIP Projects	60
 Street Work Orders Received/Completed	880/851
 Fleet Scheduled vs. Unscheduled Repairs	255/278






PUBLIC SAFETY

 Fire Calls for Service	3,950
 Fire Inspections	936
 Goats Acres of Land Cleared	36
 Police Calls for Service	22,541
 Police Arrests	728

UTILITIES

 Customer Service Calls	8,135
 Work Orders Received/Closed	1,395/1,306
 Time Power is On	99.99%
 Water Treated	2.33 Bil. Gal.

INTERNAL SUPPORT

 Invoices Processed	6,214
 HR Jobs Posted	48
 Purchasing Contracts Executed	247
 Clerk's Public Records Requests	240
 Total Cyber Attacks Deflected	1,185,300

Together,
we're creating a
community where
everyone can
thrive.

