

CITY OF CORONA

Strategic Plan

Quarterly Report

FISCAL YEAR 2023, 3RD QUARTER
(JANUARY - MARCH 2023)

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 third quarter of Fiscal Year 2023 (January - March 2023) 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 FY23Q1.

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

Check
out our
progress!





STRATEGIC GOAL FINANCIAL STABILITY

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

PROGRESS HIGHLIGHTS

- ➔ Utilize strategic plan to guide future financial decisions
- ➔ Identify potential cost savings/containment opportunities
- ➔ Establish process to track grant funding
- ➔ Increase percentage of services funded via external sources
- ✔ Create strategic reserve funds



PERFORMANCE REPORT

	FY22 Q3	FY 23 Q3	TREND
GO Bond credit rating	AA+	AA+	–
Outstanding debt per capita*	\$2,212	\$2,141	↓
% of GO debt capacity used*	8.04%	6.99%	↓
Debt payments as a % of operating budget	11.03%	9.5%	↓
Unfunded pension liability/POB balance*	\$0M/\$276M	\$0/\$259M	↓
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)



PERFORMANCE REPORT

	FY22 Q3	FY23 Q3	TREND
# of businesses promoted	N/A	10	–
% of business resources that can be accessed in Spanish	N/A	50%	–
% of commercial brokers engaged with*	N/A	17%	–
% of small businesses remaining open for one year after participating in entrepreneurship programs	N/A	100%	–
% of Emprededor@s graduates that successfully launch their business	N/A	100%	–
# of site selection inquiries that resulted in business opening or expanding in Corona	N/A	1	–

*Based on commercial brokers that are active in Corona over the past year, with at least one commercial transaction



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

- ➔ Explore the Feasibility of a Facade Improvement Program
- ⚙️ Redevelop the Corona Mall Properties
- ➔ Create development handbook that explains review and approval process
- ⚙️ Review and update the city's purchasing process
- ⚙️ Partner with chamber in its Corona 2030 plan for local job creation



STRATEGIC GOAL SOUND INFRASTRUCTURE

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

PROGRESS HIGHLIGHTS

- ✔ Revamp the Capital Improvement Plan Program
- ➔ Develop a Parks and Recreation Master Plan
- ⚙️ Develop an Asset Management Program for all City infrastructure
- ➔ Develop a Trails Master Plan
- ➔ Implement park sponsorship to increase funding and support for parks



PERFORMANCE REPORT

	FY22 Q3	FY 23 Q3	TREND
Net investment in capital assets	\$63.2M	\$31.5 M	↓
Street signs replaced within 30 day target timeframes	98.25%	97.5%	↓
Town-wide average street PCI rating	70	70	–
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

- ➔ Determine appropriate staffing for effective Emergency Response
- ➔ Develop a plan to address chronic staffing issues in dispatch call center
- 🔄 Develop a long term funding strategy for emergency service assets
- ➔ Raise public awareness of local hazards and risks
- ➔ Develop a process to scale emergency response to call type



PERFORMANCE REPORT

	FY22 Q3	FY 23 Q3	TREND
Avg. Police response time to Priority 1 calls	5:35	5:45	↓
Avg. response time to all fire incidents	4:44	4:48	↓
Property crimes/clearance rate	980 / 6%	825 / 7%	↓ ↑
Violent crimes/clearance rate	80 / 49%	84 / 48%	↑ ↓
Homicides	0	1	↑
Traffic fatalities	5	2	↓
Traffic accidents	282	256	↓
Drug/Alcohol related traffic collisions	24	18	↓



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

- 🔄 Increase large scale recreation events
- ➔ Utilize volunteer-led hikes to help residents become familiar with trails and parks
- 🔄 Develop a performing arts venue and/or renovate Historic Civic Center
- ➔ Reimagine the City's brand, identity, and story
- ➔ Explore the feasibility of expanding inclusive playground equipment

PERFORMANCE REPORT

	FY22 Q3	FY23 Q3	TREND
Total annual # of participants in City recreation programs	33,500	201,760	↑
% of residents rating Corona as a place to live as good/excellent	N/A	83%	-
% of residents rating the community's openness and acceptance toward people of diverse backgrounds as good or excellent	N/A	57%	-
% of residents rating the quality/#of places to recreate, socialize, meet and connect with others as good or excellent	N/A	37%	-
% of residents rating the sense of community in Corona as good or excellent	N/A	56%	-



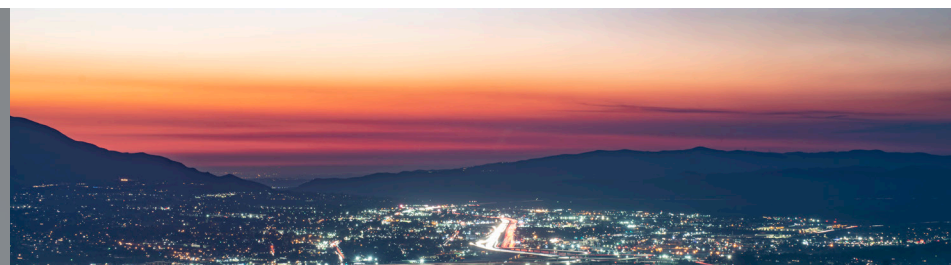
STRATEGIC GOAL

HIGH-PERFORMING GOVERNMENT

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

PROGRESS HIGHLIGHTS

- ➔ Review and revamp Employee Wellness Program
- 🔄 Streamline and simplify recruitment process
- 🔄 Create a formalized staff training and development program
- ➔ Develop a new Employee Orientation Program
- ➔ Enhance a state and federal advocacy efforts utilizing lobbyist



PERFORMANCE REPORT

	FY22 Q3	FY 23 Q3	TREND
Number of social media engagements	317,574	459,101	↑
Number of social media impressions	6,433,629	7,550,035	↑
Percent of major City services that are offered virtually	80%	80%	-
% residents rating direction the City is taking as good/excellent	N/A	51%	-
% residents rating overall quality of services as good/excellent	N/A	62%	-





PROGRESS HIGHLIGHTS KEY:

- 🔄 Work Underway
- ➔ On Track
- 🏆 Project Complete




OPERATIONAL PERFORMANCE HIGHLIGHTS

Q3 BY THE NUMBERS




COMMUNITY SERVICES

 Trees Planted	↑ 1,003
 Recreation Activity Participants	↑ 201,760
 Corona Cruiser Ridership	↑ 32,243
 Library Program Participants	↑ 27,130




HOMELESSNESS

 Calls for HOPE Team Assistance	↑ 1,570
 Cubic Yards of Debris Removed	↓ 1,100
 Emergency Shelter Clients Served	↑ 63




COMMUNITY ENGAGEMENT

 Social Media Impressions	↑ 7,550,035
 Emails Opened	↑ 366,555
 Total Video Views	↑ 1,277,298






SEE CLICK FIX

 Total Tickets	↑ 1,622
 Avg. Days to Acknowledge	1
 Avg. Days to Close	↑ 4





ECONOMIC DEVELOPMENT

 New Businesses	↑ 270
 Live Work Corona Pledges	↑ 17
 Business Licenses Renewed	↑ 1,283






PLANNING & DEVELOPMENT

 Planning Applications Processed	↑ 339
 Dev. Services Plan Check/Permits Issued	↑ 493
 Building Inspections	↑ 2,813
 Building Plan Checks/Permits Issued	↑ 2,258
 Code Cases Closed	↑ 445





PUBLIC WORKS

 Traffic Work Orders Completed	↑ 30
 Active CIP Projects	↑ 112
 Street Work Orders Received/Completed	↓ ↑ 1,036/1,021
 Fleet Scheduled vs. Unscheduled Repairs	↓ 187/326






PUBLIC SAFETY

 Fire Calls for Service	↑ 3,961
 Fire Inspections	↓ 252
 Goats Acres of Land Cleared	↑ 10
 Police Calls for Service	↑ 23,396
 Police Arrests	↑ 686

UTILITIES

 Customer Service Calls	↑ 8,269
 Work Orders Received/Closed	↑ 1,459/1,357
 Time Power is On	↓ 99.93 %
 Water Treated	↑ 1.751 Bil. Gal.

INTERNAL SUPPORT

 Invoices Processed	↑ 6,651
 HR Jobs Posted	↓ 43
 Purchasing Contracts Executed	↑ 123
 Clerk's Public Records Requests	↑ 300
 Total Cyber Attacks Deflected	↓ 5,491,223

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

