CITY OF CORONA
Strategic Plan Quarterly Report

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 fourth quarter of Fiscal Year 2023 (April - June 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 FY23Q4.

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

- ✓ Identify potential cost savings/containment opportunities
- ✓ Establish process to track grant funding
- ✓ Manage the City's pension liability debt
- → Utilize strategic plan to guide future financial decisions
- → Increase percentage of services funded via external sources

PERFORMANCE REPORT	FY22 Q4	FY 23 Q4	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/$259M	$0/$243M	↓
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 Q4	FY23 Q4	TREND
# of businesses promoted	N/A	19	–
% of business resources that can be accessed in Spanish	N/A	57%	–
% of commercial brokers engaged with*	N/A	14%	–
% of small businesses remaining open for one year after participating in entrepreneurship programs	N/A	100%	–
% of Emprendedor@s graduates that successfully launch their business	N/A	100%	–
# of site selection inquiries that resulted in business opening or exanding 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 establishing a program to assist Corona restaurants to open second location in downtown area
- → Create development handbook that explains review and approval process
- ↻ Partner with regional workforce development boards to increase job opportunities
- ↻ Review and update the city's purchasing process
- ↻ 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

- ✓ Revamp the Capital Improvement Plan Program
- → Develop a Parks and Recreation Master Plan
- → Develop a Trails Master Plan
- ↻ Develop an Asset Management Program for all City infrastructure
- ↻ Modernize traffic cameras and explore AI to optimize traffic flows

PERFORMANCE REPORT	FY22 Q4	FY 23 Q4	TREND
Net investment in capital assets	$53.9M	$47.5 M	↓
Street signs replaced within 30 day target timeframes	98.4%	96.8%	↓
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

TREND KEY:
🟥🟩 Denotes whether a change in metric had a positive or negative impact

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

➔ Expand CERT Training and build neighborhoods based CERT Teams

➔ Develop a plan to address chronic staffing issues in dispatch call center

➔ Raise public awareness of local hazards and risks

↻ Facilitate the acquisition of sites to develop affordable housing for low income households.

PERFORMANCE REPORT	FY22 Q4	FY 23 Q4	TREND
Avg. Police response time to Priority 1 calls	5:34	5:42	↑
Avg. response time to all fire incidents	6:01	5:02	↓
Property crimes/clearance rate	1,032 / 6%	807 / 7%	↓ ↑
Violent crimes/clearance rate	75 / 43%	86 / 47%	↑ ↑
Homicides	3	0	↓
Traffic fatalities	5	2	↓
Traffic accidents	282	247	↓
Drug/Alcohol related traffic collisions	24	16	↓

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

➔ Reimagine the City's brand, identity, and story

↻ Increase large scale recreation events

↻ Develop a performing arts venue and/or renovate Historic Civic Center

↻ Develop an implementation plan for ADA improvements to City facilities

↻ Improve the City website for ease of use

PERFORMANCE REPORT	FY22 Q4	FY23 Q4	TREND
Total annual # of participants in City recreation programs	246,651	256,285	↑
% 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

✓ Develop a new Employee Orientation Program

✓ Review and revamp Employee Wellness Program

✓ Streamline and simplify recruitment process

✓ Enhance a state and federal advocacy efforts utilizing lobbyist

↻ Replace the Enterprise Resource Planning System
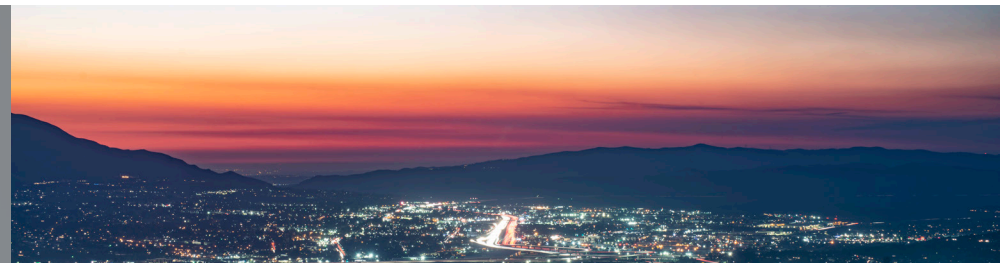
PERFORMANCE REPORT	FY22 Q4	FY 23 Q4	TREND
Number of social media engagements	460,233	418,921	↓
Number of social media impressions	7,038,402	7,569,639	↑
Percent of major City services that are offered virtually	80%	80%	-
% residents rating direction the City is taking as good/excellent	N/A	51%	-
% residents rating overall quality of services as good/excellent	N/A	62%	-

PROGRESS HIGHLIGHTS KEY:

↻ Work Underway   ➔ On Track   ✓ Project Complete

TREND KEY:

■ ■ Denotes whether a change in metric had a positive or negative impact

OPERATIONAL PERFORMANCE HIGHLIGHTS

Q4 BY THE NUMBERS

COMMUNITY SERVICES

Trees Planted	↓ 910
Recreation Activity Participants	↑ 256,285
Corona Cruiser Ridership	↑ 32,795
Library Program Participants	↑ 43,278

HOMELESSNESS

Calls for HOPE Team Assistance	↓ 1,499
Cubic Yards of Debris Removed	↓ 980
Emergency Shelter Clients Served	↑ 176

COMMUNITY ENGAGEMENT

Social Media Impressions	↑ 7,569,639
Emails Opened	↓ 349,473
Total Video Views	↑ 1,628,649

SEE CLICK FIX

Total Tickets	↑ 3,621
Avg. Days to Acknowledge	– 1
Avg. Days to Close	– 4

ECONOMIC DEVELOPMENT

New Businesses	↓ 252
Live Work Corona Pledges	- 17
Business Licenses Renewed	↓ 1,129

PLANNING & DEVELOPMENT

Planning Applications Processed	↑ 481
Dev. Services Plan Check/Permits Issued	↑ 587
Building Inspections	↑ 4,841
Building Plan Checks/Permits Issued	↑↑ 2,366/1,603
Code Cases Closed	↑ 716

PUBLIC WORKS

Traffic Work Orders Completed	↑ 52
Active CIP Projects	↓ 73
Street Work Orders Received/Completed	↑↓ 1,058/1,010
Fleet Scheduled vs. Unscheduled Repairs	↑↓ 216/290

PUBLIC SAFETY

Fire Calls for Service	↓ 3,815
Fire Inspections	↑ 313
Goats Acres of Land Cleared	↓ 0
Police Calls for Service	↑ 25,136
Police Arrests	↑ 813

UTILITIES

Customer Service Calls	↑ 9,429
Work Orders Received/Closed	↑↑ 1,477/1,415
Time Power is On	↑ 100 %
Water Treated	↑ 2.557 Bil. Gal.

INTERNAL SUPPORT

Invoices Processed	↓ 6,618
HR Jobs Posted	↓ 35
Purchasing Contracts Executed	↓ 92
Clerk's Public Records Requests	↓ 287
Total Cyber Attacks Deflected	↓ 4,425,001

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