

CITY OF CORONA

Strategic Plan Quarterly Report

FISCAL YEAR 2024, 1ST QUARTER
(JULY - SEPTEMBER 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 first quarter of Fiscal Year 2024 (July - September 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

- ✓ Regularly review revenues sources to ensure a balance intentional allocation of revenue sources
- ➔ Utilize Strategic Plan to guide future financial decisions
- ➔ Increase percentage of services funded via external sources
- 🔄 Pursue an AAA/Aaa/AAA GO bond credit rating from S&P and Moody's and Fitch



PERFORMANCE REPORT

	FY23 Q1	FY 24 Q1	TREND
GO Bond credit rating	AA+	AA+	–
Outstanding debt per capita*	\$2,141	\$1,916	↓
% of GO debt capacity used*	6.99%	6.42%	↓
Debt payments as a % of operating budget	9.5%	9.4%	↓
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

	FY23 Q1	FY24 Q1	TREND
# of businesses promoted	10	10	–
% of business resources that can be accessed in Spanish	30%	60%	↑
% of commercial brokers engaged with*	19%	78%	↑
% of small businesses remaining open for one year after participating in entrepreneurship programs	100%	100%	–
% of Emprededor@s graduates that successfully launch their business	100%	100%	–
# of site selection inquiries that resulted in business opening or expanding in Corona	1	0	↓

*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

- ✓ Take steps to increase crime prevention within downtown
- ➔ Create a development handbook that explains review and approval process
- 🔄 Build partnerships and programs that support youth and adult development to ensure a prepared and skilled local workforce
- 🔄 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

- ➔ Modernize traffic cameras and explore AI to optimize traffic flows
- 🔄 Develop a Parks and Recreation Master Plan
- 🔄 Develop a Trails Master Plan
- 🔄 Develop an Asset Management Program for all city infrastructure
- 🔄 Build an up-to-date Geographic Information System (GIS) inventory of all utility infrastructure



PERFORMANCE REPORT

	FY23 Q1	FY 24 Q1	TREND
Net investment in capital assets	\$7.6M	\$2.5 M	↓
Street signs replaced within 30 day target timeframes	95.4%	97.8%	↑
Town-wide average street PCI rating	70	72	↑
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
- Red/Green 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
- ✔ Develop a plan to address chronic staffing issues in dispatch call center
- ✔ Develop long-term funding for emergency service assets
- ➔ Expand CERT training and build neighborhood teams
- ➔ Implement the City's Homeless Strategic Plan



PERFORMANCE REPORT

	FY23 Q1	FY 24 Q1	TREND
Avg. Police response time to Priority 1 calls	5:44	5:32	↓
Avg. response time to all fire incidents	5:22	5:33	↑
Property crimes/clearance rate	982 / 6%	721 / 7%	↓ ↑
Violent crimes/clearance rate	97 / 33%	98 / 53%	↑ ↑
Homicides	3	1	↓
Traffic fatalities	1	3	↑
Traffic accidents	299	282	↓
Drug/Alcohol related traffic collisions	22	19	↓



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

- ➔ Explore the option of forming a special event unit within the Community Services Department
- ➔ Utilize volunteer-led hikes to help residents become familiar with trail and park opportunities
- ➔ Develop a performing arts venue and/or renovate Historic Civic Center
- ➔ Develop an implementation plan for ADA improvements to City facilities.

PERFORMANCE REPORT

	FY23 Q1	FY24 Q1	TREND
Total annual # of participants in City recreation programs	248,500	153,225	↓
% of residents rating Corona as a place to live as good/excellent	83%	84%	↑
% of residents rating the community's openness and acceptance toward people of diverse backgrounds as good or excellent	57%	74%	↑
% of residents rating the quality/#of places to recreate, socialize, meet and connect with others as good or excellent	37%	49%	↑
% of residents rating the sense of community in Corona as good or excellent	56%	62%	↑



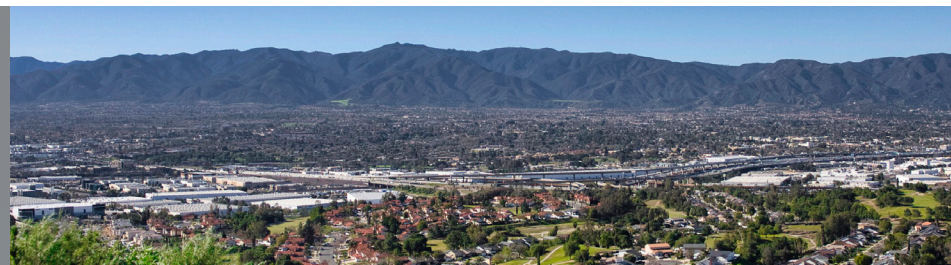
STRATEGIC GOAL

HIGH-PERFORMING GOVERNMENT

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

PROGRESS HIGHLIGHTS

- ✔ Create a formalized staff training and development to increase management skills for supervisors
- ✔ Improve the quality and consistency of customer service by training staff
- ✔ Ensure annual reporting of Strategic Plan
- ➔ Pursue award and certification opportunities to evaluate municipal services
- ➔ Replace the Enterprise Resource Planning System



PERFORMANCE REPORT

	FY23 Q1	FY 24 Q1	TREND
Number of social media engagements	514,237	358,759	↓
Number of social media impressions	7,533,044	8,582,278	↑
Percent of major City services that are offered virtually	80%	82%	↑
% residents rating direction the City is taking as good/excellent	51%	56%	↑
% residents rating overall quality of services as good/excellent	62%	65%	↑

PROGRESS HIGHLIGHTS KEY:





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

Red/Green Denotes whether a change in metric had a positive or negative impact.




OPERATIONAL PERFORMANCE HIGHLIGHTS

Q1 BY THE NUMBERS




COMMUNITY SERVICES

 Trees Planted	1,037
 Recreation Activity Participants	153,225
 Corona Cruiser Ridership	36,987
 Library Program Participants	4,134




HOMELESSNESS

 Calls for HOPE Team Assistance	1,372
 Cubic Yards of Debris Removed	640
 Emergency Shelter Clients Served	175




COMMUNITY ENGAGEMENT

 Social Media Impressions	8,582,278
 Emails Opened	447,166
 Total Video Views	1,181,058






SEE CLICK FIX

 Total Tickets	1,009
 Avg. Days to Acknowledge	1
 Avg. Days to Close	6





ECONOMIC DEVELOPMENT

 New Businesses	240
 Live Work Corona Pledges	18
 Business Licenses Renewed	1,319

PLANNING & DEVELOPMENT

 Planning Applications Processed	542
 Dev. Services Plan Check/Permits Issued	519
 Building Inspections	4,757
 Building Plan Checks/Permits Issued	1,518/1,342
 Code Cases Closed	493





PUBLIC WORKS

 Traffic Work Orders Completed	59
 Active CIP Projects	76
 Street Work Orders Received/Completed	1,165/1,194
 Fleet Scheduled vs. Unscheduled Repairs	203/301






PUBLIC SAFETY

 Fire Calls for Service	4,110
 Fire Inspections	244
 Goats Acres of Land Cleared	0
 Police Calls for Service	23,198
 Police Arrests	748

UTILITIES

 Customer Service Calls	9,285
 Work Orders Received/Closed	942/964
 Time Power is On	99.15 %
 Water Treated	3.077 Bil. Gal.

INTERNAL SUPPORT

 Invoices Processed	5,962
 HR Jobs Posted	60
 Purchasing Contracts Executed	328
 Clerk's Public Records Requests	307
 Total Cyber Attacks Deflected	4,288,446

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

