CITY OF CORONA

Strategic Plan Quarterly Report

FISCAL YEAR 2024, 2ND QUARTER
(OCTOBER - DECEMBER 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 second quarter of Fiscal Year 2024 (October - December 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 FY24Q2.

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 Q2	FY 24 Q2	TREND
GO Bond credit rating	AA+	AA+	–
Outstanding debt per capita*	$2,069	$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	$81.8M/$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 Q2	FY24 Q2	TREND
# of businesses promoted	6	15	↑
% of business resources that can be accessed in Spanish	50%	60%	↑
% of commercial brokers engaged with*	12%	11%	↓
% of small businesses remaining open for one year after participating in entrepreneurship programs	100%	100%	–
% of Emprendedor@s graduates that successfully launch their business	100%	100%	–
# of site selection inquiries that resulted in business opening or exanding in Corona	0	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

- ✓ 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 Q2	FY 24 Q2	TREND
Net investment in capital assets	$19.1M	$12.7 M	↓
Street signs replaced within 30 day target timeframes	93.7%	98.2%	↑
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**
🟥🟩 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

- ✅ 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
- 🔄 Upgrade and maintain the City's 911 system to ensure reliable emergency response

PERFORMANCE REPORT	FY23 Q2	FY 24 Q2	TREND
Avg. Police response time to Priority 1 calls	5:44	5:54	↑
Avg. response time to all fire incidents	5:36	5:22	↓
Property crimes/clearance rate	871 / 6%	779 / 6%	↓ –
Violent crimes/clearance rate	102 / 44%	90 / 52%	↓ ↑
Homicides	0	0	–
Traffic fatalities	3	3	–
Traffic accidents	301	294	↓
Drug/Alcohol related traffic collisions	18	29	↑

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

- 🔄 Update the Mills Act Landmark List
- ✅ 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 Q2	FY24 Q2	TREND
Total annual # of participants in City recreation programs	197,500	12,141*	↓
% 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%	↑

* Different reporting method (now only contains initial sign up and not all sessions).

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
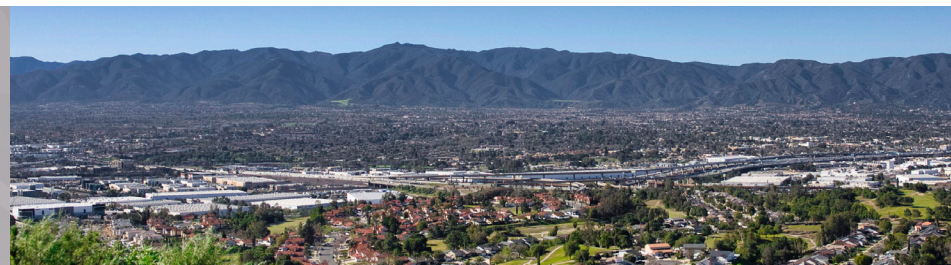
PERFORMANCE REPORT	FY23 Q2	FY 24 Q2	TREND
Number of social media engagements	388,441	260,838	↓
Number of social media impressions	6,744,171	5,885,869	↓
Percent of major City services that are offered virtually	80%	82%	↑
% residents rating direction the City is taking as good/excellent	51%	56%	↑
% residents rating overall quality of services as good/excellent	62%	65%	↑

PROGRESS HIGHLIGHTS KEY:

🔄 Work Underway ➡️ On Track ✅ Project Complete

🟥 🟩 Denotes whether a change in metric had a positive or negative impact.

OPERATIONAL PERFORMANCE HIGHLIGHTS
Q2 BY THE NUMBERS

COMMUNITY SERVICES
Trees Planted	1,587
Recreation Activity Participants	12,141
Corona Cruiser Ridership	34,235
Library Program Participants	12,322

HOMELESSNESS
CPD Homeless Related Calls for Service	974
Cubic Yards of Debris Removed	580
Emergency Shelter Clients Served	160

COMMUNITY ENGAGEMENT
Social Media Impressions	5,885,869
Emails Opened	350,047
Total Video Views	1,077,105

SEE CLICK FIX
Total Tickets	722
Avg. Days to Acknowledge	1
Avg. Days to Close	6

ECONOMIC DEVELOPMENT
New Businesses	191*
Live Work Corona Pledges	18
Business Licenses Renewed	1,235*

PLANNING & DEVELOPMENT
Planning Applications Processed	343
Dev. Services Plan Check/Permits Issued	375
Building Inspections	4,346
Building Plan Checks/Permits Issued	1,457/1,023
Code Cases Closed	476

*Businesses with physical locations in Corona

PUBLIC WORKS
Traffic Work Orders Completed	50
Active CIP Projects	83
Street Work Orders Received/Completed	1,034/1,032
Fleet Scheduled vs. Unscheduled Repairs	228/324

PUBLIC SAFETY
Fire Calls for Service	4,024
Fire Inspections	727
Goats Acres of Land Cleared	0
Police Calls for Service	23,063
Police Arrests	646

UTILITIES
Customer Service Calls	8,726
Work Orders Received/Closed	1,379/1,304
Time Power is On	99.997%
Water Treated	2.57 Bil. Gal.

INTERNAL SUPPORT
Invoices Processed	6,347
HR Jobs Posted	51
Purchasing Contracts Executed	143
Clerk's Public Records Requests	245
Total Cyber Attacks Deflected	4,416,343

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