

CITY OF CORONA

Strategic Plan Quarterly Report

FISCAL YEAR 2024, 3RD QUARTER
(JANUARY - MARCH 2024)

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 2024 (January - March 2024) 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 FY24Q3.

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 Q3	FY 24 Q3	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 Q3	FY24 Q3	TREND
# of businesses promoted	10	14	↑
% of business resources that can be accessed in Spanish	50%	60%	↑
% of commercial brokers engaged with*	17%	12%	↓
% 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	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 Q3	FY 24 Q3	TREND
Net investment in capital assets	\$31.5M	\$27.5 M	↓
Street signs replaced within 30 day target timeframes	97.5%	99.4%	↑
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 Q3	FY 24 Q3	TREND
Avg. Police response time to Priority 1 calls	5:45	5:29	↓
Avg. response time to all fire incidents	5:24	6:09	↑
Property crimes/clearance rate	825 / 7%	610 / 6%	↓ ↓
Violent crimes/clearance rate	84 / 47%	92 / 53%	↑ ↑
Homicides	1	0	↓
Traffic fatalities	2	2	-
Traffic accidents	256	328	↑
Drug/Alcohol related traffic collisions	18	31	↑



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.

PERFORMANCE REPORT

	FY23 Q3	FY24 Q3	TREND
Total annual # of participants in City recreation programs	201,760	12,964*	↓
% 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).

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.



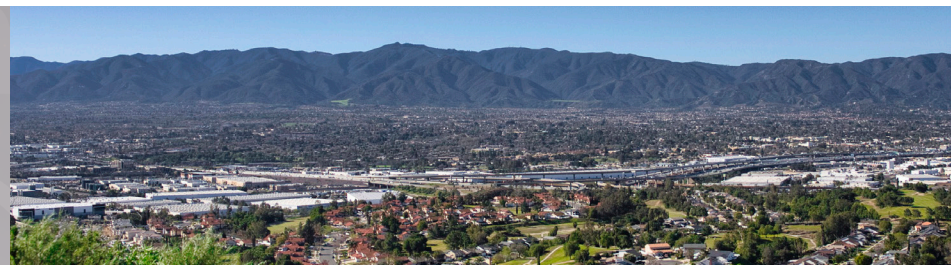
STRATEGIC GOAL

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 Q3	FY 24 Q3	TREND
Number of social media engagements	459,101	216,906	↓
Number of social media impressions	7,550,035	4,657,083	↓
Percent of major City services that are offered virtually	80%	84%	↑
% 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

Q3 BY THE NUMBERS




COMMUNITY SERVICES

 Trees Planted	1,864
 Recreation Activity Participants	12,964
 Corona Cruiser Ridership	34,547
 Library Program Participants	11,153




HOMELESSNESS

 CPD Homeless Related Calls for Service	1,098
 Cubic Yards of Debris Removed	620
 Emergency Shelter Clients Served	306




COMMUNITY ENGAGEMENT

 Social Media Impressions	4,657,083
 Emails Opened	246,337
 Total Video Views	688,350






SEE CLICK FIX

 Total Tickets	695
 Avg. Days to Acknowledge	1
 Avg. Days to Close	7

ECONOMIC DEVELOPMENT





 New Businesses	279*
 Live Work Corona Pledges	23
 Business Licenses Renewed	1,612*

PLANNING & DEVELOPMENT

 Planning Applications Processed	410
 Dev. Services Plan Check/Permits Issued	549
 Building Inspections	3,558
 Building Plan Checks/Permits Issued	1,017/831
 Code Cases Closed	581

*Businesses with physical locations in Corona





PUBLIC WORKS

 Traffic Work Orders Completed	32
 Active CIP Projects	81
 Street Work Orders Received/Completed	1,061/1,046
 Fleet Scheduled vs. Unscheduled Repairs	194/317






PUBLIC SAFETY

 Fire Calls for Service	3,896
 Fire Inspections	377
 Goats Acres of Land Cleared	0
 Police Calls for Service	21,001
 Police Arrests	629

UTILITIES

 Customer Service Calls	8,796
 Work Orders Received/Closed	1,053/1,050
 Time Power is On	99.999%
 Water Treated	1.81 Bil. Gal.

INTERNAL SUPPORT

 Invoices Processed	6,993
 HR Jobs Posted	37
 Purchasing Contracts Executed	114
 Clerk's Public Records Requests	322
 Total Cyber Attacks Deflected	4,991,201

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

