

Santa Clarita 2020



City of
SANTA CLARITA

Santa Clarita 2020

Vision, anticipation and prioritization are essential elements in preparing for a successful future and to ensure the City of Santa Clarita continues to provide superior municipal services that will meet the current and future needs of the community. As a forward thinking organization, we thrive by providing good planning and implementation.

Throughout our City's history, Santa Clarita has experienced much success in strategically achieving goals that keep us focused on essential City services and providing significant projects, programs and services for our community.

Santa Clarita 2020 will serve to guide our organization over the next five years so that we can best prioritize resources, achieve milestones and maintain our unwavering commitment to offering the best services and facilities today and into the future.

Santa Clarita 2020 is a compilation of the City's existing major work efforts, which includes the development of new programs and facilities, as well as projects intended to sustain aging and existing infrastructure.

The process to create Santa Clarita 2020 started by identifying themes that are relevant to maintaining and enhancing the quality of life in Santa Clarita. This included setting a course to ensure Santa Clarita remains a premier City in California.

Santa Clarita 2020 was developed by the City's Leadership and Management Teams over a four-month period. Through a series of planning sessions, the teams worked to compile community input and the City Council's priorities to achieve a work plan for the next five years.

Several major work areas were synthesized into **six themes** that best describe Santa Clarita's amazing quality of life. The six quality of life themes are as follows:

- 1. Public Safety**
- 2. Building and Creating Community**
- 3. Enhancing Economic Vitality**
- 4. Community Beautification**
- 5. Sustaining Public Infrastructure**
- 6. Proactive, Transparent and Responsive Government Services**

Thank you for your time and talent in helping to enhance the quality of life for our community. Your commitment to our City is greatly appreciated.

Public Safety

The City will keep Santa Clarita as one of the nation's safest communities by providing high quality public safety services and facilities and preserving the integrity of neighborhoods, which will be accomplished in the following ways:

1. Identify funding for new Sheriff's station and commence construction by 2020.
2. Work with L.A. County Fire Department to build Fire Station 104 (Golden Valley Road).
3. Develop a comprehensive, multi-faceted crime reduction strategy that both prevents and combats crime and maintains the City's "safest city" designation.
4. Grow teen anti-drug programs such as the Drug Free Youth in Town (DFYIT) program to ensure a proactive approach to drug use and prevention.
5. Assess the opportunity for special enforcement teams to target specific areas of crime, such as the Crime Impact Team, Domestic Highway Enforcement Team, Community Oriented Policing Team (homeless intervention) and Special Assignment Team.
6. Ensure City personnel and facilities are prepared for emergencies and natural disasters through training programs, safe structures and adequate inventory of emergency supplies.
7. Proactively evaluate neighborhoods and create a community outreach program designed to maintain the integrity and safety of neighborhoods and enhance quality of life.
8. Develop a comprehensive traffic enforcement plan that aims to reduce the number of traffic-related accidents and deaths and encourages safe driving practices.
9. Invest in technological resources to improve the operations of the Santa Clarita Valley Sheriff's Station and increase the quality of service provided to the community.



Building and Creating Community

The City will build vital infrastructure and provide services and programs that enrich a growing and diverse community, which will be accomplished in the following ways:

1. Work with the Senior Center to support the construction of the new Santa Clarita Valley Senior Center.
2. Complete Master Plan, build, and program the Canyon Country Community Center and adjacent land.
3. Complete the Master Plan and design of the Tennis Center at Central Park.
4. Locate, design, construct and program the Saugus Library Center.
5. Complete the Arts Master Plan and begin implementation.
6. Construct and complete the Golden Valley Bridge widening enhancement project.
7. Complete environmental process and design of Newhall Ranch Road Bridge widening project.
8. Complete the environmental and PUC process for construction of Dockweiler Dr. to Lyons Ave.
9. Complete design and environmental process of Via Princessa between Isabella Pkwy. and Golden Valley Rd.
10. Develop Open Space Recreational Access to Gateway Ranch and the Taylor property.
11. Acquire more open space and connect the trail systems in the Newhall Pass.
12. Work with partners to develop the Santa Clara River Trail (Lost Canyon to Sand Canyon) and the remaining portions of the Sand Canyon Trail.
13. Complete the design of the Railroad Avenue Trail.
14. Develop a Next Generation Strategy for the City's traffic signal system that would prepare the City for future changes such as connected vehicles.
15. Work with community partners to address the homeless issue and provide strategies for access to services and enforcement of laws.



Enhancing Economic Vitality

The City will strengthen and grow the Santa Clarita economy by fostering economic development, film and tourism, and provide business friendly services that result in quality jobs, increased retail activity and the attraction of new investments, which will be accomplished in the following ways:

1. Monitor clean-up of Whittaker-Bermite.
2. Create a partnership and funding strategy for the development of the City-owned block in Old Town Newhall, including parking.
3. Look at future development projects to make sure they are meeting the 2:1 jobs housing balance to encourage more jobs.
4. Attract large scale events to the City to promote tourism.
5. Attract filming to the City, and ensure the City's policies and incentives are effective.
6. Work with the Economic Development Corporation (EDC) to attract jobs from our industry clusters.
7. Work with the EDC to provide recommendations and strategies on how to ensure high-speed internet access to business parks.
8. Establish a revenue-generating program that utilizes existing fiber infrastructure to leverage resources and potentially promote greater bandwidth access to the community.
9. Determine the effectiveness of the Business Incubator Program with the goal of expanding.
10. Annex Plum Canyon, Gateway Ranch Open Space and Taylor property.
11. Evaluate and determine interest for annexations of West Creek/West Hills, Tesoro, Skyline Ranch, Spring Canyon and Tick Canyon.
12. Expand transit services to enhance underserved business areas.



Community Beautification

The City will create and maintain an aesthetically and visually pleasing community, which will be accomplished in the following ways:

1. Complete the corridor and median beautification program, accomplishing water reduction requirements by the State. This includes the construction of remaining median landscaped improvements, inclusive of removal of turf, upgrade of antiquated irrigation systems and installation of water-efficient plants.
2. Administer a robust Graffiti Removal Program with the goal of removing all reported graffiti within 24 hours, as well as prevention and enforcement components.
3. Identify and acquire additional open space to complete the greenbelt surrounding the City and infill around existing open space and parks.
4. Identify locations and evaluate funding options to support a strategy to underground overhead utilities.



Sustaining Public Infrastructure

The City will maintain the safety, quality and value of our public infrastructure, which will be accomplished in the following ways:

1. Evaluate the City's street lighting operations for potential cost savings including energy, and potential City ownership/operation.
2. Develop a plan to proactively address the State-required increase in solid waste diversion to 75 percent.
3. Enhance water quality in the Santa Clara River by implementing the Stormwater Enhanced Watershed Management Plan.
4. Seek grant funding to add alternative fuel stations throughout the community to meet growing demand.
5. Identify and develop a schedule of older parks and trails in need of rehabilitation as well as enhancements to existing parks, such as shade structures, restrooms, etc.
6. Develop a comprehensive maintenance plan for all newly constructed public facilities, as well as a sustainability plan for all existing City facilities.
7. Using the City's Pavement Management System, establish a five-year list of priority streets in need of repairs and funding strategy to ensure high quality roadways.
8. Develop a sidewalk monitoring, maintenance plan and funding strategy to ensure safe paths of travel along City sidewalks and access ramps.
9. Sustain the City's bridge preventative maintenance program.
10. Review the City's fleet and maintenance standards to address changes in technology and clean fuels and implement best management practices.
11. Identify and develop a schedule for the maintenance and/or replacement of transit customer amenities including: benches, shelters, trash receptacles and signage.



Proactive, Transparent and Responsive Government Services

The City will provide the highest quality municipal services consistent with the values in our City Philosophy Statement, which will be accomplished in the following ways:

1. Continue efforts to support the CEMEX legislation and the prevention of the Soledad Canyon mine.
2. Work with the community and the California High Speed Rail Authority (CHSRA) to ensure an acceptable alignment for the High Speed Rail.
3. Increase the General Fund operating reserve to 20 percent.
4. Annually review the City's Legislative Platform to further the interests of the City and employ an active advocacy program.
5. Conduct more staff training on the City's Public Engagement Plan to ensure that staff is informing and educating the public with timely and relevant information, and providing a variety of communication tools and formats for civic engagement.
6. Expand our customer service training program to contract service providers and part-time seasonal employees to ensure their practices are consistent with City values and service levels. (Sheriff's, Fire, Parking Enforcement, Building Inspectors, landscape maintenance, bus drivers, libraries, etc.)
7. Expand the City's training and development program to increase competence and maintain a highly functioning organization. Advance the organization's commitment to change, trust, teamwork and customer service.
8. Develop an organization-wide succession plan.
9. Implement a performance measurement program.
10. Conduct an organizational-wide technology assessment to improve efficiency and customer service.
11. Review and evaluate the Santa Clarita 2020 Plan on an annual basis to ensure continued relevancy and address changing needs in the community.



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