

## **STRATEGIC PLANNING SESSION**

6 February 2015 • Council Chambers

### **MISSION STATEMENT**

The City of Maywood is committed to transparency and accountability and providing quality municipal services that are responsive to the needs of our community.

### **VISION STATEMENT**

By 2018, Maywood will be a model community where families, young professionals and businesses thrive.

### **ELEMENTS OF A THRIVING MODEL COMMUNITY**

not in priority order

- Innovative local government
- A variety of community services and programs
  - Low crime
  - Encourages and supports healthy living
- Respects and provides services and activities for seniors
  - Clean, safe and attractive neighborhoods
    - A thriving business corridor
    - A variety of quality restaurants
  - Encourages and supports environmental responsibility
- Promotes and participates in improving the quality of education
  - Clean, safe and attractive parks

### **CORE VALUES**

not in priority order

The City of Maywood values . . .

- ♦  *Commitment*
- ♦  *Good ethical behavior*
- ♦  *Accountability*
- ♦  *Transparency*
- ♦  *Teamwork*
- ♦  *Quality municipal services*
- ♦  *Responsiveness to the needs of the community*

### **THREE-YEAR GOALS**

2013-2016 • not in priority order

- ▶ **Increase organizational effectiveness and efficiency**
- ▶ **Stabilize city finances**
- ▶ **Improve maintenance of the infrastructure and facilities**
- ▶ **Become a clean, attractive, safe and vibrant community**

**CITY OF MAYWOOD**  
**STRENGTHS AND ACCOMPLISHMENTS**  
**FEBRUARY – AUGUST 2015**

- Adopted 2-year balanced budget
- Restructured accounting system
- Celebrated Maywood's 90<sup>th</sup> Anniversary
- Successful Thanksgiving giveaway event
- City Council, serving as the successor agency, adopted an administrative budget
- Developing a new website
- The majority of streets and sidewalks are in great condition
- At the Council's request, decals have been placed on sheriff's vehicles stating "Proudly Serving City of Maywood"
- Community Development Block Grant (CDBG) fund has been reimbursed by \$30,450 of Successor Agency Funds
- Issued Request for Proposals (RFP) for the lease and operation of the Maywood Boxing Facility
- Allocated CDBG funding (\$200,000) for business improvements
- City Council adopted Community Business Revitalization Program guidelines
- Co-sponsored a deep sea fishing trip for Maywood Girl Scout Troop 295
- Provided fresh produce for the Maywood community during monthly food distribution
- City Council adopted a Conflict of Interest Code
- People are interested in business and investment opportunities
- Participated in the groundbreaking of new high school
- Support from Congresswoman Lucille Roybal-Allard and State Assembly Member Anthony Rendon
- Maywood is one of the 50 Safest Cities in all of California
- Mayor De La Riva, Councilmember Magana and the City Manager had a successful meeting with the newly elected Los Angeles County Sheriff and Assistant Sheriff to discuss future law enforcement in Maywood
- Continued Senior Food Distribution on a monthly basis
- Participated in the Grand Opening of the free Family Healthcare Clinic of Greater Los Angeles
- Sponsored holiday toy, food and clothing distribution to Maywood homeless families
- Partnered with Maywood Elementary School to secure donations and to identify homeless families
- City Council approved completion of CDBG funded neighborhood sidewalk rehabilitation project for Fiscal Year 2013-2014
- Selected a new mayor
- All of the City's irrigation systems including the medians, were inspected resulting in water conservation
- Held the 4<sup>th</sup> Annual Maywood summer music festival at Riverfront Park
- A new park is near completion on Maywood Avenue
- Fiscal Year 2014 annual audit has been completed
- Partners that participated in our holiday events were recognized at a City Council meeting
- Hosted a Senior Thanksgiving event that was well attended
- The City Council, serving as the Successor Agency, adopted the 8<sup>th</sup> ROPS (Recognized Obligation Payment Schedule)
- City Council meeting minutes are current, thanks to executive assistant Grace Cabrera
- Participated in Waba Grill's grand opening
- Held a winter music festival
- Held monthly cleanups with volunteers from the community
- The Council approved the Municipal Law Enforcement Services Agreement with the Los Angeles County Sheriff Dept.
- City has progressed successfully on litigation matters
- Mayor De La Riva and Mayor Pro Tem Guardado met with the Mexican Consulate to organize an immigration forum
- City Manager and Council Member Magaña had a productive meeting with Supervisor Solis' staff regarding needs in Maywood

- Adopted a resolution in support of and promoting the earned income tax credit and volunteer income tax assistance program
- City staff identified funding for a new telephone system
- City Council majority and staff remain focused, committed and dedicated to achieving strategic planning goals
- Participated in the YMCA's Youth and Government Workshop
- Completed transportation audit
- Completed replacement of damaged and faded stop signs and parking signs
- Participated in a Mayor's forum, hosted by Mayor Eric Garcetti
- Hosted a Christmas seniors event
- City Council adopted the CDBG budget for Fiscal Year 2015-2016
- Conducted two Neighborhood Watch meetings
- Approved an administrative accounting policy
- City Council approved hiring a Permit Technician and an Accountant
- Continued partnership with the YMCA to benefit the community
- City Council and staff conduct monthly updates of progress on the Strategic Plan Goals and Objectives
- Successfully obtained a restraining order against an illegal medical marijuana dispensary, causing it to close
- Adopted a resolution in support of ethnic studies for LAUSD students
- Continued bimonthly mailing of the "Maywood Today" newsletter
- Authorized RFP for engineering services for the CDBG neighborhood sidewalk rehabilitation project for Fiscal Year 2014-2015
- Participated in Congresswoman Roybal-Allard's meeting with local governments of the 40<sup>th</sup> Congressional District to discuss civic engagement
- City Council approved the closure of 58<sup>th</sup> Street for the new high school
- Held the 6<sup>th</sup> Annual Education Fair in partnership with Cal State Fullerton
- Participated in our first homeless count
- Hosted successful clothing giveaway event for community at Christmas
- Continued food distribution to the community on a monthly basis
- Formed a new partnership with Caldwell Fresh Foods
- Formed a new partnership with Southeast UCLA Alumni Association
- Approved administrative purchasing policy
- Formed a new partnership with Kimberly-Clark Corporation to receive donations for the community
- City Council approved RFP for Measure R street improvement project
- Partnered with Ramos Brothers Circus to bring entertainment to Maywood as part of the City's 90<sup>th</sup> Anniversary celebration
- Continued public information campaign to ensure that commercial businesses and multi-family properties comply with the state's mandatory recycling program