

CITY COUNCIL

For City Clerk's Use:

☐

APPROVED

☐

DENIED

Reso No. _____

File No. _____

Ord No. _____

Agenda Item No.: 7

Date: August 17, 2011

TO: Honorable Mayor and Members of the City Council

FROM: Sheryl Bennett, Director of Human Resources
Joyce Masterson, Assistant to the City Manager

SUBJECT: Preliminary City Council Action Plan – Embrace Diversity

RECOMMENDATION:

It is requested that Council provide direction to staff on the proposed content of the Embrace Diversity and Community Outreach element of the 2011-2012 City Council Action Plan.

FISCAL ANALYSIS:

None

PREVIOUS ACTION:

The City Council held a workshop for the development of the 2011-2012 Council Action Plan on February 2, 2011. On April 6, 2011, Council approved the format and schedule for the development of the 2011-2012 City Council Action Plan. On May 11, 2011, Council reviewed the proposed content for the Financial Stability element. On June 15, 2011 Council reviewed the proposed content for the Economic Development element.

BACKGROUND:

The City Council Action Plan represents the City Council's collective vision for Escondido's future and the key strategies that will be used to achieve that vision. It is developed biennially following a workshop where key policy goals are identified and discussed.

On April 6, 2011, Council approved the format as well as a recommendation that a review of a draft of each priority area be scheduled individually to provide the City Council with adequate time to discuss each section and to provide feedback to ensure the action plan truly reflects the Council's desires.

A draft Embrace Diversity and Community Outreach element is attached to this document as Attachment 1. Staff will incorporate any revisions into a final draft to be presented on September 14, 2011.

Preliminary Council Action Plan
August 17, 2011
Page 2

Respectfully submitted,

A handwritten signature in black ink, appearing to be 'Sheryl Bennett', written over a circular stamp or seal.

Sheryl Bennett
Director of Human Resources

A handwritten signature in black ink, appearing to be 'Joyce Masterson', written in a cursive style.

Joyce Masterson
Assistant to the City Manager

City Council Action Plan 2011-2012

Embrace Diversity and Community Outreach

Goal	Current Reality	Strategy	Evaluation Measures	Outcome
Community Events Downtown	The City has a robust history of downtown events to draw a diverse group of citizens to the area. In 2010, over 274,000 people visited a variety of downtown events hosted by many different Escondido-based groups. This is a partial listing of some of the popular events: • Cruisin' Grand - April - Sept • 2nd Saturday Art Walk • Saturdays in the Park - History Center - Weekly Sat events in Grape Day Park • Escondido JC's Christmas Parade • Chocolate Festival - February	Add three new events: 1. Sunrise Rotary Downtown 5K – 9/10/11 2. 9/11 10th Anniversary Remembrance Event at the Escondido Police and Fire HQ 3. Fiesta Escondido– 9/18/11 Escondido Celebration in Grape Day Park, including music, dance, food and family activities	Number of attendees at each event.	

	• Dia De Los Ninos - April • Escondido Street Fair - Oct • American Heritage Car Show in Grape Day • Summer Movies in Grape Day Park • 4th of July Celebration in the Park • Grape Day Festival and Parade - Sept			
Making things easier for residents to communicate with government	Current communication tools include: • City's Internet Page • Recreation brochure • Newsletters • Facebook (Library & Recreation) • Twitter • Online Crime Reporting • Email • Phone System • Utility Bill Inserts • Escondido Experience through Chamber • Escondido Workforce Roundtable • Council meetings, live, televised, and on the Internet • City Sourced Application (graffiti and potholes) Communication has mostly been	Increase opportunities for the community to provide input to City: 1. Hold Mayor's Town Hall Meeting 2. Conduct community survey to obtain feedback from the residents on the methods they would like the City to use to share and receive information. Survey will be done via staff and City resources at a minimal cost. 3. Offer the public quarterly tours of City Hall and the Police & Fire HQ. 4. Expand City Sourced Application 5. Create "City" Facebook Page	Number of attendees Responses from survey and analysis to the potential need for changes in communication methods. Number of attendees Number of referrals Number of followers	

	“one-way”, from the city to residents. More interactive communication is desirable.			
Communication and Listening	Current customer service training is focused primarily on new employees and includes: • New Employee Orientation • Fish Training Additional periodic training is needed as a refresher for long-time employees. An informational kiosk would enhance customer service, by allowing visitors to get their questions answered from the kiosk, submit reports on-line and avoid having to wait in line. The cost of a kiosk is approximately \$5,100.	Internal Customer Service 1. Provide additional citywide customer service training 2. Solicit feedback from customers on the quality of service they received from City staff. External Customer Service 1. Purchase kiosk with online resources for customers to access information at City Hall 2. Develop a protocol between the City Manager's Office and the Mexican Consul General's Office to share information about issues or incidents affecting Escondido.	Number of employees trained Number of feedback forms received and quality of service measured. Number of utilizations Number of communications	