



YEAR 4 – 2015/2016

# Office of the City Clerk

## FIVE YEAR – STRATEGIC PLAN

Fiscal Years 2012/13 – 2016/17



# OFFICE OF THE CITY CLERK STRATEGIC AREAS

STRATEGIC PLAN: 2012/2013 – 2016/17



## OPERATIONAL EXCELLENCE AND EFFICIENCY

Continually improve operational processes and enhance our services through efficient and effective methods and innovative solutions to ensure an organization that is customer-focused, proactive, consistent, and responsible.

## LEGAL COMPLIANCE

Comply with new or modified legal mandates at the local, state, and federal levels, including mandatory functions required by the City Charter and the Los Angeles City Election, Municipal and Administrative Codes.

## CUSTOMER SERVICE

Provide services in an open and transparent manner, build cooperative partnerships and strong working relationships, and identify opportunities to extend and improve the services that we provide in order to meet the changing needs of our diverse community and customer base.

## CIVIC ENGAGEMENT

Enable and promote civic engagement and involvement through the electoral process, participation in public meetings, outreach to and partnerships with schools, community organizations, and the business and property owners in Los Angeles.

## ECONOMIC DEVELOPMENT

Promote and facilitate programs in support of the Mayor and City Council's economic development initiatives.



## Our Mission

*"Our mission is to facilitate and support City legislative processes and meetings, record and provide access to the City's official records, preserve the City's history, support economic development and conduct elections with integrity."*

## Our Customers

*City Elected Officials  
City Departments and Staff  
The Public  
Candidates and Voters in the  
City of Los Angeles  
Regional County and  
Municipal Governments  
The Business Community and  
Community Based  
Organizations*

## Our Vision

*"Our vision is to maintain a high level of excellence, provide consistent services to our customers, and to meet the challenges of tomorrow through our expertise, innovation, and cooperative partnerships."*

<http://clerk.lacity.org>



## IN BRIEF

The Office of the City Clerk strategies, priorities, and goals are influenced by the needs of the City's elected officials, the desires and requirements expressed by our broad and diverse customer base, and by new or modified legal mandates at the local, state, and federal levels, including mandatory functions required by the City Charter and the Los Angeles City Election, Municipal and Administrative Codes.

*"The result of this effort is a planned course of action which is concise, clear, and one which can be measured."*

Our mission, vision, core values, and the priorities of the City of Los Angeles continue to be used as guiding principles as we conduct comprehensive reviews of our operations, identify our challenges going forward, and assess our capabilities.

The result of this effort is a planned course of action which is concise, clear, and one which can be measured. This plan will be updated as needed during its five-year life.

The goals outlined in this strategic plan are focused on expanding public access and self-service solutions, collaborating with others to leverage ideas and resources, and strengthening our relationship with the business community for economic development. Our strategic goals also reflect our continued dedication to ensuring legal compliance and transparency to the

City processes and preserving the City's history. We continue to expand the availability of online documents to promote transparency and eliminate paper with the ultimate goal of the availability of information to the public.

In the 2015 Municipal Elections, voters elected to have the City's election years coincide with the County and State Elections. For the remainder of this 5 Year Plan, my office will be working with the City's Elected Officials and the County of Los Angeles on a transition plan for the County conducting City elections beginning in the year 2020. We are focused on improving the flexibility that is necessary to meet the growing electorate and the changes in voter attitudes and behaviors.

This year we will continue our partnership with the Department of Neighborhood Empowerment to conduct up to 96 Neighborhood Council Elections with a wide array of board structures and voting requirements. We will begin the process of testing online filing and voting with a pilot electronic voting project.

We move forward with renewed dedication to all of our Elected Officials, internal and external agencies, the business community, and the public as we strive to maintain a high level of professionalism, transparency, and accountability in our service delivery.

*"I look forward to fulfilling our mission and vision in an open and transparent way, and leveraging innovative solutions to strengthen our position as a leader in providing quality services with the utmost integrity." - Holly L. Wolcott, City Clerk*



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# CORE VALUES

STRATEGIC PLAN: 2012/2013 – 2016/17

The Strategic Plan reflects the core values of the Office of the City Clerk and the standards which our employees must uphold. These values will be an integral part of our operations and conduct in all that we do.

## INTEGRITY

We value moral and ethical standards, public trust, and commitment to personal and professional excellence. We do what is right with honesty. We are open to input, feedback, and suggestions from others and are willing to do things differently. We hold ourselves accountable. We say what we mean, and do what we say.

## RESPECT

We value the right to work in an environment where mutual respect, teamwork, and openness are practiced. We expect the best of each other and work in a cooperative spirit for the betterment of the organization as a whole. We recognize that everyone has something to contribute. We understand that the talent and institutional knowledge within our organization has tremendous benefit. We embrace diversity.

## EXCELLENCE

We strive for excellence and are willing to take the extra steps beyond what is expected. We strive for effective and efficient use of resources and quality work product. We are committed to solving problems using innovation, in-house expertise, new technologies, effective communication, and combined effort.

## CUSTOMERS

We recognize that our customers deserve excellent service. Our actions are driven by the desire to serve them better and to meet or exceed their expectations. We understand that our customers come from a diverse background and we treat everyone with the same respect, professionalism, fairness, compassion, and dignity. We are open to better ways of doing business and are willing to deviate from the status quo.

## PARTNERSHIPS

We value cooperative partnerships with the public, our elected officials, our business community, the voters, the City's community based organizations, other City departments, and regional counties and municipalities. We recognize the benefit of leveraging ideas, sharing resources, and building relationships and trust outside the walls of our organization.

## STRATEGIC AREA 1: OPERATIONAL EXCELLENCE AND EFFICIENCY

The Office of the City Clerk strives to continually improve operational processes and enhance our services through efficient and effective methods and solutions, and through teamwork to ensure an organization that is customer-focused, proactive, consistent, and responsible.

There is an increasing demand for modern legislative tools which support full web-enabled and mobile device access to information, records, and legislative proceedings from any place, at any time, on one's own schedule. We embrace this philosophy and remain committed to new ideas, employment of contemporary technology, and advancements that help to effectuate improvements. We will continually rethink how we conduct business in order to garner efficiencies and meet operational needs and challenges.

STRATEGIC AREA 1: OPERATIONAL EXCELLENCE AND EFFICIENCY		
Goals	Objectives	Key Performance Indicators
<p><b>Goal 1.1</b> – Environmental stewardship</p>	<ul style="list-style-type: none"> <li>▪ Enable voters to opt-out of paper sample ballots and mailings and receive or view them electronically</li> <li>▪ Promote online subscriptions to press releases, agendas and council file activity notifications</li> <li>▪ Implement department wide automated power management for servers, workstations, and printers</li> <li>▪ Revise internal workflow procedures to reduce the need for paper duplication</li> <li>▪ Seek to reformat, redesign, revise, and use alternative media for training manuals and other paper-intensive elections documents</li> <li>▪ Reduce paper and postage by using a summary of the Management District Plans for Prop 218 notices</li> <li>▪ Implement electronic submission of contracts and eliminate paper copies</li> <li>▪ Electronically disseminate confidential materials submitted for Council consideration</li> </ul>	<ul style="list-style-type: none"> <li>▪ Number of voters registered for electronic receipt of voter materials and dollars saved</li> <li>▪ Mobile devices are able to access electronic agendas and supporting documents</li> <li>▪ Number of documents scanned and available online</li> <li>▪ Number of subscribers</li> <li>▪ Percentage of reduced power consumption on servers, printers, and workstations</li> <li>▪ Amount of paper ordered and used per year</li> <li>▪ Reduction in paper and postage costs for Prop 218 notices</li> <li>▪ Percentage of contracts submitted online by departments</li> <li>▪ Percentage of electronically distributed confidential materials</li> </ul>

**STRATEGIC AREA 1: OPERATIONAL EXCELLENCE AND EFFICIENCY (continued)**

Goals	Objectives	Key Performance Indicators
<p><b>Goal 1.2</b> – Pursue mutually beneficial voting and election projects with other municipalities and counties in the southern California region</p>	<ul style="list-style-type: none"> <li>▪ Actively lead and participate in multijurisdictional committees and groups to coordinate election services in the region</li> <li>▪ Partner with the County of Los Angeles to implement similar election procedures to ensure a uniform voter experience</li> <li>▪ Develop an effective election administration transition plan by 2017 with the County of Los Angeles</li> </ul>	<ul style="list-style-type: none"> <li>▪ Number of meetings and committees participated in</li> <li>▪ Number of procedures brought into conformity</li> <li>▪ Election administration transition plan developed by 2017</li> </ul>
<p><b>Goal 1.3</b> – Improve and enhance Vote by Mail operations</p>	<ul style="list-style-type: none"> <li>▪ Implement an automated Vote By Mail System including envelope inserting, sorting, and signature verification checking, to expedite the Vote by Mail processes, increase savings and reduce staging errors</li> <li>▪ Investigate feasibility and implement mailing efficiencies, pre-sorting discounts, mail tracking solutions, and leverage the expanded use of the envelope inserting equipment features</li> </ul>	<ul style="list-style-type: none"> <li>▪ Completion of implementation and quantity of vote by mail ballots processed (outgoing and incoming)</li> <li>▪ Reduction in labor costs and time</li> <li>▪ Reduction in Vote by Mail postage cost per piece</li> <li>▪ Reduction in number of staging errors</li> </ul>
<p><b>Goal 1.4</b> – Reduce City expenditures on records storage and improve standardization of records management across departments</p>	<ul style="list-style-type: none"> <li>▪ Conduct periodic training sessions with departments</li> <li>▪ Review records retention and disposition schedules with each department</li> <li>▪ Facilitate timely disposal of records</li> <li>▪ Update Division 12 of the Los Angeles Administrative Code (LAAC) to reflect best practices in records management</li> <li>▪ Reduce Citywide spend on outside record retention services through execution of new contract</li> </ul>	<ul style="list-style-type: none"> <li>▪ Number of departments trained</li> <li>▪ Number of departments reviewed</li> <li>▪ Improvement in time to disposal of records by departments</li> <li>▪ Completion of Los Angeles Administrative Code updates</li> <li>▪ Total Citywide spend on outside record retention services</li> </ul>

**STRATEGIC AREA 1: OPERATIONAL EXCELLENCE AND EFFICIENCY (continued)**

Goals	Objectives	Key Performance Indicators
<p><b>Goal 1.5</b> – Enhance the preservation of and access to the City’s historically valuable records</p>	<ul style="list-style-type: none"> <li>▪ Ensure the annual accessioning of City Council Records into the Archives</li> <li>▪ Identify and preserve historically valuable departmental records</li> <li>▪ Maintain a database of City Officials</li> <li>▪ Utilize electronic imaging and the internet to promote access</li> </ul>	<ul style="list-style-type: none"> <li>▪ Number of Council boxes accessioned</li> <li>▪ Number of Departmental boxes accessioned</li> <li>▪ City Officials database current to the most recent election</li> <li>▪ Number of documents scanned</li> </ul>
<p><b>Goal 1.6</b> –Improve execution and processing of General City Purposes, AB1290, and Council controlled trust fund expenditures and contracts</p>	<ul style="list-style-type: none"> <li>▪ Improve access to Allocation Request forms</li> <li>▪ Increase efficiency of filing system</li> <li>▪ Convert elected officials manual to online format</li> <li>▪ Improve efficiency of payment processing and workflow</li> <li>▪ Develop a standardized checklist for Vendor payment processing</li> </ul>	<ul style="list-style-type: none"> <li>▪ Provision of Allocation Request forms available online</li> <li>▪ Reduction in paper usage and filing</li> <li>▪ Availability of Elected Officials manual online</li> <li>▪ Percent of payments processed within 30 days of receipt of required paperwork</li> <li>▪ Percent of contracts executed within 90 days of authorization to proceed</li> </ul>
<p><b>Goal 1.7</b> – Systems Optimization</p>	<ul style="list-style-type: none"> <li>▪ Leverage current technology solutions to consolidate department servers</li> <li>▪ Implement full data redundancy, stability, business resumption and continuity</li> <li>▪ Reduce software costs</li> <li>▪ Leverage Open Source Software products and solutions</li> <li>▪ Expand use of WiFi in warehouse operations</li> </ul>	<ul style="list-style-type: none"> <li>▪ Number of servers removed from service through server virtualization solutions</li> <li>▪ Completion of full data redundancy between the department’s two building locations</li> <li>▪ Successful test of business recovery systems</li> <li>▪ Complete migration from Novell to Windows and reduction in licensing</li> <li>▪ Number of products replaced with open source solutions</li> <li>▪ Integration of Active Directory to a Citywide directory database</li> </ul>

## STRATEGIC AREA 2: LEGAL COMPLIANCE

The Office of the City Clerk must comply with new or modified legal mandates at the local, state, and federal levels, including mandatory functions required by the City Charter and the Los Angeles City Election, Municipal and Administrative Codes.

All City Council and Committee meeting agendas, supporting files and often time sensitive documents must be prepared in accordance with the Brown Act, and all meetings are to be conducted efficiently in full compliance with all applicable laws. Pursuant to the City Charter, the City Clerk is designated as the official record keeper and must be present at all meetings. The City Clerk is also legally mandated to provide Council authorized public hearing notices, and is responsible for publishing all City Ordinances.

As required by the California Public Records Act of 1968 requiring the inspection and/or disclosure of government records to the public upon request, unless exempted by law, the City Clerk processes hundreds of public records requests annually.

As outlined in the first City Charter of 1876 and subsequent charters, the City Clerk's Office is responsible for the storage, maintenance, disposition and referencing of all non-current records created by the various agencies of the City government, including those of historical significance housed in the City Archives, some of which date back to as early as 1827.

STRATEGIC AREA 2: LEGAL COMPLIANCE		
Goals	Objectives	Key Performance Indicators
<b>Goal 2.1</b> – Modernize the Election Voting Systems and Tally System	<ul style="list-style-type: none"> <li>▪ Through the County of Los Angeles’ leadership, participate in the requirements and development of a state-of-the-art voting and tally system that meets federal and state requirements</li> <li>▪ Implement an online voting pilot for Neighborhood Council Elections</li> <li>▪ Provide online voting capability for Neighborhood Council elections</li> <li>▪ Provide online candidate filing for Neighborhood Council elections</li> </ul>	<ul style="list-style-type: none"> <li>▪ Completion of voting system study with County of Los Angeles</li> <li>▪ Contract Award and acquisition or development of a system</li> <li>▪ Implementation of the new system at the County of Los Angeles</li> <li>▪ Pilot online voting for Neighborhood Councils</li> <li>▪ Implementation of online candidate filing system for Neighborhood Council elections</li> </ul>
<b>Goal 2.2</b> – Conduct City elections required by law or by City policy	<ul style="list-style-type: none"> <li>▪ Administer municipal, in-house, Prop 218, Neighborhood Council, and other elections, as required</li> </ul>	<ul style="list-style-type: none"> <li>▪ Number of elections held in compliance with applicable law and policy</li> </ul>

**STRATEGIC AREA 2: LEGAL COMPLIANCE (continued)**

Goals	Objectives	Key Performance Indicators
<p><b>Goal 2.3</b> – Compliance with legal mandates through resource management and transparency in local government</p>	<ul style="list-style-type: none"> <li>▪ Conduct a comprehensive review and restructuring of agenda management workflows, staffing, and document distribution methods</li> <li>▪ Implement an electronic system that supports workflows and agenda management</li> <li>▪ Implement solutions for electronic submission of Council file related documents from departments, elected officials, and the general public</li> <li>▪ Monitor changes to federal law, state law, and local policy and law, and alter election procedures to ensure compliance</li> </ul>	<ul style="list-style-type: none"> <li>▪ Meetings are staffed appropriately</li> <li>▪ Percentage of electronically posted agendas in compliance with the Brown Act</li> <li>▪ Successful migration from a document based to a database agenda management system</li> <li>▪ Supporting files and documents are prepared and distributed in accordance with the Brown Act</li> <li>▪ Number of meetings conducted and agendas prepared ratio to number of staff</li> <li>▪ Number of Council Files processed</li> <li>▪ Number of documents received electronically per year</li> <li>▪ Number of departments and offices submitting electronically</li> <li>▪ Compliance with amended laws and new City policy which affect election services provided</li> <li>▪ Timely updates to the City of Los Angeles Election Code to comply with federal, state and local law and policies</li> <li>▪ Implementation of electronic signature solutions</li> </ul>

## STRATEGIC AREA 3: CUSTOMER SERVICE

The Office of the City Clerk strives to provide services in an open and transparent manner, build cooperative partnerships and strong working relationships, and identify opportunities to extend and improve the services that we provide in order to meet the changing needs of our diverse community and customer base.

Our continued commitment to our customers requires that our services remain relevant and meet our customers' needs. We must keep a pulse on trends, remain engaged with our elected officials and the public to understand their expectations and preferences, and look for opportunities to develop solutions and services that deliver value.

We will continue to enhance our [LACityClerk Connect](#) suite of systems to deliver on our promise of "Keeping you plugged in to City Hall".

STRATEGIC AREA 3: CUSTOMER SERVICE		
Goals	Objectives	Key Performance Indicators
<p><b>Goal 3.1</b> – Enhance and promote accessibility and City Clerk services</p>	<ul style="list-style-type: none"> <li>▪ Continued development and implementation of innovative internet based systems</li> <li>▪ Redesign of the City Clerk website for improved user experience</li> <li>▪ Conduct customer outreach, provide video contents and tutorials on the website</li> <li>▪ Expand voter language services</li> <li>▪ Conduct an evaluation of information and services provided following each election and develop a post-election action plan</li> </ul>	<ul style="list-style-type: none"> <li>▪ Deploy full-text search solution for Council and Council Committee agendas</li> <li>▪ New website design implemented with customer focused tutorials and information</li> <li>▪ Development of an election social media strategy</li> <li>▪ Number of languages in which election services are provided</li> <li>▪ Amount of election material available in each language</li> <li>▪ Number of election procedures refined</li> </ul>
<p><b>Goal 3.2</b> – Expand self-service solutions</p>	<ul style="list-style-type: none"> <li>▪ Enable mobile applications for City Clerk services</li> <li>▪ Make available on the internet a searchable database of city officials from 1850 to present</li> <li>▪ Expand distribution of election materials to all voters through the internet, subscription services, and social media</li> </ul>	<ul style="list-style-type: none"> <li>▪ Implement mobile device access to archived video and audio meeting content</li> <li>▪ Number of Mobile applications created</li> <li>▪ City Officials Historical database goes "Live"</li> <li>▪ Implement an election information subscription service</li> </ul>

## STRATEGIC AREA 4: CIVIC ENGAGEMENT

The mission of the City Clerk includes activities centered on enabling and promoting civic engagement and involvement through the electoral process, participation in public meetings, outreach to and partnerships with schools, community organizations, and the business and property owners in Los Angeles.

The City Clerk must conduct fair and open Municipal elections in full compliance with the provisions of the City Election Code and applicable provisions of State or Federal law. Critical to the success of this department is ensuring the integrity of the election and vote, as well as instituting processes to detect fraud and to preserve the purity and secrecy of the official ballot.

The City Clerk also administers Proposition 218 Elections. In 1996, California voters passed Proposition 218, the “Right to Vote on Taxes Act”. Proposition 218 limits the methods by which local governments can create or increase taxes and assessments without taxpayer consent. Increases of property owners’ general taxes, assessments, and certain user fees are subject to voter approval.

The City Clerk is responsible for conducting “in-house” elections for various entities in the City in accordance with approved procedures specific to the election being held. In-house elections include those held for the Department of Water and Power, Employee Relations Board, Fire and Police Pensions, LA City Employees’ Retirement System, Deferred Compensation, Mello Roos Elections, Community Action Board, the El Pueblo De Los Angeles Merchants Advisory Committee, and Department of Transportation administered surveys. The City Clerk also partners with the Department of Neighborhood Empowerment for the conduct of the City’s Neighborhood Council elections.

STRATEGIC AREA 4: CIVIC ENGAGEMENT		
Goals	Objectives	Key Performance Indicators
<b>Goal 4.1</b> – Enhance voter education and voter turnout	<ul style="list-style-type: none"> <li>▪ Conduct year-round voter outreach programs in cooperation with community based organizations</li> <li>▪ Work with local schools and agencies on voter education</li> <li>▪ Enhance media strategy to improve public knowledge of election activities</li> </ul>	<ul style="list-style-type: none"> <li>▪ Number of community events attended</li> <li>▪ Number of voter education presentations conducted</li> <li>▪ Number of new voter registrations received</li> </ul>
<b>Goal 4.2</b> – Foster and leverage partnerships with local organizations to enhance the public’s engagement with our elections	<ul style="list-style-type: none"> <li>▪ Develop ongoing relationships with community based organizations with focus on voter turnout, voter education to include information on the transition of City elections to the County of Los Angeles in 2020</li> <li>▪ Pursue joint projects for major municipal elections to reach all of the City’s communities</li> <li>▪ Assess outreach effectiveness</li> </ul>	<ul style="list-style-type: none"> <li>▪ Community and organization participation levels in quarterly standing meetings</li> <li>▪ Implementation of a LACity Votes! campaign</li> <li>▪ Number of joint events and shared materials distributed to promote voter turnout and provide education</li> <li>▪ Number of surveys conducted</li> </ul>

## STRATEGIC AREA 5: ECONOMIC DEVELOPMENT

The Office of the City Clerk will develop a public outreach campaign to inform the public of the benefits of business improvement districts, and will promote and facilitate programs in support of the Mayor and City Council’s economic development initiatives.

The establishment of Business Improvement Districts (BIDs) is authorized by two state laws: one which allows for the creation of merchant based special assessment districts and one which allows for property based districts. A business improvement district is a geographically defined area within the City of Los Angeles, in which services, activities and programs are paid for through a special assessment charged to all members within the district.

Through this strategic goal, we remain devoted to providing direct district development services, comprehensive legislative assistance, full billing and disbursement assistance through direct and indirect methods to effect the prompt collection of district revenue, extensive public relations as liaison between district members and boards with other City departments and officials, and continuous contract compliance assistance to facilitate each district’s achievement of goals and objectives.

STRATEGIC AREA 5: ECONOMIC DEVELOPMENT		
Goals	Objectives	Key Performance Indicators
<p><b>Goal 5.1</b> – Effectively address the needs of business communities across the City</p>	<ul style="list-style-type: none"> <li>▪ Facilitate the renewal and establishment of Business Improvement Districts (BID) through cooperative efforts with the City’s BID consortium</li> <li>▪ Participate in the formulation and advocate for the adoption of new City BID ordinances and/or State BID legislation</li> <li>▪ Administer and process BID trust funds with accuracy and integrity</li> <li>▪ Develop tracking, and efficiencies tools and templates, to ensure timely processing of BID renewals and new BIDS</li> </ul>	<ul style="list-style-type: none"> <li>▪ Number of BIDs established or renewed</li> <li>▪ Number of BIDs proposed</li> <li>▪ Dollar amount administered per year</li> <li>▪ Number of ordinances adopted</li> <li>▪ Implementation of tracking and efficiencies tools and templates</li> <li>▪ Reduction in average time to renew or form a new BID</li> </ul>
<p><b>Goal 5.2</b> – Promote the Business Improvement District program in support of City economic development initiatives</p>	<ul style="list-style-type: none"> <li>▪ Conduct outreach and informational presentations on Business Improvement Districts</li> <li>▪ Participate in LA BID Consortium</li> <li>▪ Creation of a dynamic user-friendly website of the BIDs and BID program</li> <li>▪ Foster relationships between City departments and BIDs</li> </ul>	<ul style="list-style-type: none"> <li>▪ Completion of an informational package and presentation materials about the commercial benefits of BIDs</li> <li>▪ Number of presentations conducted with the public and meeting held with BID proponents</li> <li>▪ Implementation of a new BIDs website</li> <li>▪ Number of, and participation in, Council initiated working groups</li> </ul>

TABLE 1: ALIGNMENT OF GOALS TO STRATEGIC AREAS AND MISSION STATEMENT

GOALS		Strategic Areas					Mission Statement					Fiscal Years					
		1. Operational Excellence and Efficiency	2. Legal Compliance	3. Customer Service	4. Civic Engagement	5. Economic Development	1. Legislative processes and meetings	2. Record and provide access to City's official records	3. Preserve the City's History	4. Support Economic Development	5. Conduct Elections with integrity	2012-13	2013-14	2014-15	2015-16	2016-17	
<b>A yellow highlighted "X" denotes the primary Strategic Area of alignment</b>																	
1.1	Environmental stewardship	x	x	x			x					x	x	x	x	x	
1.2	Pursue mutually beneficial voting and election projects with other municipalities and counties in the southern California region	x	x		x						x	x	x	x	x	x	
1.3	Improve and enhance Vote-By-Mail operations	x									x	x	x				
1.4	Reduce City expenditures on records storage and improve standardization of records management across departments	x	x					x	x			x	x	x	x	x	
1.5	Enhance the preservation of and access to the City's historically valuable records	x		x					x			x	x	x	x	x	
1.6	Improve execution and processing of General City Purposes, AB1290, Council controlled trust fund expenditures, and contracts	x		x			x	x				x	x	x	x	x	
1.7	Systems Optimization	x	x				x	x			x	x	x				
2.1	Modernize the Election Voting Systems and Tally System	x	x		x						x	x	x	x	x	x	
2.2	Conduct City elections required by law or by City policy	x	x		x						x	x	x	x	x	x	
2.3	Compliance with legal mandates through resource management and transparency in local government	x	x		x		x	x				x	x	x	x	x	
3.1	Enhance and promote accessibility and City Clerk services	x		x	x		x	x				x	x	x	x	x	
3.2	Expand self-service solutions		x	x	x			x	x		x	x	x	x	x	x	
4.1	Enhance voter education and voter turnout			x	x						x	x	x	x	x	x	
4.2	Foster and leverage partnerships with local organizations to enhance the public's engagement with our elections	x		x	x						x	x	x	x	x	x	
5.1	Effectively address the needs of business communities across the City		x	x		x	x				x	x	x	x	x	x	x
5.2	Promote the Business Improvement District program in support of City economic development initiatives			x		x	x				x	x	x	x	x	x	x