

City of El Centro  
Strategic Planning Program  
2013-2018

**Goal #1 TRANSPORTATION & MOBILITY**  
**Develop a transportation plan that reduces congestion, improves traffic flow within the City and the surrounding region.**

Objective	Tasks	I, N, L,C	Target Completion Date	Responsible Party	Status
1. Improve Circulation	A. Dogwood Bridge/ I8 Widening	C	Completed 2016	PW / CALTRANS	\$30 million in State and developer impact fees.
	B. LaBrucherie Widening (Orange to Main, includes Main Street Intersection)	I	2018 Q4	PW	\$3 million in Measure D Bond funding and SB1 funding. Project from 2050 Strategic Plan.
	C. Highway 86 Relinquishment	I	2019 Q4	PW / CALTRANS	Caltrans preparing Project Scope Summary Report (PSSR). City staff will start discussion with CalTrans on the potential relinquishment.
	D. Construct Bradshaw Avenue between 8th and 12th Street	I	2018 Q4	PW	Northern half was completed April 2016. Two properties acquired for south half. LTA funding source has been partially identified.
	E. Imperial Avenue Overlay (I-8/Orange)	C	Completed 2014	PW	\$1,120,000 Federal grant funding.
	F. Traffic Signal Timing Update	I	2017 Q4	PW	\$75,000 in impact fees. Timing sheets were completed in 2017 Q4. Staff is working with contractor to implement.
	G. Imperial Avenue Bridge	N	2021	PW/CALTRANS	In Design Process - \$30 million CalTrans Project. Currently 85% design with Construction starting in Q2 2020.
	H. Imperial Avenue Extension	N	2021	PW	Design for Phase 1 to I-8 to Wake complete, Environmental complete. ROW phase to start Q3 2018.
	I. Wake Avenue Extension (8th - La Brucherie)	N	2021	PW	The funding for this project is tied in with the Imperial Avenue Extension project. Design currently at 90%.
	J. Traffic Signal Improvements	N	Ongoing	PW	Supplement City staff with contract traffic signal light maintenance contract. Contract awarded in Q2 2018.

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Objective	Tasks	I, N, L, C	Target Completion Date	Responsible Party	Status
2. Public Transportation	A. Bus Transfer Station	C	Completed 2013	PW / ICTC	\$4.9 million in Federal Transit and ARRA (stimulus) grants. Located at 7th/State Street.
	B. Continue to Seek New Funding - Local, State & Federal	I	Ongoing	PW / ICTC	Work with ICTC to seek additional funding from State and Federal agencies.
	C. Public Bus Shelters	I	Ongoing	PW	Continue to evaluate future needs of additional bus shelters and maintenance program. Received cantilever shelters for 6 locations. First shelter was installed March 2016.
3. Improve Condition of City Streets	A. Street Paving Projects	I	Ongoing	PW	Completed 2013 overlay - \$2 million LTA and state funding 2014 overlay - \$1.6 million LTA Funds - \$2 million project annually. 2015 overlay completed. Currently working on 2017 Overlay Project.
	B. Euclid Ave Rehabilitation	C	Completed 2016	PW	\$457,000 State funding. Installation of curb, gutter and sidewalk.
	C. SB1 Projects	I	Ongoing	PW	Project tied to Street paving projects. SB1 funding to help maintain city streets.
	D. Traffic Signage	I	Ongoing	PW	Replace/clean deteriorated street traffic signs.
	E. Continue to Seek New Funding - Local, State & Federal	I	Ongoing	PW / ICTC	Work with ICTC and other agencies and funding sources to seek additional funding from State and Federal agencies.

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Objective	Tasks	I, N, L, C	Target Completion Date	Responsible Party	Status
4. Improve Condition of Sidewalks	A. ADA Compliance	I	Ongoing	PW/ COM DEV	Self Evaluation on-going, as well as downtown parking lot resurfacing and restriping
	B. 8th Street Sidewalk Project (Centinela to Adams)	C	Completed 2015	PW	\$160,000 in Article III – Grant funded (where applicable) installation of new handicap ramps, installation of curb & gutters, and installation of sidewalks.
	C. Buena Vista Pedestrian Improvements (6th/8th)	C	Completed 2016	PW	\$591,000 State funding. Service to McKinley School. Installation of curb, gutter and sidewalk.
	D. Euclid Avenue Pedestrian Improvements (Imperial/LaBrucherie)	C	Completed 2016	PW	\$457,000 State funding. Installation of curb, gutter and sidewalk.
	E. Highway Safety Improvement Project	I	Completed 2018	PW	\$737,000 HSIP funds, sidewalk along Dogwood from Danenberg S. to City Limit. Downtown Main St. Lighting & various pedestrian crossings.
	F. Ross Avenue (3rd/Dogwood)	I	Completed 2017	PW	\$506,000 State funding. Street reconditioning and installation of curb, gutter and sidewalk.
	G. Adams Avenue (LaBrucherie/Lotus)	C	Completed 2015	PW	\$570,000 in Federal funding. Street reconditioning and installation of curb, gutter and sidewalk.
	H. 8th Street Active Transportation (between Adams/Aurora)	I	Completed 2018	COM DEV PW	\$797,000 in Active Transportation Program (ATP) funding to prepare an ATP/Safe Routes To School Plan(SRTS) to be adopted in June 2018. Construction of Bike/Ped Improvements along 8th Street between Adams Ave. and Aurora Ave. A Class II bike lane, curb extensions and flashing beacons have been installed along the project segment. Construction portion of this project is complete.
	I. CDBG Sidewalk Project	C	Completed 2016	COM SERV PW	Sidewalk improvements between 6th/8th & 7th between Pico/Lincoln. \$573,892 CDBG Funding.
	J. Active Transportation Plan Cycle II	I	2018 Q4	COM DEV	\$524,000 Safe Routes To School Program(SRTS). SRTS Regional Masterplan approved and available March 2016. Memorandum of Understanding approved December 13, 2016 with Imperial County Public Health Department.
	K. Main Street Railroad Sidewalk Improvements	I	Ongoing	PW	Complete sidewalks between SR86 and 3rd Street, along with Railroad improvements. 100% Section 130 federal grant funded. \$500,000.

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Objective	Tasks	I, N, L, C	Target Completion Date	Responsible Party	Status
5. Bicycle Travel	A. Additional Bike Lanes	I	Ongoing	PW	Bike lane will be added on West Main from Austin to Lotus and 8th Street. Additional bike lanes will be added where feasible or considered in the Master Bicycle Plan and to promote Active Transportation.
	B. Bike Lane (8th & Adams/Aurora)	I	Completed 2018	PW	\$797,000 in Active Transportation Program (ATP) funding to prepare an ATP/Safe Routes To School Plan and construct Bike/Ped Improvements along 8th Street between Adams Ave. and Aurora Ave. A Class II bike lane, curb extensions and flashing beacons will be added along the project segment. Currently under construction
6. Street Lighting	A. Improve Repair Time	I	Ongoing	PW	Street lights are repaired and replaced in coordination with IID.
	B. Increase Lighting for Pedestrians	L	Ongoing	PW	Street light master plan performed and being implemented.
	C. Improve Lighting in Downtown Area	I	Completed 2017	PW	Completed. Street lights on Main Street and State Street between 4th and 8th.

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**Goal #2 SAFE NEIGHBORHOODS:  
Enhance Police and Fire Services that improve the safety in the City and is maintained as El Centro grows.**

Objective	Tasks	I, N, L, C	Target Completion Date	Responsible Party	Status
1. Establish Funding for New Police Station	A. Identify Funding Sources	N	Ongoing	POLICE	A firm has been selected (McClaren Wilson and Laurie) and will conduct a feasibility study based on a pre-determined timeline. The timeline includes assessing the current facility, polling personnel, needs assessment, short, mid and long term necessities, as well as the evaluation of alternative sites. Initial design, floor plan, and renderings will be submitted based on the identified needs and wants; as well as being based on the primary site selected as well as a secondary site (unidentified).
2. Police Patrol	A. DUI Enforcement	I	Ongoing	POLICE	Annual grant funding from Office of Traffic Safety. Grant submitted and subsequently approved in June 2017. Application for grant funding was submitted in January 2018; status pending grant approval.
	B. Narcotics & Human Trafficking Enforcement	I	Ongoing	POLICE	Annual grant funding from Department of Homeland Security to conduct enforcement operations under Operation Stonegarden. The regional Automated License Plate Reader (ALPR) project has been completed as part of Operation Stonegarden Funding.
	C. Domestic Highway Enforcement	I	Ongoing	POLICE	DHE is no longer funded by HIDTA. DHE will be continued utilizing funds from Item B as well as intermitent allocations from HIDTA as Identified by DHE Coordinators at the Law Enforcement Coordination Center (LECC).
3. Crime Prevention Outreach	A. Community Outreach	I	Ongoing	POLICE	Presentations & School Visits: 911 presentations, anti-bullying, Stranger-Danger, Active Shooter training, adult education, "Coffee with a Cop," and burglary prevention.
4. Improve Animal Control Services	A. Update & Enforce Ordinances	I	Ongoing	POLICE	Pending review of current ordinances to ensure they are in compliance with current state laws.
	B. Animal Shelter Services	N	2018	POLICE	Evaluate the current condition of existing animal housing and control facilities. Assess the needs of the City of El Centro Animal Control division and animal control facility. Evaluate current location for continued use. Develop and implement a plan to either improve or replace current facility. **Regional working group identified in previous strategic plans has since dissolved.

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Objective	Tasks	I, N, L, C	Target Completion Date	Responsible Party	Status
5. Fire Prevention	A. Increase Fire Educational Program Outreach	I	Ongoing	FIRE	Educational resources and information are linked to the department website, Facebook page, and other social media. Our educational program includes Station Tours where educational material provided by the Burn Institute and additional literature supplied through the general fund is distributed . We continue to work on increasing participation from volunteers through the Fire Corps and CERT program to enhance our educational outreach.
	B. Disaster Plan	C	Completed 2016	FIRE	The disaster plan has been completed. Fire Department staff has met with department head and distributed the plan. An update to the plan has begun with a completion date target of January 2020. The disaster council meets regularly to coordinate plan updates and training.
	C. Fire Inspections	I	Ongoing	FIRE	Maintain Self Fire Inspection Program administered through El Centro Fire Department. Each year, 625 engine company inspections are conducted. These inspections are for businesses that are regulated by the State Fire Marshal's Office and or require permits as per California Fire Code.
	D. Community Disaster Preparedness	I	Ongoing	FIRE	Community Emergency Response Team (CERT) program is geared to have CERT members assume management of basic disaster relief operations at the neighborhood or workplace level following an emergency event or disaster. The current pool of 22 CERT members are expected to provide assistance until first responders arrive. ECFD will provide two CERT Basic Training courses per year with the goal of training a minimum of 320 team members per year on an ongoing basis. Current CERT members will participate in quarterly training meetings and one yearly exercise which will build on the basic course foundation.
6. Fire Suppression	A. Purchase New Fire Engine	C	Completed 2015	FIRE	Fire engine delivered November 2015 and will be in service February 2016.
	B. Achieve Accreditation	L	2021	FIRE	Achieve accreditation through the Commission on Fire Accreditation International. Complete community risk profile and needs, and develop specific Standards of Cover. Evaluate department performance and establish continuous organizational improvement.

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**Goal #3 RECREATION & LIFELONG LEARNING:**  
Implement a comprehensive cultural, recreational and lifelong learning programs for seniors, adults, youth and special needs populations through partnerships with public, private and not for profit sectors of the community. (Services)

Objective	Tasks	I, N, L, C	Target Completion Date	Responsible Party	Status
1. Improve Condition of Parks	A. Bucklin Park P/L Paving	C	Completed 2013	COM SERV	\$140,000 Federal CMAQ funding.
	B. Swarthout Park Restrooms/Snack Bar Renovation	C	Completed 2015	COM SERV	\$88,240 Phase I complete. \$315,331 Phase II complete. \$89,250 to slurry seal parking lot in 2015 completed.
	C. Sunflower Restrooms/Snack Bar	C	Completed 2015	COM SERV	\$300,000 in impact fee funding.
	D. Sunflower Parking Lot Paving (East)	C	Completed 2013	COM SERV	\$240,000 (\$101,400 APCD Grant + \$139,000 Impact Fees).
	E. McGee Park Splash Pad	C	Completed 2013	COM SERV	Splash Pad renovation completed in April 2013.
	F. Carlos Aguilar Park Lighting Improvement	C	Completed 2015	COM SERV	\$490,000 in CDBG and impact fees.
	G. Sports Field Improvement Plan	I	2020 Q4	COM SERV	Allocated a total of \$3,672,100 in Measure P funds to upgrade field lighting at Stark Field, Swarthout, Frazier, and Debbie Pittman
	H. Bucklin Park Restroom / Pavilion Renovation	N	2019 Q4	COM SERV	Allocated \$3,400,000 in Measure P funds to complete renovation work at Bucklin Park.
	I. Swarthout Park Field Renovation	C	Completed 2015	COM SERV	\$200,000 general fund. Drainage system, soil export and import, sprinkler repair, leveling and re-seeding.
	J. Stark Field Restrooms/Snack Bar Renovation	C	Completed 2016	COM SERV	\$336,375 of funds from Housing Related Parks Program were used to complete this project.
	K. Swarthout Park Parking Lot	I	Q3 2018	PW	Contract awarded Q2 2018.
	L. McGee Park Playground Replacement	I	Completed 2018	COM SERV	The total project is \$535,148 of this amount \$20,500 was used from LTA funds and \$514,648 in CDBG funds were allocated to complete the renovation of the playground area at McGee Park.
	M. McGee Park Restroom/Snack Bar Replacement and Relocation Project	I	2019 Q2	COM SERV	A total of \$659,388 in CDBG funds were allocated to complete the renovation and relocation of the restrooms and snack bar at McGee Park. The project is expected to be completed by March 2019.

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Objective	Tasks	I, N, L,C	Target Completion Date	Responsible Party	Status
	N. McGee Park Field Improvements	I	TBD	COM SERV	Submitted a grant application for \$3,235,000 to the State of California Department of Parks and Recreation under their Land and Water Conservation Fund Program to complete park improvements to McGee Park. Grant awards are expected to be announced by October 2018. A total of \$1,617,500 from Measure P funds has been set aside as cash match for the grant application submitted and will be spent on the project contingent upon the City being awarded the grant.
	O. Carlos Aguilar Park Playground Improvement Project & Soccer Fields	I	2019 Q4	COM SERV	Received a \$960,000 from the California Department of Parks and Recreation Department under their Youth Soccer and Recreation Program to complete this project. Design is expected to be completed in October 2018. Project is expected to be completed by March 2019 .
	P. Imperial Valley Urban Forest Project	I	2019 Q4	COM SERV	Received a \$665,028 grant from the California Department of Forestry and Fire Protection to plant 1,400 trees throughout Imperial Valley cities. The City of El Centro is the grant award recipient and the lead coordinator for this project.
	Q. Parks Restroom/Snackbar Renovations	I	2020 Q4	COM SERV	Allocated \$1,050,000 in Measure P funds to complete restroom/snackbar renovations to David Gomez Park, Frazier Park, and Debbie Pittman
	R. Carlos Aguilar new parking lot	I	2020 Q4	COM SERV	Allocated \$350,000 in Measure P funds to complete a new parking along Villa Avenue for Carlos Aguilar Park.



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Objective	Tasks	I, N, L, C	Target Completion Date	Responsible Party	Status
2. Increase Recreation Programs	A. Children	I	Ongoing	COM SERV	Continue to serve 0-5 year olds in Half Pint/Stepping Stones program.
	B. Teenagers	I	Ongoing	COM SERV	Youth Attaining Leadership Skills (YALS) program provided to mentor 13-17 year old students in Jr. High/High School to volunteer as Recreation Leader.
	C. Senior Exercise	I	Ongoing	COM SERV	Partner with outside agencies to increase exercise programs for seniors.
	D. Sports	I	Ongoing	COM SERV	Department will establish youth/adult sports leagues at Dr. Martin Luther King Jr. Sports Pavilion.
	E. Community Events	I	Ongoing	COM SERV	Continue seeking sponsorships to offer a variety of community events, such as Mardi Gras Light Parade and Street Fair, Christmas Tree Lighting and Street Fair, Dia de Los Muertos, Kids Night Out, Tea Party, etc.
	F. Project CHAMPS	C	Completed May 2016	COM SERV	\$50,000 funded from National League of Cities (NLC) under Combating Hunger through Afterschool Meals program. The department continues offering the program. The NLC funds ended May 31, 2016. Continue to serve youth ages 1-18 meals through Meadows Union School District year round.
	G. Cultural Events	I	Ongoing	COM SERV	Continue partnership with outside agencies to increase the diversity of cultural events through out the City and at the Old Post Office Pavilion.
	H. NYPUM	I	Ongoing	COM SERV	National Youth Project Using Minibikes (NYPUM) Program being offered in partnership with Imperial County Probation Department to deter juveniles from the Justice System. Seek funding through the OHMVR Division to enhance program. Continue to work with American Honda and National Operations Center to train additional instructors (CNI).
	I. Special Populations	I	Ongoing	COM SERV	Provide training and year round sports competitions for children, youth and adults with special disabilities. Partner with valley schools to bring Circle of Friends program locally with high school student population.
	J. USDA Feeding Program	I	Ongoing	COM SERV	Provide year round meals and snacks to children during afterschool programs and during the summer months. Program has been in existence since 2015. Partnership with Meadows Union School District. Youth feeding sites include the El Centro Public Library, Community Center and Dr. Martin Luther King Jr. Sports Pavillion.

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Objective	Tasks	I, N, L, C	Target Completion Date	Responsible Party	Status
3. New Park Facilities	A. El Centro Aquatics Center	I	2019 Q3	COM SERV/ PW	The estimated project cost is \$15 million. Construction will start on June 2018 and is expected to be completed by August 2019.
	B. Skate Park	C	Completed 2015	COM SERV	\$2.5 million in Prop 84 State grant funding.
	C. Sports Complex	C	Completed 2014	COM SERV	\$5.9 million in CDBG, Impact fees, RDA Bonds and Rabobank donation funding.
	D. Future Developments	L	Ongoing	COM SERV	Potential recreation center proposed as part of the Dr. MLK Master Plan. Identify funding for new park next to Fire Station 3. Additional third soccer field at Carlos Aguilar Park has been funded with a grant; (Additional developments include; Toddler Center, Environmental Education Facility Adventure Playground, Cultural and Performing Arts Center, Discovery Center, and Dog Park. Funding to be identified. Projects identified in Parks and Recreation Master Plan)
	E. Bucklin Park - Playground Replacement/Installation of Outdoor Exercise Equipment	C	Completed 2016	COM SERV	Project has been completed. A total of \$207,582 in General Funds were spent to complete this project.
	F. Plank Park (formerly known as Desert Village Wildflower Park)	I	2018 Q4	COM SERV	\$517,000 in Park Impact fees have been allocated for this project's phase 1. Phase 1 will install playground equipment, concrete pathways, lighting and some lawn area. Phase I complete August 2018. \$648,000 in grant funding was awarded from the California Natural Resources Agency in November 2017. This funding will supplement the existing park impact fees and provide additional lawn, native plants, and stormwater treatment. Phase II complete December 2018
	G. Veterans Memorial	C	Completed 2016	COM SERV / PW	\$150,000 approved by Council for FY15-16. Location of memorial is at Bucklin Park. The project cost was \$370,000.
	H. Citrus Grove Park	L	TBD	COM SERV	Location east of 4th Street, north of McCabe Road. Proposed 2.5 acre park. Currently going through approval process with the City and LAFCO. Funding to be determined.

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Objective	Tasks	I, N, L, C	Target Completion Date	Responsible Party	Status
	I. Lotus Ranch Park	L	TBD	COM SERV	Location southwest corner of Interstate 8 and La Brucherie. Proposed 10 acre park. The annexation for the residential development has been completed. The requirement to build the 10-acre park will be triggered after 200 homes are built within the subdivision.
	J. Linda Vista Park	L	TBD	COM SERV	Location north of McCabe Road about 1/4 mile west of Clark Rd. Proposed 2 acre park. Project approved. Unknown when development will commence. Funding to be determined.
	K. Miller Burson Park	L	TBD	COM SERV	Location south of Ross Avenue, east of Austin, north of I-8. Proposed 5 acre park. Project approved. Unknown when development will commence. Funding to be determined.
	L. Monte Vista Regional Soccer and Wellness Park	L	TBD	COM SERV	The City of El Centro has been approached by the Imperial County Office of Education (ICOE) to partner in the development of a 60-acre site to develop a multi-recreation venue and wellness park.
	M. Old Post Office Pavilion (OPOP) HVAC Unit Replacement	I	2018 Q3	COM SERV	The two HVAC units at the Old Post Office Pavilion were stolen in April 2018. Staff is currently working on replacing these units. The project is expected to cost approximately \$119,000. The project is expected to be completed by September 2018.
4. Establish Funding for Permanent Library	A. Establish Funding for Permanent Library	N	Ongoing	COM SERV	Library Feasibility Study was completed in 2016. Demolition of the library building on State Street was completed in 2016. Funds to build permanent Library will be identified as part of Measure P capital projects and the permanent location will be at the Valley Centerpoint Shopping Center area.
5. Enhance Library Programs	A. Reading Groups & Clubs	I	Ongoing	COM SERV	Working with staff and volunteers to develop and implement a Teen Summer Reading Program and Adult Reading Program Club.
	B. Homework Center	I	Ongoing	COM SERV	Continue to encourage use of the homework center by providing tutors as needed and assistance with computers and computer programs.
	C. Create Cutting Edge Programs	I	Ongoing	COM SERV	Working on implementing a literacy program to empower adults to reach their full reading potential and individuals, parents and citizens. In process of recruiting volunteers to oversee the use of the computers and offer training as needed. The Library will organize and implement computer training on an as needed basis. Will request in budget to increase the number of public computers.

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Objective	Tasks	I, N, L,C	Target Completion Date	Responsible Party	Status
	D. Establish a Makerspace at the Library	I	Ongoing	COM SERV	Provide materials and space where students can explore & experiment in science and other areas. Learn to use 3D printer.
	E. Create a Tech Center at the Library	I	Ongoing	COM SERV	Establish a Tech Center with computers and other Tech hardware. Provide classes in computer usage and help with computers.
6. Book Selection	A. Increase Diversity of Collection	L	Ongoing	COM SERV	Work with staff and stakeholders to evaluate and implement a plan. Working on a promotional plan to promote the usage of eBooks.

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**Goal #4 BUSINESS DEVELOPMENT & CITY BEAUTIFICATION:**  
Provide leadership for the region toward creating a sustainable economic base. Develop an attractive visual identity for the City of El Centro that includes entryway themes and agency identity.

Objective	Tasks	I, N, L, C	Target Completion Date	Responsible Party	Status
1. Expand Business Opportunities	A. Project SHAPE	L	Ongoing	COM SERV	Project SHAPE is designed to encourage development within the downtown area. Staff follows the guidelines and strategies adopted in the Project SHAPE Plan to encourage development within this area. Additional lighting has been installed and the County-wide bus transfer terminal is fully operational and adjacent to the Town Square.
	B. Small Business Support	I	Ongoing	COM SERV	Staff continues promoting and offering its revolving loan fund and micro-enterprise loan programs, providing technical support to new and existing local businesses, and operating its industrial incubator facility. The City also partners with various business entities, such as the Small Business Development Center and Accion that offers business counseling, training, and loans.
	C. Attract a Variety of Businesses to El Centro	L	Ongoing	COM SERV	Staff is following the adopted City's Economic Development Element to encourage and attract new development and redevelopment in commercial areas within the City.
	D. Conference Center	L	TBD	COM SERV/ COM DEV	Location: TBD. Funding to be determined. Project from Vision 2050 Strategic Plan. Feasibility study pending. City staff is considering building a conference center type operation within the Valley Centerpoint Shopping Center area instead of developing a convention center.
2. Expand Housing Opportunities	A. Develop Affordable Housing	L	Ongoing	COM SERV	Staff will coordinate efforts with the Community Development Department to implement affordable housing strategies within the City's Housing Element. Staff will also consider affordable housing projects as part of the wind down process of the City's former redevelopment agency.
	B. Lincoln / Waterman Housing Development	I	2018 Q4	COM SERV	The development of this site will be evaluated as part of the wind down process of the City's former redevelopment agency.

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Objective	Tasks	I, N, L, C	Target Completion Date	Responsible Party	Status
3. Code Enforcement	A. Public Education Program	I	Ongoing	COM DEV	On-going efforts to educate the public on issues related to code enforcement. Public Education Program consists of outreach and education efforts to inform residents of code enforcement issues such as abandoned vehicles, signage on residential areas, etc.
	B. Code Enforcement Software	C	Completed 2014	COM DEV	Implementation of new electronic software that will enable more efficient services and improve department coordination.
	C. Continue Graffiti Program	N	Ongoing	COM SERV	This is an ongoing task between the Economic Development Division and the Building Maintenance Division.
4. Improve City & Corridor Landscaping	A. Dogwood / I8 Revitalization Plan	N	Ongoing	COM SERV	Staff will analyze the land uses, infrastructure needs, and circulation within this area. Caltrans has replaced the existing two lane Dogwood Road overcrossing with a four lane overcrossing with two turn lanes.
	B. 4th / I8 Landscaping Project	C	Completed 2013	PW	\$622,000 State grant.
	C. Median & Entryway Landscaping on State Route 86	I	2018 Q1	PW	Caltrans preparing Project Scope Summary Report (PSSR) for relinquishment. Following relinquishment, a landscaping plan can be coordinated with city departments. Project is currently unfunded.
	D. North Date Canal Undergrounding	C	Completed 2016	PW	\$820,000 LTA plus \$820,000 IID Funding.
	E. Rehabilitation of Existing Downtown Historic Buildings	L	TBD	COM DEV / COM SERV	Rehabilitation of existing development within downtown area and promote historic preservation. Funding to be determined. Project from Vision 2050 Strategic Plan. An ongoing revitalization improvement list is being worked on by various departments as a result of the Downtown Community Meeting and Walking Tour with merchants held in the Summer of 2017.
	F. Adams Avenue Revitalization	L	TBD	COM DEV/ COM SERV	Re-zoning of Adams Avenue to allow for mixed uses. Project from Vision 2050 Strategic Plan.
	G. La Brucherie Multi-Purpose Pathway	L	TBD	COM SERV/ COM DEV	Location will be on La Brucherie Avenue, north of Ocotillo Drive. Funding to be determined. Project from Vision 2050 Plan. Seeking grant opportunities to fund improvements.

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5. Old Library Building	A. Resolution of Building	C	Completed 2016	COM SERV	The old library facility was condemned and has been demolished. Demolition of building has been completed and property has been fenced in.
6. Strategic Envisioning Process	A. Improve Business Practices	L	Ongoing	COM DEV/ COM SERV	Improve business practices to facilitate business development, housing, growth and economic development. Business Guide completed December 2015 and is available to the public on the city's website and at the Community Development Department counter. Municipal Code updates to reduce developer requirements include: 1) adoption of a reduction in residential lot size in 2017 and 2) revisions to differentiate between residential and commercial standards and dual use residential retention basins adopted in 2018.
	B. Partnership City Program with Mexicali	L	Ongoing	COM SERV	Continue implementing the Sisterhood Agreement signed between the City of El Centro and City of Mexicali on September 25, 2015. Continue participating in border summits being hosted by border cities.
	C. Vision 2050	L	Ongoing	COM DEV	Vision 2050 Strategic Plan adopted by City Council December 2015. Available to the public on the city's website and at Community Development Department counter. Staff will be reporting on the tasks completed.
7. Valley Centerpoint Shopping Center Redevelopment	A. Redevelopment of the site	N	2021 Q4	COM SERV	Procure architectural and engineering services to start the redevelopment of the site. It is anticipated that funds under Measure P will be used to complete the project. The potential uses of the site will be determined as part of the site and space planning process.

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**Goal #5 RESOURCE SUSTAINABILITY:  
Implement a comprehensive system to properly maintain the infrastructure of the City and improve Regulatory Compliance**

Objective	Tasks	I, N, L, C	Target Completion Date	Responsible Party	Status
1. Water	A. Update 5 year CIP Program	L	2018	PW	Implement Capital Improvement Projects as identified in the Water Master Plan as funding becomes available. Develop an annual repair and replacement schedule for items not listed in CIP program. Implement projects as approved in annual budget. (Previous Task D)
	B. Repair/Replace water valves, lines, and fire hydrants	I	Ongoing	PW	Develop an annual repair and replacement schedule for items not listed in CIP program. Implement projects as approved in annual budget.
	C. Advanced Metering Infrastructure System & Water Meter	I	2019	PW	Replacement of existing water meters at their current in-service location with an AMR/AMI (Automatic Meter Reading/Advanced Metering Infrastructure) system in an effort to improve the process of collecting water meter reading data. \$2.7 million water enterprise funds. Construction Contract Completed. Currently adding pending meters. Pending work to be completed by City staff 2019.
	D. Alder Water Line	I	Completed 2016	PW	Project completed Q2 2016
	E. Water Conservation	L	Ongoing	PW	Public Education Program consists of the following outreach and education efforts: Distribution of brochures/door hangers to inform residents of code enforcement issues such as over-watering, etc. Revision of Landscaping Ordinance. 3 Positions were approved by City Council on March 1, 2016 for Water Code Enforcement.
	F. Water Treatment Plant and Water Distribution Network Maintenance	I	Ongoing	PW	Ongoing per the CIP for Water Enterprise funds.



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Objective	Tasks	I, N, L, C	Target Completion Date	Responsible Party	Status
2. Waste Water	A. Update 5 year CIP Program	I	2018	PW	Implement Capital Improvement Projects as identified in the Water Master Plan as funding becomes available. Develop an annual repair and replacement schedule for items not listed in CIP program. Implement projects as approved in annual budget. (Previous Task B&C)
	B. Various Streets Sewer Re-Lining	I	Ongoing	PW	Imperial Avenue, LaBrucherie, 4th Street, etc. in re-design.
	C. Pump Station #2 (Imperial / I8)	I	Completed 2017	PW	\$3,000,000 (Sewer Bonds)
	D. Bar Screen @ Pump Station #3	I	2018 Q4	PW	\$2,500,000 (Sewer Bonds) Under Construction
	E. WWTP Main Entrance & Perimeter Fence	I	2019 Q3	PW	\$2,000,000 (Sewer Bonds) Project on hold pending availability funding.
	F. Emergency Generators @ Wastewater Treatment Plant	I	2018 Q4	PW	\$1,500,000 Bond Funds. Under construction
	G. Waste Water Treatment Plant and Waste Water Collection Network Maintenance	I	Ongoing	PW	Continue to implement CIP for waste water treatment facilities.
3. Stormwater	A. Update 5 year CIP Program	I	2017	PW	Implement Capital Improvement Projects as identified in the Water Master Plan. Develop an annual repair and replacement schedule for items not listed in CIP program. Implement projects as approved in annual budget. (Previous Task B)
	B. Implementation of Stormwater Management Plan	I	Ongoing	PW	Continue to implement state requirements for Storm Water Management. 2018 requires starting to implement trash amendments to the program.
4. Solid Waste	A. Cruickshank Landfill Remediation	I	2018 Q4	PW	\$5.2 million City General Fund, \$1.4 million County, \$750,000 CalRecycle Grant. Currently in Construction and is expected to be completed by December 2018.
	B. Solid Waste Collection		Ongoing	PW	Monitor waste hauler contract and regulatory compliance.
5. Air	A. Improve Air Quality	L,I	Ongoing	PW	Review all regulations and develop an advance regulatory coordination and partnership efforts with Federal, State, and County to maintain compliance. Include items in budget as needed.