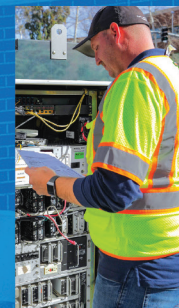




City of
SANTA CLARITA



2025

Strategic Plan

santa-clarita.com



Message *from the* City Manager

Setting a vision, exploring creative solutions, anticipating the needs of the community, and being able to prioritize goals are essential elements in preparing for a successful future – both in the short-term and for generations to come. The City of Santa Clarita has built a reputation for being a forward-thinking organization, and as such, we thrive by providing good planning and implementation measures to ensure the continuity of superior municipal services to our community.

Santa Clarita has experienced much success in setting a strategic vision and supporting goals that keep us focused. Through this process, we have completed significant projects; introduced new programs, while continuing to make improvements on current offerings; and expanded essential services for our community.

Santa Clarita 2025 is the City's strategic plan that will guide our organization over the next five years, allowing us to prioritize resources, achieve milestones, and maintain our unwavering commitment to offering the highest quality services and facilities for current and future residents, as well as to visitors of Santa Clarita. This plan combines the City's current projects and services with initiatives and future efforts to sustain aging and existing infrastructure.

The process to develop Santa Clarita 2025 was an inclusive one, utilizing feedback from City staff, local residents through the biennial Public Opinion Poll, and the guidance and direction of the Santa Clarita City Council. We began by identifying themes that are most relevant to maintaining and enhancing the quality of life in Santa Clarita, thereby setting a course to ensure the City remains a premier location to live, work, and visit in California.

Through a series of planning sessions over the course of a year, the City's Leadership and Management Teams worked to compile community input – received from both businesses and individuals – along with the City Council's priorities, to achieve a visionary plan for the next five years.

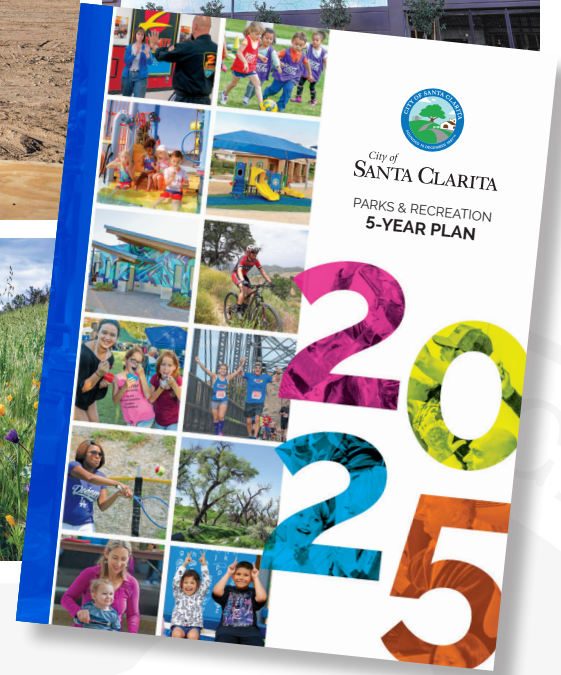
Several essential work areas were synthesized into seven themes that best describe the amazing qualities of the City of Santa Clarita:

- Building and Creating Community**
- Community Engagement**
- Sustaining Public Infrastructure**
- Enhancing Economic Vitality**
- Community Beautification and Sustainability**
- Organizational Excellence**
- Public Safety**

The City thanks you for your time, passion, and contributions in helping to further enhance the quality of life for all who spend time in our community. Your commitment to Santa Clarita is greatly appreciated.

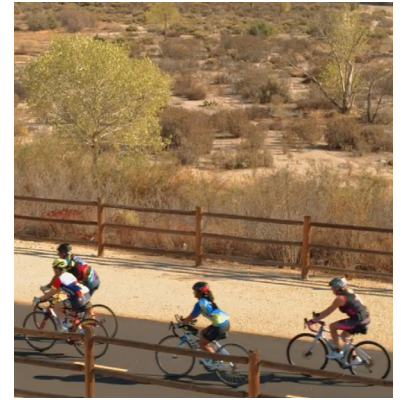
Sincerely,

Kenneth W. Striplin
City Manager



+BUILDING AND CREATING COMMUNITY

- Complete construction of the Central Park Buildout Project by adding four new sports fields, additional parking, restroom, and an upgraded dog park.
- Implement the Parks and Recreation 5-Year Plan.
- Open and program the new Canyon Country Community Center.
- Complete design and begin construction of Via Princessa Park.
- Complete community outreach and open the Arts/Cultural and Veterans Center.
- Complete the Master Plan for the Pioneer Oil Refinery Park.
- Complete and place in service the Vista Canyon Metrolink Station.
- As City Parks are improved or developed, expand accessibility by providing inclusive play elements.
- Design and construct an inclusive playground on the west side of the City.
- Redesign the second phase of the Master Plan for the Santa Clarita Sports Complex expansion.
- Complete construction of subsequent phases of the Sand Canyon Trail where right of way access is attainable.



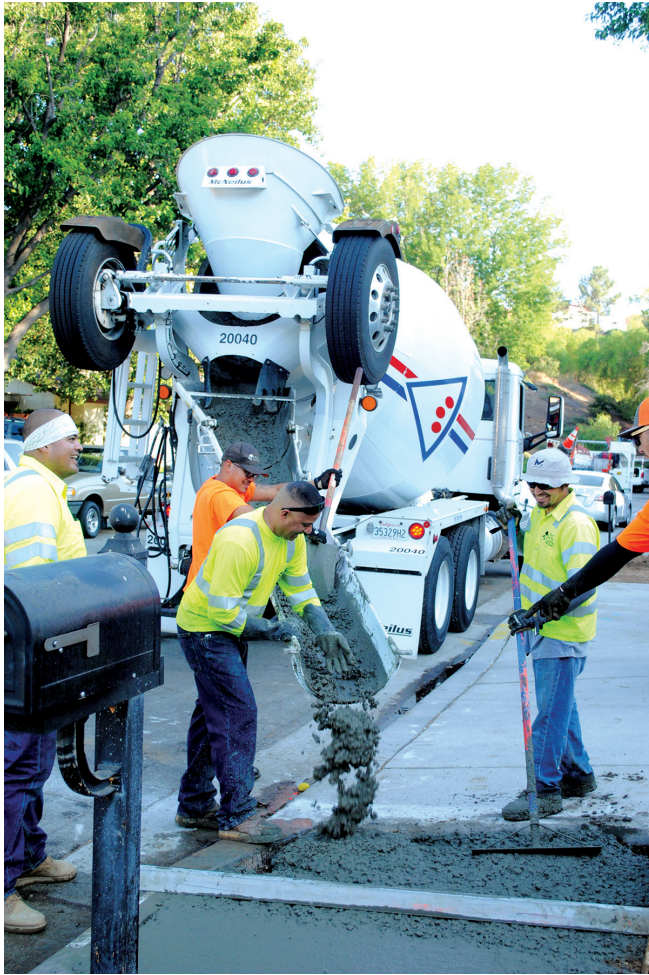
+BUILDING AND CREATING COMMUNITY

- Continue to implement traffic circulation upgrades to improve intersection safety and enhance traffic flow.
- Complete design and begin construction of Dockweiler/13th Street.
- Complete the design of Via Princessa Roadway between Isabella Parkway and Golden Valley Road.
- Complete the Master Plan for the Saugus Recreation and Open Space property.
- Install an automated traffic system to notify City staff of unforeseen traffic incidents and improve response time to mitigate traffic congestion along major corridors.
- Implement the updated 2020 Non-Motorized Transportation Plan to create more opportunities for routine walking and biking throughout the City.
- Partner with Family Promise SCV with the development of their transitional housing project on Newhall Avenue.
- Partner with Bridge to Home with the development of the permanent homeless shelter project on Drayton Street.
- Conduct feasibility study, design, and construct a second bike park in the community.
- Conduct a comprehensive needs assessment and facility study for the Santa Clarita Public Library.
- Reevaluate and update the original development plan for David March Park.
- Increase Open Space acreage and continue conservation efforts.
- Pursue State of California Historical Designation for La Puerta, located in Elsmere Canyon, as well as recognition as a trail loop by the U.S. Forest Service.



+COMMUNITY ENGAGEMENT

- Develop, produce, and support events that celebrate Santa Clarita's diversity, including a signature event series at the new Canyon Country Community Center.
- Update/Create a new City website that aims to increase accessibility and engagement.
- Increase community engagement and service awareness through the relaunch of the "You've Got a Friend at City Hall" campaign and City Store.
- Utilize new technology to enhance communication campaigns and outreach, and continue evolving and assessing social media platforms.
- Facilitate the new Santa Clarita Human Relations Roundtable.
- Research and consider a feasible location for a Santa Clarita Cultural Center.
- Expand community programming specifically geared toward at-risk teens.
- Analyze progress and create a status report for the Arts Master Plan so the plan will continue to serve as a guiding arts document through 2025.
- Create a Library-based homeschooling program through partnerships and provide enhanced collections and resources to support homeschooling families.
- Continue implementation of the Community Plan to Address Homelessness through facilitation of the Community Task Force.
- Develop and launch a mobile library solution for disadvantaged communities, homebound residents, and students.



+SUSTAINING PUBLIC INFRASTRUCTURE

- Continue efforts to preserve historic infrastructure and material.
- Continue the Annual Overlay and Slurry Seal Program to ensure high-quality roadways.
- Conduct a needs assessment and facility study for the City's park facilities and the staff buildings/maintenance yard at Central Park and the Corporate Yard.
- Rehabilitate older parks and recreation facilities to enhance internal operational efficiency and overall user experience.
- Prepare updated reserve studies for all 60 financially independent Landscape Maintenance District local zones, as well as the Areawide zone and Streetlight Maintenance District.
- Continue the Bridge Preventative Maintenance Program.
- Continue sidewalk monitoring and maintenance to ensure safe paths of travel along City sidewalks and access ramps.
- Implement a phased Bus Stop Improvement program focused on improving customer amenities, access to bus stops, sidewalks, ADA ramps, wayside signage, and the enhancement of lighting and displays.
- Complete Copper Hill Bridge widening construction and trail improvements in conjunction with the Tesoro Highland Project.



+ENHANCING ECONOMIC VITALITY

- Collaborate with the Economic Development Corporation and Chamber of Commerce to attract businesses and jobs to Santa Clarita.
- Attract new and retain existing opportunities for tourism in the City.
- Complete the rehabilitation and rebranding of The Cube ice rink to generate tourism and large special events.
- Develop a five-year plan to strategically expand the installation of fiber Citywide to support businesses.
- Complete a comprehensive update of the Old Town Newhall Specific Plan.
- Create a Town Center Specific Plan.
- Attract new and retain existing opportunities for filming in the City.
- Develop a plan to use Tourism Marketing District funding for capital improvements that would serve visitors to the City's public facilities.
- Develop a public/private partnership to address parking needs in Old Town Newhall.
- Continue the administration of the COVID-19 response funding and advocate for additional resources through the duration of the economic recovery.
- Research how to become a venue for the 2028 Olympics.
- Create a Zen Garden as a tourist attraction.



+COMMUNITY BEAUTIFICATION AND SUSTAINABILITY

- Complete the inventory of the urban forest to document tree locations and conditions, and use inventory to assist with future urban forestry planning.
- Continue the median beautification program, including the renovation of turf segments, replacement of antiquated irrigation systems, installation of water efficient plants, and potential construction of new landscaped medians.
- Administer a robust Graffiti Removal Program that includes education, prevention, and enforcement components.
- Complete energy efficiency and ultraviolet lighting upgrades to all City facilities.
- Install trash capture devices to trap and prevent trash from entering storm drains and making its way into the Santa Clara River.
- Work toward the stormwater infiltration requirements set forth in the Upper Santa Clara River Enhanced Watershed Management Program (EWMP).
- Develop a Citywide neighborhood outreach, rehabilitation, and beautification program.
- Ensure that 50% of all new bus purchases are zero emission.
- Continue efforts to achieve the goal of 75% solid waste diversion through the implementation of various programs including increased organic waste diversion.



+ORGANIZATIONAL EXCELLENCE

- Deliver a customer service based training program for City contract service providers.
- Explore opportunities for additional City-sponsored wellness initiatives, including celebrations and recognitions of staff and our contract partners for their contributions to the organization.
- Transition to digital automation to streamline processes and enhance the resident service experience.
- Expand flexible, online in-house learning through micro-learning.
- Continue efforts in preventing large-scale mining in Soledad Canyon.
- Ensure an acceptable alignment of the California High Speed Rail project.
- Create and implement a post-pandemic program for the organization, focusing on employee engagement and motivation.
- Annually review the City's Executive and Legislative Platform to further the interests of the City and employ an active advocacy program.
- Maintain effective partnerships with Los Angeles County and the 5th District Supervisor to address changing priorities in the Santa Clarita Valley.
- Continue the development and implementation of an organization-wide succession plan.
- Review and evaluate the Santa Clarita 2025 Plan on an annual basis to ensure continued relevancy and address changing needs in the community.



+PUBLIC SAFETY

- Continue to address crime trends through strategic operations to maintain record-low crime rates and the community's "Safest City" designation.
- Complete construction of the new Santa Clarita Valley (SCV) Sheriff's Station and successfully transition operation of the new facility.
- Develop a comprehensive emergency preparedness plan that addresses both internal and external needs and trends such as active shooter training, earthquake preparedness, Emergency Operations Center activation, etc.
- Conduct a facility and equipment needs assessment to improve and enhance emergency response efforts by the City to include new potential threats such as Public Safety Power Shutoff events.
- Create an Emergency Response Stakeholder Group comprised of the City, Sheriff, and Fire and facilitate quarterly meetings.
- Acquire a City Mobile Incident Command Post for increased situational awareness and effective communication with other agencies during emergencies.
- Evaluate and apply for law enforcement grant funding opportunities to increase service capacity, improve technology, and target specific areas of crime.
- Increase presence and engagement between the community and local law enforcement through social media outreach and by hosting at least four community events per year.
- Develop and implement Crime Prevention Unit (CPU) priorities to encourage collaboration with other agencies and assist with complex issues in the community such as homelessness.
- Complete a workload analysis to review resource allocations (units/overhead) at the SCV Sheriff's Station that adequately supports the growth of the community and the needs of the residents.
- Procure and implement new technology, such as Automated License Plate Readers (ALPRs), into the SCV Sheriff's Station operations to improve antiquated operations and increase efficiencies.
- Continue facilitation of the Traffic Safety Team to maintain a record-low collision rate.