



LAGUNA NIGUEL **STRATEGIC PLAN** MARCH 2025





BACKGROUND

The City of Laguna Niguel adopted the City's first ever strategic plan in November 2019. This plan has provided a clear set of goals and strategies to guide the City's decisions and resources for the 30-year period.

The strategic plan was developed utilizing a collaborative process with a variety of stakeholders. Those include residents, business owners, City Council Members, commissioners, committee members, and City executive leadership. The process included the preparation of an environmental scan, a strategic plan survey, and a workshop which led to the development of the City's goals and strategies.

The City's success in 2024 has furthered the achievement of the goals established by the City Council. This 2025 Strategic Plan update reflects new and modified strategies and timelines to ensure those goals are achieved.





ELEMENTS OF THE STRATEGIC PLAN

MISSION STATEMENT

- The mission statement provided the framework and direction for the City. It gives the rationale for programs that are carried out by the City and guides the prioritization of opportunities.

VISION

- Where the mission states the purpose of the City, the vision describes the future of the City.

VALUES

- The values describe how the members of the City Council and City staff conduct themselves.

GOAL

- A goal is a desired result for the City.

STRATEGIES

- The strategies are the specific projects that the City will complete to achieve each goal.

IMPLEMENTATION ACTION PLAN

- The implementation action plans are a detailed planning tool for showing each strategy, key tasks, financial resources needed, human resources needed, costs, and timelines to achieve each goal.



MISSION:

The City of Laguna Niguel is committed to providing a vibrant quality of life for all residents, businesses, and visitors in a safe, beautiful and involved community.

VISION:

The City of Laguna Niguel is dedicated to preserving a safe, flourishing, and community-oriented environment through thoughtful engagement, financial responsibility, and a commitment to innovation.

VALUES:

**Integrity
Excellence**

**Innovation
Security**

**Quality
Service**



GOALS

GOAL 1: PUBLIC SAFETY

GOAL 2: FISCAL SUSTAINABILITY

**GOAL 3: OPEN SPACE AND
ENVIRONMENTAL PRESERVATION**

**GOAL 4: INFRASTRUCTURE AND
TECHNOLOGY**

**GOAL 5: ECONOMIC AND COMMUNITY
DEVELOPMENT**

**GOAL 6: COMMUNICATION AND
COMMUNITY OUTREACH**



**City of Laguna Niguel
Strategic Plan
Implementation Action Plan**

Goal # 1: Public Safety

Strategy	1. Maintain Current Service Levels
Key Implementation Task	<ul style="list-style-type: none"> • Monitor calls for service on an annual basis
Lead Responsibility	<ul style="list-style-type: none"> • Chief of Police Services, Administrative Sergeant, OCFA Division Chief
Other Agencies Involved	<ul style="list-style-type: none"> • None at this time
Staff Resources	<ul style="list-style-type: none"> • No additional
Financial Resources	<ul style="list-style-type: none"> • If determination of additional resources is made
Timeline	<ul style="list-style-type: none"> • Staffing levels are still appropriate. No changes are needed at this time.
Success Indicators	<ul style="list-style-type: none"> • Maintaining staffing levels will help to maintain current crime levels.
Strategy	2. Neighborhood Watch
Key Implementation Task	<ul style="list-style-type: none"> • Continue to increase Neighborhood Watch in multi-family & single-family neighborhoods using small group meetings, block captain meetings, and community-wide safety meetings • Coordinate with property management companies of apartment buildings • Contact current HOAs not participating in the Neighborhood Watch program
Lead Responsibility	<ul style="list-style-type: none"> • Crime Prevention Specialists (CPS), Administrative Sergeant
Other Agencies Involved	<ul style="list-style-type: none"> • None
Staff Resources	<ul style="list-style-type: none"> • Crime Prevention Specialists
Financial Resources	<ul style="list-style-type: none"> • None at this time
Timeline	<ul style="list-style-type: none"> • Established relationships with multiple large apartment complexes within the City • Hosted a community information-sharing meeting • Continued outreach efforts to HOAs
Success Indicators	<ul style="list-style-type: none"> • Increase participation from the apartment & multi-family housing complexes • Continue to increase Neighborhood Watch Meetings
Accomplishments	<ul style="list-style-type: none"> • Formed seven new Neighborhood Watch Groups, increasing participation to 63 groups, including 20 multi-family properties • Attended 24 Neighborhood Watch meetings

LEGEND	
	Ongoing/In Progress
	On Schedule



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Goal # 1: Public Safety

Strategy	3. Sharing Resources with Surrounding Communities
Key Implementation Task	<ul style="list-style-type: none"> • Study the feasibility of sharing resources with neighboring cities (i.e., emergency management, homeless services) • Share homeless and mental health resources with surrounding cities • Share Flock System with neighboring cities • Coordinate with localized Public Information Officers (PIO) and host information share meetings
Lead Responsibility	• City Manager, Chief of Police Services, Senior Emergency Management Programs Coordinator
Other Agencies Involved	• Neighboring cities
Staff Resources	• City Manager, Chief of Police Services, Senior Emergency Management
Financial Resources	• N/A
Timeline	• Ongoing
Success Indicators	<ul style="list-style-type: none"> • MOUs with surrounding agencies approved (Completed) • Attain shared county Homeless Emergency Aid Program grant funding for homeless services • Hold quarterly PIO meetings • Access continues to be granted to the Flock System for Neighboring cities
Accomplishments	<ul style="list-style-type: none"> • MOU for EOC staffing and facilities sharing has been executed • Actively collaborating with the Behavior Health Bureau and homeless services personnel in surrounding cities

LEGEND	
	Ongoing/In Progress
	On Schedule



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Goal # 1: Public Safety

Strategy	4. Public Safety Community Messaging
Key Implementation Task	<ul style="list-style-type: none"> Utilize social media platforms, message boards, Neighborhood and Business Watch, HOA meetings to send messages Utilize Nixle.com, Alert OC, and social media platforms to alert for natural disasters, traffic-related issues, missing persons, and police activity Increase community public safety communications Above the Influence program – Youth Substance Use Prevention Program
Lead Responsibility	<ul style="list-style-type: none"> Chief of Police Services, Crime Prevention Specialist, Senior Emergency Management Programs Coordinator
Other Agencies Involved	<ul style="list-style-type: none"> OCSD
Staff Resources	<ul style="list-style-type: none"> City Manager's Office, Public Works, PIO, PACT Volunteers
Financial Resources	<ul style="list-style-type: none"> None
Timeline	<ul style="list-style-type: none"> Ongoing
Success Indicators	<ul style="list-style-type: none"> Increase in social media followers and subscribers to emergency management communication platforms
Accomplishments	<ul style="list-style-type: none"> Nixle continues to be used for sending notifications to residents, e.g., road closures and emergency notifications Participated in regional Alert OC test and Alert OC Great Shakeout notification, reaching over 12,000 subscribers Provided Above the Influence program services to Malcolm Elementary, Moulton Elementary, and Niguel Hills Middle School Monthly Chief's Brief and Community Education Program

LEGEND	
	Ongoing/In Progress
	On Schedule



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Goal # 1: Public Safety

Strategy	5. Volunteer Support Programs and Community Education Initiatives
Key Implementation Task	<ul style="list-style-type: none"> • Administer citizen-led community volunteer programs (PACT, ACS) • Facilitate community crime prevention and safety training • Update and revise the CERT program in 2025 for the program to be relaunched in 2026 • Conduct citizen academy (Annually) • DEA Rx Drug Takeback Events • Walk the Kids to School Day (Annually) • Teenage traffic safety seminar (bi-annually), e.g., Electric Bicycle Education • Senior traffic safety seminar (bi-annually) • Expand the YANA program
Lead Responsibility	<ul style="list-style-type: none"> • Chief of Police Services, Crime Prevention Specialist, Senior Emergency Management • Programs Coordinator
Other Agencies Involved	<ul style="list-style-type: none"> • OCSD
Staff Resources	<ul style="list-style-type: none"> • PACT volunteers (Bike Patrol, Parking Enforcement, YANA), CERT volunteers, and ACS volunteers
Financial Resources	<ul style="list-style-type: none"> • None
Timeline	<ul style="list-style-type: none"> • Ongoing
Success Indicators	<ul style="list-style-type: none"> • Decrease in property crime • Increase YANA program participation
Accomplishments	<ul style="list-style-type: none"> • Facilitated community education presentations at the USPS, Realtor Groups, and local volunteer/service/youth organizations • Provided Crime Prevention through environmental design education community groups • Completed three Walk the Kids to School Day Events and participated in ten local school events • Developed curriculum for Senior and Teen traffic safety seminars with implementation scheduled for Spring 2025 • Increased YANA program volunteer hours from 73 hours to 435 hours, conducted 239 total visits and made 232 total calls to program participants

LEGEND	
	Ongoing/In Progress
	On Schedule



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Goal # 1: Public Safety

Strategy	6. Business Watch/Business Enhancement Team
Key Implementation Task	<ul style="list-style-type: none"> • Utilize Police Services volunteers to connect and create relationships with local businesses • Obtain updated emergency contact information • Educate about security and safety implementation along with the procedures for reporting crimes
Lead Responsibility	• Crime Prevention Specialists, Administrative Deputies
Other Agencies Involved	• None
Staff Resources	• Volunteers, Crime Prevention Specialists, Administrative Deputies
Financial Resources	• None
Timeline	• Ongoing
Success Indicators	• Implementation of the program with a goal of 100% participation of businesses
Accomplishments	<ul style="list-style-type: none"> • Quadrants were established across the City. Three quadrants have been contacted and have been distributed Business Watch window stickers. PACT volunteers continue to provide information on a quarterly basis. • Outreach within the fourth quadrant is currently in progress and should be completed in Spring 2025

LEGEND	
	Ongoing/In Progress
	On Schedule



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Goal # 1: Public Safety

Strategy	7. Public Safety Technologies
Key Implementation Task	<ul style="list-style-type: none"> • Mesh (Emergency communication tool) project implementation • Strategic implementation of cameras on trails • Conduct a Flock Analysis, ensuring the City has adequate coverage • Increase camera feeds at City Facilities integrating with the OCSD Real Time Operation Center (RTOC)
Lead Responsibility	• Chief of Police Services, Public Works, IT
Other Agencies Involved	• OCSD
Staff Resources	• Chief of Police Services, Emergency Management, Public Works
Financial Resources	• TBD
Timeline	<ul style="list-style-type: none"> • Mesh Program by Winter 2025 • Trail Cameras pilot program is currently underway • Real-Time Operation Center connectivity by 2026
Success Indicators	<ul style="list-style-type: none"> • Implementation of the MESH program • Evaluation of the Trail Camera Pilot Program • Flock Analysis is completed • OCSD Real Time Operations Center coverage at City Facilities
Accomplishments	<ul style="list-style-type: none"> • MESH demonstration will be conducted during the Holiday Parade • Demonstrated RTOC capabilities during the Sea Country Festival through the strategic placement of temporary cameras

LEGEND	
	Ongoing/In Progress
	On Schedule



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Goal # 1: Public Safety

Strategy	8. Emergency Preparedness
Key Implementation Task	<ul style="list-style-type: none"> • Update Emergency Operation Plan • Conduct annual mock tabletop exercises • Create Nixle/Alert OC Use Crisis Communication Policy (Completed) • Leverage GIS tools to enhance public safety
Lead Responsibility	• Chief of Police Services, Administrative Sergeant, Senior Emergency Management Programs Coordinator
Other Agencies Involved	• OCFA
Staff Resources	• City Manager's Office, CERT, ACS
Financial Resources	• Structural Fire Fund Entitlement Fund (\$50,000)
Timeline	• Ongoing, additional resources will be added as needed
Success Indicators	<ul style="list-style-type: none"> • Complete Emergency Operation Procedures Update (In progress) • Utilize GIS tools to enhance public safety (In progress)
Accomplishments	<ul style="list-style-type: none"> • Created a Crisis Communication Administrative Policy that includes Nixle/Alert OC Guidelines • Identified grant funding to update the Emergency Operation Plan • Conducted tabletop exercises and joint operations briefing with OCFA • Set up a Mock EOC to audit existing practices and layout

LEGEND	
	Ongoing/In Progress
	On Schedule



**City of Laguna Niguel
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Goal # 2: Fiscal Sustainability

Strategy	1. Analyze and Monitor the Current Fee Structure
Key Implementation Task	<ul style="list-style-type: none">Analyze existing dataReview and consult with department heads and the City Manager when modifications to fees are suggested or necessaryPresent updated fees to the City Council for approvalUpdate Skate Park Facility Use Policy and Fee Schedule (Completed Jan. 2025)Update General Parks Use Policy and Fee Schedule (Completed Jan. 2025)Update Public Works Fees (FY 25 Budget Adoption)Update Crown Valley Community Center and Facilities Use Policy and Fee SchedulesCreate a master fee schedule to be updated via CPI as part of the budgetUpdate master fee schedule prior to implementing CPI to ensure rates are appropriate (i.e., CVCC fees)
Lead Responsibility	<ul style="list-style-type: none">Finance Director & Executive Team
Other Agencies Involved	<ul style="list-style-type: none">N/A
Staff Resources	<ul style="list-style-type: none">Department Directors & Key Support Staff
Financial Resources	<ul style="list-style-type: none">N/A
Timeline	<ul style="list-style-type: none">Ongoing 5-year analysis and evaluationImplement updated Public Works Fees as part of the FY 25-27 budgetMaster Fee schedule adopted during FY 25-27 budget adoption
Success Indicators	<ul style="list-style-type: none">Ability to provide services, permits, licenses, rentals, and recreation activities at reasonably low costs to our residentsAdopt updated Public Works FeesAdopt a master fee schedule to be updated via CPI as part of the budget
Accomplishments	<ul style="list-style-type: none">Fees Updated: Athletic, Aquatic, Community Development, Credit CardSkate Park Facility Use Policy and Fee Schedule completed pending completion of master fee schedule and budget adoptionGeneral Parks Use Policy and Fee Schedule completed pending completion of master fee schedule and budget adoptionImplement Recreation Registration Software Update; Establish new agreement and fees completed January 2025

LEGEND	
	Ongoing/In Progress
	On Schedule



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Goal # 2: Fiscal Sustainability

Strategy	2. Banking RFP
Key Implementation Task	<ul style="list-style-type: none">• Issue RFP for Banking Services• Complete banking transition prior to December 31, 2025• Determine if the new bank can supply an alternative option to Cal Card• Evaluate current internal controls and fraud risk assessment with a new bank
Lead Responsibility	<ul style="list-style-type: none">• Finance Director
Other Agencies Involved	<ul style="list-style-type: none">• N/A
Staff Resources	<ul style="list-style-type: none">• Finance Department and key support staff
Financial Resources	<ul style="list-style-type: none">• Costs will be included in the Biennial Budget process
Timeline	<ul style="list-style-type: none">• Complete by December 31, 2025
Success Indicators	<ul style="list-style-type: none">• New banking services• New credit card vendor• Reduction in fees• Increase in credit card rebates

LEGEND	
	Ongoing/In Progress
	On Schedule



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Goal # 2: Fiscal Sustainability

Strategy	3. Implement Efficiencies for City Payments
Key Implementation Task	<ul style="list-style-type: none"> Evaluate virtual payment platform offered through credit card merchant Transition vendors to an electronic payment platform Evaluate current internal controls to prevent and detect fraudulent activities Evaluate the Recreation Management Software platform to identify cost savings for residents and the City Add contract credit card language to all contract templates
Lead Responsibility	<ul style="list-style-type: none"> Finance Director
Other Agencies Involved	<ul style="list-style-type: none"> N/A
Staff Resources	<ul style="list-style-type: none"> Finance Department and key support staff
Financial Resources	<ul style="list-style-type: none"> N/A
Timeline	<ul style="list-style-type: none"> Ongoing
Success Indicators	<ul style="list-style-type: none"> Reducing the use of paper checks Increasing rebates received via credit card program (84th out of 1,972 agencies in the state – 182nd in 2022) Contract templates include credit card language going forward
Accomplishments	<ul style="list-style-type: none"> Renegotiated Recreation Management Software agreement, saving the City \$25,000 annually (January 2025)
Strategy	4. Maximize Return on Investment on City Investments
Key Implementation Task	<ul style="list-style-type: none"> Continue to monitor economic conditions and trends Stagger maturities evenly throughout the maturity curve Maximize “invested cash” consistent with the investment policy
Lead Responsibility	<ul style="list-style-type: none"> Finance Director
Other Agencies Involved	<ul style="list-style-type: none"> N/A
Staff Resources	<ul style="list-style-type: none"> Finance Director and City Manager
Financial Resources	<ul style="list-style-type: none"> N/A
Timeline	<ul style="list-style-type: none"> Ongoing
Success Indicators	<ul style="list-style-type: none"> Investment performance relative to key benchmarks like rates available for LAIF, OCIP, or 5-year Treasuries Investments staggered across the maturity curve
Accomplishments	<ul style="list-style-type: none"> 2024 Investment policy was amended to include CAMP and 10-year Treasuries

LEGEND	
	Ongoing/In Progress
	On Schedule



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Goal # 2: Fiscal Sustainability

Strategy	5. Implementation of Biennial Budget Process
Key Implementation Task	<ul style="list-style-type: none"> • Research the biennial budget process and devise a biennial budget timeline • Create training material to assist staff in transitioning to the biennial budget process • Devise transition timeline • Develop and adopt a biennial budget
Lead Responsibility	• Finance Director & Executive Team
Other Agencies Involved	• N/A
Staff Resources	• Department Directors & Key Support Staff
Financial Resources	• N/A
Timeline	• July 1, 2025
Success Indicators	<ul style="list-style-type: none"> • Adopt a biennial budget • Increased organization efficiencies through the saving of staff time
Strategy	6. Citywide Electronic Contract Management and Procurement
Key Implementation Task	<ul style="list-style-type: none"> • Obtain additional licensing • Import contract information to software • Monitor contract spending within the software and provide real-time information to Departments
Lead Responsibility	• Finance Director
Other Agencies Involved	• N/A
Staff Resources	• Finance Director, Purchasing Manager, Department Procurement Liaisons
Financial Resources	• Costs will be included in the Biennial Budget process
Timeline	• Ongoing
Success Indicators	<ul style="list-style-type: none"> • Electronic contract management and procurement software used Citywide • Contracts imported into software • Purchasing Manager reviews information entered for accuracy • Software provides a warning when spending may exceed the contract value

LEGEND	
	Ongoing/In Progress
	On Schedule



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Goal # 2: Fiscal Sustainability

Strategy	7. Utility and Franchisee Audits
Key Implementation Task	<ul style="list-style-type: none"> Engage vendors to review utility bills and franchise reports to verify that the City is receiving proper amounts
Lead Responsibility	<ul style="list-style-type: none"> Finance Director
Other Agencies Involved	<ul style="list-style-type: none"> Franchisees and Utilities
Staff Resources	<ul style="list-style-type: none"> Finance Director, Consultant
Financial Resources	<ul style="list-style-type: none"> NA
Timeline	<ul style="list-style-type: none"> Project will begin in 2025, and the City plans to review this every 5 or 10 years
Success Indicators	<ul style="list-style-type: none"> Reduction in fees for utilities Increased revenue for franchisees Verifying calculations are being done properly
Strategy	8. Update Records Retention Policy & Practices
Key Implementation Task	<ul style="list-style-type: none"> Review and update the Records Retention Policy aligned with industry best practices and state law Restructure the existing file system, optimizing organizational efficiency
Lead Responsibility	<ul style="list-style-type: none"> City Clerk, City Attorney's Office
Other Agencies Involved	<ul style="list-style-type: none"> NA
Staff Resources	<ul style="list-style-type: none"> Deputy City Clerk
Financial Resources	<ul style="list-style-type: none"> TBD
Timeline	<ul style="list-style-type: none"> 2025-2026
Success Indicators	<ul style="list-style-type: none"> Increased organizational efficiency Cost saving for records storage and staff time

LEGEND	
	Ongoing/In Progress
	On Schedule



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Goal # 2: Fiscal Sustainability

Strategy	9. Advancement through Collaboration and Engagement (A.C.E.) TEAM
Key Implementation Task	<ul style="list-style-type: none"> • Survey City Staff to identify existing inefficient organizational practices • Prioritize existing inefficient organizational practices to be updated by conducting a cost-benefit analysis • Update organization practices and procedures
Lead Responsibility	• ACE Team Members
Other Agencies Involved	• NA
Staff Resources	• Department Directors & Key Support Staff
Financial Resources	• TBD
Timeline	• Ongoing
Success Indicators	<ul style="list-style-type: none"> • Savings of staff time • Reduction of administrative costs • Increased organizational efficiencies

LEGEND	
	Ongoing/In Progress
	On Schedule



**City of Laguna Niguel
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Goal # 3: Open Space and Environmental Preservation

Strategy	1. Inventory of All Components of Open Space
Key Implementation Task	<ul style="list-style-type: none"> • Create an inventory map and list all open spaces in the City
Lead Responsibility	<ul style="list-style-type: none"> • Public Works Director, Parks and Recreation Director, Community Development Director
Other Agencies Involved	<ul style="list-style-type: none"> • None
Staff Resources	<ul style="list-style-type: none"> • Consultant Required, Parks and Recreation Director, Community Development Staff
Financial Resources	<ul style="list-style-type: none"> • TBD
Timeline	<ul style="list-style-type: none"> • 2025
Success Indicators	<ul style="list-style-type: none"> • Complete Inventory
Accomplishments	<ul style="list-style-type: none"> • Inventory is 25% complete through Phase One (trails) • Phase Two (remaining open space components) will be completed by December 2025
Strategy	2. 10-Year Trail and Open Space Maintenance Plan
Key Implementation Task	<ul style="list-style-type: none"> • Complete 10-Year Trail and Open Space Maintenance Plan
Lead Responsibility	<ul style="list-style-type: none"> • Parks and Recreation Director, Community Development Director, Public Works Director
Other Agencies Involved	<ul style="list-style-type: none"> • County of Orange, State Regulatory Agencies, Pertinent Federal Agencies
Staff Resources	<ul style="list-style-type: none"> • Parks and Recreation Staff, Community Development Staff, and Consultant required to develop Plan
Financial Resources	<ul style="list-style-type: none"> • Plan Development included in FY 2025-27 budget
Timeline	<ul style="list-style-type: none"> • RFP is scheduled to be released in 2026 with completion of Plan in 2027
Success Indicators	<ul style="list-style-type: none"> • Completion of a 10-year maintenance plan

LEGEND	
	Ongoing/In Progress
	On Schedule



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Goal # 3: Open Space and Environmental Preservation

Strategy	3. Public Education
Key Implementation Task	<ul style="list-style-type: none"> • Update website, flyers, etc., to include Open Space information similar to and in conjunction with Trails information • Quarterly trail promotion and safety videos • Continue to promote the OCSD/CUSD electric bicycle safety action plan • Continue to enhance wildfire awareness prevention • Further publicize organic recycling requirements • Create trail videos promoting the City's trail network
Lead Responsibility	<ul style="list-style-type: none"> • City Manager and Parks and Recreation Director, OCFA
Other Agencies Involved	<ul style="list-style-type: none"> • OC Parks, Surrounding municipalities, OCFA, CalFire
Staff Resources	<ul style="list-style-type: none"> • In-house
Financial Resources	<ul style="list-style-type: none"> • TBD • CalRecycle Grant Funding
Timeline	<ul style="list-style-type: none"> • Ongoing
Success Indicators	<ul style="list-style-type: none"> • Increased public education • Website • Social media • Print • Wildfire prevention education • Reduce organic contamination rates
Accomplishments	<ul style="list-style-type: none"> • Hosted multiple education and outreach events and multiple electric bicycle education events • Conducted a social media campaign for Wildfire Awareness Month in September • Amended Franchise Waste Agreement to incentivize reduction in contamination rates • Conducted "What's in your Pack" trail safety campaign at various City trailheads

LEGEND	
	Ongoing/In Progress
	On Schedule



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Goal # 3: Open Space and Environmental Preservation

Strategy	4. Adopt and Implement the County Waste Infrastructure System Enhancement (WISE) Agreement
Key Implementation Task	<ul style="list-style-type: none"> Review and adopt the proposed WISE Agreement Revise the Franchise Agreement and make necessary amendments Incorporate revenue adjustments into the budget process
Lead Responsibility	<ul style="list-style-type: none"> Assistant City Manager, Management Assistant
Other Agencies Involved	<ul style="list-style-type: none"> Orange County Waste and Recycling (OCWR)
Staff Resources	<ul style="list-style-type: none"> Consultant Finance Director
Financial Resources	<ul style="list-style-type: none"> Included in the FY 2025-2027 budget
Timeline	<ul style="list-style-type: none"> 2025-2027
Success Indicators	<ul style="list-style-type: none"> Adopted and implemented the WISE Agreement
Strategy	5. Habitat Restoration Project at Chapparosa Park
Key Implementation Task	<ul style="list-style-type: none"> Apply for the TCA Habitat Restoration Conservation Fund Grant Develop a restoration plan and agreement with Irvine Ranch Conservancy Implement restoration project
Lead Responsibility	<ul style="list-style-type: none"> Parks and Landscape Maintenance Superintendent, Public Works Director
Other Agencies Involved	<ul style="list-style-type: none"> Irvine Ranch Conservancy, Transportation Corridor Agency (TCA)
Staff Resources	<ul style="list-style-type: none"> Parks and Landscape Maintenance Inspectors
Financial Resources	<ul style="list-style-type: none"> TCA Grant Funding \$500,000 estimated project costs
Timeline	<ul style="list-style-type: none"> TBD
Success Indicators	<ul style="list-style-type: none"> Grant funding awarded Habitat Restoration Project at Chapparosa Park is completed

LEGEND	
	Ongoing/In Progress
	On Schedule



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Goal # 4: Infrastructure and Technology

Strategy	1. Energy Efficiency
Key Implementation Task	<ul style="list-style-type: none">• Issue RFP and award contract for a consultant to evaluate City facilities' energy usage• Identify a priority project list for the energy efficiency program• Prepare City Council report summarizing findings
Lead Responsibility	<ul style="list-style-type: none">• Public Works Director
Other Agencies Involved	<ul style="list-style-type: none">• None
Staff Resources	<ul style="list-style-type: none">• Consultant required
Financial Resources	<ul style="list-style-type: none">• Included in the FY 2025-2027 budget
Timeline	<ul style="list-style-type: none">• 2025
Success Indicators	<ul style="list-style-type: none">• Reduction in utility costs
Strategy	2. Infrastructure Study
Key Implementation Task	<ul style="list-style-type: none">• Evaluate the infrastructure and maintenance needs of the City
Lead Responsibility	<ul style="list-style-type: none">• Public Works Director
Other Agencies Involved	<ul style="list-style-type: none">• None
Staff Resources	<ul style="list-style-type: none">• Consultant required
Financial Resources	<ul style="list-style-type: none">• TBD
Timeline	<ul style="list-style-type: none">• 2021 – RFP• 2022 – Parks• 2024 – Facilities• 2025-26 – Streets
Success Indicators	<ul style="list-style-type: none">• Complete study
Accomplishments	<ul style="list-style-type: none">• Completed Infrastructure Study for Parks in 2022 and Facilities in 2024

LEGEND	
	Ongoing/In Progress
	On Schedule



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Goal # 4: Infrastructure and Technology

Strategy	3. Smart Cities Solutions
Key Implementation Task	<ul style="list-style-type: none"> • EV Charging Stations • Enhanced technology citywide • Broadband discussion/review • Increase wireless capabilities at City Hall, Community Centers, and Crown Valley Park
Lead Responsibility	• Public Works Director/IT Director
Other Agencies Involved	• None
Staff Resources	• Public Works/IT Services
Financial Resources	• CIP Budget
Timeline	<ul style="list-style-type: none"> • Annually ✓ Traffic Management Center design will be completed in 2025
Accomplishments	<ul style="list-style-type: none"> • Traffic Management Center Implementation: Grant funding obtained from OCTA to connect fiber optic services all along Crown Valley Parkway/ Moulton back to City Hall – design complete, construction scheduled to be completed in summer 2025 with OCTA as lead agency • Issued Citywide broadband RFP in late 2024
Success Indicators	<ul style="list-style-type: none"> • Completion of Smart Cities Capital Improvement Projects • Engage with broadband service providers for staggered implementation across the City
Strategy	4. Active Transportation Study
Key Implementation Task	<ul style="list-style-type: none"> • Obtain grants • Select consultant • Complete study
Lead Responsibility	• Public Works Director
Other Agencies Involved	• None
Staff Resources	• Public Works Department
Financial Resources	• City match funding
Timeline	<ul style="list-style-type: none"> • 2023-2025 • Study is scheduled to be completed in Fall 2025
Success Indicators	• Study is completed

LEGEND	
	Ongoing/In Progress
	On Schedule



City of Laguna Niguel
Strategic Plan
Implementation Action Plan

Goal # 4: Infrastructure and Technology

Strategy	5. Public Works Facility
Key Implementation Task	<ul style="list-style-type: none">Identify potential locations for the facility
Lead Responsibility	<ul style="list-style-type: none">City Manager, Public Works Director
Other Agencies Involved	<ul style="list-style-type: none">None
Staff Resources	<ul style="list-style-type: none">N/A
Financial Resources	<ul style="list-style-type: none">TBD
Timeline	<ul style="list-style-type: none">TBD
Success Indicators	<ul style="list-style-type: none">Potential locations are identified
Strategy	6. Citywide Bus Shelter Improvements
Key Implementation Task	<ul style="list-style-type: none">Redesign of bus sheltersConstruct bus shelter improvements
Lead Responsibility	<ul style="list-style-type: none">Public Works
Other Agencies Involved	<ul style="list-style-type: none">OCTA
Staff Resources	<ul style="list-style-type: none">Public Works staff; consultants
Financial Resources	<ul style="list-style-type: none">Adoption of CIPs for design and construction
Timeline	<ul style="list-style-type: none">Design: FY 2024-25Construction: FY 2025-26
Success Indicators	<ul style="list-style-type: none">Completion of bus shelter installations
Accomplishments	<ul style="list-style-type: none">Design phase is underway and is scheduled for completion in June 2025

LEGEND	
	Ongoing/In Progress
	On Schedule



City of Laguna Niguel
Strategic Plan
Implementation Action Plan

Goal # 4: Infrastructure and Technology

Strategy	7. La Paz Road Mobility Enhancements and Permanent Repair
Key Implementation Task	<ul style="list-style-type: none">• Obtain funding• Initiate Environmental clearance and design• Complete construction
Lead Responsibility	<ul style="list-style-type: none">• Public Works
Other Agencies Involved	<ul style="list-style-type: none">• County of Orange
Staff Resources	<ul style="list-style-type: none">• Public Works staff; consultant
Financial Resources	<ul style="list-style-type: none">• \$5 million in City match funds and consultant costs (will be budgeted in subsequent fiscal years)• \$15.5 million in state and federal grant funding
Timeline	<ul style="list-style-type: none">• 2023-2027
Success Indicators	<ul style="list-style-type: none">• La Paz Road is fully reopened to the public with mobility enhancements
Accomplishments	<ul style="list-style-type: none">• Project Approval & Environmental Documentation Agreement Awarded (November 2024)
Strategy	8. Emerging Technologies
Key Implementation Task	<ul style="list-style-type: none">• Utilize GIS Technologies to enhance user experience with CIP Projects• Natural Language Processing Tools
Lead Responsibility	<ul style="list-style-type: none">• Public Works Director/IT Director
Other Agencies Involved	<ul style="list-style-type: none">• None
Staff Resources	<ul style="list-style-type: none">• Public Works Department/IT Services/Management Analyst
Financial Resources	<ul style="list-style-type: none">• CIP Budget FY 24-25 Operation Budget
Timeline	<ul style="list-style-type: none">• Ongoing
Success Indicators	<ul style="list-style-type: none">• Increase the use of GIS technologies, improving user experience• Streamline administrative process using Natural Language Processing Tools
Accomplishments	<ul style="list-style-type: none">• Created City Council Districts GIS Map• Created street sweeping and trash collection GIS Map• CIP Project GIS Map completed (January 2025)• Utilized Natural Language Processing tools to streamline the community grants application process and the Commissions/Committees recruitment process

LEGEND	
	Ongoing/In Progress
	On Schedule



**City of Laguna Niguel
Strategic Plan
Implementation Action Plan**

Goal # 4: Infrastructure and Technology

Strategy	9. Update IT Infrastructure Assessment
Key Implementation Task	<ul style="list-style-type: none"> Complete IT Infrastructure Assessment Develop IT Infrastructure replacement schedule
Lead Responsibility	<ul style="list-style-type: none"> City Manager's Office; IT Consultant
Other Agencies Involved	<ul style="list-style-type: none"> None
Staff Resources	<ul style="list-style-type: none"> Assistant City Manager, Management Analyst, IT Consultant
Financial Resources	<ul style="list-style-type: none"> FY 2025-27 operating budget
Timeline	<ul style="list-style-type: none"> FY 2025-2027
Success Indicators	<ul style="list-style-type: none"> Completion of IT Infrastructure Assessment Create a schedule and identify funding sources to upgrade obsolete technology based on IT Infrastructure Assessment results
Strategy	10. Pavement Management Plan
Key Implementation Task	<ul style="list-style-type: none"> Obtain an overall PCI of 80 on City roadways Arterial and Local Roadway Rehabilitation Projects Residential Annual Resurfacing Program Residential Overlay Program
Lead Responsibility	<ul style="list-style-type: none"> Public Works
Other Agencies Involved	<ul style="list-style-type: none"> None
Staff Resources	<ul style="list-style-type: none"> Consultants and Contractors required
Financial Resources	<ul style="list-style-type: none"> Include in Operating and CIP Budgets
Timeline	<ul style="list-style-type: none"> Ongoing
Success Indicators	<ul style="list-style-type: none"> Overall PCI of 80 on City roadways

LEGEND	
	Ongoing/In Progress
	On Schedule



**City of Laguna Niguel
Strategic Plan
Implementation Action Plan**

Goal # 5: Economic and Community Development

Strategy	1. Local Coastal Program (LCP) Updates
Key Implementation Task	<ul style="list-style-type: none"> • Prepare Draft Local Coastal Program updates (South Laguna Specific Plan/LCP Guidebook Completed, Aliso Creek LCP Guidebook in Progress) • Work with California Coastal Commission (CCC) staff to refine updates (In Progress) • Planning Commission review • City Council adoption • California Coastal Commission adoption
Lead Responsibility	• Community Development Department
Other Agencies Involved	• California Coastal Commission
Staff Resources	• City Manager, City Attorney, Community Development Director, Deputy Community Development Director, Planning Manager, Senior Planner, Management Analyst, Contract Staff
Financial Resources	• TBD
Timeline	• 2020-2026 (Pending California Coastal Commission review/adoption process)
Success Indicators	• California Coastal Commission adoption of Local Coastal Program Updates
Strategy	2. Gateway Specific Plan Update
Key Implementation Task	<ul style="list-style-type: none"> • Assessment of existing Gateway Specific Plan (Completed) • Commission studies as needed (Completed) • Prepare Draft Update (In Progress) • Planning Commission review • City Council adoption
Lead Responsibility	• Community Development
Other Agencies Involved	• N/A
Staff Resources	• City Manager, City Attorney, Community Development Director, Public Works Director, Deputy Community Development Director, Planning Manager, Senior Planner, Management Analyst, Contract Staff
Financial Resources	• TBD
Timeline	• 2023-2026
Success Indicators	• City Council adoption of Gateway Specific Plan Update

LEGEND	
	Ongoing/In Progress
	On Schedule



City of Laguna Niguel
Strategic Plan
Implementation Action Plan

Goal # 5: Economic and Community Development

Strategy	
3. Gateway Specific Plan Implementation	
Key Implementation Task	<ul style="list-style-type: none">• Oso Creek softening• Oso Creek Trail extension (In Progress)• Galivan Basin activation
Lead Responsibility	<ul style="list-style-type: none">• Community Development Department
Other Agencies Involved	<ul style="list-style-type: none">• Orange County Flood Control District (OCFCD)
Staff Resources	<ul style="list-style-type: none">• Community Development Director, Public Works Director, Deputy Community Development Director, Planning Manager, Senior Planner
Financial Resources	<ul style="list-style-type: none">• \$50,000
Timeline	<ul style="list-style-type: none">• 2024-2026 (Pending OCFCD review/approval)
Success Indicators	<ul style="list-style-type: none">• OCFCD/City agreement on the conceptual improvement plan

LEGEND	
	Ongoing/In Progress
	On Schedule



**City of Laguna Niguel
Strategic Plan
Implementation Action Plan**

Goal # 5: Economic and Community Development

Strategy	4. Comprehensive General Plan Update
Key Implementation Task	<ul style="list-style-type: none"> • Explore grant opportunities (In Progress) • Consultant RFP/selection (Completed) • Complete baseline assessment (Completed) • Conduct special studies (Completed) • Community engagement (Completed) • Prepare Vision Plan (Completed) • Prepare General Plan Update/EIR (In Progress) • Planning Commission review • City Council adoption
Lead Responsibility	• Community Development Department
Other Agencies Involved	• OC Sheriffs, OCFA, MNWD, OCPL, CUSD
Staff Resources	• City Manager, City Attorney, Community Development Director, Deputy Community Development Director, Planning Manager, Senior Planner, Assistant/Associate Planner/Tech, Management Analyst, Public Works Director, Parks & Recreation Director
Financial Resources	• Multi-year funding effort to conclude in FY 2025-2026
Timeline	<ul style="list-style-type: none"> • 2021-2025 ✓ Vision Plan Completed; Preparation of Update/EIR ongoing
Success Indicators	• City Council adoption of General Plan Update

LEGEND	
	Ongoing/In Progress
	On Schedule



**City of Laguna Niguel
Strategic Plan
Implementation Action Plan**

Goal # 5: Economic and Community Development

Strategy	5. General Services Administration (GSA) Federal Building Property Disposal
Key Implementation Task	<ul style="list-style-type: none"> • EIS participation/review (Completed) • GSA Community Design Charrette participation (Completed) • Discussions with prospective bidders, 1st Auction (Completed) • Section 106 consultation participation (Completed) • Monitoring of GSA marketing efforts (Completed) • Development Management Team (DMT) review of prospective bidder concept plans, 2nd Auction (Completed) • Monitoring of GSA post-auction property disposal activities (In Progress)
Lead Responsibility	• Community Development Department
Other Agencies Involved	• GSA, Public Building Reform Board, State Historic Preservation Officer, OC Sheriffs, OCFA, MNWD
Staff Resources	• City Manager, Community Development Director, Deputy Community Development Director, Senior Planner, Management Analyst, Public Works Director, Parks & Recreation Director
Financial Resources	• None
Timeline	<ul style="list-style-type: none"> • 2018-2025 (Pending successful completion of the GSA property disposal process) ✓ Winning bidder performance period to conclude Spring 2025
Success Indicators	• Consistent participation and advocacy for City interests throughout the GSA property disposal process

LEGEND	
	Ongoing/In Progress
	On Schedule



**City of Laguna Niguel
Strategic Plan
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Goal # 5: Economic and Community Development

Strategy	6. Town Center Area Specific Plan
Key Implementation Task	<ul style="list-style-type: none"> • Consultant RFP/selection • Preparation of specific plan/supplemental EIR (assumes prior General Plan update) • Planning Commission review • City Council adoption
Lead Responsibility	• Community Development Department
Other Agencies Involved	• OC Sheriffs, OCFA, MNWD
Staff Resources	• City Manager, City Attorney, Community Development Director, Deputy Community Development Director, Planning Manager, Senior Planner, Management Analyst, Public Works Director
Financial Resources	• \$500,000
Timeline	• 2026-2028
Success Indicators	• City Council adoption of Town Center Area Specific Plan

LEGEND	
	Ongoing/In Progress
	On Schedule



**City of Laguna Niguel
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Goal # 5: Economic and Community Development

Strategy	7. Business Attraction/Retention/Education
Key Implementation Task	<ul style="list-style-type: none">• Promotional materials• Broker services• Regional Economic Development Working Group participation• SCORE events• Commercial stakeholder meetings• Coordination with the Laguna Niguel Chamber of Commerce• Weekly Economic Development newsletter• Economic Development website
Lead Responsibility	<ul style="list-style-type: none">• Community Development Director
Other Agencies Involved	<ul style="list-style-type: none">• N/A
Staff Resources	<ul style="list-style-type: none">• City Manager, Community Development Director, Deputy Community Development Director, Senior Planner, Assistant/Associate Planner, Management Analyst
Financial Resources	<ul style="list-style-type: none">• TBD
Timeline	<ul style="list-style-type: none">• On-going (Annual)
Success Indicators	<ul style="list-style-type: none">• Completion of annual programs, maintenance of City informational resources

LEGEND	
	Ongoing/In Progress
	On Schedule



City of Laguna Niguel
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Goal # 5: Economic and Community Development

Strategy	8. Comprehensive Municipal Code Update
Key Implementation Task	<ul style="list-style-type: none">• Develop amendment schedule• Conduct special studies (as needed)• Draft code language• Planning Commission review (as needed)• City Council adoption
Lead Responsibility	<ul style="list-style-type: none">• City Manager's Office/Community Development Department
Other Agencies Involved	<ul style="list-style-type: none">• Varies
Staff Resources	<ul style="list-style-type: none">• City Manager, City Attorney, Assistant City Manager, Community Development Director, Deputy Community Development Director, Planning Manager, Senior Planner, City Clerk
Financial Resources	<ul style="list-style-type: none">• \$30,000 (General Fund)
Timeline	<ul style="list-style-type: none">• 2023 – 2026
Success Indicators	<ul style="list-style-type: none">• Completion of Comprehensive Update
Accomplishment	<ul style="list-style-type: none">• First project deliverable was completed by the consultant and is currently under review by the project team• Teams from all departments are now engaged in a several-month-long process to address several hundred pending revisions, remarks, updates, etc., related to the project and the varying titles/chapters of the City's Municipal Code

LEGEND	
	Ongoing/In Progress
	On Schedule



**City of Laguna Niguel
Strategic Plan
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Goal # 5: Economic and Community Development

Strategy	9. Housing Element Implementation
Key Implementation Task	<ul style="list-style-type: none"> • Monitoring and reporting • Iterative code updates • Community outreach & education • Grant related activities
Lead Responsibility	• Community Development Department
Other Agencies Involved	• HCD
Staff Resources	• Community Development Director, Deputy Community Development Director, Senior Planner, Assistant/Associate Planner/Tech, Management Analyst
Financial Resources	• TBD
Timeline	• On-going (Annual)
Success Indicators	• Completion of work program items pursuant to the Housing Element implementation schedule
Strategy	10. Code Amendments in Response to New State Legislation
Key Implementation Task	<ul style="list-style-type: none"> • Monitor recently enacted State legislation • Develop amendment schedule • Conduct special studies (as needed) • Draft code language • Planning Commission review (as needed) • City Council adoption of code amendments
Lead Responsibility	• Community Development Department
Other Agencies Involved	• N/A
Staff Resources	• City Manager, City Attorney, Community Development Director, Deputy Community Development Director, Planning Manager, Senior Planner
Financial Resources	• TBD
Timeline	• On-going (Annual)
Success Indicators	• City Council approval of related code amendments

LEGEND	
	Ongoing/In Progress
	On Schedule



City of Laguna Niguel
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Goal # 5: Economic and Community Development

Strategy	11. Subdivision Code & Manual Updates
Key Implementation Task	<ul style="list-style-type: none">• Prepare draft code update & manual• City Council adoption
Lead Responsibility	<ul style="list-style-type: none">• Community Development Department/Public Works Department
Other Agencies Involved	<ul style="list-style-type: none">• N/A
Staff Resources	<ul style="list-style-type: none">• City Attorney, Community Development Director, Deputy Community Development Director, Planning Manager, Senior Planner, Principal Civil Engineer
Financial Resources	<ul style="list-style-type: none">• \$75,000
Timeline	<ul style="list-style-type: none">• 2025 – 2026
Success Indicators	<ul style="list-style-type: none">• City Council adoption of Code Update, posting of Manual Update to City website
Strategy	12. Discretionary Design Guidelines Update
Key Implementation Task	<ul style="list-style-type: none">• Consultant RFP/selection (Completed)• Prepare draft text/graphics (In Progress)• Planning Commission review• City Council adoption
Lead Responsibility	<ul style="list-style-type: none">• Community Development Department
Other Agencies Involved	<ul style="list-style-type: none">• N/A
Staff Resources	<ul style="list-style-type: none">• Community Development Director, Deputy Community Development Director, Planning Manager, Senior Planner, Assistant/Associate Planner/Tech
Financial Resources	<ul style="list-style-type: none">• \$150,000
Timeline	<ul style="list-style-type: none">• 2024 – 2026
Success Indicators	<ul style="list-style-type: none">• City Council adoption of Code Update

LEGEND	
	Ongoing/In Progress
	On Schedule



**City of Laguna Niguel
Strategic Plan
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Goal # 5: Economic and Community Development

Strategy	13. Sign Code Update
Key Implementation Task	<ul style="list-style-type: none"> • Consultant RFP/selection • Prepare draft text/graphics • Planning Commission review • City Council adoption
Lead Responsibility	• Community Development Department
Other Agencies Involved	• N/A
Staff Resources	• City Attorney, Community Development Director, Deputy Community Development Director, Planning Manager, Senior Planner, Assistant/Associate Planner/Tech
Financial Resources	• \$75,000
Timeline	• 2025 – 2026
Success Indicators	• City Council adoption of Code Update
Strategy	14. Triennial Local Building Code Update
Key Implementation Task	<ul style="list-style-type: none"> • Review of State Building Codes • Collaboration with Cal Fire and OCFA on potential local amendments • Preparation of the draft code update • City Council adoption of the code update
Lead Responsibility	• Community Development Department
Other Agencies Involved	• Cal Fire, OCFA
Staff Resources	• City Attorney, Community Development Director, Deputy Community Development Director, Senior Planner, Building Official
Financial Resources	• None
Timeline	• 2025
Success Indicators	• City Council approval of Code Update

LEGEND	
	Ongoing/In Progress
	On Schedule



**City of Laguna Niguel
Strategic Plan
Implementation Action Plan**

Goal # 5: Economic and Community Development

Strategy	15. Document Accessibility Enhancements
Key Implementation Task	<ul style="list-style-type: none">• Enhance GIS functionality to allow seamless record searches by address with links to Laserfiche• Create and update Laserfiche public viewing folder structure to view records by address• Integrate Laserfiche with EPL's Online Permit Center to enable direct document access• Implement a digital project closeout process for permits (building, grading, planning)• Digitally sync closed-out EPL permits with Laserfiche to eliminate manual printing and scanning• Transition all application processes to fully electronic workflows (building, grading, planning)• Complete scanning of historic documents and log into Laserfiche
Lead Responsibility	<ul style="list-style-type: none">• Community Development
Other Agencies Involved	<ul style="list-style-type: none">• N/A
Staff Resources	<ul style="list-style-type: none">• City Manager, City Clerk, Community Development Director, Deputy Community Development Director, Planning Manager, Senior Planner, Management Analyst, Contract Staff
Financial Resources	<ul style="list-style-type: none">• TBD
Timeline	<ul style="list-style-type: none">• 2025-2026
Success Indicators	<ul style="list-style-type: none">• Improve public access to digitized records and enhance records management by integrating Laserfiche with EPL, the online Citizen Permit Center, and leveraging GIS capabilities

LEGEND	
	Ongoing/In Progress
	On Schedule



City of Laguna Niguel
Strategic Plan
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Goal # 5: Economic and Community Development

Strategy	16. Laguna Niguel Summer Trolley Expansion
Key Implementation Task	<ul style="list-style-type: none">• Launch a 5-stop northern service route for the Summer Trolley from Crown Valley Park to the Laguna Niguel/Mission Viejo Metrolink Station• Extend service timeframe for existing southern service route through 2031
Lead Responsibility	<ul style="list-style-type: none">• Senior Management Analyst
Other Agencies Involved	<ul style="list-style-type: none">• OCTA; Marketing Consultant; Trolley Operator
Staff Resources	<ul style="list-style-type: none">• Public Works Department
Financial Resources	<ul style="list-style-type: none">• City match funding
Timeline	<ul style="list-style-type: none">• Spring 2025
Success Indicators	<ul style="list-style-type: none">• Community outreach for upcoming northern service route• Begin service for Summer Trolley northern service route

LEGEND	
	Ongoing/In Progress
	On Schedule



**City of Laguna Niguel
Strategic Plan
Implementation Action Plan**

Goal # 6: Communication and Community Outreach

Strategy	1. Social Media
Key Implementation Task	<ul style="list-style-type: none"> • Post consistent, meaningful content across all social media platforms • Conduct page growth advertisements that encourage residents to follow the City's social media platforms • Enhance City's presence on Instagram to further strengthen community engagement • Commit to the best standards for the archival of all social media actions
Lead Responsibility	• Assistant City Manager
Other Agencies Involved	• None
Staff Resources	• Management analyst
Financial Resources	• No additional funds needed
Timeline	• In progress/Ongoing
Success Indicators	IN PROGRESS <ul style="list-style-type: none"> • Reach various benchmarks: <ul style="list-style-type: none"> ○ Facebook: 12,500 followers ○ Instagram: 12,500 followers ○ NextDoor: 35,000 members and 360,000 annual impressions ○ X (formerly Twitter): 5,000 followers and 300,000 annual impressions ○ Gain enough Facebook followers to be in the top 10 in Orange County
Accomplishments	<ul style="list-style-type: none"> • Produced 2024 Communications infographic • Facebook: 600,000 annual reach • Instagram: 10,500 followers • As of January 1, 2025, the City has the third most Facebook Followers out of twenty Orange County Cities with a population under 70,000

LEGEND	
	Ongoing/In Progress
	On Schedule



**City of Laguna Niguel
Strategic Plan
Implementation Action Plan**

Goal # 6: Communication and Community Outreach

Strategy	2. Utilize New and Existing Technologies to Expand Extensive Community Outreach
Key Implementation Task	<ul style="list-style-type: none"> • Maintain a social media presence • Improve upon website content and user experience • Improve upon City app usage and direct communications • Hold in-person meetings with stakeholders • Hold virtual meetings with stakeholders • Target age-specific groups • Explore the usage of printed, mailed newsletter • Increase digital/online outreach to community organizations • Continue and grow outreach meetings with HOAs and property owners • Explore additional methods of communication and outreach that have not been used thus far • Designate Department representatives for consolidated communications and community outreach • Utilize video content for outreach efforts • Utilize telephonic and virtual technology to communicate internally and externally • Utilize print materials for residents lacking in use of technology • Implement Chat Bot on the City website • Enhance City's presence on Instagram to further strengthen community engagement • Mobile App Integration with EPL for service requests
Lead Responsibility	<ul style="list-style-type: none"> • Assistant City Manager
Other Agencies Involved	<ul style="list-style-type: none"> • OCSD, OCFA, FAM, South County Outreach, CUSD, Mission Viejo Animal Services, SDGE, SCE, MNWD, SoCalGas, etc.
Staff Resources	<ul style="list-style-type: none"> • Management Analyst, Community Development Department staff
Financial Resources	<ul style="list-style-type: none"> • Allocate funding in the FY 2024-2025 budget process
Timeline	<ul style="list-style-type: none"> • Ongoing/ In Progress
Success Indicators	<ul style="list-style-type: none"> • Reach all social media benchmarks • Continue stakeholder outreach meetings and meet with HOAs and property owners • Conduct cost-benefit analysis of mailed newsletter • Successfully reach City residents who are difficult to connect with • Continue to maintain the City website to enhance user experience and maintain ADA compliance, achieving a 90%+ compliance rating above industry standards.

LEGEND	
	Ongoing/In Progress
	On Schedule



City of Laguna Niguel Strategic Plan Implementation Action Plan

Goal # 6: Communication and Community Outreach

	<ul style="list-style-type: none"> Utilize the City's newest newsletter, 'The Laguna Niguel Beacon,' as an additional communication tool to reach residents.
Accomplishments	<ul style="list-style-type: none"> Additional website navigational and organizational updates are conducted on a regular basis The City actively tags public agencies partnered with the City to promote collaboration and engagement on social media The City distributes various communication resources curated for specific community members Utilization of Chief Brief and Mayor's Message to further promote public engagement The City continues to provide and promote its 'Featured Business Program' to various local businesses Reengaged in the use of Nixle and further promoted the communication tool, resulting in over 10,000 subscribers Mobile App utilized for traffic-related and health/safety incident alerts The Community Development Department continues utilizing Constant Contact software to release a reoccurring E-Newsletter and mass emails to City businesses, HOAs, and property owners The City has established a robust communication system which is utilized to provide the public with the most up-to-date information on community events, projects, initiatives, resources, and local alerts Extensive video content has been created, produced, and distributed monthly via social media platforms Increased the use of the City's mass email functions and improved user experience Revamped the City app and increased usage Developed Communications Plan Obtained email Marketing software to consistently disseminate important information to all City stakeholders Created and held internal monthly communications team meetings Created an online City services portal Consistently used video content for outreach Procured necessary telephonic and virtual technology to communicate internally and externally Increased user engagement and followers on Instagram, resulting in over 11,000 followers Implemented the use of a Chat Bot, named 'Beacon', on the City website As of January 1, 2025, four editions of the 'The Laguna Niguel Beacon' have been distributed to subscribers through a mass email campaign, totaling 25,527 emails sent.

LEGEND	
	Ongoing/In Progress
	On Schedule



**City of Laguna Niguel
Strategic Plan
Implementation Action Plan**

Goal # 6: Communication and Community Outreach

Strategy	3. Enhance Existing Partnerships and Regular Communication with Key Stakeholders
Key Implementation Task	<ul style="list-style-type: none"> • Hold quarterly meetings with regional stakeholders to improve government services • Expand upon media point of contact document
Lead Responsibility	• City Manager, Assistant City Manager, Public Works Department
Other Agencies Involved	• OCSD, OCFA, CUSD, Mission Viejo Animal Services, SDGE, SCE, MNWD, SoCalGas, etc
Staff Resources	• Management Analyst, Public Works Department
Financial Resources	• None
Timeline	• Ongoing
Success Indicators	• Host quarterly meetings with regional stakeholders
Strategy	4. Leverage Data Analysis to Curate Citywide Messaging
Key Implementation Task	<ul style="list-style-type: none"> • Conduct data analysis to establish baseline indicators • Further develop a strategic messaging strategy
Lead Responsibility	• Assistant City Manager
Other Agencies Involved	• None
Staff Resources	• Management Analyst
Financial Resources	• None
Timeline	• Ongoing
Success Indicators	• Fully develop a data-driven citywide messaging strategy
Accomplishments	<ul style="list-style-type: none"> • City's Facebook data has been integrated into Tableau for more effective and efficient data collection and analysis. Instagram and X (formerly Twitter) data will soon be integrated to enhance analytical capabilities further.

LEGEND	
	Ongoing/In Progress
	On Schedule



**City of Laguna Niguel
Strategic Plan
Implementation Action Plan**

Goal # 6: Communication and Community Outreach

Strategy	5. Update Cable Channel Programming & Viewing Experience
Key Implementation Task	<ul style="list-style-type: none"> • Implement Cable Channel programming enhancements • Upgrade City Cable Channel design and layout to increase the viewing experience
Lead Responsibility	• City Manager's Office
Other Agencies Involved	• Cox Communications
Staff Resources	• Assistant City Manager, Management Analyst
Financial Resources	• TBD
Timeline	• Fiscal Year 2025-2027
Success Indicators	<ul style="list-style-type: none"> • Updated Cable Channel Programming, enhancing viewer experience • Increase in cable channel viewership
Strategy	6. Adopt Citywide Style Guide
Key Implementation Task	<ul style="list-style-type: none"> • Create a Citywide Style Guide for consistent community messaging • Adopt an administrative Citywide Style Guide
Lead Responsibility	• City Manager's Office
Other Agencies Involved	• NA
Staff Resources	• Assistant City Manager, Management Analyst
Financial Resources	• N/A
Timeline	• Fiscal Year 2025-2027
Success Indicators	• Creation and adoption of a Citywide style guide

LEGEND	
	Ongoing/In Progress
	On Schedule