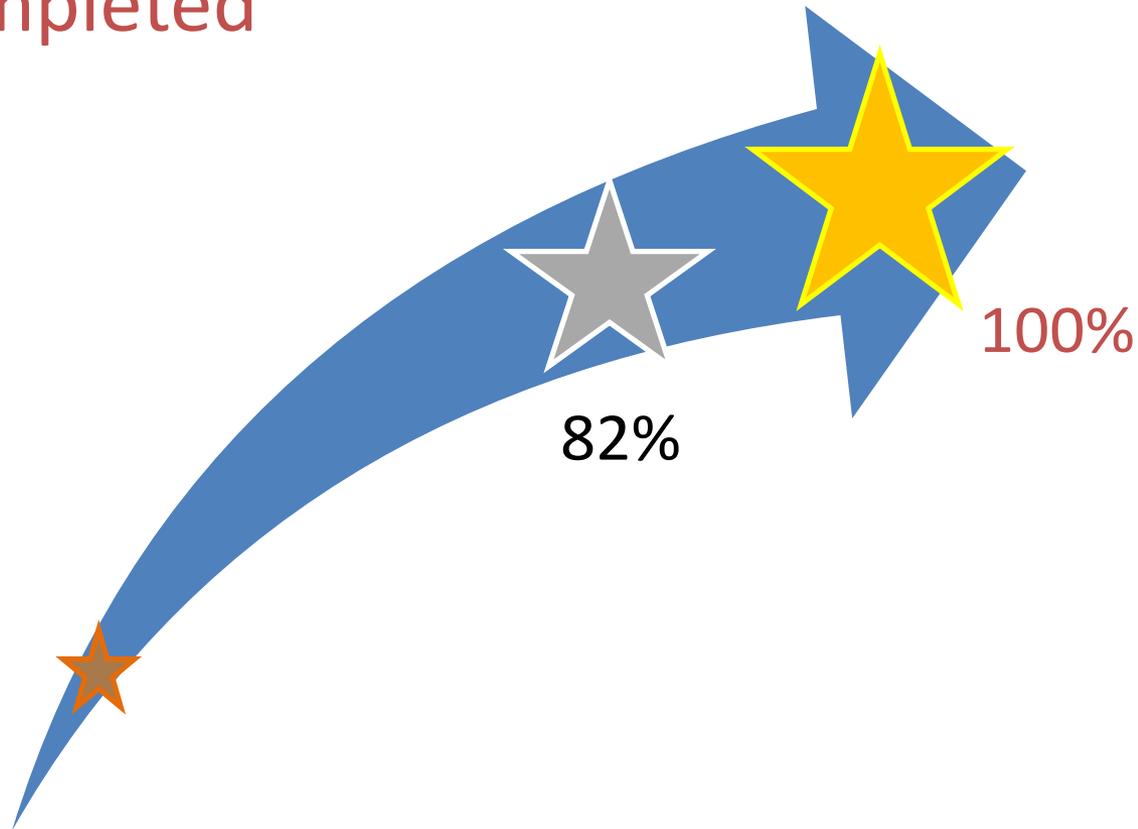


FISCAL YEARS 2012-2013 AND 2013-2014

CITY COUNCIL URGENT STRATEGIC PRIORITIES

(FOR THE PERIOD OF JULY 1, 2012 – MAY 1, 2014)

- 82% completed



PRIORITY 1

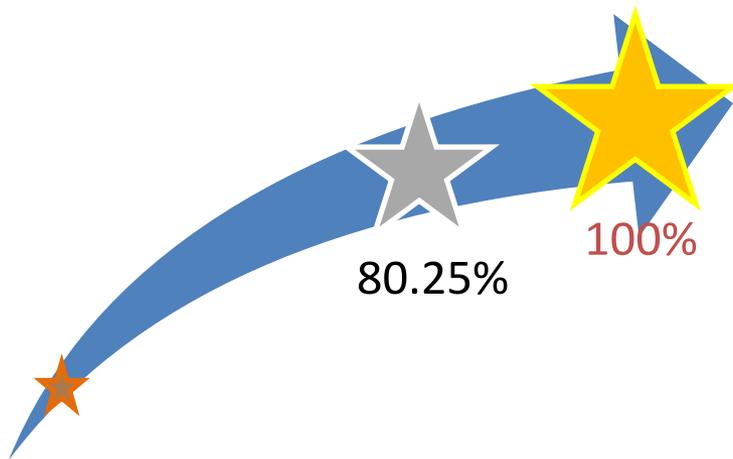
Economic
Development/business friendly
environment

A. Map out and streamline processes in order to create a new framework.

B. Develop strategies to help existing businesses – replaced with Economic Preservation Effort.

C. Create outreach programs to help business attraction, retention or relocation – replaced with Economic Preservation Effort.

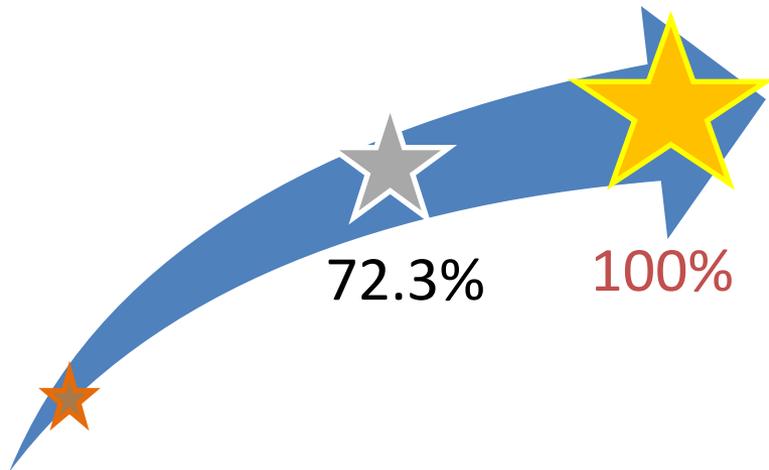
D. Restructure commissions and committees to include defining council relationships with same.



PRIORITY 2

Open Space -- Optimize revenues within bond constraints/create maintenance strategy/Reata Park and Event Center.

- A. Eastern Open Space**
- B. NWOS – Consideration of Phase I**
- C. Los Rios Park – Consideration of Phase II**



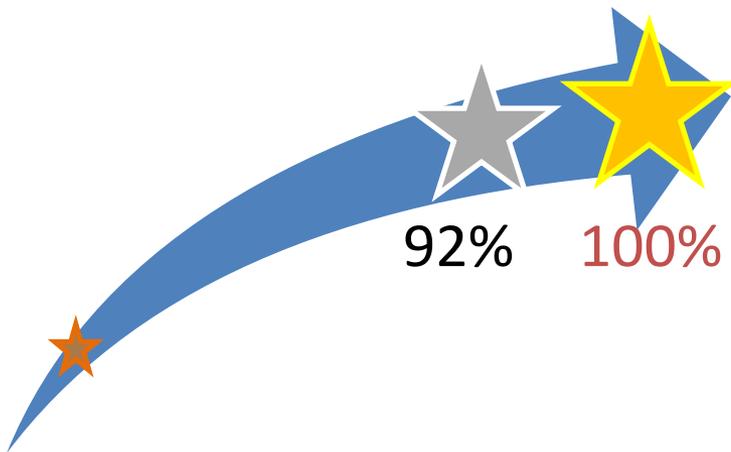
PRIORITY 3

Strong Financial Foundation

A. Continue to build a strong financial foundation in the City.

B. Plan to eliminate water deficit.

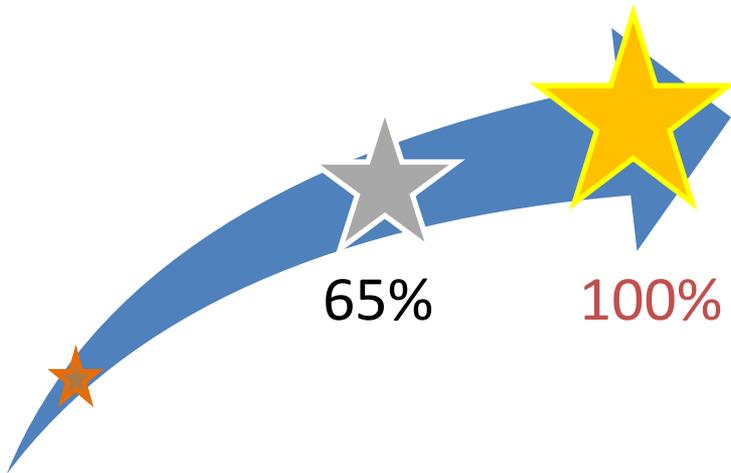
C. Departmental Merger between Public Works and Utilities.



PRIORITY 4

**Implement Historic Town
Center Master Plan**

- A. Design streetscape projects**
- B. Work with Historic Town Center property owner**
- C. Transfer State Department of Finance approved properties to the City.**



PRIORITY 5

Strategic Communications Plan

- A. Quarterly Newsletters**
- B. Water Bill Inserts**
- C. Social Media (Twitter, Facebook, Enews, etc.)**
- D. Water Forums**



FISCAL YEARS 2012-2013 and 2013-2014

EMERGING ITEMS



1. Arizona Crossing at Reata Park and Event Center
2. Sun Ranch storm drain project (Scalzo)
3. Camino Capistrano Bridge Project
4. I-5/HOV Lane Project (OCTA) – Aesthetics Committee
5. Redevelopment Agency dissolution – Recognized Obligation Payment Schedule (ROPS) – approved through December 31, 2013
6. La Pata Extension (County) – Water Reimbursement Agreement
7. Oaks – **ENTITLED**
8. La Sala Community Center beam failure
9. Emergency Operations Center Generator
10. City Hall Emergency Generator
11. CR&R Trash Audit
12. CR&R restatement of trash contract
13. Oliva Homes (formerly Belladonna)

FISCAL YEARS 2012-2013 and 2013-2014

EMERGING ITEMS



1. Plan for selling or leasing city properties:
 - Lot 217 – **COMPLETED**
 - Harrison House – **COMPLETED**
 - Lower Rosan Ranch – **IN PROCESS**
 - » Successor Agency Finding of Completion received November 2013 – **COMPLETED**
 - » Long Range Property Management Plan – **COMPLETED, pending DOF approval**
2. I-5/Ortega Interchange (Caltrans) – Economic Preservation Committee – **Ongoing:**
 - Urgency Ordinance for signs and banners adopted - **COMPLETED**
 - Tree lighting at gateway to City - **COMPLETED**
 - Installed large banners at construction site - **COMPLETED**
 - Initiated/designed/ordered/installed wayfinding signs - **COMPLETED**
 - Welcome to San Juan Capistrano lighting banner across Camino Capistrano - **COMPLETED**
 - Bus shuttle service to special events-Swallows Parade; Tree Lighting Ceremony – **COMPLETED**
3. Friends of the Library new Book Store – **NEARLY COMPLETED**
4. South Orange County Reliability Enhancement Project
5. Ghost trains – **IN PROCESS**
6. Water lawsuit
7. Newsrack lawsuit
8. 2C Ranch irrigation and native plantings
9. JSerra Joint Use Agreement and resident issues

FISCAL YEARS 2012-2013 and 2013-2014

EMERGING ITEMS



10. O'Hill Project
11. Blas Aguilar Adobe
12. Tirador Mixed Use (Ventanas)
13. Taylor Morrison - **NEARLY COMPLETE**
14. Whispering Hills – **NEARLY COMPLETE**
15. San Juan Meadows
16. Spieker – **ENTITLEMENT PROCESS UNDERWAY**
17. San Juan Basin Groundwater Management Plan
18. Doheny Desalination Project
19. Special Event Shuttle Buses
20. Chevron cleanup and abatement – **NEARLY COMPLETE**
21. Statewide Delta and Drought issues
22. Funding Strategy for Ortega widening project – **IN PROCESS**