

**Attachment 4
PRD Recommendations
Ranked by Top 10**

Goal	PRD Recommendation	# of times included in "Top Ten"	Priority Rating from 1 to 5
COMMUNITY PLANNING AND CHARACTER	Establish comprehensive master plans for infrastructure (water, electrical, sewer, storm drain, streets, trees/landscaping), including assessment of needs for upgrade and proper maintenance; and an annual implementation plan based on available and recommended resources.	40	3.91
HOUSING	Implement traffic congestion mitigation strategies to increase capacity and provide mass transit opportunities for transit oriented developments (housing).	37	3.98
ECONOMIC VITALITY	Develop strategies that will provide a strong and diverse economy	32	3.91
PARKS AND OPEN SPACE	Require developers to include recreation facilities in their projects or pay appropriate impact fee.	30	3.96
SAFE COMMUNITY	Reduce crime by adding resources to address at-risk youth, teen offenders, gangs and those involved in organized crime, property-related offenses, traffic violations and violent felonies.	25	3.6
HOUSING	Proactively pursue opportunities for new development and rehabilitation and preservation of affordable housing.	24	3.38
UTILITIES	Develop Maintenance and Repair programs	22	3.85
SAFE COMMUNITY	Eliminate blighted areas in our city through new redevelopment projects and develop a focused strategy to prevent the occurrence of new blight.	21	3.45
Transportation & Mobility	Engage in long term regional transportation planning with other government entities and neighboring communities (Rail systems, street cars)	21	3.66
SAFE COMMUNITY	Maintain public safety infrastructure to sustain reliability, response readiness and personnel safety, including facilities, technology and communications and staffing.	20	3.7
Technology	Address citywide technology infrastructures deficiencies (aging equipment, inadequate staffing, etc.)	20	3.84
COMMUNITY PLANNING AND CHARACTER	To best address neighborhood character and cohesiveness, develop urban design policies and create appropriate documents to implement them. Such documents may include an Urban Design Element, a form-based General Plan framework, specific community design guidelines, multi-family and mixed-use guidelines and relevant design standards in the Zoning Code.	19	3.21
PARKS AND OPEN SPACE	Provide more parkland and open space in southern Glendale	19	3.31
Community Services	Implement and formalize automated complaint/response services, like 311 services, software, internet-based services, and an "ombudsman" position and community forums to obtain feedback and effectively resolve issues residents have regarding city services.	18	3.04
SAFE COMMUNITY	Develop and implement a comprehensive public safety plan that coordinates strategies for both prevention and response related to crime and fire/rescue incidents, disaster response readiness and crime reporting (specifically targeting under-reported segments of the community) by involving as many segments of the population as possible: schools, churches, parks, neighborhood watch groups, homeowners associations and volunteer service groups.	18	3.35
ECONOMIC VITALITY	Provide businesses with an integrated infrastructure	17	3.72

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Transportation & Mobility	Address downtown parking supply-demand downtown and at public facilities (Civic Center, Parks, Libraries, Court) through studies and introduction of public/private co-ops and modern parking management programs for example formation of a parking authority.	17	3.49
UTILITIES	Improve Long Term Infrastructure Planning Process	17	3.78
UTILITIES	Identify New Replacement Programs or Improve on Existing Programs	17	3.73
EDUCATION, KNOWLEDGE & LITERACY	Library facilities that provide ample space are well located and functional for the various uses & offer diverse up to date and robust collection of materials that meet the needs of the community.	15	3.17
Technology	Develop a technology strategic plan and support it by using Executive Governance Board (IT Steering Committee) to ensure standardization, new technology evaluation, etc.	15	3.18
COMMUNITY PLANNING AND CHARACTER	The General Plan is the master plan for the development of the City. Articulate the City's vision. Reformat for better clarity and usability within 2 years. Comprehensively review & update General Plan every 5 years.	14	3.28
Transportation & Mobility	Enhance/maintain infrastructure, mitigate arterial-intersection congestion and improve Fire/Emergency response through planned approach and engineering upgrades	14	3.52
DIVERSITY	Provide training for all employees to enhance customer service, sensitivity and a greater overall awareness of diversity in its broadest sense, to include race, ethnicity, religion, gender, sexual orientation, disability, etc.	13	3.29
EDUCATION, KNOWLEDGE & LITERACY	Support strategies to raise all GUSD schools up to or beyond the 50 th percentile on standardized testing (i.e. Marshall, Roosevelt, Glendale High, and Hoover High).	13	3.19
SENSE OF COMMUNITY	Encourage a sense of "pride in community" in City employees so that they conduct their work assignments, uphold and enforce standards and policies such as they would want to in their own neighborhoods.	13	3.16
ECONOMIC VITALITY	Optimize internal and external resources for economic development	12	3.43
SAFE COMMUNITY	Maintain service delivery of paramedic transport program in spite of increased call volume	12	3.56
UTILITIES	Improve the overall use of City's infrastructure	12	3.64
EDUCATION, KNOWLEDGE & LITERACY	English literacy programs and reading for all ages, such as One-Book-One-City program, increased funding for early childhood literacy to prepare children for school, and increased funding for literacy programs which target students who are "at risk" of failing due to English acquisition issues.	11	3.42
SENSE OF COMMUNITY	Make an effort to develop and support more broad-based events and activities that will bring together residents from all demographics and all areas of the City.	11	3.07
ARTS AND CULTURE	Dedicate funding resources for the arts	10	2.38
Community Services	Establish a grant writing office or advisory council for assistance of internal and community grant writing efforts.	10	2.99
DIVERSITY	Implement and endorse measures to ensure that the employment pool and workforce better reflect the diversity of the community, with regard to race, ethnicity, religion, gender, sexual orientation, disability, etc.	10	2.84

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HEALTH AND WELLNESS	Develop a funding mechanism to attain the requirements and to fund the environmental management programs.	10	2.76
HOUSING	Adopt downtown specific plan including urban housing standards.	10	3.48
Community Services	Provide general funds and increase city's grant writing and fundraising efforts for programs and capital improvement projects for non-profit organizations and city departments to provide community services, particularly in locations where they are most needed.	9	2.99
DIVERSITY	Increase the number of City-printed materials (brochures, flyers, applications, etc) available in languages other than English, as well as public service announcements and information in languages other than English on Channel Six, the City's website and other available technological mediums.	9	2.76
PARKS AND OPEN SPACE	Provide <u>large</u> sporting facilities in southern Glendale (1 major specialty {i.e. Aquatics, baseball, etc.})	9	2.95
PARKS AND OPEN SPACE	Increase the variety of facilities and programs based on public input	9	3.18
SENSE OF COMMUNITY	Design standards should be developed and enforced so as to create, or in some cases, maintain, a sense of place or character for each neighborhood, including the downtown and commercial districts.	9	3.14
Trust in Government	Improve the City's overall management practices that affect the manner in which services are performed, in particular as the public is affected, through additional training and more rigorously embracing best management practices.	9	3.17
Transportation & Mobility	Grow and nurture Glendale Beeline and para-transit system to accommodate rider-ship levels (address overcrowding, bus replacement, service area expansion)	8	3.25
Trust in Government	Improve and increase the venues to encourage the community – both to provide information for and receive input from. This also includes a greater usage of multi-lingual distribution and communication. Examples include: - further enhancements to the use of the WEB - mass call-out campaigns - subject matter "sign-up" opportunities for citizens interested in a particular subject matter - greater engagement of the public through community meetings – timed appropriately in the decision making process, etc.	8	3.12
Community Services	Continue to create new partnerships/collaborations with other public agencies, community agencies and/or city departments, including community coalitions, such as youth, literacy, child care and health coalitions and sponsor a community volunteer program to ensure cost efficiency and coordination of services.	7	2.96
ECONOMIC VITALITY	Develop business collaboration strategies to promote economic growth	7	3.26
EDUCATION, KNOWLEDGE & LITERACY	Create strategies to encourage the creation and use of higher quality, and affordable pre-schools, after-school & summer school.	7	3.08
Technology	Expand e-government services/ interactive content	7	3.29
ARTS AND CULTURE	Develop dedicated Arts District(s) and create a museum and performing arts center with galleries and outdoor space for performance.	6	2.18
ARTS AND CULTURE	Restore funding for City arts programs with a proven success record:	6	2.46

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EDUCATION, KNOWLEDGE & LITERACY	Recruit higher learning facilities, such as satellite campuses for 4-year Universities.	6	2.64
EDUCATION, KNOWLEDGE & LITERACY	Establish a coordinating body among educational providers and the City to identify and address common issues facing the community. Further enhance connection of business and educational communities through activities of the Workforce Investment Board.	6	2.77
HOUSING	Create a non-profit housing corporation that leverages resources (e.g. public, privates partnerships, etc)	6	2.65
SAFE COMMUNITY	Incorporate public safety considerations into building and environmental design guidelines/procedures.	6	3.21
SENSE OF COMMUNITY	Develop strategies and support mechanisms, which encourage neighborhood, homeowner's and business associations to take advantage of the City's support so as to grow and assume responsibility for their own success and expansion.	6	2.91
Transportation & Mobility	Increase number of pedestrian and bikeway facilities and increase overall pedestrian and bikeway safety (reduction in elderly pedestrian accidents) through education, enforcement, and engineering efforts	6	3.29
Trust in Government	Institute a regularly conducted "Glendale Index of Trust in Government" survey with the community, also including greater use of regular feedback opportunities, and follow-up on recommendations revealed by the survey.	6	2.73
COMMUNITY PLANNING AND CHARACTER	Identify the important historic and cultural resources throughout the City.	5	2.73
COMMUNITY PLANNING AND CHARACTER	Bolster public participation and engagement. (e.g. identify how other Cities do it)	5	2.82
HEALTH AND WELLNESS	Provide training to Fire/Police personnel educating them on programs available to our vulnerable population (i.e. children, seniors, homeless, critically ill)	5	2.87
SENSE OF COMMUNITY	City service delivery and policies should be developed with the intent of elevating the quality of life in these neighborhoods which need greatest attention, so as to foster pride in all neighborhoods.	5	3.2
Technology	Provide access to technology services 24/7 to underserved communities {low income, seniors, multi-ethnic, etc.)	5	2.73
Trust in Government	Develop a civic education approach to better inform and "educate" the public on local government {i.e. community academy and neighborhood forums}	5	2.82
HEALTH AND WELLNESS	Partner with GUSD on nutrition and obesity prevention programs; work with GUSD to train high school students on CPR	4	2.73
HOUSING	Make code changes to encourage preservation and addition to low & very low income units: codify SB 1818, adopt 2 nd unit Ordinance, and require apartment building conversions to provide the number of units over currently permitted densities for very low & low income tenants/owners, prohibit conversion of studio apartments to condos.	4	2.69
SENSE OF COMMUNITY	Study methods by which the City can increase public participation in government, and then implement those which would gain the greatest increase.	4	2.76
Technology	Improve inter-agency collaboration on technology issues	4	3.08

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Technology	Expand wireless/hot spots in city facilities	4	2.72
DIVERSITY	Enhance overall voter education to improve turnout and general participation in electoral process	3	2.79
HEALTH AND WELLNESS	Collaborate with different agencies to supply mental health resources for seniors to allow them to maintain autonomy (i.e. Proposition 63)	3	2.84
ARTS AND CULTURE	Create non-traditional opportunities for exhibits and performances.	2	2.35
ARTS AND CULTURE	Build on the history and create a vision for the future through dance, music, film, poetry, sculpture, painting, and other art media.	2	1.9
Community Services	Hire translators to conduct city business and train city staff to learn basic key phrases in other languages.	2	2.26
DIVERSITY	Expand existing bilingual recruitments to aid in the hiring of more multilingual employees to better serve the increasingly diverse residents	2	2.56
DIVERSITY	Enhance sensitivity and work proactively to better meet the needs of the disabled in providing services and accessibility to City facilities.	2	2.89
HEALTH AND WELLNESS	Flu shots for community at fire stations	2	2.56
Trust in Government	Evaluate and implement notification practices that exceed the minimum legal requirements, when such will genuinely improve the communication to the community of key issues.	2	2.88
ARTS AND CULTURE	Promote and integrate the role of arts and culture in the daily fabric of the City.	1	2.45
Community Services	Organize and centralize education, advertising and promotion for all-inclusive community programming by increase awareness of all available services provided by both city and community organizations through programs like an annual community service fair.	1	2.67
ECONOMIC VITALITY	Provide training opportunities with various industry sectors to meet employer and workforce needs	1	2.56
HEALTH AND WELLNESS	Personnel from PD, FD, Parks, Comm. Development, and other Departments should attend Glendale Healthier Community Coalition quarterly meetings.	1	2.34
HOUSING	Encourage mixing of incomes in housing projects and neighborhoods.	1	2.39
Transportation & Mobility	Enhance school/college traffic safety, access, circulation, and parking through multi-agency approach and partnership with GUSD	1	2.96
ECONOMIC VITALITY	Develop strategies to maximize jobs around major development projects	0	2.92