



City of Diamond Bar

Strategic Plan

FY 2024-2027



About this Plan

The 2024-2027 City Council Strategic Plan is the third multi-year strategic planning initiative approved by the Diamond Bar City Council since 2017.

The plan is the result of an extensive collaborative planning process that will serve as the foundation for addressing community issues and needs over the next three years.

The key components of the Strategic Plan connect to forge an aspirational, but achievable, community action plan.

The Values set the guiding principles. The Goals and Objectives set focused priorities for consistent policymaking, connecting day-to-day operations with the bigger picture. Performance Measures are key indicators used to gauge progress over time. Specific supporting initiatives are developed annually by the City Council during the annual budget process.

Regular community updates will be made to highlight the programs, services, and projects that contribute to progress and ensure that the public remains engaged in the process.

Three Strategic Goals

Responsible Stewardship of Public Resources



It Means:

The City strives to protect and augment resources owned by and relied upon by the public, from the local revenues that fund programs and services to the infrastructure that is the foundation of the community.

Open, Engaged and Responsive Government



It Means:

The City strives to provide an environment in which public participation is welcomed and easily accessible and public services are effective and of high-quality.

Safe, Sustainable and Healthy Community



It Means:

The City strives to maintain and enhance the overall quality of life in Diamond Bar, with safe neighborhoods, connected communities, and a resilient environment.

Our Values



Community and Livability

We maintain and improve the quality of life for everyone that lives or works in Diamond Bar.



Transparency and Accountability

We operate openly to foster public trust and encourage community input.



Service and Professionalism

We deliver exceptional service and work creatively to solve problems.

1 Responsible Stewardship of Public Resources



Objective 1.1: Foster a healthy and resilient local economy.

We will:

- Create economic development programs that support and attract businesses and entrepreneurs to generate sustainable community-supporting revenue streams.
- Engage directly with the business community to understand needs, provide business development resources, and promote local economic opportunity.
- Promote infill development opportunities that revitalize and reimagine existing commercial, office and business centers to foster new and diverse economic opportunities.

Objective 1.2: Provide safe and reliable public infrastructure.

We will:

- Invest in the ongoing maintenance of City-owned streets, sidewalks, parks, public facilities, and community infrastructure.
- Work collaboratively with third-party providers of public infrastructure to maintain local safety, performance and access.
- Implement a resilient information technology infrastructure that provides easily accessible constituent services, while maintaining data security and privacy across City-operated networks.

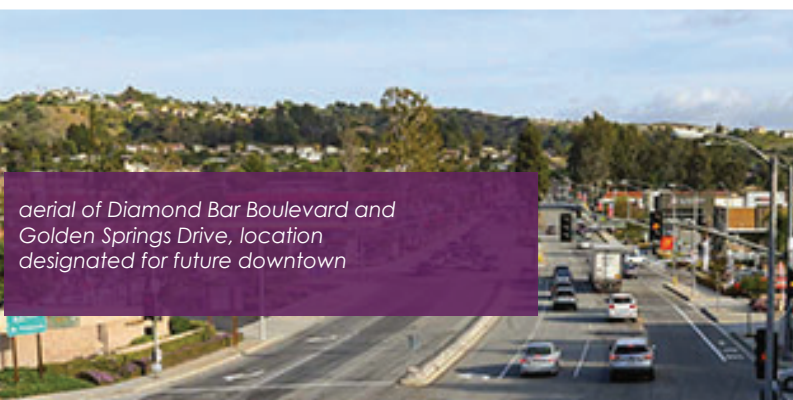
Objective 1.3: Foster fiscal health through disciplined long-term planning, cost control, efficiency, increased revenue, and cost recovery.

We will:

- Maintain financial records in a manner consistent with the most up-to-date governmental standards for reporting and transparency.
- Use “smart sourcing” to evaluate and analyze contract services to ensure the City is realizing the greatest value and performance.
- Evaluate and prioritize infrastructure funding needs.
- Pursue grant programs and regional, state, and federal funding opportunities that improve services and/or offset general fund costs.
- Reduce or eliminate subsidies for personal choice services.

Performance Measures

- GFOA Budget Award
- GFOA Financial Reporting Award
- Pavement Condition Index (PCI)
- MISAC Excellence Award
- Bond Rating
- Sales Tax Revenues/Annual



aerial of Diamond Bar Boulevard and Golden Springs Drive, location designated for future downtown

2 Open, Engaged and Responsive Government



Objective 2.1: Provide effective and accessible government services that meet the needs of a diverse population.

We will:

- Implement policies, procedures, and technologies that streamline business processes and enhance the overall customer service experience.
- Ensure contract service providers meet contractual expectations and deliver high quality services.
- Utilize data and metrics to guide decision-making and set benchmarks that measure performance of services and programs.
- Actively participate in the development of public policy and legislation at all levels.
- Leverage resources to ensure that internal support is robust enough to meet service expectations.

Objective 2.2: Build relationships, establish trust, and foster collaboration in the Diamond Bar community.

We will:

- Operate openly, making it easy for the public to participate in the decision-making process and access information.
- Provide residents of all ages and backgrounds with a variety of opportunities to share their perspectives on community issues.
- Engage with members of the community using a variety of outreach methods and formats.
- Collaborate with other local government agencies that serve Diamond Bar.
- Support local service and community organizations.

Objective 2.3: Establish City of Diamond Bar as an Employer of Choice

We will:

- Foster an organizational culture and environment that values service, innovation, and creativity.
- Implement policies and programs that attract and retain talented employees.
- Develop in-house talent to address future succession planning needs.
- Develop supervisors that foster employee development and effectively manage performance.
- Directly engage and communicate with employees to improve organizational performance and employee wellness.

Performance Measures

- Customer Service Survey Rating
- Public Records Request Response Time
- Employee Turnover Rate



Residents can participate in City Council meetings in person or remotely (via computer or phone)

3 Safe, Sustainable and Healthy Community



Objective 3.1: Foster a safe and welcoming environment for residents, businesses, visitors, and employees.

We will:

- Work collaboratively with law enforcement personnel, fire department officials, and animal control agency leadership to implement public safety programs that address unique local needs.
- Engage and educate the community to be active participants in crime prevention and emergency preparedness.
- Be prepared to respond to and recover quickly from local and regional emergencies.
- Maintain community health, safety, and aesthetics through proactive neighborhood improvement efforts.

Objective 3.2: Build a vibrant, healthy, and supportive community.

We will:

- Provide access to high quality parks, trails, open space and other recreational facilities for all ages and abilities.
- Provide access to high quality community events, classes, and activities for all ages and abilities.
- Encourage and support healthy community initiatives and social connections.
- Foster exercise and athletic opportunities for a diverse community.

Objective 3.3: Protect natural resources.

We will:

- Responsibly preserve publicly-owned open space areas.
- Implement policies that encourage environmental sustainability and effective natural resource management.
- Promote responsible solid waste diversion and recycling efforts.
- Maintain a healthy urban forest.
- Promote sustainable building design.

Objective 3.4: Improve transportation and mobility systems.

We will:

- Implement measures that reduce cut-through traffic impacts.
- Support advocacy, funding, and construction efforts associated with regional transportation projects that reduce local impacts.
- Encourage increased use of active modes of transportation, such as walking and biking.
- Implement projects that improve the safety of all modes of travel.
- Work with neighborhood groups to address localized traffic issues.

3 Safe, Sustainable and Healthy Community

continued



Objective 3.5: Address the needs of people experiencing homelessness.

We will:

- Implement strategies that reduce the number of persons experiencing homelessness in Diamond Bar.
- Participate in regional initiatives that increase placements in permanent housing and provide services to those in need.
- Partner with third-party agencies and non-profit groups to provide local housing, mental health, and other human services to those in need.

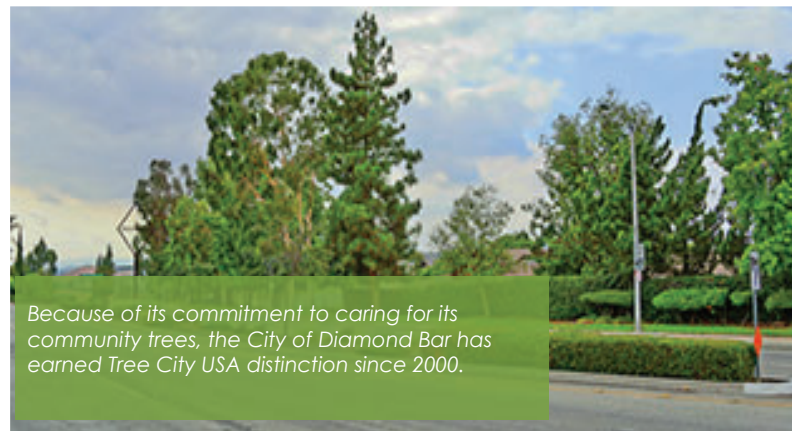
Objective 3.6: Foster local housing accessibility.

We will:

- Implement strategies that increase housing supply, address affordability, and ensure quality and diversity of housing stock.

Performance Measures

- Part 1 Crime Rate/1,000 residents
- Average Speed/Travel Time on Arterials
- Voluntary Code Compliance Rate
- Solid Waste Diversion Rate – Residential
- Solid Waste Diversion Rate – Commercial



Because of its commitment to caring for its community trees, the City of Diamond Bar has earned Tree City USA distinction since 2000.



City of Diamond Bar
21810 Copley Drive
Diamond Bar, CA 91765

City Manager's Office
(909) 839-7000 | info@diamondbarca.gov

DiamondBarCA.gov/strategicplan