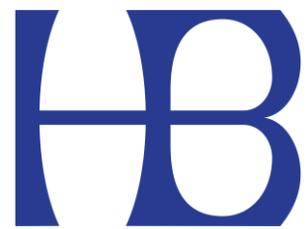


Progress Update #4

November 18, 2025
City Manager's Office



CITY OF HUNTINGTON BEACH **Strategic Planning** 2023 - 2027



Background

TIMELINE

October 3, 2023

City Council approved the FY 2023-2027 Strategic Plan

November 18, 2025

Fourth Biannual Update to City Council

MOVING FORWARD

Staff will present regular progress updates:

- Transparency and accountability
- Alignment with current resources and policies
- Regular opportunities for City Council to provide feedback and recommend amendments

Overview OF THE Plan



1

Vision



8

Overarching
Goals



23

Strategies



98

Tasks



73

Key Performance
Indicators (KPIs)

*“Committed to Responsive
and Exceptional Public
Service to All.”*

Overall Progress as of October 1, 2025



62%
Completed

27%
In Progress

5%
Upcoming

6%
On Hold



Goal 1: Economic Development



100%
Completed

0% In Progress
0% Upcoming

Accomplishments

- Launched *Streamline Surf City*; completed 20 of 28 initiatives.
- Streamlined Olympic permitting to attract Olympic events and athlete practice facilities.
- Advanced key initiatives, including downtown banner & pier pennant project supporting local businesses, “Tis the Season to Shop Local” holiday campaign, hosted “Know Your City” AM Connect.
- Created HB Inspector App to streamline permitting process.
- 23% increase in businesses Certificate of Occupancy (CofO).
- Awarded contract for Lifeguard Tower advertising.
- Created free summer Bike Valet program downtown.

KPI Highlights

of new business licenses: **2,223**
 # of business visits: **40**
 # of businesses assisted: **80**
 # of touches with brokers, property owners, & existing or prospective businesses: **100**

Future Tasks

Continue tracking and monitoring KPIs.
 Update the 2026 Action Plan.
 Continue business outreach.



Goal 2: Fiscal Stability



60%
Completed

20% In Progress

20% On Hold

Accomplishments

- Secured \$2.5M in City utility & natural gas savings (over 5 yrs).
- Increased parking revenues by 122% - \$1.2M in 2025.
- Adding diagonal parking downtown increased revenue by \$95K/yr.
- Approved balanced FY 24/26 and 25/26 Budgets.
- Implemented Transient Occupancy Tax (TOT) recovery via audits for STRs.
- Established Consolidated Real Estate Program ensuring collection of revenue and updating leases to current market rates and terms.
- Created City Lease review and optimization program.
- Consultant evaluated City-owned leased assets and implemented audits (in- progress).

KPI Highlights

Total valuation of grants awarded :

\$12.8M: 24

Grant Applications: **24**

Real Estate Program: *(develop)*

Future Tasks

Continue to evaluate and audit city-owned leased properties.

Continue balanced budget initiatives.

Provide financial literacy workshops.

Goal 3: High Performing Organization



48%
Completed

33% In Progress
5% Upcoming
14% On Hold

Accomplishments

- Implemented *Streamline Surf City* program and HB Inspector App.
- Implemented 26 Citywide Professional development training programs.
- Launched new City website
- Streamlined Olympic permitting to attract Olympic events and athlete practice facilities.

Future Tasks

Continue advancing the *Streamline Surf City* Initiatives (5 in progress & 3 upcoming).
Launch online performance evaluation system for City staff.
Create workforce efficiencies by automating & streamlining department workflows.

KPI Highlights

Accela customer satisfaction rate survey rating: **4.7/5**
of permit applications processed & completed: **5,970: 3,015**
of certificates of occupancy issued: **475**



Goal 4: Homelessness



50%
Completed

50% In Progress

0% Upcoming

Accomplishments

- 2023: 59 exited homelessness to permanent housing.
- 2024: 78 exited homelessness to permanent housing.
- 2025: 45 exited homelessness to permanent housing (Jan – Sept).
- Reduced Navigation Center cost to City by \$205K and created efficiencies with less staff.
- Built a network of 25 organizations including non-profits & religious groups to assist with needs and services.
- Collaboration with Congressional representative to secure \$850K in federal funding for the Navigation Center.
- Supported the business community by developing Tresspass enforcement letters issued by Police.

KPI Highlights

of volunteer hour & % of active volunteers: **532: 56%**

of Be Well services, referrals, & clients: **2,342**

of clients housed through system of care: **45**

Future Tasks

Explore funding options for the Pathways Project.

Continue to develop the Pathways Project.

Continue to work with County, CalOptima and other partners.



Goal 5: Housing



100%

Completed

0%

In Progress

0%

Upcoming

Accomplishments

- Created the 2025 Legislative Platform supporting local control.
- Continually monitoring legislation and reviewing intergovernmental council actions.
- City in top 5 for Orange County housing portfolio size (2929 units).
- Adopted sober living and group home Ordinances.

Future Tasks

Continue to monitor legislation related to local control of land-use planning.

Continue to participate in regional agency efforts related to housing policy.

KPI Highlights

of housing & sober living related policy positions taken by City Council: **6** housing, **14** legislation, **34** letters issued

#of households received TBRA & rehabilitated: **19**

of code enforcement violations investigated & enforced: **2,807**



Goal 6: Infrastructure Investment



43%
Completed

24% In Progress

14% Upcoming

19% On Hold

Accomplishments

- Banning St. beautification and traffic safety upgrades; 17th Street pedestrian safety striping upgrades.
- Central Park Library fountain repair in progress. Completed Marina Park and Carr Park remodels; approved Edison Park remodel.
- Beach playground upgraded and re-opened; began renovating beach restroom facilities, inspecting, upgrading and repairing.
- Completed Gilbert Bridge reconstruction and Davenport Lift Station project.
- Completed the enhanced Specific Events policies and procedures and presented to City Council Specific Events Committee.
- Approved Water Well project.

KPI Highlights

of beach restrooms under renovation: **5**

of events by location:

38 Beach, **14** Central Park,

4 Sports Complex, **5** Downtown Main St,

4 Other

of special event permits executed: **65**

% of facilities assessed: **95%**

Future Tasks

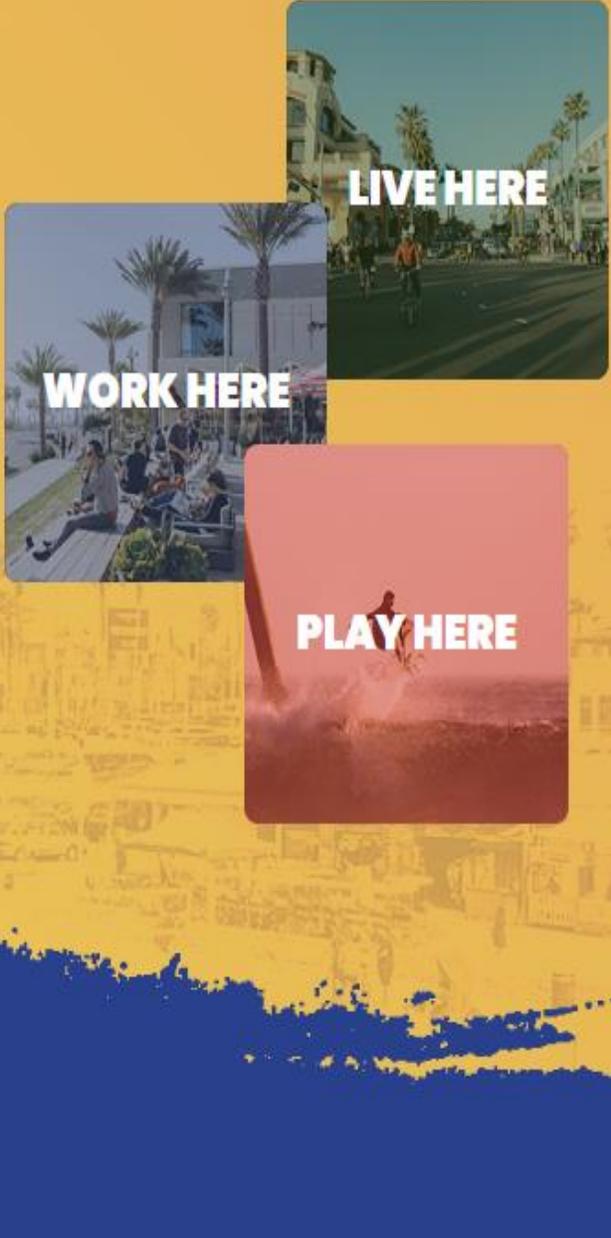
Complete Central Park Master Plan.

Present City-Wide Park & Recreation Master Plan.

Started Heil Ave. Lift Station Project.

Hamilton & Magnolia Complete Streets Projects

Goal 7: Public Engagement



70%
Completed

17% In Progress

13% Upcoming

Accomplishments

- Placed Riptide Warning Signs on the Pier and Lifeguard Towers for public safety.
- Implemented numerous community-wide events in partnership with the City Celebration Committee.
- Ensure ASCON participation at regular Southeast Area meetings and provide updates to the community.
- Use social media posts to enhance community engagement and highlight city programs
- Surf City Weekly provides timely city news updates.
- City Treasurer and City Attorney conducted community Meet & Greets.
- Financial Literacy workshops offered to public.
- Community engagement through Citizens Academy and Junior Citizens Academy.
- Held two Budget Community Town Halls in 2025.

KPI Highlights

of website visitors, views, & average engagement time: **820K: 2.3M: 50 seconds**

of calls to call center: **15,782**

of social media engagements & impressions: **2M: 23.9M**

of online videos created: **394**

Future Tasks

Create a City policy for website management and content clean up.

Expand digital content, PSAs, and safety awareness campaigns for Fire and Police.



Goal 8: Public Safety



23%
Completed

69% In Progress

8% Upcoming

Accomplishments

- Overall crime is down 26% in the City.
- Implemented BreatheSafe HB program, a community-wide opioid response initiative.
- Completed construction of the Real Time Crime Center.
- Completed the Special Events Policy.
- Created City Cyber Response Plan.
- Implemented E-Bike Safety program for public and passed E-Bike Safety Ordinances.
- Passed Ordinances restricting the sale and distribution of Kratom and Nitrous Oxide.
- Passed Ordinance setting minimum distance requirement from smoke shops to sensitive areas.
- Implemented cutting edge Drone as First Responder (DFR) program.

KPI Highlights

of BreatheSafe Events: **3**

of youth enrolled in Fire Explorers program: **154**

#infrastructure & network security measures: **21.2M**

Future Tasks

Hire the Real Time Crime Center Specialists.

Developing a new customer service model (Fire).

Continue to fill Police and Fire vacancies.

Additional City Council Initiatives



- Implemented a new contract summary form to provide greater taxpayer transparency for contracts and agreements coming to Council for approval.
- Initiated a new process for post CIP completion to be presented to council highlighting the project's end result and the budgetary fiscal performance.
- Initiated a Business Development Ad Hoc Committee to support local businesses.
- Initiated the Broadband fiber project to Catalina and back to bring high speed fiber internet throughout our City and along the Pier area.
- Initiated the feasibility and exploration of a Community Garden with Aquaculture.
- Initiated review of Downlink technology and DNA lab program with Police Department.
- Created downtown landscape beautification advisory group.
- Repainted downtown bollards and updated new street (pedestrian safety) striping.
- Restricted the sale and distribution of Kratom and banned synthetic Kratom.
- Restricted the sale and distribution of Nitrous Oxide.
- Updating MOUs with volunteer organizations.



Major Highlights

- **City of HB Ranked Best Beach (OC Register):**
 - #1 for City Beach
 - #2 for HB State Beach
- **Ranked 10th “Healthiest City in America” (WalletHub)**
- **Ranked 10th “Happiest City in America” (WalletHub)**
- **Ranked 6th “Best City for People with Disabilities” (WalletHub)**

Progress

Overall Progress approaching two-thirds completion

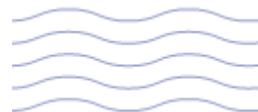
9% increase in "Completed" Tasks

Upcoming-On Hold

As initiatives move forward, “Upcoming” Tasks declined to 5%

On Hold

As initiatives move forward, “On Hold” Tasks declined to 6%





Recommendation

Receive and file the 2023-27 Strategic Plan Progress Update #4