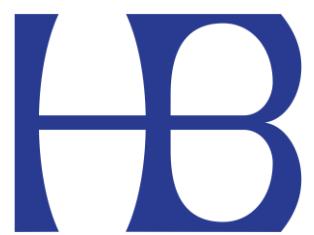
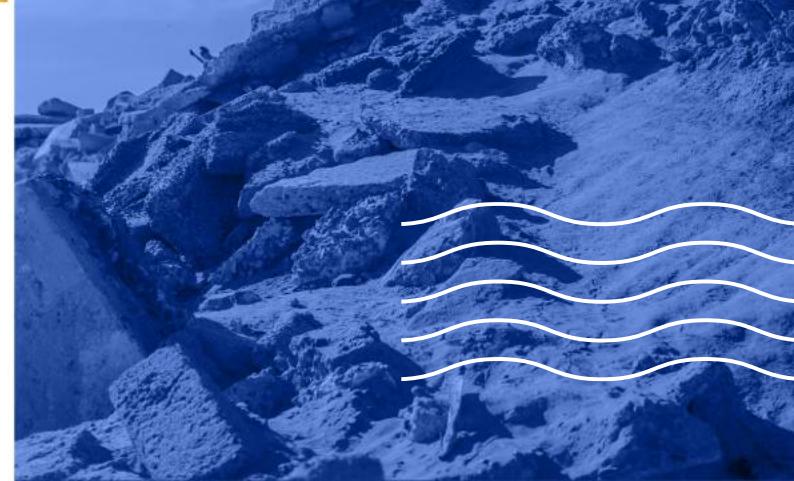


Progress Update #4

January 1, 2026

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

January 1, 2026

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

*"Committed to Responsive
and Exceptional Public
Service to All."*



8

Overarching
Goals



23

Strategies



98

Tasks



73

Key Performance
Indicators (KPIs)

Overall Progress as of December 31, 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: **3,257**
- # of business visits: **50.**
- # of businesses assisted: **100.**
- # of touches with brokers, property owners, & existing or prospective businesses: **125.**

Future Tasks

- Continue tracking and monitoring KPIs.
- Implement 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 24/25 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 :
\$33.6M

Grant Applications: **39**

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: **4.75/5**

of permit applications processed & completed: **15,089:11,633**

of certificates of occupancy issued: **1093**



Goal 4: Homelessness



Accomplishments

- 2023: 56 exited homelessness to permanent housing.
- 2024: 78 exited homelessness to permanent housing.
- 2025: 79 exited homelessness to permanent housing.
- 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.

50%
Completed

50% In Progress
0% Upcoming

KPI Highlights

of all volunteer hours & % of active volunteers: **126,123; 60%**

of Be Well services, referrals, & clients: **8,783**

of clients housed through system of care: **121**

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 affordable 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: **51** housing, **34** letters issued in 2025
- # of households received TBRA & rehabilitated: **76**
- # of code enforcement violations investigated & enforced: **6,255**



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; continuing process of Edison Park improvements.
- Beach playground upgraded and re-opened; began renovating beach restroom facilities, inspecting, upgrading and repairing.
- Completed 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 (all 2025):
38 Beach, **14** Central Park,
4 Sports Complex, **5** Downtown Main St,
4 Other
- # of special event permits executed: **143**
- % of facilities assessed: **95%**.

Future Tasks

- Complete Central Park Master Plan.
- Present City-Wide Park & Recreation Master Plan.
- Complete Heil Pump Station Project.
- Hamilton & Magnolia Complete Streets Projects.

Goal 7: Public Engagement



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.

70%
Completed

17% In Progress
13% Upcoming

KPI Highlights

of website visitors, views, & average engagement time: **1.5M: 4.2M: 49 seconds**

of calls to call center: **29,560**

of social media engagements & impressions: **2M: 26.5M**

of online videos created: **575**

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

KPI Highlights

of BreatheSafe Events: **3**

of youth enrolled in Fire Explorers program: **308**

Future Tasks

Hire the Real Time Crime Center Specialists.

Developing a new customer service model (Fire).

Continue to fill Police and Fire vacancies.

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.

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 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 by residents (OC Register):**
 - #1 for City Beach
 - #2 for HB State Beach
- **Ranked 10th “Healthiest City in America” (WalletHub)**
- **Ranked 9th “Happiest City in America” (WalletHub)**
- **Ranked 10th “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%

