

# CITY OF HUNTINGTON BEACH

## 12-MONTH STRATEGIC OBJECTIVES

February 7, 2019 – February 1, 2020

| <b>THREE-YEAR GOAL: <i>Enhance and maintain high quality City services</i></b> |   |  |        |           |         |          |
|--|---|--|--------|-----------|---------|----------|
| WHEN   | WHO   | WHAT   | STATUS |           |         | COMMENTS |
|  |   |  | DONE   | ON TARGET | REVISED |          |
| 1.<br>By May 15, 2019  | Assistant City Manager (lead),<br>Economic Development Director<br>and Police Chief | Present to the City Council for action an updated 10-Point Plan for addressing homelessness and report the results to the City Council.                              |        |           |         |          |
| 2.<br>By July 1, 2019  | Assistant City Manager, working<br>with the Chief Financial Officer                 | Develop and present to the City Council for consideration participation in the Orange County Housing Trust.  |        |           |         |          |
| 3.<br>By August 1, 2019  | Community Services Director (lead), City<br>Manager and City Attorney               | Review current municipal codes related to community services and provide to the City Council recommendations that would allow the City to enhance public services.   |        |           |         |          |
| 4.<br>By Oct. 1, 2019  | Human Resources Director, with input<br>from each Department Director               | Review and evaluate the results of the Succession Planning Survey and provide a summary report, with recommendations, to the City Council for review and evaluation. |        |           |         |          |

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|----------------------------|---|--|--|--|--|--|
| 5.<br>By August 1, 2019    | Assistant to the City Manager, working with the Assistant City Manager, Information Services Director, Chief Financial Officer and Public Information Officer | Present to the City Council a plan for the transition out of PCTA (Public Cable Television Authority). |  |  |  |  |
| 6.<br>By August 15, 2019   | Community Services Director   | Present to the City Council at a study session the draft Public Art Master Plan.                       |  |  |  |  |
| 7.<br>By December 15, 2019 | Community Development Director  | Bring Phase II of the Zoning Code update to the City Council for consideration.                        |  |  |  |  |

**THREE-YEAR GOAL: *Enhance and maintain the infrastructure***

| WHEN                         | WHO  | WHAT   | STATUS |           |         | COMMENTS |
|------------------------------|--|--|--------|-----------|---------|----------|
|                              |  |  | DONE   | ON TARGET | REVISED |          |
| 1.<br>By June 1, 2019        | Public Works Director,<br>working with the<br>Community Services<br>Director                     | Utilizing the Parks Master Plan, prioritize next year's proposed improvements and present to the City Council as a part of the 2019-2020 budget. |        |           |         |          |
| 2.<br>By Sept. 1, 2019       | Assistant City Manager<br>(lead), Chief Information<br>Officer and Public Works<br>Director      | Develop and present to the City Council for action a Broadband Master Plan for the installation of fiber throughout the city.                    |        |           |         |          |
| 3.<br>By Aug. 1, 2019        | Public Works Director,<br>working with the<br>Community Development<br>Director and Police Chief | Hold a study session on the feasibility of developing a citywide Traffic Mitigation Plan.  |        |           |         |          |
| 4.<br>By December 1,<br>2019 | Chief Information Officer<br>and Public Works Director   | Develop and present to the City Council for action a plan for the selection of an Enterprise Asset Management System.                            |        |           |         |          |
| 5.<br>By February 1,<br>2020 | Library Services Director<br>(lead) and Public Works<br>Director                                 | Conduct a City Council study session to share the results of the library facility assessment and present a draft Library Facilities Master Plan. |        |           |         |          |

**THREE-YEAR GOAL: *Strengthen long-term financial and economic sustainability***

| WHEN                   | WHO   | WHAT  | STATUS |           |         | COMMENTS |
|------------------------|---|---|--------|-----------|---------|----------|
|                        |   |   | DONE   | ON TARGET | REVISED |          |
| 1.<br>By May 15, 2019  | Deputy Director of Economic Development   | Provide update to City Council on plan to redevelop Boeing site.  |        |           |         |          |
| 2.<br>By Sept. 1, 2019 | Assistant City Manager (lead), Community Development Director and City Attorney   | Conduct a study session on opportunities and challenges associated with short-term rentals.   |        |           |         |          |
| 3.<br>By July 1, 2019  | City Manager, Assistant City Manager and Chief Financial Officer  | Recommend to the City Council for action the use of one-time money for long-term liabilities.   |        |           |         |          |
| 4.<br>By Oct. 1, 2019  | Assistant City Manager (lead), Economic Development Director, Community Development Director, Police Chief, and Fire Chief. | Conduct a City Council study session regarding the pros and cons of the cannabis economy, with the exception of dispensaries and cultivation, along with a cost-benefit analysis. |        |           |         |          |

**THREE-YEAR GOAL: *Enhance and modernize public safety service delivery***

| WHEN                       | WHO   | WHAT  | STATUS |           |         | COMMENTS |
|----------------------------|---|---|--------|-----------|---------|----------|
|                            |   |   | DONE   | ON TARGET | REVISED |          |
| 1.<br>By April 15, 2019    | Fire Chief and Chief Financial Officer                                  | Present to the City Council for consideration a revised EMS fee schedule that aligns with rates in Orange County and reflects best practices. |        |           |         |          |
| 2.<br>By May 15, 2019      | Public Works Director and Police Chief                                  | Recommend to the City Council for action the award of a contract for the design of the Police Headquarters Modernization Project.             |        |           |         |          |
| 3.<br>By August 1, 2019    | Police Chief and Chief Information Officer                              | Bring to the City Council for action a proposal for replacement of the CAD/RMS system.  |        |           |         |          |
| 4.<br>By September 1, 2019 | Assistant City Manager (lead), Police Chief and Chief Financial Officer | Present funding options to the City Council to enhance funding for additional police staffing.  |        |           |         |          |