

**CITY OF HUNTINGTON BEACH**  
**12-MONTH STRATEGIC OBJECTIVES**  
 February 7, 2019 – February 1, 2020  
 August 2019 Update

THREE-YEAR GOAL: <i>Enhance and maintain high quality City services</i>						
WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. <del>By May July</del> <del>Sept 15, 2019</del> October 7, 2019	Economic Development Deputy Director and Police Chief	Present to the City Council for action an updated plan for addressing homelessness and report the results to the City Council.			X	Staff is currently updating the Plan to Address Homelessness with the City Council Sub-committee review.
2. <del>By July 1, 2019</del> October 15, 2019	Economic Development Deputy Director working with the Chief Financial Officer	Develop and present to the City Council for consideration participation in the Orange County Housing Finance Trust.			X	The Orange County Housing Finance Trust was adopted by the County of Orange in March 2019. Multiple cities have joined the trust.
3. <del>By August 1, 2019</del> Oct. 1, 2019	Community Services Director (lead), City 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.			X	Community Services & Police Department have met to identify specific codes in need of revisions.
4. <del>By Oct. 1, 2019</del> Dec. 1, 2019	Human Resources Director, with input 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.			X	Staff presented recommendations in the context of FY 2019-20 Proposed Budget discussion for certain components and departments. Additional recommendations are forthcoming.

5. 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).	X			City of Huntington Beach operation of HB Channel 3 went live July 23
6. <del>By August 15, 2019</del> By November 2019	Community Services Director	Present to the City Council at a study session the draft Public Art Master Plan.			X	The consultant and staff are developing the Art Master Plan with community input.
7. By December 15, 2019	Community Development Director	Bring Phase II of the Zoning Code update to the City Council for consideration.		X		

THREE-YEAR GOAL: <b><i>Enhance and maintain the infrastructure</i></b>						
WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. By June 1, 2019	Public Works Director, working with the Community Services 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.	X			Proposed park improvements are included in the 2019-20 Proposed Budget.
2. By Sept. 1, 2019	Assistant City Manager (lead), Chief Information Officer and Public Works Director	Develop and present to the City Council for action a Broadband Master Plan for the installation of fiber throughout the city.		X		A working group has been identified to develop a plan and present to Council in September 2019. The team met in August and is currently working on a developing content for the presentation.
3. By <del>Aug. 1, 2019</del> Sept. 16, 2019	Public Works Director, working with the Community Development Director and Police Chief	Hold a study session on the feasibility of developing a citywide Traffic Mitigation Plan.			X	Scheduled for the Sept. 16 Study Session.
4. By December 1, 2019	Chief Information Officer and Public Works Director	Develop and present to the City Council for action a plan for the selection of an Enterprise Asset Management System.		X		Initial needs assessment completed. Project management budget for evaluation and RFP has been secured in 19/20 FY. There will be a project kickoff meeting in the first week in October.
5. By February 1, 2020	Library Services Director (lead) and Public Works Director	Conduct a City Council study session to share the results of the library facility assessment and present a draft Library Facilities Master Plan.		X		Draft RFP nearing completion. Library Director met with City contract architect to clarify and review project scope.

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

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. By <del>June-August</del> September 16, 2019	Deputy Director of Economic Development	Provide update to City Council on plan to redevelop Boeing site.			X	Sares-Regis purchased Phase II (50 acres) – two year lease-back clause
2. By Sept. 1, 2019	Community Development Director and City Attorney	Conduct a study session on opportunities and challenges associated with short-term rentals.		X		Scheduled for Sept. 3 Study Session.
3. 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.	X			Recommendation for the use of one-time funds to expedite the pay-down of unfunded liabilities is included in the FY 2019-20 Proposed Budget.
4. By Oct. 1, 2019	Assistant City Manager, Economic Development Director (lead), 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.	X			Study Session conducted on August 19. Staff is working on further background.

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

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. <del>By April 15, 2019</del> <del>By May 22, 2019</del> <del>By August 19, 2019.</del> By November 18, 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.			X	A study has been conducted regarding potential for new rates and methodology. Certain follow-up items are being reviewed to finalize recommendations. Going to Council on November 18, 2019.
2. 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.	X			Approved by the City Council on 3-18-19
3. <del>By August 1, 2019</del> Oct 15, 2019	Police Chief and Chief Information Officer	Bring to the City Council for action a proposal for replacement of the CAD/RMS system.		X		Project team members attended vendor demos in March and are conducting additional research and analysis.
4. <del>By September 1, 2019</del> Nov. 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.			X	