

# FIRST 100 DAYS

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Observations and  
Initiatives of the City of  
Huntington Beach



# Agenda

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**Observations about HB**

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**Forward Facing**

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**Foundations & Aspirations**

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**Questions & Comments**



# OBSERVATIONS ABOUT HB

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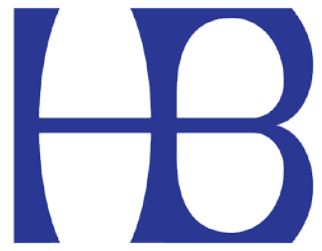
**A glimpse of HB as a  
community and an  
organization**



HB is...

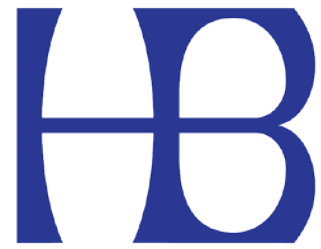
A community of people who are passionate about HB as their home, from its diverse neighborhoods, parks, and schools to its quality of life.





culture is rooted in its natural resources, such as its coastal climate, ocean, beaches, wetlands, lakes, vast skies, trails, and parkland.

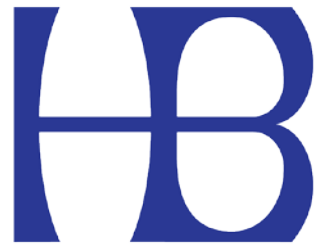




and surfing are  
synonymous.







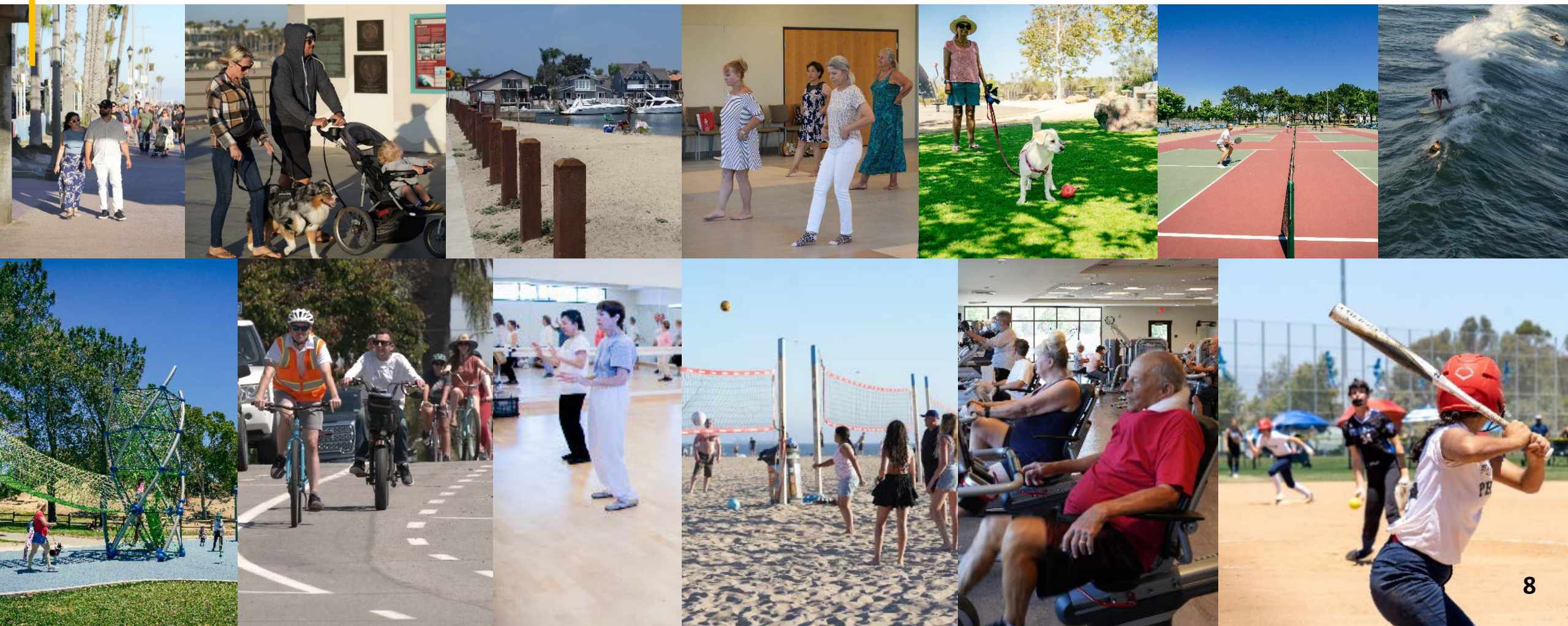
values its recreational facilities such as parks, libraries, sports fields, community centers and civic infrastructure.



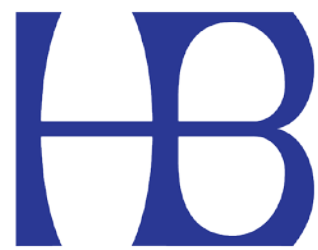




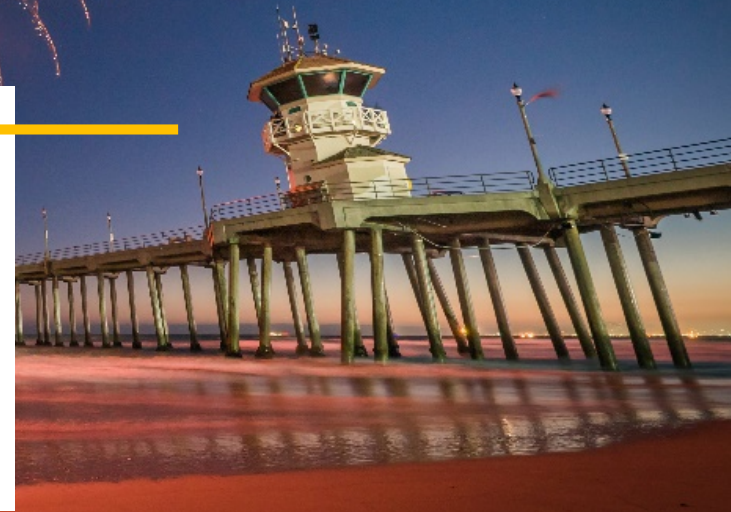
is where volunteerism is alive and well. Residents are active and give their time and resources to support one another in many different ways.







is a proud and  
patriotic  
community.



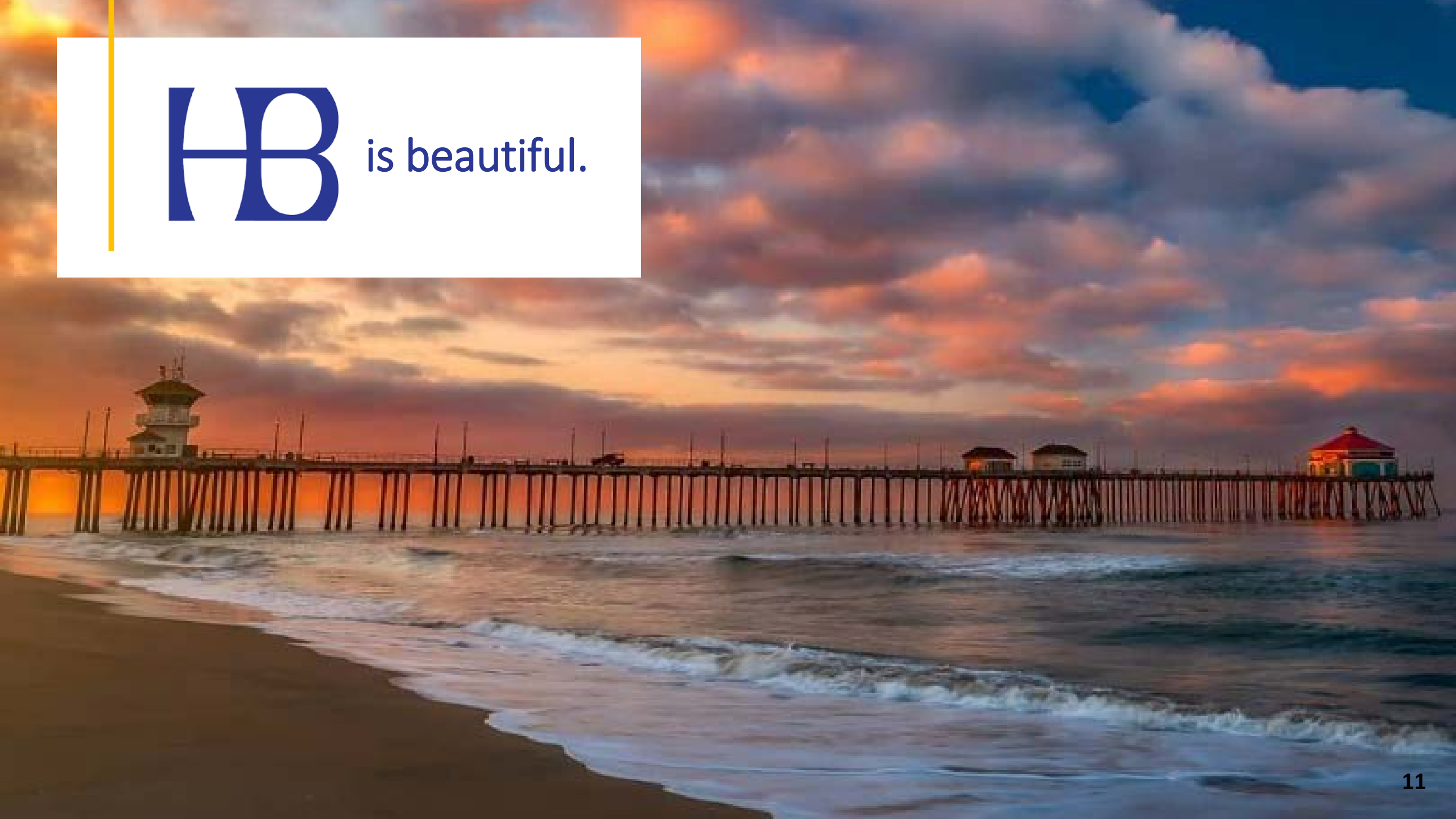


HB is creative and expressive.





HB is beautiful.





Local  
businesses  
mean much  
to many



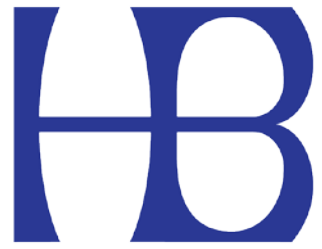




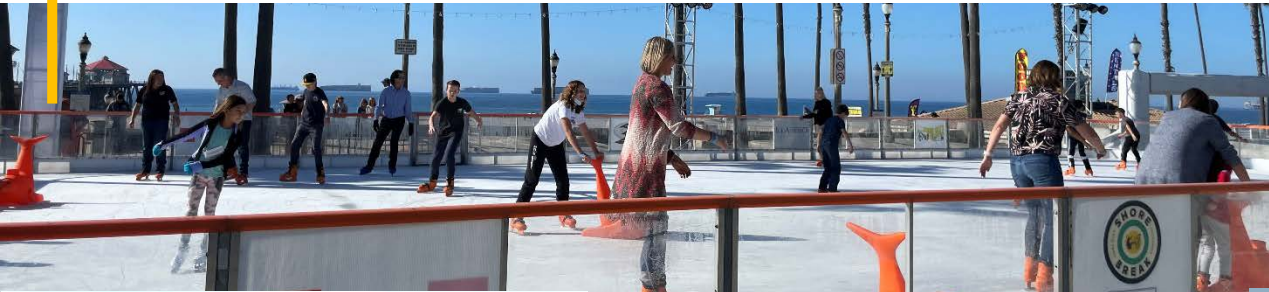
 appreciates its  
public safety.



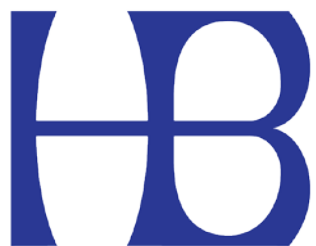




is a world-wide brand led by community members who welcome visitors from around the globe.

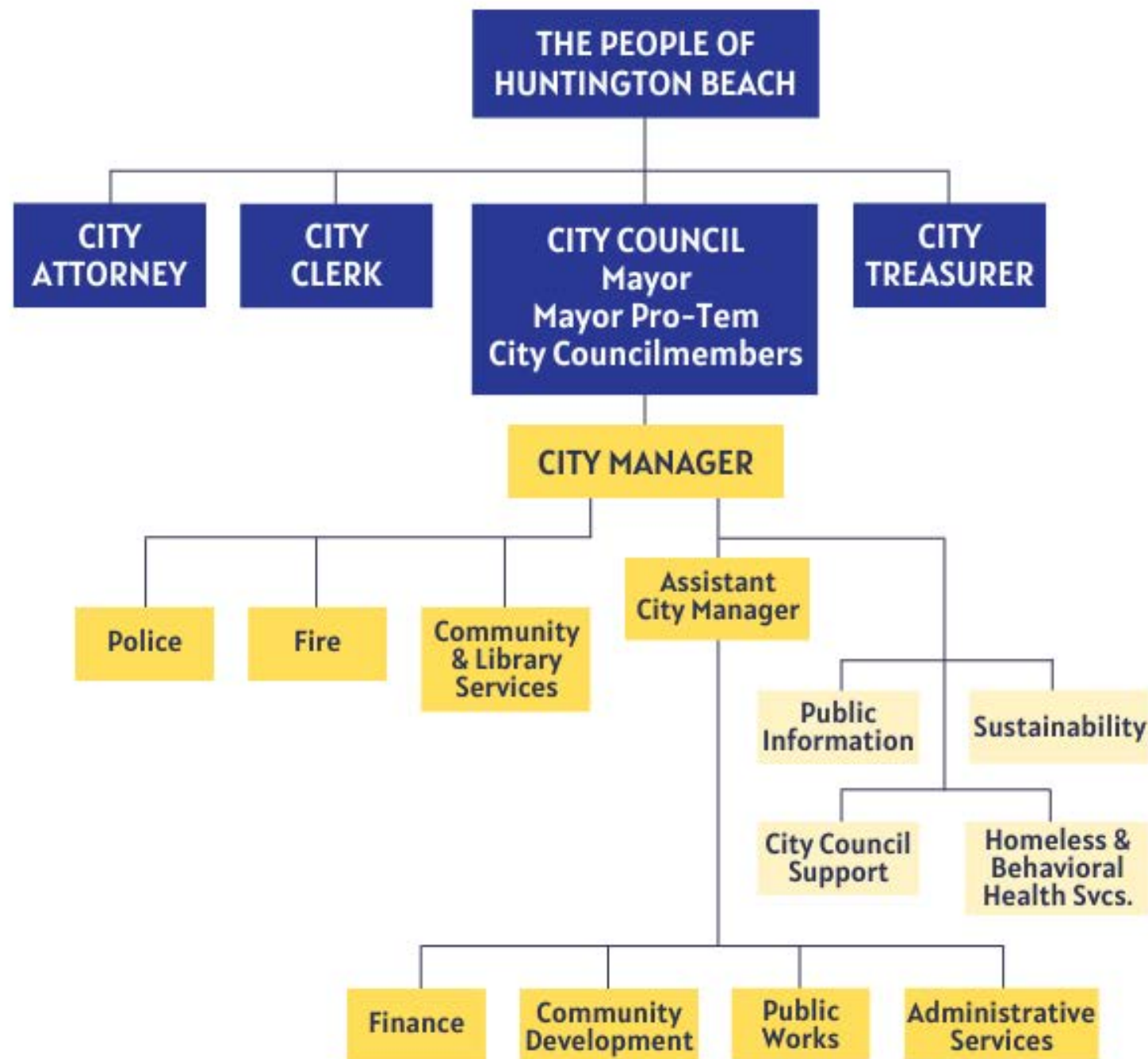




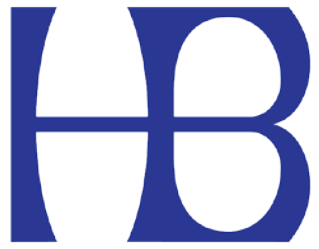


has a unique municipal organization that serves the people of HB through ten elected leaders: a 7-member City Council, a City Attorney, a City Clerk, and a City Treasurer.

The City Manager is appointed by the City Council and works collaboratively with the three elected Charter Officers.







has a team of public servants second to none –  
dedicated to HB's quality of life.







has an operational Executive Leadership Team aligned to serve the public interest through good governance, dedicated to HB's quality of life, and committed to City Council policy."

# **FORWARD FACING**

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**Guided by Key Principles**





# OneHB Mission

1. **One Team:** Working together to serve the people of Huntington Beach exceptionally to inspire pride in our community.
2. **One Focus:** To stay fanatical about achieving municipal excellence by being active caretakers of our unique, people-centric HB culture.
3. **One Goal:** To ensure that HB continually improves its standing as a premier coastal community as measured through the health of our people, our organization, our infrastructure, and our community.

**Core Values:** Humility, Exceptionality, Social Awareness, Passion, Teamwork, and Integrity



# Accountability

## Our Commitment to HB:

1. We will carry out the responsibilities under the Council-Manager form of government as articulated in the HB Charter and Municipal Code.
2. We will stay grounded in a source of authority for every action. If one doesn't exist, we will bring a request for that source to City Council.
3. We will use best practices that are rooted in procedures proven to be effective and beneficial. Where practices and systems do not work, we will change course.
4. We will place the triple bottom line approach of sustainability – HB's environment, people, and economy – as the authentic and central platform to uphold and advance Huntington Beach's sense of community and quality of life.





# Transparency

## Our Commitment to HB:

1. We will regularly and publicly assess the City's operational and financial performance. We will implement steps to continuously improve our operations.
2. Increased knowledge is paramount to earning public trust. We will continuously expand access to public information and welcome the community's involvement in municipal affairs.
3. Individuals affected by City decisions have the right to know about the process that led to them and their impacts. We will prepare comprehensive Requests for Council Action (RCA) and records with transparency at the top of mind.
4. We will increase the visibility of programs, services, Boards, Committees and Commissions as opportunities for community participation and public information.





# Responsiveness

## Our Commitment to HB:

1. We will commit to continuous all-hands training to provide exceptional customer service for the benefit of the public we serve.
2. We will be responsive to HB customers' needs, ensuring respectful and responsible communication and assistance
3. We will diversify our communication efforts, so HB residents can access City information, share input, and receive the services they need.
4. We will celebrate our successes together as OneHB, recognizing that teamwork and engaged, happy employees drive the success of the HB organization.





# Effective & Efficient

## Our Commitment to HB:

1. We will work shoulder-to-shoulder in partnership with our fellow HB Charter Officers and their respective teams.
2. Across the City organization, we will faithfully promote continuous learning, high performance, and financial responsibility to maximize the value of services provided to HB taxpayers, residents, and businesses.
3. We will achieve mindsets and know-how, as well as implement systems and technologies, to streamline and improve the HB customer service experience and address problems effectively.
4. We will establish and expand partnerships with local stakeholders to share knowledge and resources and encourage participation.





# Diversity, Equity & Inclusivity

## Our Commitment to HB:

1. We will serve all residents, visitors and businesses with an open-mind to understand their needs and perspectives; support a sense of welcoming and belonging; facilitate independent pursuits; and enhance quality of life.
2. We respect the diverse viewpoints in our community, which contribute to our collective strength and inform the decisions made by the City Council to benefit the community – as a whole.
3. We will ensure City workplaces do not tolerate harassment and discrimination, allowing HB employees and visitors to be at their best and provide and experience the finest public service.
4. We will approach the work we do that directly affects the HB community with the goal of developing shared ownership of related decisions with the community.





# Engagement & Consensus Building

## Our Commitment to HB:

1. We value the equitable delivery of services and programs in HB and will foster a City culture that maximizes communications with all and facilitates inclusive civic engagement.
2. We understand that change is ever-present. Continuous, meaningful community engagement will provide a platform for community members to influence these changes.
3. We will invest in training, resources, and tools to build the public participation capacity of the HB community and will carry out community processes that establish relationships and build trust with the people we serve.







# FOUNDATIONS & ASPIRATIONS

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**Implementation Efforts**



# Accountability

## OneHB will implement:

1. Continuous references to Sources of Authority for all decisions
2. 4-Year Cycle of Performance & Financial Audits of every department and office
3. Annual Financial Health Indicators Report to the Finance Commission and City Council
4. Updated operating systems based on today's best practices:
  - Management Systems
  - Administrative Regulations
  - Purchasing & Procurement Policies





# Transparency

## OneHB will implement:

1. A presentation of Sunshine Ordinance options to the City Council, allowing the public more time to review agenda items before meetings
2. Annual report of the State of the City
3. Streamlined records management, records centralization, and CPRA processes
4. Alternating Biennial Quality of Life Surveys
  - A custom HB-focused statistically valid survey to understand how residents feel about locally important services and issues
  - A standardized survey benchmarked against other CA and US cities
5. Comprehensive and publicly available databases that track our progress on major initiatives and measure their efficacy.





# Responsiveness

## OneHB will implement:

1. Comprehensive 311 system – One Call/App for all HB service requests and inquiries with feedback loop to customer
2. Office of Communications – Focused on full-service communications for the benefit of HB residents and businesses
3. Citywide Customer Service Training & Refinement of customer facing processes to elevate HB service to world class levels – incl. One Stop Shop
4. Continued pursuit in partnership with VisitHB and others of HB as an Olympic Village for one or more sports for the LA2028 Olympics





# Effective & Efficient

## OneHB will implement:

1. Updated City Council Manual that articulates City Council's desired procedures and rules for the conduct of its business, as well as a refreshed City Council onboarding process.
2. Strengthened City leadership team and structure for performance and succession planning and strategic HB organizational growth to match priorities.
3. A centralized Real Property Services function as well as a City Council-approved leasing policy for HB owned property.
4. Expanded outreach and engagement with HB businesses through existing resources and processes.





# Diversity, Equity & Inclusivity

## OneHB will implement:

1. Regular "town halls" and community conversations distributed throughout HB in coordination with the City Council, City directors and deputy directors
2. Expanded and improved coordinated HB homeless solutions and behavioral health programs and Healing Center in conjunction with non-profit, faith-based, and public agencies
3. HB Respectful Workplace Policy for all who engage and conduct business with the City
4. Accessible HB to understand and implement ADA assessment of facilities citywide and increase access for all to HB's innumerable natural assets





# Engagement & Consensus Building

## OneHB will implement:

1. HB Community Engagement Policy & Toolkit developed with the community
2. New HB City website that is user-friendly and ADA compliant
3. Increased utility of Granicus features for expanded HB community access to information pertaining to public meetings (e.g., E-comment)
4. Community engagement training for staff in all HB departments to ensure community-based approaches in City processes and programs





# Major Initiatives

## OneHB will implement:

1. 2023 Strategic Planning with City Council
2. Main Street streetscape improvements and other Downtown strategies
3. 2023 City Council Legislative Platform and aligned State and Federal Legislative Affairs program
4. HB tourism/special event initiatives, new special event permitting process for large scale events, and Citywide Wayfinding Signs, with Visit HB
5. HB Sustainability Master Plan
6. Oak View Streetscape improvements and Community Center and Library plans
7. Community-based HB Sign Ordinance and Zoning Ordinance updates
8. HB Economy & Local Business Development Strategy
9. Community-based HB Infrastructure Report Card
10. HB Citywide Mobility Plan, including E-bike safety





# GRATITUDE

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# QUESTIONS AND COMMENTS

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