

CITY OF HUNTINGTON BEACH

12-MONTH STRATEGIC OBJECTIVES

February 7, 2019 – February 1, 2020

THREE-YEAR GOAL: <i>Enhance and maintain high quality City services</i>						
WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. By July August 15, 2019	Economic Development Deputy Director, Police Chief and Assistant City Manager	Present to the City Council for action an updated 10-Point Plan for addressing homelessness and report the results to the City Council.			X	Staff is currently updating the 10-Point Plan, including community input for future City Council consideration and implementation.
2. By July 1, 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 Trust.		X		The Orange County Housing Trust was adopted by the County of Orange in March 2019. Multiple cities have joined the trust.
3. By August 1, 2019 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 and Police Department have met to identify specific codes in need of revisions.
4. By Oct. 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 the FY 2019-20 Proposed Budget discussion for five City 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		A transition team meets weekly and has developed a schedule of deliverables in order to meet the July 27, 2019, transition deadline.
6. By August 15, 2019 By November 2019	Community Services Director	Present to the City Council at a study session the draft Public Art Master Plan.			X	Finalizing consultant agreement with CAO. Plan date of completion by November 2019.
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: <i>Enhance and maintain the infrastructure</i>						
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 recommendations to present to the City Council in September 2019. Interim Assistant City Manager will lead the working group to build the plan.
3. By Aug. 1, 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		
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.
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 being developed.

THREE-YEAR GOAL: <i>Strengthen long-term financial and economic sustainability</i>						
WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. By June May 20, 2019	Deputy Director of Economic Development	Provide update to City Council on plan to redevelop Boeing site.			X	Met with Sares-Regis on the purchase of Phase II (50 acres).
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		Staff is assembling information in order to provide a comprehensive cost benefit analysis by September 2019.
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 (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.		X		Staff preparing analysis and cost benefit review. HdL is assisting in the process.

THREE-YEAR GOAL: <i>Enhance and modernize public safety service delivery</i>						
WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. By May 22, 2019 By August 1, 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 in order to finalize recommendations.
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. 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.		X		Project team members attended vendor demos in March and are conducting additional research and analysis.
4. 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.		X		