



# City of Huntington Beach

**File #:** 18-330

**MEETING DATE:** 9/17/2018

## REQUEST FOR CITY COUNCIL ACTION

**SUBMITTED TO:** Honorable Mayor and City Council Members

**SUBMITTED BY:** Fred A. Wilson, City Manager

**PREPARED BY:** Antonia Graham, Assistant to the City Manager

**Subject:**

**Approve the August 2018 City of Huntington Beach Strategic Plan Update**

**Statement of Issue:**

The City Council held a Strategic Planning Retreat on February 13, 2018, in which the City Council developed 25 Strategic Objectives based on five (5) Strategic Plan Goals. The Strategic Objectives were reviewed in a public meeting and, through consensus by the City Council Members present, were compiled into a Strategic Objectives Grid. The Strategic Objectives were brought forth to City Council for approval on March 19, 2018.

**Financial Impact:**

Not applicable. Individual Strategic Objectives which have a budgetary impact will be considered separately.

**Recommended Action:**

Approve the August 2018 Strategic Objectives Update as contained within Attachment 1.

**Alternative Action(s):**

Amend or reject the Strategic Objectives Update and direct staff accordingly.

**Analysis:**

In 2009, the City Council began an annual strategic planning process to develop consensus on a Mission Statement, Three-Year Goals, and corresponding Priority Strategic Objectives. This process is ongoing and is a critical component of maintaining the City in a fiscally sustainable manner. In fulfilling this process, the City Council met on February 13, 2018, to review and update the Three-Year Goals and their Priority Strategic Objectives.

The Three-Year Goals are organized into five categories as follows:

- Improve quality of life
- Enhance and maintain infrastructure
- Strengthen economic and financial sustainability
- Enhance and maintain public safety
- Enhance and maintain city service delivery

Each of these categories includes a list of Six-Month Strategic Objectives. The Strategic Objectives contained in the matrix all gained consensus at the Strategic Planning Retreat. Additionally, the Strategic Objectives were brought forth to City Council on March 19, 2018, where they were approved in their entirety. The attached Strategic Objectives Matrix contains a status and comments column that are updated to reflect the most recent activity on each item that was identified at the Council Strategic Planning Session. The status is reported to Council on a monthly basis.

**Environmental Status:**

Not Applicable.

**Strategic Plan Goal:**

Improve quality of life  
Enhance quality of life  
Strengthen economic and financial sustainability  
Enhance and maintain public safety  
Enhance and maintain City service delivery

**Attachment(s):**

1. City of Huntington Beach Strategic Objectives - August 2018 Update