



City of Huntington Beach

File #: 19-268

MEETING DATE: 3/4/2019

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:
City of Huntington Beach Strategic Plan Update

Statement of Issue:

The City Council held a Strategic Planning Retreat on February 7, 2019. The session, led by a facilitator, included five Council Members, the City Manager, and Department Heads. The City Council developed four (4) Strategic Plan Goals and created twenty (20) Strategic Objectives. The Strategic Objectives were reviewed in a public meeting and through consensus by the City Council Members present, compiled into a draft Strategic Plan grid. These Strategic Objectives are brought forward at this time for consideration by the full City Council.

Financial Impact:

Not Applicable. Individual Strategic Objectives which have budgetary impact and require City Council approval will be considered individually at a future date.

Recommended Action:

Approve the February 7, 2019, Strategic Objectives as contained within Attachment 1.

Alternative Action(s):

Amend or reject the Strategic Objectives 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 on-going and is a critical component of maintaining the City in a fiscally sustainable manner. In fulfilling this process, the City Council met on February 7, 2019, to review and update the Three-Year Goals and their priority Strategic Objectives. The Strategic Planning Retreat is a noticed public meeting, and members of the public are in attendance. The Strategic Objectives Grid is an attachment to this item.

The City Council's mission statement is as follows: "The City of Huntington Beach provides sustainable quality services to maintain and enhance our safe and vibrant community."

The Three-Year Goals are organized into four categories:

- ***Enhance and maintain high quality services***
- ***Enhance and maintain the infrastructure***
- ***Strengthen long-term financial and economic sustainability***
- ***Enhance and modernize public safety service delivery***

Each of these categories includes a list of 12-month Strategic Objectives. Each month, Staff will provide the attached matrix to the City Council with updated information on the status of each Strategic Objective.

Beginning in 2018, staff agendaized the Strategic Objectives that gained consensus at the off-site session and presented them to the full City Council as an administrative item. As an administrative item, the City Council is asked to approve the Strategic Objectives to ensure public transparency and authorization for Staff to proceed on bringing forward each of the items.

Environmental Status:

Not Applicable

Strategic Plan Goal:

Non-Applicable - Administrative Item

Attachment(s):

1. City of Huntington Beach 12-Month Strategic Objectives