



# City of Huntington Beach

**File #:** 19-819

**MEETING DATE:** 8/5/2019

## REQUEST FOR CITY COUNCIL ACTION

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

**SUBMITTED BY:** Dave Kiff, Interim City Manager

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

**Subject:**

**Approve the July 2019 Huntington Beach Strategic Plan Update**

**Statement of Issue:**

The City Council held a Strategic Planning Retreat on February 7, 2019, in which the City Council developed 20 Strategic Objectives based on four (4) 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 draft Strategic Objectives Grid. The Strategic Objectives were brought forth to City Council for approval on March 4, 2019.

**Financial Impact:**

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

**Recommended Action:**

Approve the July 2019 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 7, 2019, to review and update the Three-Year Goals and their Priority Strategic Objectives.

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

- Enhance and Maintain High Quality City 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 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 4, 2019, 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 the City Council each month.

**Environmental Status:**

Not Applicable.

**Strategic Plan Goal:**

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

**Attachment(s):**

1. City of Huntington Beach Strategic Objectives -July 2019 Update