



City of Huntington Beach

File #: 21-099

MEETING DATE: 2/1/2021

REQUEST FOR CITY COUNCIL ACTION

SUBMITTED TO: Honorable Mayor and City Council Members

SUBMITTED BY: Oliver Chi, City Manager

PREPARED BY: Travis K. Hopkins, Assistant City Manager

Subject:

Consider adoption of the 2021 City Council Work Plan

Statement of Issue:

On January 5, 2021, the City Council conducted their 2021 Strategic Planning Workshop to identify overall goals and objectives for integration into the City's annual work plan. The seminar was facilitated by a team from Pat West Consulting, and through the discussion, the City Council identified the following 5 priority policy focus areas for 2021, which were identified for achievement while concurrently prioritizing the fiscal stability of the overall organization.

1. Community Engagement
2. Homelessness Response
3. Economic Development & Housing
4. Infrastructure & Parks
5. COVID-19 Response

Organizational Fiscal Stability

For each of the priority policy areas, specific strategic goals and defined objectives were also identified, and a summary deck of the City Council's 2021 work plan priorities is included as an attachment to this report. Once adopted, the work plan will serve to focus and prioritize the City's efforts as we move through 2021.

Financial Impact:

The fiscal impact of specific projects will be considered separately as they are developed.

Recommended Action:

Adopt the 2021 City Council Work Plan.

Alternative Action(s):

Do not adopt the 2021 City Council Work Plan, and provide staff with additional direction.

Analysis:

The City Council held a strategic planning workshop on January 5, 2021, which was facilitated by Pat West Consulting. During the meeting, the City Council discussed key policy priorities and reached consensus on prioritizing five key priority policy areas, to include Community Engagement, Homelessness Response, Economic Development & Housing, Infrastructure & Parks, and COVID-19 Response. Further, the City Council prioritized the need to pursue goals identified within each priority policy area while maintaining the overall financial stability of the City organization.

The attached 2021 City Council strategic planning workshop summary deck is included as an attachment to this report, and highlights the following key priority policy areas, along with the corresponding identified goals:

1. Community Engagement Priorities

- Strategic Goal: Improve Communication Mechanisms Utilized by the City
- Strategic Goal: Improve Community / Constituent Engagement Experience

2. Homelessness Response Priorities

- Strategic Goal: Enhance Existing Homeless Response Efforts
- Strategic Goal: Develop Homeless Response Solutions to Address the Root Causes of Homelessness
- Strategic Goal: Position Huntington Beach to be a Regional Leader in Addressing Homelessness, Mental Health, and Other Related Issues

3. Economic Development & Housing Priorities

- Strategic Goal: Develop City Programs Aimed at Supporting, Promoting, and Diversifying our Economic Base
- Strategic Goal: Utilize Updates to the City's Housing Element and Land Use Policies as an Economic Development Tool
- Strategic Goal: Pursue Policies and Projects to Increase the Local Housing Supply

4. Infrastructure & Park Priorities

- Strategic Goal: Develop a Plan to Address Major Facility Needs for the Police Station, Civic Center, Lake Fire Station, and Corporate Yard
- Strategic Goal: Prioritize Park and Community Center Improvements in the City's CIP Budget
- Strategic Goal: Develop Multi-Modal and Active Transportation Infrastructure Projects (Inclusive of Disability Access), Especially in the City's Downtown Resort District
- Strategic Goal: Develop Smart City Policies While Prioritizing Broadband / Small Cell Access Throughout the Community

5. COVID-19 Response Priorities

- Strategic Goal: Provide Consistent COVID-19 Public Information, and Support Vaccination Efforts
- Strategic Goal: Pursue COVID-19 Programs that Promote Economic Recovery Efforts

In addition to the 5 priority policy areas, Organizational Fiscal Sustainability was identified as a continued area of importance, with the goal of maintaining the overall financial sustainability of the City organization.

Environmental Status:

Not applicable.

Strategic Plan Goal:

Non-Applicable - Administrative Item

Attachment(s):

1. 2021 City Council Strategic Planning Work Plan