

CITY OF HUNTINGTON BEACH
TWELVE-MONTH STRATEGIC OBJECTIVES
31 January through 30 January 2015

THREE-YEAR GOAL: <i>IMPROVE THE CITY'S INFRASTRUCTURE</i>						
WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. March 1, 2014	Information Services Director	Select a consultant to prepare a five year Technology Master Plan and present to the City Manager by August 1, 2014.	X			Consultant to prepare a five-year Technology Master Plan has been selected and Work on the plan has begun.
2. At the April, July and Oct 2014 City Council Ad Hoc Committee on Bartlett park Meetings	Community Services Director	Update the Council Committee on the plan approval process for the development of Bartlett Park.		X		Second of four quarterly Council Committee update meetings held at the April 9 th Community Services Commission Meeting.
3. April 1, 2014	Public Works Director	Develop and present to the City Manager for review a work plan for a city facilities' needs assessment to address maintenance needs			X	Due to staffing levels Public Works will include as a request in FY2014/15 budget.
4. June 1, 2014	Public Works Director	Present recommended updates to the City Council about the City's Water Conservation and Water Supply Shortage Program, including the Water Conservation Incentive Program.	X			Water Conservation and Water Supply Shortage Program Update approved at the April 7 th City Council Meeting. The second reading is scheduled for April 21 st City Council Meeting.
5. August 1, 2014	Information Services Director	Complete replacement of remaining outdated PCs and laptops.		X		Replacement is in process.

6. December 31, 2014	Public Works Director and Community Services Director, with input from the Community Services Commission	Hold a study session to discuss funding and coordination with other agencies for a Class One trail from Central Park to the Beach, including safety standards and regulations.		X		
7. December 31, 2014	Public Works Director	Hold a City Council study session to discuss funding for "Bicycle Boulevards."		X		

THREE-YEAR GOAL: *ENHANCE ECONOMIC DEVELOPMENT*

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. April 1, 2014	ACM and Deputy Director of Business Development with input from the Economic Development Committee	Present to the City Council for direction, a sales tax program to retain and attract sales tax-generating businesses.			X	In conjunction with final Economic Development Strategic Plan, a draft sales tax program will be presented to the Economic Development Committee for discussion.
2. June 30, 2014	ACM and Deputy Director of Business Development	Launch economic development initiatives as identified in the Economic Development Strategic Plan regarding downtown and the NW industrial corridor.		X		
3. August 1, 2014	ACM and Deputy Director of Business Development	Launch a new Economic Development website with enhanced business information, property information, marketing initiatives and cooperative ventures with external partners (e.g., VHB, COC and BIDs).		X		
4. September 1, 2014	Planning and Building Director	Complete processing of the zoning entitlements and issue building permits for the construction of the Edinger Hotel.		X		Zoning entitlements approved by the Planning Commission on 2-25-14; construction drawings in plan check review
5. October 1, 2014	ACM and Deputy Director of Business Development, working with external partners (e.g., VHB, COC and BIDs)	Implement a comprehensive marketing program to promote Huntington Beach as an economic destination.		X		
6. December 1, 2014	Planning and Building Director and the ACM	Evaluate the effectiveness of specific plans (e.g., Beach – Edinger Corridors Specific Plan and the Downtown Specific Plan) and recommend possible changes to the Planning Commission and City Council for consideration.		X		Preparing work program

THREE-YEAR GOAL: *IMPROVE LONG-TERM FINANCIAL SUSTAINABILITY*

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. At least twice a month	HR Director	Update the City Council on progress of the negotiations with employee groups.		X		
2. March 31, 2014	Finance Director and City Manager	Implement, contingent upon available funds, the "One Equals Five Plan" to expedite the payment of the City's unfunded CalPERS liability so that each \$1million deposited saves the taxpayer \$5 million over 25 years.	X			On February 18, 2014, the City Council approved the deposit of \$500,000 into the CalPERS "One Equals Five" Plan for the fiscal year ended September 30, 2013.
3. March 31, 2014	Finance Director, HR Director and City Manager	Develop a plan and recommend to the City Council for action how to fund the long-term workers' compensation liabilities.			X	On February 18, 2014, the City Council approved the creation of a new Internal Services Workers' Compensation Fund to improve claims tracking and monitoring, as well as the deposit of \$800,000 into the fund to reduce the fund's long-term liabilities. Additional recommendations will be forthcoming at the Mid-Year Budget Study Session on May 18, 2014
4. October 1, 2014	ACM, Information Services Director—lead and Finance Director	Develop a Financing Plan for the 800 MHz Interoperability Project and present to the City Council for action.		X		

THREE-YEAR GOAL: *DEVELOP, RETAIN AND ATTRACT QUALITY STAFF*

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. March 31 2015	Council Member Connie Boardman—lead and the City Council	Discuss and consider taking action re: inequality in Council benefits and pay.	X			This is coming to Council on March 17, 2014, for discussion.
2. June 1, 2014	ACM with input from the Department heads	Recommend to the City Manager for action funding in the 2014-2015 budget for essential positions previously lost.		X		
3. July 1, 2014	HR Director, working with a Staff Awards Committee	Host one Employee Service Award activity, involving staff and the City Council.		X		See Item Below
4. July 15, 2014	City Clerk, working with Employee Team Power	Conduct one low- or no-cost morale-building activity for staff.		X		The employee break room looks fabulous and was opened officially with an ice cream break on 3/20 with approx. 150 employees dropping by. The 7 th annual chili cook off is planned for 5/15 and the prior week 5/5 we will recognize National Public Service week with events such as recognition of long term (25 year) employees and a short video of employees speaking about why they serve the city of HB.
5. September 1, 2014	HR Director and City Clerk	Plan a team building activity/event to include department heads and management employees to be held after the close of negotiations.		X		

THREE-YEAR GOAL: *ENHANCE AND MAINTAIN PUBLIC SAFETY*

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. April 1, 2014	Fire Chief, working with the HR Director	Fill the vacancy for Marine Safety Chief and if vacant, at least launch recruitment for Lieutenant and/or Marine Safety Officer.		X		Marine Safety Division Chief appointment has been made. Lieutenant and Marine Safety Officer recruitments tentatively scheduled to open the week of March 10 th .
2. May 1, 2014	City Attorney and Council Member Katapodis	Draft and present to the City Council for action an ordinance holding property owners responsible for the use of illegal fireworks on their property.		X		Scheduled for Council Review on 4/21/14.
3. May 1, 2014	Police Chief and Public Works Director	Present to the City Council a plan to fund security improvements and ADA updates to the lobby of the police station.		X		We will review the costs during the budget discussions for next year. We have applied for CDBG funding for ADA improvements.
4. June 15, 2014	City Manager	Determine the feasibility of adding up to 10 new police officer positions in the 2014-2015 budget and make a recommendation to the City Council for action.		X		
5. December 1, 2014	Fire Chief	Evaluate the feasibility of developing a "Standards of Cover" document and submit recommendations to the City Manager.		X		
6. December 1, 2014	Fire Chief	Implement GPS dispatching for all Fire Department apparatus and present to the City Manager a preliminary report on impacts to response times.		X		
7. December 31, 2014	Police Chief and Public Works Director	Develop and present to the City Council for consideration, a feasibility study for constructing a police firearms range.		X		A CIP request to fund a site feasibility study will be reviewed during the budget discussions for FY 14/15.

THREE-YEAR GOAL: <i>ENHANCE QUALITY OF LIFE</i>						
WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. May 1, 2014	ACM and the Community Relations Officer, working with the Public Cable Television Authority (PCTA)	Review and recommend to the City Manager updates to the programming of Channel 3		X		JT working with PCTA to update programming with new shows that are informative, educational and showcase HB. New shows airing include two shows with Chapman University's President James Doti. Other shows in the works that will be airing by summer 2014 include: Golden West College, HBPD, and Surfing Show with PT Townsend and feature videos by Matt Liffreing.
2. June 1, 2014	Library Director	Recommend to the City Council for action, a plan to increase library open hours for the central library and the branches.		X		We are compiling costs, to begin the review process. On target for a report in June.
3. June 30, 2014	City Manager—lead, Finance Director and Community Services Director	Recommend to the City Council for action a Financing Plan for the development of the Senior Center.		X		Study Session on the New Senior Center, including update on project financing is scheduled for May 5 th .
4. October 15, 2014	Planning and Building Director—lead and Community Services Director and Library Director	Complete community outreach as part of updating the City's General Plan.		X		Various community outreach activities have been completed and the project is on schedule. General Plan Advisory Committee (GPAC) and five task forces formed Project Website up 2/28/2013 Banner over Main St. promoting upcoming events on 3/3/2013 Press Release and general PR efforts completed week of 3/3/13 Announcement at CC meeting re: website and upcoming events 3/3/13 Flyers advertising upcoming events posted 3/7/13 Beach Bonfire Kickoff Event scheduled 3/19/13 Two Visioning Workshops scheduled 3/27 and 3/29/13

<p>FUTURE OBJECTIVE January 31, 2015</p>	<p>Community Services Director and the City Manager</p>	<p>Complete the Park Master Plan. Include review of improvements to Bartlett Park, acquisition of LeBard Park and identification of outside funding to acquire Bolsa Chica sites for new park space.</p>		<p>X</p>		
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