

**CITY OF HUNTINGTON BEACH
SUPPLEMENTAL COMMUNICATION
Joan L. Flynn, City Clerk
Office of the City Clerk**

TO: Honorable Mayor and City Councilmembers
FROM: Joan L. Flynn, City Clerk 
DATE: 9/2/2014
SUBJECT: SUPPLEMENTAL COMMUNICATIONS FOR THE SEPTEMBER 2, 2014, REGULAR CITY COUNCIL/PFA MEETING

Attached are the Supplemental Communications to the City Council (received after distribution of the Agenda Packet):

STUDY SESSION

#1. PowerPoint communication submitted by Scott Hess, Director of Planning and Building, dated September 2, 2014, entitled *Study Session #1*.

CONSENT

#4. Communication submitted by Jennifer McGrath, City Attorney, requesting approval of the Settlement Agreement as presented, but included a revised signature page.

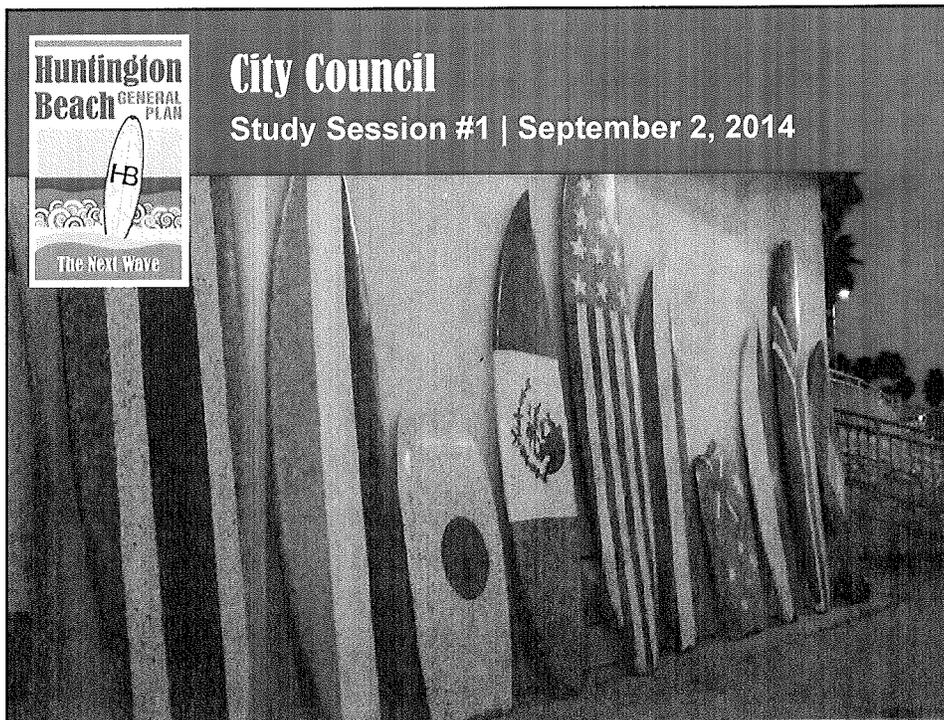
#14. Communication submitted by Duane Wentworth, Historic Resources Board, dated August 28, 2014, regarding the Golden Bear Plaque.

PUBLIC HEARING

#15. PowerPoint communication submitted by Lori Ann Farrell, Director of Finance, dated September 2, 2014, entitled *Fiscal Year 2014/2015 Proposed Budget*.

COUNCILMEMBER ITEMS

#20/#21. Communication submitted by Robert Franklin regarding single use plastic bags.



Agenda

- General Plan Update Overview
- Community Engagement Activities and Results
- Draft Vision and Guiding Principles
- Next Steps

**SUPPLEMENTAL
COMMUNICATION**



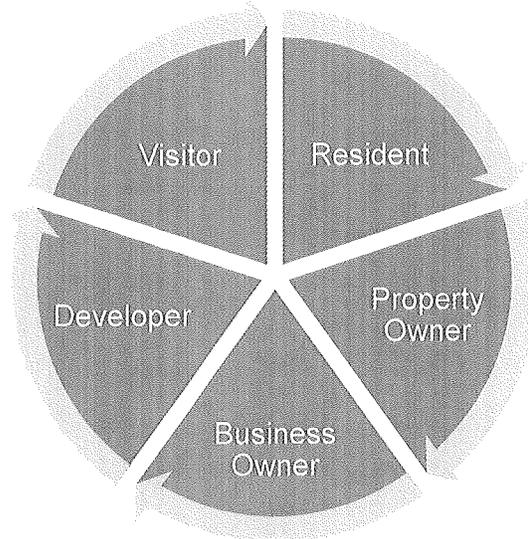
Meeting Date: 9/2/2014

Agenda Item No. SS#1

General Plan Update Overview



**The
General Plan
is important
for us all**



What is a General Plan?

- Documents the big picture of what we're trying to achieve as a community
- Blueprint and roadmap for development and conservation
- Goal, policy, action statements and maps
- Ensures future decisions are consistent with community vision

WHAT IS A GENERAL PLAN?
RENEWING OUR GENERAL PLAN IS AN OPPORTUNITY

A general plan describes the community's vision and identifies strategies for managing growth and change.

The State of California requires every city and county to have a general plan to guide growth.

General plans typically include goals, policies, implementation strategies and supporting graphics.

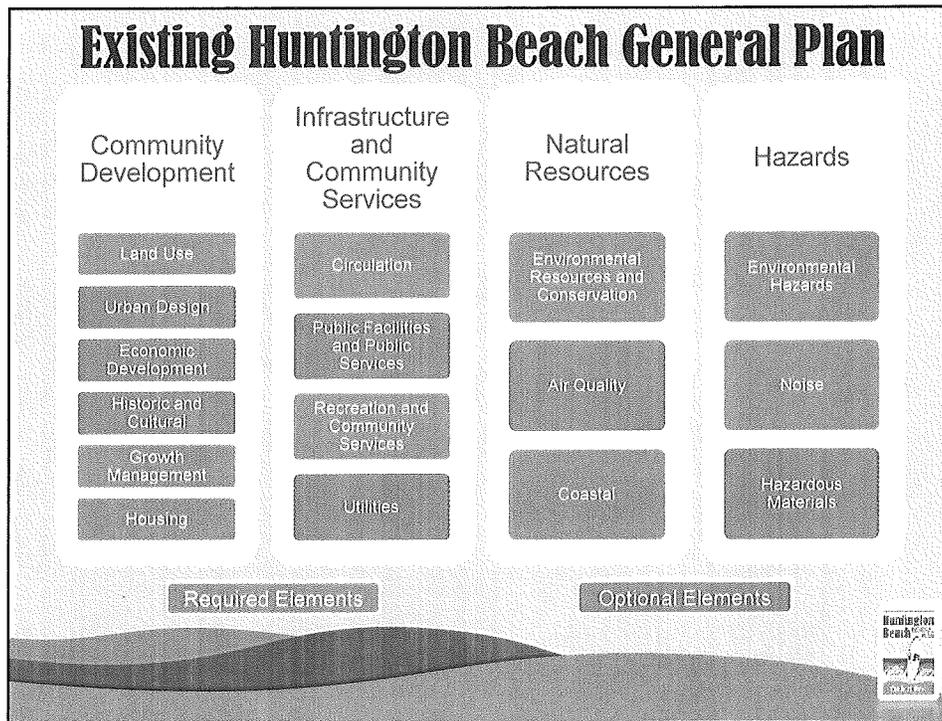
These components work together to convey a long-term vision that will guide local decision making.

The general plan also plays an important role in regulating land use. Its policies and maps form the foundation for City ordinances, guidelines and plans.

It provides strategic direction to reduce greenhouse gas emissions and streamline development.

The General Plan provides a long-term view to support shorter-term decisions

- Deciding where to allow new development projects and what they should look like
- Protecting or enhancing important resources
- Providing for new jobs and economic growth
- Providing housing for families and seniors
- Reducing traffic congestion and providing ways to get around without a car
- Improving sewer, water, and storm drain infrastructure
- Maintaining and improving public safety
- Identifying and preparing for natural hazards

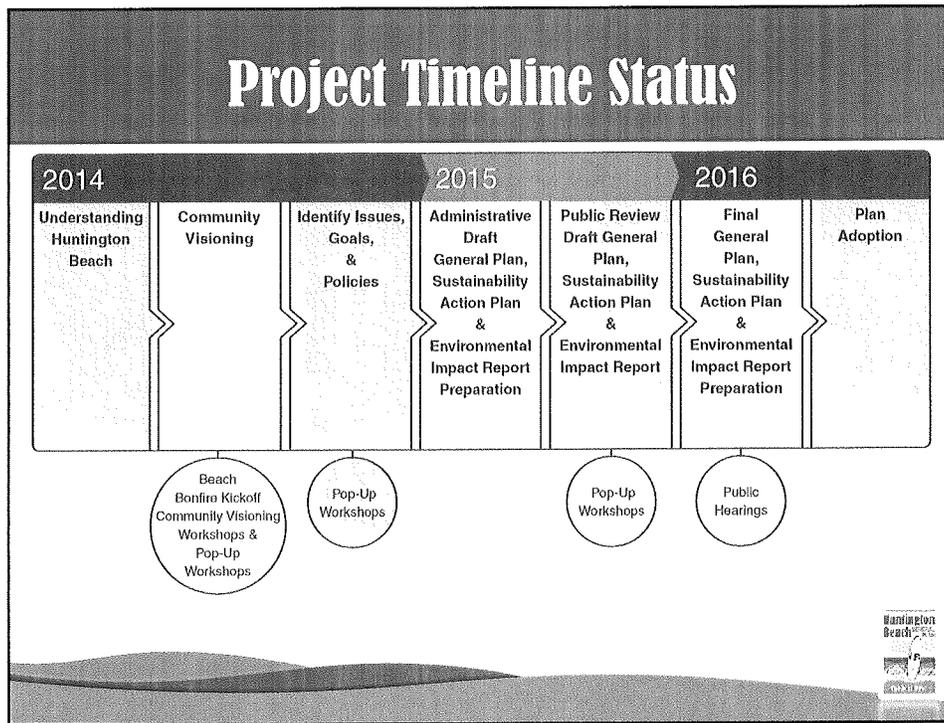


Proposed General Plan Update

The General Plan Update will:

- Address physical changes in the City that have occurred since 1996
- Include a number of technical studies and plans including:
 - Police and Fire Service Level Study
 - Market trend and fiscal analysis
 - Urban runoff impact study (CWA/NPDES, Coastal Act)
- Integrate adopted specific plans such as Sunset Beach and Brightwater
- Provide internal consistency amongst required elements in accordance with State General Plan Guidelines
- Add components required to address amendments to state and federal laws, such as:
 - Sustainability Action Plan – AB 32
 - Sea Level Rise – CCC/Coastal Act
 - Hazard Mitigation – FEMA/CalEMA
- Review existing General Plan format and organization, which may result in re-organization or consolidation of elements



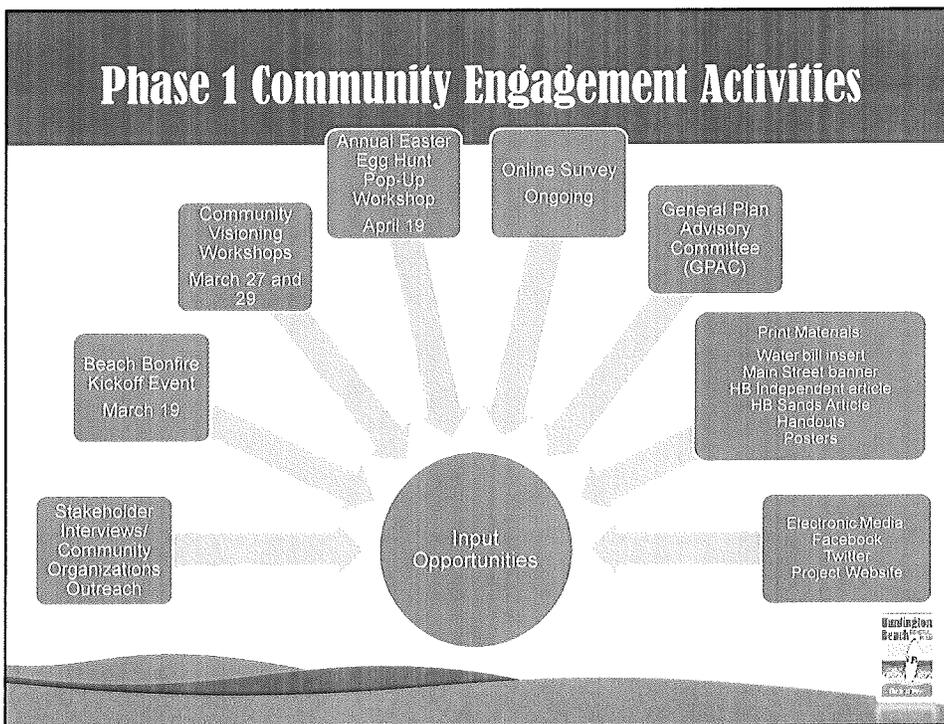
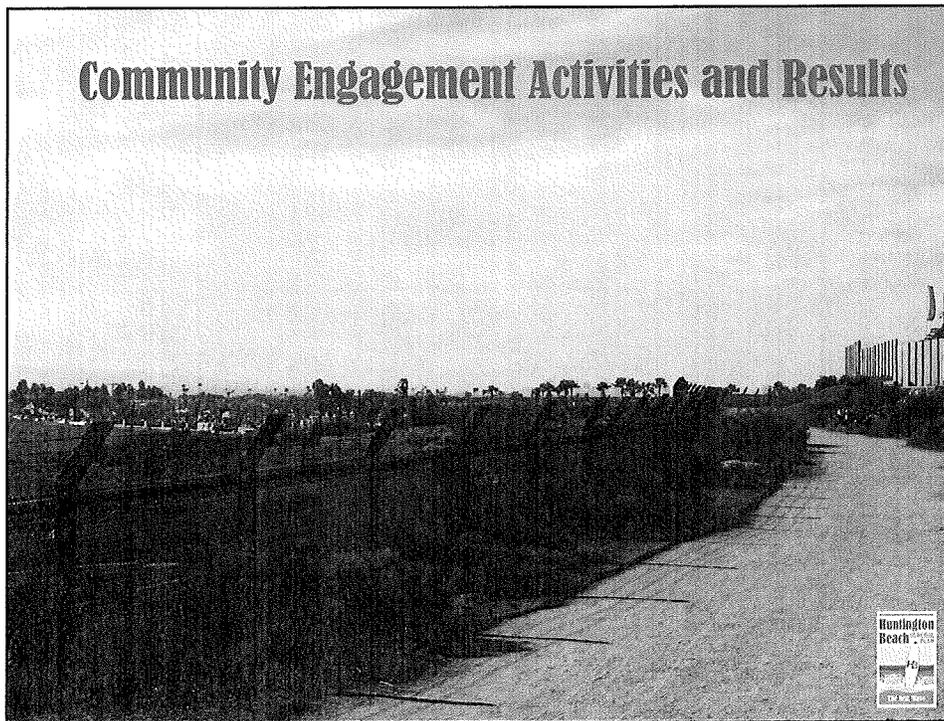


Project Budget

(City Council Approved October 2013)

- 2.5 year project (Spring 2014 to Fall 2016)
- Approximately \$1.7 million budget, plus 15% contingency

Major Project Components	Cost
Prepare Draft General Plan	\$165,200
Policies and Land Use Alternatives	\$167,000
Public Outreach	\$58,500
Technical Reports	\$571,000
Land Use, Biological Resources, Sea Level Rise, Urban Runoff, Greenhouse Gas Emissions, Market Trends, Circulation, Police & Fire, Infrastructure & Public Services, Natural & Environmental Hazards, Noise	
Urban Runoff --- \$161,000	
Sea Level Rise Vulnerability Assessment --- \$109,000	
Police and Fire Service Level Study --- \$84,000	
Sustainability Action Plan	\$56,500
Environmental Impact Report	\$237,000
Coastal Resiliency Plan	\$75,910
Remaining budget covers other items such as: meetings, project management, data collection and analysis, other work product.	



Phase 1 Community Engagement Activities

Different Formats
Variety of Activities
Diverse Participants



Hardington
Beckwith
PLC

Phase 1 Community Engagement

- We heard from:
 - Families
 - Seniors
 - Minorities
 - Business owners
 - Visitors
 - New residents
 - Long-time residents
- Several issues and topics were repeatedly identified as community priorities



Hardington
Beckwith
PLC

What do you cherish about Huntington Beach?

Community Responses

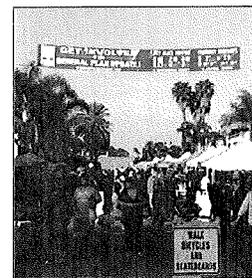
- Parks and open spaces
 - Bolsa Chica, State Beach, Central Park, wetlands)
- Community and lifestyle
 - small-town, family-oriented, laid-back
- Beach
 - cleanliness, atmosphere, pier, bonfires, other beach activities)
- Public safety
 - high-quality police, fire, government services
- Public services
 - schools, libraries, bike/jogging paths



What are the key opportunities facing Huntington Beach?

Community Responses

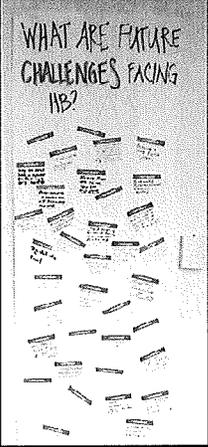
- Population growth dealt with in the right way
 - density, traffic, preserving the small-town feel
- Encouraging commercial development
 - small business, mom & pops, getting rid of vacancy, creating jobs
- Developing more bike and pedestrian infrastructure
- Sustainability
 - preserving open space, resources, green consciousness, reducing pollution



What are key challenges facing Huntington Beach?

Community Responses

- Improving traffic flow and safety
 - Mobility enhancement
 - Transportation options and congestion mitigation
- Maintaining beach culture and community
 - Protecting community identity
- Protecting the city's natural resources
 - Beach and wetland preservation
 - Energy and water conservation
- Supporting economic development
 - Including mom and pop stores
 - Variety of retail to meet local and regional needs



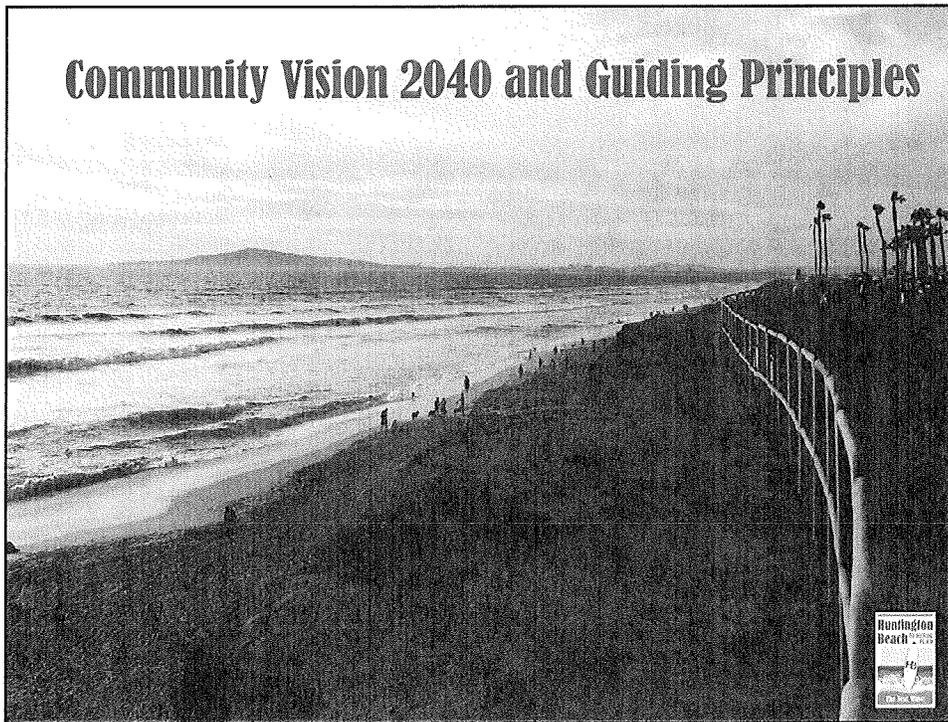

Cherish, Opportunities, Challenges Comparison

Topic	Cherish?	Opportunity?	Challenge?
Arts, culture, and entertainment	<input type="radio"/>	<input type="radio"/>	
Balancing economic growth and resource protection			<input type="radio"/>
Bicycle, transit, pedestrian options		<input type="radio"/>	<input type="radio"/>
Traffic flow and safety		<input type="radio"/>	<input type="radio"/>
Community and social services		<input type="radio"/>	<input type="radio"/>
Community gathering places	<input type="radio"/>	<input type="radio"/>	
Community landmarks	<input type="radio"/>		<input type="radio"/>
Economic growth		<input type="radio"/>	<input type="radio"/>
Education	<input type="radio"/>	<input type="radio"/>	
Goods and services	<input type="radio"/>		



Cherish, Opportunities, Challenges Comparison

Topic	Cherish?	Opportunity?	Challenge?
Diverse and affordable housing options		<input type="radio"/>	
Infrastructure improvements		<input type="radio"/>	
Beach culture and identity	<input type="radio"/>		<input type="radio"/>
Diverse retail options		<input type="radio"/>	
My home and family	<input type="radio"/>		
Natural resources	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Open space and recreation	<input type="radio"/>	<input type="radio"/>	
Planning for a changing coastline			<input type="radio"/>
Public safety	<input type="radio"/>	<input type="radio"/>	
Resource protection		<input type="radio"/>	<input type="radio"/>
Sense of community	<input type="radio"/>		

Vision and Guiding Principles Process

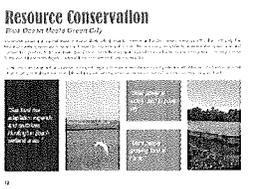
Draft developed
from community
input

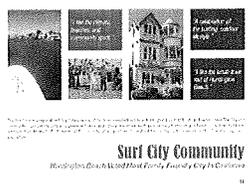
Reviewed with
GPAC
•Comments on vision
•Prioritized guiding
principles

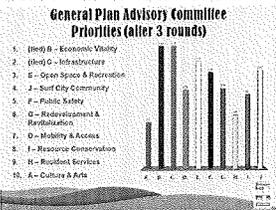
Reviewed with
Planning
Commission

Presented to
City Council

Incorporated in
draft plan







Priority	Relative Priority (1-10)
1. (E)(B) B – Economic Vitality	10
2. (E)(B) C – Infrastructure	9
3. E – Open Space & Recreation	8
4. J – Surf City Community	7
5. F – Public Safety	6
6. Q – Redevelopment & Revitalization	5
7. D – Mobility & Access	4
8. R – Resource Conservation	3
9. W – Resident Services	2
10. A – Culture & Arts	1

What is a vision?

- A long-term aspiration describing what a community wants to achieve in the future.
 - Future-tense (describes 2040, not 2014)
 - Developed to inspire the General Plan
 - Describes what Huntington Beach strives to accomplish
 - Sets a framework for a course of action

DRAFT Community Vision 2040

In 2040, the City of Huntington Beach is...

a desirable destination for all people to live, work, play, and visit. Huntington Beach is a **healthy and safe, family-oriented community** with flourishing schools and accessible community services for all ages. Natural resources are protected, while parks, open spaces, and the beach provide a variety of recreation opportunities. Community members travel easily by automobile, by bicycle, on foot, or using transit.

Well-maintained, high-quality infrastructure and cutting-edge technology help **all businesses throughout the city prosper in a culture of innovation**, offering a variety of job opportunities for residents and the region. **Development is guided to ensure responsible growth** while preserving and enhancing our community character, the beach, Surf City culture, and the environment.

The community and its priorities are resilient, withstanding the challenges posed by a changing coastline and economic base, and shifting demographics. The City, in partnership with the community, is sustainable—**considering the needs of future generations while protecting what is valued today.**



Draft Guiding Principles

- Derived from the Community Vision
- Presented in the order prioritized by the GPAC
 - Each supported by hypothetical 2040 “headlines”
- Describe the community we want to be in 2040
- Underscore both challenges and opportunities
- Provide rationale for more specific General Plan issues, goals, and policies



1. Economic Vitality

- Local businesses are top choice for highly qualified job seekers
- Huntington Beach is a place businesses want to come to
- New businesses and jobs supported by technology infrastructure
- Local attractions draw tourists from near and far
- Improved housing and transportation options support service sector and tourist economy



Local Businesses Thrive in an Innovation-Friendly Environment



2. Infrastructure

- Updated water, sewer, street, and other infrastructure facilities
- New infrastructure projects coordinated using systems approach
- Grant funding to support community infrastructure



Funds Flow toward Improved Infrastructure Systems



3. Open Space and Recreation

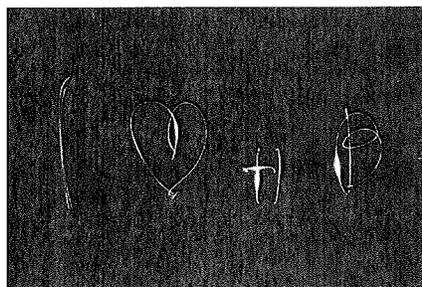
- A balance between recreational structures, amenities, and activities
- Natural open spaces managed carefully
- Accessible, open, and clean beach
- Successful partnerships for parks, shared facilities, and resource conservation areas



Residents Don't Have to Travel Far to Play Outside



4. Surf City Community Image



Huntington Beach Voted Most Family-Friendly City in California

- Beach, surfing, and related activities endure as our image and identity
- Partnerships preserve historic and cultural resources related to beach identity
- Surf City events and community art are promoted



5. Public Safety



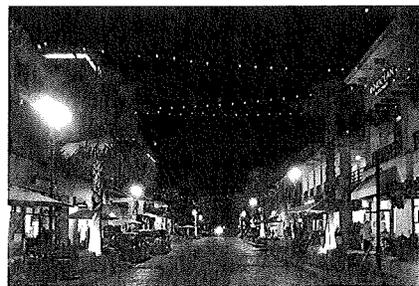
Huntington Beach Celebrates Top-notch Public Safety Ratings

- Enhanced street lighting and design in public areas, open spaces, parks, and along streets and boulevards
- Community is prepared for unlikely but catastrophic events
- Increased police presence leads to fewer incidents and safer community events



6. Redevelopment and Revitalization

- Revitalized commercial corridors and older industrial areas
- Successful infill projects
- Cautious and thoughtful approach avoids land use conflicts
- Diverse array of housing types



Responsible Growth is Accommodated to Maintain Community Character



7. Mobility and Access



*Biking, Walking, and
Transit Use Rates Reach
All-Time Highs*

- Bicyclists, pedestrians, and transit users are a priority on roadways
- Downtown streetscape improvements
- Support for alternative fuel vehicles
- No traffic congestion along high traffic corridors
- Expanded regional transit connections



8. Resource Conservation

- Beach and wetland areas are protected and valued
- Water is a valued resource
- Shift toward renewable energy resources and conservation practices
- Nonprofit organizations protect community resources and provide education and information
- Efficient land use patterns and resilient design strategies minimize hazard exposure



Blue Ocean Meets Green City



9. Resident Services

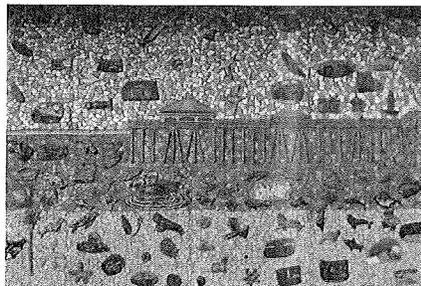


City Reaches Every Resident through Expanded Community Services and Programs

- Updated and expanded community and social services
- Youth have access to education or extracurricular programs
- Young adults find range of employment, continuing education, and entertainment options
- Senior and elderly residents benefit from additional and accessible social services



10. Culture and Arts



Cultural Opportunities Abound

- New venues for arts, entertainment, and cultural activities
- Regional hub for culture and the arts
- Expanded cultural activities and events

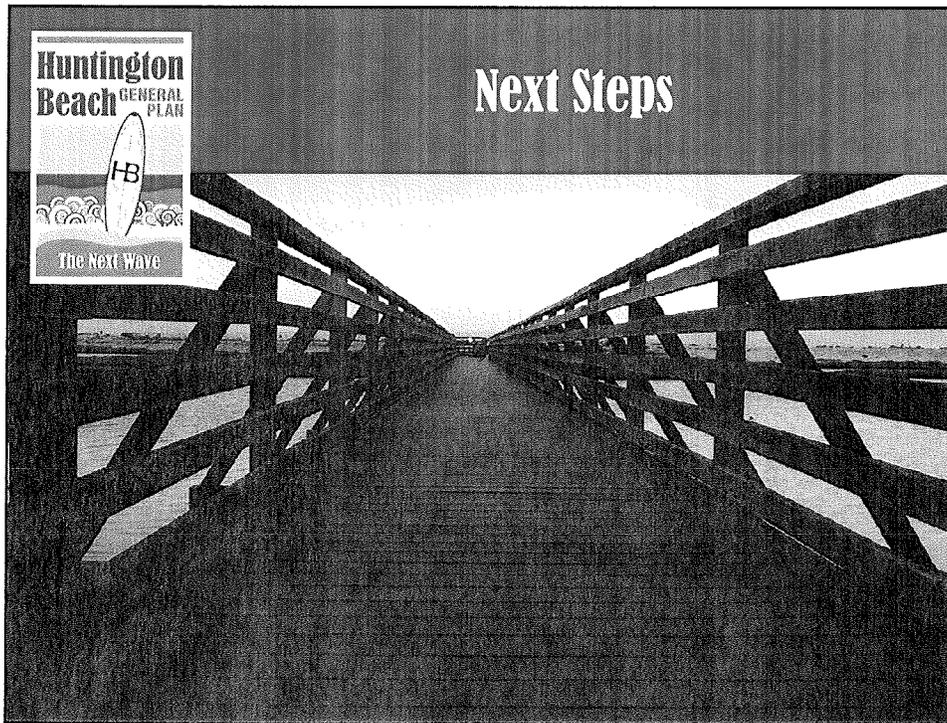


Discussion

Questions?



Next Steps





CITY OF HUNTINGTON BEACH
Interdepartmental Communication

TO: HONORABLE MAYOR AND
MEMBERS OF THE CITY COUNCIL

FROM: JENNIFER McGRATH, City Attorney

DATE: August 29, 2014

SUBJECT: Supplemental Communication for Consent Item No. 4 - Settlement Agreement Regulating Installation of a Distributed Antenna System in Public Right-of-Way by Crown Castle NG West, Inc., and Resolving Two Legal Proceedings: California Public Utilities Commission Proceedings A.09-03-007 and C.08-04-037; and *NextG Networks of California v. City of Huntington Beach*, OCSC Case No. 30-2009-00119646

Please find attached a revised signature page for the Crown Castle Settlement Agreement signed by the President of Crown Castle's Small Cell Networks. After the Agreement was finalized, Crown Castle was reorganized from a Delaware corporation to a Delaware limited liability company. The conversion of the Company to a limited liability company was merely a change in its corporate form which the California Public Utilities Commission already has approved. Staff's recommendation to approve the Settlement Agreement remains unchanged.


JENNIFER McGRATH
City Attorney 

Attachment – Revised Signature Page for Crown Castle Settlement Agreement

c: Fred Wilson, City Manager
Ken Domer, Assistant City Manager
Joan Flynn, City Clerk

**SUPPLEMENTAL
COMMUNICATION**

Meeting Date: 9-2-2014
Agenda Item No. #4

19. Counterpart Signatures. This Agreement may be executed in counterparts. Facsimile signatures shall be deemed to be as effective as originals for the purposes of this stipulation.

Dated: September __, 2014

CITY OF HUNTINGTON BEACH

By: _____
MATHEW M. HARPER, MAYOR

Dated: September __, 2014

By: _____
Joan Flynn, City Clerk

Approved as to Form:

Dated: August __, 2014

By: _____
JENNIFER MCGRATH, City Attorney

Dated: ~~September~~ ^{August} 28, 2014

CROWN CASTLE NG WEST LLC

By: _____
[Name] Robert D. Ward, President
[Title] Small Cell Networks

Approved as to Form:

Dated: August 28, 2014

DAVIS WRIGHT TREMAINE LLP

By: _____
T. SCOTT THOMPSON, ESQ.

Historic Resources Board

An advisory board to the Huntington Beach City Council

August 28, 2014

RE: September 2, 2014, Council Agenda Item # 14 Golden Bear Plaque

Honorable Mayor and City Council,

The Historic Resources Board strongly recommends that the Council reject the recommended action and approve the Golden Bear plaque submitted under Alternative Action #1 and Attachment #2 of the RCA.

This original version (Attachment #2) was prepared in response to a March 10, 2014 Directive to the HRB to "develop plaque options for the site including size, plaque text, material and placement." This version resulted from many hours of research and the combined expertise of the HRB. It was approved by a vote of the full HRB and was very well-received outside of the Board as well.

Subsequently, a different version of this plaque appeared. The HRB finds that version (Attachment #1 of this RCA) historically inaccurate and grammatically incorrect. Furthermore, it contains an unnecessary and inappropriate reference to the personal bankruptcy of a former owner of this legendary venue.

The Golden Bear was a sonic temple for music, ideas and laughter. Music is said to be the universal language, a language that speaks loudly to our youth. What will they learn from that subsequent version of the plaque? That it is OK to write poorly because "it's not that bad?" That it is OK to honor one of the greatest losses in Orange County music and architectural history with dishonorable and sloppy work?

Let us give this landmark, this city and our children the accurate and honorable tribute they all deserve. Please approve Alternative Action #1 and Attachment #2, the version prepared with the expertise of the Historic Resources Board.

Respectfully submitted,



Duane Wentworth
Chair, Historic Resources Board

SUPPLEMENTAL COMMUNICATION

Meeting Date: 9/2/2014

Agenda Item No. 14



**Building the Foundation for the Next
100 Years – The Strategic Plan**

The Six Pillars:

- ▶ Enhance and Maintain Public Safety
- ▶ Enhance Quality of Life
- ▶ Enhance Economic Development
- ▶ Improve the City's Infrastructure
- ▶ Develop, Retain and Attract Quality Staff
- ▶ Improve Long-Term Financial Sustainability



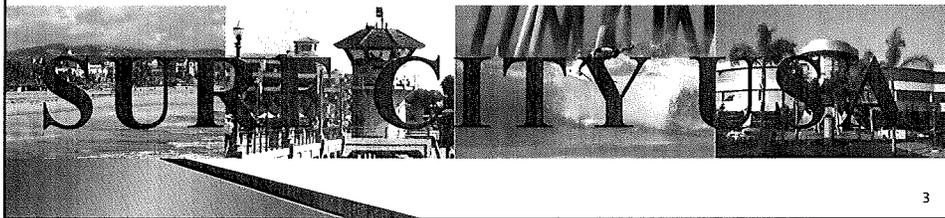
**SUPPLEMENTAL
COMMUNICATION**

Meeting Date: 9-2-2014

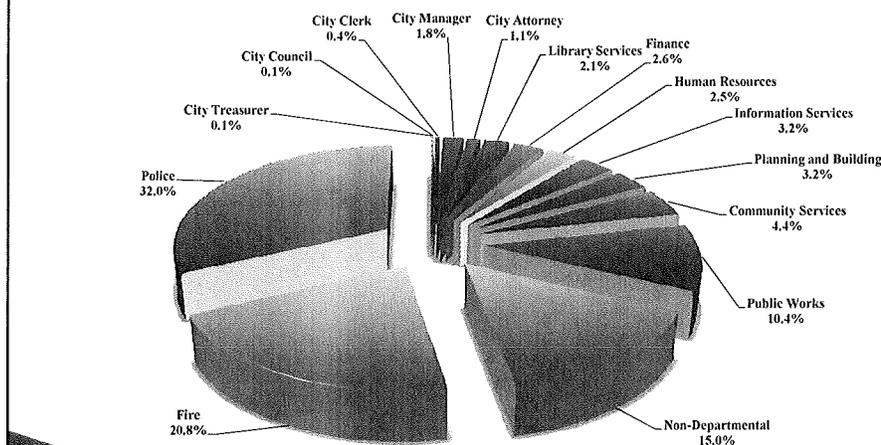
Agenda Item No. 15

FY 2014/15 Proposed Budget

- ▶ The Proposed All Funds budget totals \$342.3 million, a \$28.5 million or 9.1% increase from the FY 2013/14 Adopted Budget
- ▶ The Proposed General Fund budget totals \$209.9 million, a \$16.4 million, or 8.5% increase from the FY 2013/14 Adopted Budget



FY 2014/15 Proposed Budget General Fund By Department



FY 2014/15 General Fund Highlights

- ▶ Labor adjustments totaling \$7.5 million are included
- ▶ A total of \$4.0 million is included for the new Senior Center
- ▶ Two newly funded Police Officer positions are added bringing the number of sworn positions to 214 FTEs
- ▶ This represents an increase of 7 sworn FTEs since FY 2012/13
- ▶ Year One payment for the LeBard School site acquisition
- ▶ Restoration of funding for lifeguard services at Dog Beach, summer camp for 5-12 year olds, Shipley Nature Center, Art Center, library materials and tree trimming
- ▶ New plans to help pay down unfunded liabilities
- ▶ An additional \$1 million is added to support Year One of the CalPERS "One Equals Five" Plan

5

Enhance and Maintain Public Safety

- | | |
|---|---------------------------|
| ▶ Police | \$2,737,985 |
| • Fund two Police Officers, convert an Officer to a Sergeant and add one Property Officer (\$563,109) | |
| • Increase Animal Control, Crossing Guard Services, equipment, supplies and software maintenance contracts (\$541,288) | |
| • Fund 20 Police vehicles, helicopter repairs, Gun Range study and ADA improvements (\$1,633,588) | |
| ▶ Fire | \$1,187,520 |
| • Add one Senior Permit Technician, add a Part Time Nurse and transfer an Administrative Secretary (\$189,601) | |
| • Increased Oil Well and Metro Cities, equipment, supplies and software maintenance contracts (\$357,019) | |
| • Lease financing for new \$1.4M Fire truck, Fire Station 8- Heil renovation and replace two lifeguard towers and junior lifeguard rollup doors (\$640,900) | |
| ▶ Total | <u>\$3,925,505</u> |

6

Enhance Quality of Life

- ▶ Increase beach restroom cleaning during the summer peak periods (\$39,200)
- ▶ New summer day camp program for children between 5 to 12 years old (\$35,600)
- ▶ Increase maintenance at Shipley Nature Center (\$10,000)
- ▶ Increase book budget at public libraries (\$25,000)
- ▶ Increase animal control services contract with the County (\$312,500)
- ▶ Increase crossing guard services (\$52,100)
- ▶ Increase funding for tree trimming (\$100,000)



7

Enhance Economic Development

- ▶ For the first time since the economic crisis, the FY 2014/15 Proposed Budget includes funding for a new Commercial Revolving Loan Fund
- ▶ The Proposed Budget also includes an increase of \$460,000 for Tax Sharing Agreements
 - Sales Tax Agreement with Pinnacle
 - Hotel Tax Agreement with Visit HB
- ▶ The Budget also includes \$54,000 for the implementation of the new Economic Development Strategic Plan

8

Develop, Retain and Attract Quality Staff

- ▶ During the Great Recession employee groups provided significant concessions including, but not limited to additional PERS pick ups
- ▶ The FY 2014/15 Proposed Budget includes \$7.5 million in labor adjustments (including contracts awaiting finalization)
- ▶ This will help retain quality and experienced staff

9

Improve Long-Term Financial Sustainability

- ▶ The Proposed Budget continues funding for the City's award-winning 3-pronged approach to reduce unfunded liabilities:
 - The "25 to 10" Plan for Retiree Medical
 - The "16 to 10" Plan for Retiree Supplemental
 - CalPERS "One Equals Five" Plan
- ▶ The Proposed Budget provides full funding for the City's annual Workers' Compensation Costs
- ▶ Also includes additional funding to help reduce the \$10.4 million Workers' Compensation unfunded liability

10

Recommendation

Reduce Unfunded Liability (Safety)

- ▶ Fund the “One Equals Five” Plan for Safety
 - Saves taxpayers an estimated \$53.7 million
 - Provides more predictable budgeting while still creating long-term savings
 - Appropriate \$500,000 from the CalPERS “One Equals Five” Reserve, coupled with the \$500,000 surplus to fund Year One
- ▶ Amend City Council Financial Policies
 - **Budgeting**
 - Include annual funding for the “One Equals Five” Plan for the PERS Safety Plan in the annual budget

*For discussion purposes. Final results will be based on actual market conditions and actuarial changes

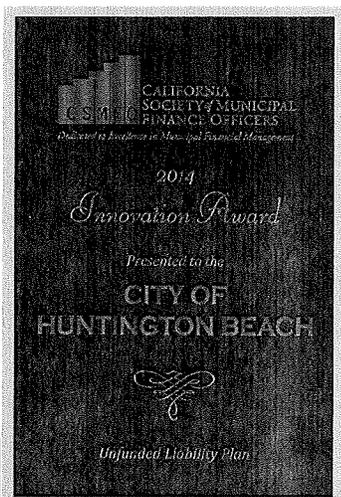
11

Revisions to FY 14/15 Proposed Budget

- ▶ Reallocate \$36k from Unemployment Insurance to Community Services for Project Self Sufficiency
- ▶ Fund Year 1 of CalPERS “One Equals Five” Plan to reduce Safety pension unfunded liability for \$1 M
- ▶ Transfer the \$1.2 M for a Utility Billing System in the current year’s budget in the Water, Sewer Service and General Funds to the FY 2014/15 Budget
- ▶ Appropriate \$200k in HB Public Finance Authority for the Senior Center Debt Payment

12

Awards and Accolades



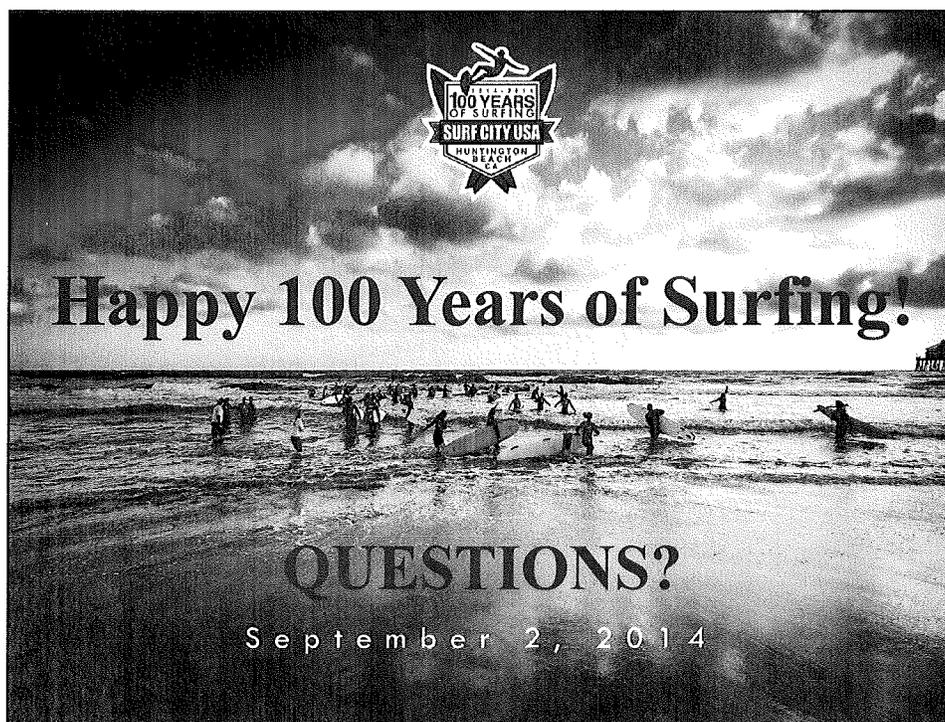
the Golden Hub of Innovation

Presented to
City of Huntington Beach
2014 Budgeting & Finance

CITY OF HUNTINGTON BEACH
FOR THE YEAR ENDED SEPTEMBER 30, 2012



CITY OF HUNTINGTON BEACH
FISCAL YEAR 2013/2014



Estanislau, Robin

From: Dombo, Johanna
Sent: Tuesday, September 02, 2014 10:15 AM
To: City Clerk's Office
Subject: FW: Surf City Pipeline: You have been assigned a new Request #: 19613

From: Surf City Pipeline [mailto:noreply@user.govoutreach.com]
Sent: Tuesday, September 02, 2014 7:17 AM
To: Dombo, Johanna
Subject: Surf City Pipeline: You have been assigned a new Request #: 19613

Request # 19613 from the Government Outreach System has been assigned to you.

Request type: Comment
Request area: Inquiry to a City Council Member
Citizen name: Robert Franklin
Description: Ms Hardy

It has come to my attention three council members have placed an item on the forthcoming City Council agenda opposing the statewide ban on single use plastic bags. I urge you to oppose the proposal. Single use plastic bags are bad for the environment and the bottom line is plastic kills. Regardless of what some council members say, plastic is very harmful to the environment. We need to start thinking of future generations and reduce and eliminate plastic in the environment. Thank you for your time and support on this very important issue.

Sincerely
Robert Franklin

Expected Close Date: September 12, 2014

[Click here to access the request](#)

Note: This message is for notification purposes only. Please do not reply to this email. Email replies are not monitored and will be ignored.

**SUPPLEMENTAL
COMMUNICATION**

Meeting Date: 9/2/2014

Agenda Item No. 20 and 21