



MANAGEMENT PARTNERS
I N C O R P O R A T E D

Executive Team Strategic Planning Meeting Results

On October 25, 2005 the Executive Team met to identify important priorities for the City of Huntington Beach so that they could offer their perspectives to the City Council for the Council's second strategic planning session on November 16, 2005. The Executive Team identified the needs they believe should be addressed through goals in each of the categories previously identified by the City Council. The Executive Team's process on October 25th was a brainstorming effort, so many of the suggestions are still preliminary. Any goals ultimately selected by Council for inclusion in the strategic plan would be rewritten to assure that the goal to be achieved is clearly articulated.

The categories are those identified by the City Council during the initial phases of the strategic planning process. Under each goal category, the needs identified are in order of priority as identified by the Executive Team.

1. FINANCIAL GOALS:

Priority Needs Identified by Executive Team

- Create long term financial strategies for funding priority city services and projects
- Align the annual budget with the strategic plan to ensure that the priorities of the Council are funded
- Develop a reserve policy to ensure that the City has sufficient reserves to enable the City to withstand revenue fluctuations

Priority Projects to Implement Financial Goals

- Issue debt and/or identify new revenue sources or shift existing resources (for capital projects, fleet replacement etc.)
- Identify specific reserves for each fund type
- Continue to diversify revenue sources
- Develop a repayment plan of redevelopment debt to the City

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2. ENGAGING THE COMMUNITY GOALS

Priority Needs Identified by Executive Team

- Increase community involvement through education about opportunities for involvement (donations to projects, volunteering, accessing information through website, offering opinions, educate people about involvement opportunities)
- Promote and seek community feedback about City services, and ensure that community input is acknowledged and responded to
- Engage the community early in any process which will have clear public impact so that the community has an opportunity to provide input well before the City Council is asked to make a decision.

Priority Projects for Implementing Engaging the Community Goals

- Develop a functional process citywide for increasing the community's engagement with the City and for asking the community "how are we doing?" (Internet, channel 3, surveys, town hall meetings)
- Develop processes for giving feedback to boards and commissions on the results of their recommendations
- Identify opportunities for private investment in public projects and programs
- Develop effective methods of using workshops and other meetings that encourage stakeholders to participate
- Issue regular reports on the progress of implementing the strategic plan

3. INFRASTRUCTURE GOALS

Priority Needs Identified by Executive Team

- Identify and prioritize critical infrastructure solutions and identify the means to adequately fund the projects
- Identify, prioritize and implement enhanced quality of life and safety projects (traffic calming, building safety, senior services)
- Identify, design and implement electronic connectivity network (broadband, wireless)
- Identify and prioritize projects required for the City to comply with regulatory mandates (ADA, AQMD, RWQCB)

Priority Projects for Implementing Infrastructure Goals

- Fund, design and implement critical needs
 - Drainage projects
 - Sidewalks/residential streets
 - Alleys
 - Dredging harbor
 - Arterial streets
 - City buildings

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- Fund, design and implement an expanded or new Senior Center
- Fund, design and implement ADA ramps and building modifications; runoff capture and treatment
- Fund, design and implement citywide Wi-Fi; meter reading, public safety broadband
- Fund, design and implement City hall seismic retrofit

4. ECONOMIC DEVELOPMENT GOALS

Priority Needs Identified by Executive Team

- Create strategies to support and strengthen Huntington Beach businesses to provide the community with a full array of services and products, expand tourism, and increase the tax base to support services
- Create an integrated city corridor redevelopment plan to blend quality of life with economic vitality
- Create an environment that promotes tourism to increase revenues to support community services
- Increase the diversification of business opportunities for economic growth and to serve current and potential customers

Priority Projects for Implementing Economic Development Goals

- Determine the physical design/layout of the downtown
 - i.e., Main Street closure
 - Additional Parking
 - Pedestrian promenades
 - Public spaces
- Evaluate and communicate development services processes to support business retention and attraction
- Complete the Beach Blvd. Corridor study

5. LAND USE DEVELOPMENT GOALS

Priority Needs Identified by Executive Team

- Preserve the quality of our neighborhoods in order to maintain the small town atmosphere that has characterized Huntington Beach
- Improve the development process to shorten time frames without sacrificing quality in order to implement land use objectives
- Preserve open space for the benefit of the community
- Complete the vision for Beach Blvd/Edinger so that the next phase of community investment and improvement in that location can begin
- Provide more opportunities for affordable housing

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Priority Projects for Implementing Land Use Development Goals

- Complete the renewal of downtown and the waterfront
 - Complete the Strand
 - Waterfront
 - Pacific City
 - Pedestrian mall
- Complete Bella Terra and begin phase II
- Revitalize old commercial centers
- Upgrade existing housing stock through rehabilitation of existing housing

6. CITY SERVICES GOALS

Priority Needs Identified by Executive Team

- Develop Huntington Beach into the employer of choice for the region to be able to recruit, attract and retain the best possible employees to carry out the Council's goals
- Devote resources to purchase and support new technology to enhance cost effective service delivery and meet community expectations for access
- Provide quality public services with the highest professional standards to meet community expectations and needs
- Provide for enhanced maintenance and upgraded infrastructure in the community to meet community expectations and needs

Projects for Implementing City Services Goals

- Identify and prioritize core city services to be funded
- Develop methods of improving the City's ability to recruit and retain quality employees
- Develop and implement city-wide training and succession program
- Complete and implement a citywide IS (technology) master plan
- Fund, design and build public safety facilities (such as a public safety communications center, a police firing range, fire station relocations, and training facilities)
- Conduct an evaluation of and create an implementation plan for disaster response services

Headlines we would like to see in the year 2020:

- Huntington Beach: Surf City again captures the best place to work, live for 30th consecutive year
- Huntington Beach named America's sweetheart city of the century
- City of Huntington Beach has more money than it knows what to do with!

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- City's financial success results in elimination of property tax override for employee retirement
- City of Huntington Beach has become the most creative entrepreneurial, quality driven, progressive place to live, work and recreate nationally
- Huntington Beach is known for Best Customer Service among California cities
- Residents of Huntington Beach enjoy highest quality of life
- City strives to diversify local economy and livability index
- Huntington Beach gets A+ rating in all infrastructure categories in national rankings
- Huntington Beach voted most e-connected city in the world
- Study based on quality of life names Huntington Beach best place to live and work
- Quality of life continues to be tops in Huntington Beach
- City dedicates new 40,000 square feet Senior Center

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