
CHARACTERISTICS OF HUNTINGTON BEACH

1. A city of nearly 200,000 people with an area of 27.7 square miles and 8.5 miles of beachfront.
2. Growth in population of 11,492 in 1960, to 115,960 in 1970, to 170,585 in 1980, to 181,519 in 1990, and an estimated 187,200 in 1996. The 90th largest city in the United States and the 11th largest in California. Estimated population at saturation in the year 2020 is 230,000.
3. The age group distribution in 1990 was 20.7% in the 0-17 year old group, 33.6% in the 18-34 group, 37.5% in the 35-64 year old group, and 8.2 % in the over 65 year old group. The trend is towards an aging population with the median increasing from 25.1 years old in 1970 to 31.7 years old in 1990. The proportions of male to female was 50.5% to 49.5 in 1990.
4. Ethnic make-up in 1990 was 79.2% Caucasian, 11.2% Hispanic, 8.0% Asian-Pacific, 0.9% African American, 0.5% Native American and 0.2% other. The Caucasian population declined from 90% in 1980 to 79.2 in 1990.
5. Of the 72,730 housing units in 1990, 59.7% were single family residences, 35.9% were multi-family, and 4.4% were mobile homes. Of the total housing units, 55.4% were owner occupied and 39.3% were renter occupied. This was relatively unchanged between 1980 and 1990. Of the 69,057 households in 1990, 46,076 were families and 14,761 were single. The median household income rose from \$24,015 in 1980 to \$50,633 in 1990. Thus Huntington Beach is primarily a family oriented city with strong emphasis on those characteristics which emphasize a productive family life.
6. The average annual increase in jobs between 1975 and 1991 was 2,008, for an average annual growth rate of 5.0%. In 1996 the unemployment rate was 3.2%.
7. The General Plan land use designations in 1992 were divided up into the following acreage percentages: 65.66 residential, 7.25% commercial, 8.55% industrial, .87% mixed use, 9.84% open space, and 4.52% other. This General Plan adopted in May, 1996 has not substantially changed these proportions.

It must be emphasized that the approximately 16% of commercial and industrial acreage be utilized to its maximum potential to increase cash to the General Fund to enhance the city's ability to supply quality service.

**HUNTINGTON BEACH
CITY GOALS
ADOPTED BY CITY COUNCIL
1996**

1. Maintain a safe community.
2. Assure long-term adequacy of the city's infrastructure facilities.
3. Enhance and maintain the environmental quality of the community.
4. Improve the city's long-term transportation system and integrate it into the regional system as it evolves.
5. Establish policies and strategies to ensure a viable business environment throughout the community and expand the city's revenue base.
6. Adequately address the city's human issues and recognize their importance to preserving the health and safety of the community.
7. Provide for diverse housing stock throughout the community and maintain the quality of housing stock.
8. Maintain and continually improve organizational effectiveness.
9. Continue to provide diverse educational, cultural, and recreational opportunities for all citizens.
10. Pursue entrepreneurial approaches for seeking new businesses and tourism to expand the city's revenue base.

CITY OF HUNTINGTON BEACH FISCAL POLICIES

- On-going expenditures should be supported by on-going revenues
- The General Fund reserves should be maintained at no less than 3%, with a 5% reserve being desirable
- No new capital improvements should be approved until associated operating costs are funded by recurring revenues
- Each enterprise fund should reflect the true cost of operation including direct and indirect costs supported by the General Fund
- If the city's budget is balanced, General Fund reserves in excess of 5% should be transferred to the Capital Improvement Project Fund on an annual basis
- To implement the above fiscal policy statements, a phase-in period will be required

ASSETS AND ACCOMPLISHMENTS

1. The people of Huntington Beach are activists as illustrated by the largest number of registered voters in Orange County in 1966, 112,730. Huntington Beach is the third largest in Orange County in total population behind Santa Ana and Anaheim. The city is governed by seven Council Members elected at large. They in turn appoint a City Administrator and in concert with the Administrator appoint seven department heads. Three department heads the City Attorney, City Clerk, and City Treasurer are elected. The Mayor is elected for a one year term by the City Council from among their number on a rotational basis by seniority.
2. Numerous awards have been received including those for having a safe city, a good business climate, outstanding schools, excellent library programs, a critically acclaimed art center and theater group, outstanding fire and police departments, a good environment for children, and a successful downtown redevelopment program.
3. Huntington Beach has a strong community identity which includes the beach, the pier, redevelopment of the downtown, the Central Library with the largest children's library west of the Mississippi, a large Central Park and park system, over 1,200 acres of the Bolsa Chica Wetlands, Huntington Harbour and its waterways, a city owned government access television station (HBTv-3), and the 4th of July Parade.
4. Community pride is shown by the fact that more Huntington Beach auto decals have been purchased (60,000) than for any other city in California.
5. Huntington Beach is centrally located for all of the Southern California job markets, transportation, freeways, five airports, and the Los Angeles-Long Beach Harbour complex, which is the largest in the world.
6. Huntington Beach is centrally located for recreational, cultural, and other leisure time activities in Southern California.
7. Among the 100 largest United States cities, Huntington Beach is the 1st in personal income, 95th in welfare, 99th in people below the poverty level, 4th in home value, and 4th in high school diplomas received.
8. Approximately 25% of the residents are college graduates.
9. The city attracts over 11 million visitors annually.
10. Huntington Beach has an educated affluent populace which together with land availability makes locating industrial and commercial enterprises in Huntington Beach attractive.

ASSETS AND ACCOMPLISHMENTS (Continued)

11. The city has adopted a policy about Human Dignity to fight hate crimes. The policy has been adopted statewide by the California League of Cities. The city is also pursuing a city-wide beautification and historic retention program.
12. The city is currently embarking on a massive economic development program which will add over five million dollars annually to the general fund and over 2000 new jobs by the year 2002. In addition, an aggressive home building program developed by over nine well known firms will supply extensive housing needs through build-out.

City of Huntington Beach

QUALITY SERVICE MISSION

The Mission of the City of Huntington Beach is to maintain a safe community, a high quality of life, the most cost effective and highest quality services, facilities, and products in response to the changing needs of our community.

QUALITY SERVICE VISION

To be recognized as a model organization, respected for valuing the community it serves, and the people it employs.

QUALITY SERVICES VALUES STATEMENT

We value our customers and co-workers and are committed to:

- Service which is accessible, courteous, responsive, timely, equitable and is given in the spirit of professionalism.
- Behavior that is truthful, honest, and ethical.
- An environment that is open, cooperative, supportive, and encourages teamwork, innovation, recognition, mutual respect, and values public participation.
- Evaluation and reevaluation of our mission and performance in our pursuit of excellence.