

**CITY OF HUNTINGTON BEACH**  
**12-MONTH STRATEGIC OBJECTIVES**  
February 7, 2019 – February 1, 2020

<b>THREE-YEAR GOAL:</b> <i>Enhance and maintain high quality City services</i>						
<b>WHEN</b>	<b>WHO</b>	<b>WHAT</b>	<b>STATUS</b>			<b>COMMENTS</b>
			DONE	ON TARGET	REVISED	
1. By April 1, 2019	Assistant City Manager (lead), Economic Development Director and Police Chief	Present to the City Council for action a 10-Point Plan for addressing homelessness and report the results to the City Council.				
2. By July 1, 2019	Assistant City Manager, working with the Chief Financial Officer	Develop and present to the City Council for consideration participation in the Orange County Housing Trust.				
3. By August 1, 2019	Community Services Director (lead), City Manager and City Attorney	Review current municipal codes related to community services and provide to the City Council recommendations that would allow the City to enhance public services.				
4. By Oct. 1, 2019	Human Resources Director, with input from each Department Director	Review and evaluate the results of the Succession Planning Survey and provide a summary report, with recommendations, to the City Council for review and evaluation.				
5. By August 1, 2019	Assistant to the City Manager	Present to the City Manager a plan for the transition out of PCTA (Public Cable Television Authority).				

6. By August 15, 2019	Community Services Director	Present to the City Council at a study session the draft Public Art Master Plan.				
7. By December 15, 2019	Community Development Director	Bring Phase II of the Zoning Code update to the City Council for consideration.				

**THREE-YEAR GOAL:** *Enhance and maintain the infrastructure*

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. By June 1, 2019	Public Works Director, working with the Community Services Director	Utilizing the Parks Master Plan, prioritize next year's proposed improvements and present to the City Council as a part of the 2019-2020 budget.				
2. By Sept. 1, 2019	Assistant City Manager (lead), Chief Information Officer and Public Works Director	Develop and present to the City Council for action a Broadband Master Plan for the installation of fiber throughout the city.				
3. By Aug. 1, 2019	Public Works Director, working with the Community Development Director and Police Chief	Hold a study session on the feasibility of developing a citywide Traffic Mitigation Plan.				
4. By December 1, 2019	Chief Information Officer and Public Works Director	Develop and present to the City Council for action a plan for the selection of an Enterprise Asset Management System.				
5. By February 1, 2020	Library Services Director (lead) and Public Works Director	Conduct a City Council study session to share the results of the library facility assessment and present a draft Library Facilities Master Plan.				

**THREE-YEAR GOAL:** *Strengthen long-term financial and economic sustainability*

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. By May 15, 2019	Deputy Director of Economic Development, in partnership with Sares Regis	Provide update to City Council on plan to redevelop Boeing site.				
2. By Sept. 1, 2019	Assistant City Manager (lead), Community Development Director and City Attorney	Conduct a study session on opportunities and challenges associated with short-term rentals.				
3. By July 1, 2019	City Manager and Chief Financial Officer	Recommend to the City Council for action the use of one-time money for long-term liabilities.				
4. By Oct. 1, 2019	Assistant City Manager (lead), Economic Development Director, Community Development Director, Police Chief, and Fire Chief.	Conduct a City Council study session regarding the pros and cons of the cannabis economy, with the exception of dispensaries and cultivation, along with a cost-benefit analysis.				

**THREE-YEAR GOAL:** *Enhance and modernize public safety service delivery*

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. By April 15, 2019	Fire Chief and Chief Financial Officer	Present to the City Council for consideration a revised EMS fee schedule that aligns with rates in Orange County and reflects best practices.				
2. By April 1, 2019	Public Works Director and Police Chief	Recommend to the City Council for action the award of a contract for the design of the Police Headquarters Modernization Project.				
3. By August 1, 2019	Police Chief and Chief Information Officer	Bring to the City Council for action a proposal for replacement of the CAD/RMS system.				
4. By September 1, 2019	Assistant City Manager (lead), Police Chief and Chief Financial Officer	Present funding options to the City Council to enhance funding for additional police staffing.				