

# 2021 City Council Goals Objectives

## *Workplan Tracking Sheet*

### Community Engagement Workplan Items

	Key milestones	Owner
Improve communication mechanisms utilized by the City.	Update the City's main website	CMO
	Create a City data platform & performance dashboard	AS
	Develop and standardize new information campaign tools	CMO
	Increase use of virtual town hall meetings during the pandemic	CMO
	Establish a dialogue series to heal / improve community discord	CLS
	Create and institute a social media policy for elected officials and staff	CMO
	Coordinate a virtual Citizen's Academy Program	CMO
Improve community / constituent engagement experience.	Review and modernize City board / commission structure	CMO
	Develop a volunteer coordination program	CLS
	Coordinate a Charter Review process	CMO
	Develop strategic partnerships with community groups	CMO
	Examine creation of a small business roundtable	CD
	Examine campaign finance reform options	CMO
	Examine ethics policy reform options	CMO
	Examine annexation of Bolsa Chica	CD

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### Homeless Response Workplan Items

	Key milestones	Owner
Enhance existing homeless response efforts.	Establish a full-time position dedicated to addressing homeless issues	CMO
	Conduct regular quality-of-life enforcement activities	PD
	Define with data what success at the navigation center looks like	CMO
	Engage community organizations in development of response programs	CMO
	Examine homelessness prevention program partnerships	CMO
Develop homeless response solutions to address the root causes of homelessness.	Establish a CAHOOTS-style mobile crisis response program in HB	PD
	Develop new mental health and additional response programs	CMO
	Integrate response efforts into the Be Well OC / OCHCA ecosystem	CMO
	Pursue a City-sponsored permanent supportive housing project	CMO
	Explore development of new job training programs	CMO
Position Huntington Beach to be a regional leader in addressing homelessness, mental health, and other related issues.	Develop new regional partnerships with homeless response agencies	CMO
	Create homelessness & mental health issues public outreach programs	CMO
	Support State regulations on sober living homes & body brokering	CMO

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### Economic Development & Housing Priorities Workplan Items

	Key milestones	Owner
Develop City programs aimed at supporting, promoting, and diversifying our economic base.	Institute the City's new economic development strategy	CD
	Assess viability of green industry growth / incubator in HB	CMO
	Review allowance of retail cannabis sales in HB	CMO
	Develop a plan to attract millennials and Gen Z to HB	CMO
	Review need to develop a local hiring preferences ordinance	CMO
	Review legality of existing City food truck rules	CMO
	Consider partnering with GWC on developing a job training program	CD
	Assess viability / economic benefits of instituting a climate action plan	CMO
Utilize updates to the City's Housing Element and land use policies as an economic development tool.	Review and relax the City's parking ratio regulations for all zones	CD
	Enable mixed uses (retail, housing, R&D, breweries) in industrial zones	CD
	Develop land-use changes to encourage redevelopment of strip-malls	CD
Pursue policies and projects to increase the local housing supply.	Institute inclusionary housing program rule updates	CD
	Pursue a City-sponsored permanent supportive housing project	CD
	Pursue middle / workforce housing development projects	CD
	Develop a RHNA compliance plan, to include BECSP updates	CD

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### Infrastructure & Park Priorities Workplan Items

	Key milestones	Owner
Develop a plan to address major facility needs for the PD, Civic Center, Lake Fire Station, and Corporate Yard.	Examine viability of the public private DBFOM program (Long Beach)	PW
	Pursue DBFOM project to upgrade major facility needs	PW
Prioritize park & community center improvements.	Prioritize park / community center CIP projects	CLS
Develop multi-modal and active transportation infrastructure projects (inclusive of disability access), especially in the City's downtown resort district.	Develop a Citywide ATP plan which prioritizes various transit modes	PW
	Assess viability of rail in appropriate transit corridors	PW
	Develop a downtown resort district connectivity plan	CD/PW
	Identify a long-term plan for the 2nd block of Main Street	CD
Develop smart city policies while prioritizing broadband / small cell access throughout the community.	Reconstitute the Smart Cities Council Task Force	CMO / PW / AS
	Develop broadband access plans in appropriate community locations	AS / PW
	Update underground policy to ease telecom / broadband expansions	PW

### COVID-19 Response Priorities Workplan Items

	Key milestones	Owner
Provide consistent COVID-19 public information, and support vaccination efforts.	Coordinate regular distribution of COVID-19 information	CMO / FD
	Facilitate virtual town hall series on vaccination related details	CMO
	Serve as a role model for COVID-19 guidelines to facilitate reopening	FD
	Continue to maintain access to all City services during the pandemic	CMO

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Pursue COVID-19 programs that promote economic recovery efforts.	Develop small business economic support programs	Finance
	Address the long-term future of Main Street	CD
	Support regulatory flexibility to help businesses recover quickly	Finance
	Review applicability of relevant Federal and State support programs	CMO
	Consider instituting a local eviction moratorium	CMO

### Organizational Fiscal Sustainability Workplan Items

	Key milestones	Owner
Maintain the overall financial sustainability of the City organization.	Develop and institute a plan to balance the City's budget	CMO
	Coordinate development of a General Fund Reserve Policy	Finance
	Develop and institute a sustainable plan to finalize labor contracts	CMO
	Analyze the need to update and modernize the City's UUT	Finance