

Huntington Beach Harbor Commission



Strategic Plan

July 1, 2022 to June 30, 2024



Huntington Beach Harbor Commission Strategic Plan – July 1, 2022 to June 30, 2024

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HUNTINGTON BEACH HARBOR COMMISSION

STRATEGIC PLAN GOALS

July 1, 2022 to June 30, 2024

Safety

1. Refine safety protocols for kayaks and stand-up paddleboards.

Performance Measure: Work with authorized stand up paddle board and kayak rental vendors to promote user safety. Include additional safety information on Harbour Commission web site and focus on reducing most common safety violations.

Due Date: December 31, 2022

2. Review current Harbor municipal codes and advise on any changes or updates needed in regards to Harbour safety and water quality.

Performance Measure: Conduct comprehensive review of all City of Huntington Beach municipal codes that apply to Huntington Harbour and present to the Commission any applicable updates or revisions for consideration of policy recommendations to the City Council, including amendments related to safety and water quality.

Due Date: March 31, 2023

3. Partner with County, State and Federal agencies to ensure public safety and participate in and provide public safety programming.

Performance Measure: Follow up identification of Harbour related public safety issues with meetings, presentations and joint ventures with other governmental jurisdictions, where applicable, to increase safety in the Harbour area.

Due Date: Ongoing

Infrastructure

1. Explore feasibility of obtaining California State Lands revenue from Harbour residents and businesses with docks and decks over the main and midway channels and report back to the Harbour Commission. In doing so, analyze expanding City of Huntington Beach control of Huntington Harbour and consider steps to enhance revenues dedicated to public safety, public access and infrastructure improvements.

Performance Measure: Evaluate the steps required to obtain revenue currently collected by California State Lands Commission from residents and businesses with docks and decks in Harbour channels. Identify the steps required to obtain designation as a *Granted Public Trust Lands Trust*. Review any associated opportunities to bring in needed revenue to a budget dedicated to public safety, public access, improvement and maintenance of public infrastructure.

Due Date: June 30, 2024

2. Follow-up projects to Harbour Jurisdiction Study.

Performance Measure: Evaluate all recommendations in Harbour Jurisdiction Study and provide status report to Commission on initiatives currently included in 2022 Strategic Plan and others which merit future consideration.

Due Date: December 31, 2022

Usage

1. Add maps to the existing sign posts on harbor beaches.

Performance Measure: Install highly visible, esthetically pleasing maps at all Harbour beaches, including navigational aids, restroom and park locations, and safety/emergency contact information.

Due Date: September 30, 2022

2. Improve Harbour security issues (robbery, home invasion, boat damage/theft, etc.) and set up community meetings on home safety.

Performance Measure: Promote and participate in neighborhood watch programs, focus on residential security needs, train and orient Marine Safety personnel who staff the Harbour to increase awareness and understanding of incident observation and reporting procedures.

Due Date: September 30, 2022

3. Create liaisons with surrounding jurisdictions so that everyone involved is informed and moving in the right direction (Orange County, Seal Beach, Bolsa Chica Wetlands, etc.).

Performance Measure: Reach out to representatives from Orange County, the City of Seal Beach, the Bolsa Chica Wetlands Conservancy and other area stakeholders to identify areas of common interest related to the Harbour and potential initiatives for joint collaboration.

Due Date: March 31, 2023

4. Promote more community and social events, such as Harbour summer fair, bbq, concerts, etc.

Performance Measure: Through City and other communication channels (website, *MyHB* application, social media, press releases, etc.) encourage participation in area community and social events that benefit Huntington Harbour.

Due Date: Ongoing

Environmental

1. Recommend to the Huntington Beach City Council to request Orange County Public Works to conduct a feasibility study for a trash collection system for Edinger and Wintersburg Channels.

Performance Measure: Prepare recommendation for Harbour Commission consideration that will recommend that the City Council consider a feasibility evaluation of a trash collection system for Edinger and Wintersburg Channels.

Due Date: June 30, 2023

2. Working with Orange County Parks and Public Works, City of Huntington Beach Public Works and related agencies, develop and implement a plan to reduce upstream pollution flowing into Huntington Beach watershed from upstream neighbors, thus improving water quality and marine habitat.

Performance Measure: Work with Orange County Parks and Public Works Departments to identify measures that will result in reduced inflow of debris, nitrates, and chemicals into Huntington Harbor from upstream cities.

Due Date: June 30, 2024

HARBOR COMMISSION 2022-24 STRATEGIC PLAN OBJECTIVES

GOAL: Safety						
DATE DUE	ASSIGNMENT	STATUS			COMMENTS	
		DONE	ON TARGET	REVISED		
December 31, 2022	Refine safety protocols for kayaks and stand-up paddleboards.					
March 31, 2023	Review current Harbor municipal codes and advise on any changes or updates needed in regards to Harbour safety and water quality.					
Ongoing	Partner with County, State and Federal agencies to ensure public safety and participate in and provide public safety programming.					

GOAL: Infrastructure						
DATE DUE	ASSIGNMENT	STATUS			COMMENTS	
		DONE	ON TARGET	REVISED		
June 30, 2024	Explore feasibility of obtaining California State Lands revenue from Harbour residents and businesses with docks and decks over the main and midway channels and report back to the Harbour Commission. In doing so, analyze expanding City of Huntington Beach control of Huntington Harbour and consider steps to enhance revenues dedicated to public safety, public access and infrastructure improvements.					
December 31, 2022	Follow-up projects to Harbour Jurisdiction Study.					

HARBOR COMMISSION 2022-24 STRATEGIC PLAN OBJECTIVES

GOAL: Usage					
DATE DUE	ASSIGNMENT	STATUS			COMMENTS
		DONE	ON TARGET	REVISED	
September 30, 2022	Add maps to the existing sign posts on harbor beaches.				
December 31, 2022	Improve Harbour security issues (robbery, home invasion, boat damage/theft, etc.) and set up community meetings on home safety.				
March 31, 2023	Create liaisons with surrounding jurisdictions so that everyone involved is informed and moving in the right direction (Orange County, Seal Beach, Bolsa Chica Wetlands, etc.).				
Ongoing	Promote more community and social events, such as Harbour summer fair, bbq, concerts, etc.				

GOAL: Environmental					
DATE DUE	ASSIGNMENT	STATUS			COMMENTS
		DONE	ON TARGET	REVISED	
June 30, 2023	Recommend to the Huntington Beach City Council to request Orange County Public Works to conduct a feasibility study for a trash collection system for Edinger and Wintersburg Channels.				
June 30, 2024	Working with Orange County Parks and Public Works, City of Huntington Beach Public Works and related agencies, develop and implement a plan to reduce upstream pollution flowing into Huntington Beach watershed from upstream neighbors, thus improving water quality and marine habitat.				

HUNTINGTON BEACH HARBOR COMMISSION
STRATEGIC PLAN
STRATEGIES FOR COMMUNICATING WITH THE PUBLIC REGARDING
HUNTINGTON HARBOR ISSUES

July 1, 2022 to June 30, 2024

Prioritized Strategies

1. More presence in City advertising and social outreach that provides a link to the current web site, including Marine Safety personnel at the Fire Department booth on Tuesday nights and other events.
2. Sponsor events that let local boating community know who we are, such as advertising a free band performance on an anchored boat in the Harbour on weekends, holidays, during airshow, etc.
3. Have a greater social media presence (*Nextdoor, Facebook, Instagram, etc.*) but also consider what is needed to support them.
4. Sponsor drop off of expired warning flares for disposal.
5. Printed outlets (*Western Outdoor News, The Log, Harbour Lights, OC Register, and local papers, etc.*).
6. Mailing flyers, phone calls and invitations to public forum events.
7. Create opportunities and have events, such as a concert, to share information.
8. Promote an event at the yacht Club and invite the public, such as a fundraiser for Junior Sailing Program.
9. Harbour Commission blog: on the City website feature issues and solutions within the Harbour.
10. HBAPA video productions.

Other Strategies

1. Maintain a list of resident contacts, communities, leaders.
2. Have a monthly newsletter.
3. Have interesting and relevant information of importance.

HUNTINGTON BEACH HARBOR COMMISSION
STRATEGIC PLAN PRESENTATIONS AND REPORTS

July 1, 2022 to June 30, 2024

1. Report by Public Works on water drainage areas and ways to reduce trash, especially after a rain.
2. Presentation by the Orange County Coastkeepers Founder, Dr. Gary Brown, to hear their ideas for improving water quality in the Harbour.
3. Presentation on how the City of Newport Beach was able to establish the fund the Newport Harbor capital fund through the California Lands Commission.
4. Presentation on Eelgrass and Oysters.
5. Presentation by President Kelly Miller of *Visit Huntington Beach* to brainstorm on working together to improve the profile of Huntington Harbour.
6. Presentation on dredging, including who is responsible for determining dredging, costs and when it is necessary.
7. Presentation on Surfside/Seal Beach Bridge.
8. Presentation by the Newport Beach Harbour Master (Paul Blank) to hear their issues and perhaps work together for common goals.
9. Update from the State lands Commission on revenue collected.
10. Report on City of Huntington Beach budget process, including overview of budget calendar.

HUNTINGTON BEACH HARBOR COMMISSION
STRATEGIC PLAN
July 1, 2022 to June 30, 2024
SWOT Analysis
(Strengths, Weaknesses, Opportunities, Threats)

What are the top strengths of Huntington Harbor?

Prioritized Strengths

1. Excellent and professional emergency services, including Marine Safety Division.
2. Free water access for the public from Harbour beaches for swimming, fishing, sunning, launching paddle boards, etc.
3. Easy access to ports and other local harbors, including Catalina, Newport Beach, Long Beach, Los Angeles.
4. Open water access and sheltered, safe clean waterways.
5. Friendly, open, caring community.
6. Great atmosphere and sense of community.
7. Close access to beach/ocean.
8. Reasonable pricing for homes and condos, as compared to Newport Beach.
9. Good parking, as compared to the limited amount in Newport Beach, Sunset Beach or Belmont Shore.
10. Good access to the Airshow and Holiday Boat Parade.
11. Local vendors are amazing and part of our small town.

Other Strengths

1. Scenic beauty.
2. Mild climate, minimum humidity.
3. Engaged and educated citizens, including environmental and habitat issues.
4. Good, central location in Southern California.

HUNTINGTON BEACH HARBOR COMMISSION
STRATEGIC PLANNING WORKSHOP
July 1, 2022 to June 30, 2024
(Strengths, Weaknesses, Opportunities, Threats)

What are the top weaknesses of Huntington Harbor?

Prioritized Weaknesses

1. Need for increased public dock space for public and commercial activities.
2. Waterway safety: unsafe interactions between kayaks and SUP's and vessels under power, bridge jumpers, etc., often due to uneducated visitors.
3. Multiple jurisdictions is confusing for residents and visitors alike.
4. Upstream water quality.
5. Limited restaurant/night life access, need for a dock and dine location.
6. Infrastructure has aged, bridges/utilities/lighting needs upgrading/repair.
7. Homelessness
8. Crime seems to have increased.
9. Pacific Coast Highway Bridge.

Other Weaknesses

1. Largely a residential harbor.
2. Need for increased public parking.
3. Not much revenue generated for the City.
4. Code enforcement capacity.
5. Wind – we can't fix that!

HUNTINGTON BEACH HARBOR COMMISSION
STRATEGIC PLANNING WORKSHOP
July 1, 2022 to June 30, 2024
SWOT Analysis
(Strengths, Weaknesses, Opportunities, Threats)

Looking forward, what are the top opportunities for Huntington Harbor?

Prioritized Opportunities

1. Lack of public docks.
2. Pursue with State Lands to create a district to ensure local fees are directed to Huntington Harbour improvement (*Tidelands*).
3. Dredging
4. Oyster and Eelgrass restoration plans.
5. Attention to water quality and response has seen an improvement in water quality.
6. Lack of restaurants and commercial establishments for the boating public to visit.
7. Lack of overnight anchorage for traveling boaters.

Other Opportunities

1. Attention to certain issues has increased with the Harbour Commission and its relationship with Fire and Marine safety as *make it happen* advocates.
2. A focus on water and beach safety (swim lines, manned beaches, water patrols) has resulted in fewer incidents of bridge jumping, trespassing on docks and beach issues.
3. Lack of public docks for commercial use.
4. Improve water quality.
5. Provide revenue producing activities.
6. Caring citizens/involvement/engagement.
7. Establish a Huntington Harbour Foundation/Conservancy to keep the Harbour clean.
8. City sea walls and privately owned sea walls.
9. Rules of the road/safety education program.
10. Code review and update and enforcement enhancements.

HUNTINGTON BEACH HARBOR COMMISSION

STRATEGIC PLANNING WORKSHOP

July 1, 2022 to June 30, 2024

SWOT Analysis

(Strengths, Weaknesses, Opportunities, Threats)

What are the top threats facing Huntington Harbor over the next several years?

Prioritized Threats

1. Infrastructure (docks, seawalls, sidewalks, fencing, etc.) are aging and repairs are often put off or done without permits due to the difficulty in getting them in a timely manner or at a reasonable cost.
2. Need for dredging.
3. Water quality, including contamination of water from Orange County flood control.
4. Reckless/dangerous boating.
5. A need for clean habitat, including Oysters and Eelgrass.
6. Citizen engagement.
7. Code violations.
8. Homelessness and crime.
9. There should be social events each quarter or half year to engage the community (concerts, bbq, boating activities, workshops, etc.).

Other Threats

1. Overcrowding at local beaches.
2. A reduced focus on key issues (water quality, safety, infrastructure, etc.) due to other City priorities.
3. Changing sea levels: we should ensure that new development and remodeling efforts take this possibility into consideration.
4. Overcrowding of paddle boaters and kayakers on the waterways during the summer.
5. Restrictions imposed by the California Coastal Commission.
6. Disaster services, including post-earthquake.
7. Changing demographics leading to an apathetic community.
8. Increased cost of everything (food, restaurants, gas, etc.).

9. Lack of housing.
10. Resource procurement and allocation recommendations.
11. Enhanced coordination with County, State and Federal agencies.
12. Wider dissemination of important information.
13. Promote Huntington Harbour as the gem of Huntington Beach.
14. A summer Huntington Harbour Fair should be held at Sunset Aquatic Park
or the Harbour mall
15. Increased exposure.