

Huntington Beach Harbor Commission



2021/2022 Strategic Plan



HUNTINGTON BEACH HARBOR COMMISSION STRATEGIC PLAN TIMELINE

On August 27, 2020 the Fire Department assumed responsibility for the Harbor Commission and conducted the first meeting after a six (6) month hiatus due to the Corona Virus pandemic. At this meeting the staff presented the concept of conducting a strategic planning workshop for the Commission in order to identify future goals for the group and set a clear path moving into the next year.

At the October 22, 2020 meeting we facilitated a strategic planning workshop with an emphasis on identification of the projects that the members of the commission felt were important and met the growing needs of Huntington Harbor. The team developed a work plan with quarterly deliverables and performance measures that would guide staff during the coming year. Each member of the Harbor Commission completed a detailed strategic planning survey that encompassed four broad categories to include safety, infrastructure, usage and environmental concerns.

The team also led an exercise in which each member of the Harbor Commission identified his or her top five goals for the coming year. A total of seven (7) goals for the upcoming year were agreed upon by Commissioners.

Following this, the Commissioners identified ten (10) reports that they wanted to be presented at monthly meetings during the following year. The selected subjects covered a wide spectrum of issues and challenges facing Huntington Harbor. Commissioners also identified ways that communication and outreach with members of the public could be improved upon in regard to the issues and discussions surrounding Huntington Harbor.

Finally, we provided an overview of the *SWOT* analysis (*Strengths, Weaknesses, Opportunities and Threats*) that were identified by Commissioners in their survey responses. The analysis will assist staff as they complete Harbor Commission projects and goals.

On November 19, 2020 the updated Strategic Planning document was submitted to the Commission and included a work plan, associated performance measures and timeframes for implementation of Commission goals.



Huntington Beach Harbor Commission

2021/2022 Strategic Plan

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COMMISSIONERS

WILLIAM LARKIN, Chair
MICHAEL VAN VOORHIS, Vice Chair
BRIAN GRILEY, Board Member
KIMBERLEY MILLIGAN, Board Member
CHRIS NIELSEN, Board Member
JOHN OCHS, Board Member
CRAIG SCHAUPPNER, Board Member

COUNCIL LIAISONS

ERIK PETERSON, Councilmember Liaison
TITO ORTIZ Councilmember Liaison

STAFF

SCOTT HABERLE, Fire Chief
ERIC MCCOY, Fire Division Chief
KEVIN JUSTEN, Senior Administrative Analyst



HUNTINGTON BEACH HARBOR COMMISSION

STRATEGIC PLAN GOALS

November 19, 2020

Safety

1. Finalize beach safety: install swim lines, add “no jumping from seawall” signs on the railings adjacent to seawall/bulkheads, install safety lights on bridges.

Performance Measure: Reduction in number of beach patrons attempting to jump from harbor bridges and an overall reduction in swimmers entering channels and becoming a potential navigation or safety hazard to vessels.

Due: First Quarter 2020

2. Initiate safety protocols for stand-up paddle boards and kayak rentals. To include pre-rental training; “stay right/stay out of the center of the channel” placards, safety rules, etc.

Performance Measure: A notable reduction in paddle board and kayak patrons who become lost and/or unable to return to rental areas due to weather or fatigue. A decrease in paddle board and kayak patrons who become a navigation or safety hazard to vessels.

Due: First Quarter 2021

3. Increase Harbor safety with a sustained presence of lifeguard and patrol assistance, keeping waterways, beaches and parks safe for residents and visitors. (First quarter 2021)

Performance Measure: Present a staffing plan that will address current needs and safety concerns in Huntington Harbor.

Due: First Quarter 2021

Infrastructure

1. Develop clear maintenance and repair guidelines that simplify the multiagency approval process and improve the efficiency of timely repairs and maintenance of docks, walkways, bulkheads, fencing, lighting and other structures that exist on city, county and state waters.

Performance Measure: Establish lines of communication and support for harbor residents to include specific agency responsibilities and contact information. Identify local, state and federal areas of responsibility within Huntington Harbor

Due Date: Fourth Quarter 2021

Usage

1. Expand the Harbor Commission website and make it more user friendly, adding some links of interest, such as items regarding the naval weapons base, water safety, monthly call reports, current procedures for dock, bulk head, maintenance/repair, events, a comments section, etc.

Performance Measure: Increased communication and dissemination of information in regard to current activities and issues within Huntington Harbor. Streamline method for questions and concerns directed to Harbor Commission members.

Due: Second Quarter 2021

2. Identify opportunities to increase public education to promote use of the harbor, including social events and engagements, ultimately promoting the strength of the harbor, encouraging its usage and helping to create a sense of community, while making resources available to others (Third quarter 2021)

Performance Measure: Work with City departments to identify the feasibility and process to host events within Huntington Harbor. Work with City staff to identify possible events and venues.

Due: Third Quarter 2021

Environmental

1. Partner with federal, state and county agencies to improve water quality, safety and infrastructure in and around Huntington Harbor. Improve the water quality in the harbor by minimizing the inflow of debris, nitrates, chemicals and sewage into the harbor from storms, accidents and upstream cities that are tied into the north county watershed that flows into the harbor. (Fourth quarter 2021)

Performance Measure: City staff will conduct a comprehensive assessment of current regulations, regulatory bodies and responsibilities associated with Huntington Harbor and present a “White Paper” to address current state of harbor and recommendations moving forward.

Due Date: Fourth Quarter 2021

HUNTINGTON BEACH HARBOR COMMISSION
2021 STRATEGIC PLAN OBJECTIVES

GOAL: Safety						
DATE DUE	ASSIGNMENT	STATUS			COMMENTS	
		DONE	ON TARGET	REVISED		
March 31, 2021	Finalize beach safety: install swim lines, add "no jumping from seawall" signs on the railings adjacent to seawall/bulkheads, install safety lights on bridges.					
March 31, 2021	Initiate safety protocols for stand-up paddle boards and kayak rentals. To include pre-rental training; "stay right/stay out of the center of the channel" placards, safety rules, etc.					
March 31, 2021	Increase Harbor safety with a sustained presence of lifeguard and patrol assistance, keeping waterways, beaches and parks safe for residents and visitors.					

GOAL: Infrastructure						
DATE DUE	ASSIGNMENT	STATUS			COMMENTS	
		DONE	ON TARGET	REVISED		
Ongoing	Develop clear maintenance and repair guidelines that simplify the multiagency approval process and improve the efficiency of timely repairs and maintenance of docks, walkways, bulkheads, fencing, lighting and other structures that exist on city, county and state waters.					

HUNTINGTON BEACH HARBOR COMMISSION

2021 STRATEGIC PLAN OBJECTIVES

GOAL: Usage						
DATE DUE	ASSIGNMENT	STATUS			COMMENTS	
		DONE	ON TARGET	REVISED		
June 30, 2021	Expand the Harbor Commission website and make it more user friendly, adding some links of interest, such as items regarding the naval weapons base, water safety, monthly call reports, current procedures for dock, bulk head, maintenance/repair, events, a comments section, etc.					
September 30, 2021	Identify opportunities to increase public education to promote use of the harbor, including social events and engagements, ultimately promoting the strength of the harbor, encouraging its usage and helping to create a sense of community, while making resources available to others					

GOAL: Environmental						
DATE DUE	ASSIGNMENT	STATUS			COMMENTS	
		DONE	ON TARGET	REVISED		
December 31, 2021	Partner with federal, state and county agencies to improve water quality, safety and infrastructure in and around Huntington Harbor. Improve the water quality in the harbor by minimizing the inflow of debris, nitrates, chemicals and sewage into the harbor from storms, accidents and upstream cities that are tied into the north county watershed that flows into the harbor.					

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

November 19, 2020

1. Social media (e.g., Next Door, Facebook forums, City web site, etc.)
2. Issue more frequent press releases to the Daily Pilot and the Wave
3. Media engagements (e.g., The Log, Harbor Light, Orange County Register, etc.)
4. Expand the Harbor Commission website and make it more user friendly, adding some links of interest (naval weapons base, water safety, monthly call reports, current procedures for dock, bulk head, maintenance/repair, events, add a comments section, etc.)

HUNTINGTON BEACH HARBOR COMMISSION
STRATEGIC PLAN PRESENTATIONS AND REPORTS

November 19, 2020

1. Orange County watershed and water quality
2. Data on public dock and pump out station usage
3. Monthly summaries of harbor events (from fire, patrols, safety, calls, etc.)
4. What is working for code enforcement, what isn't..., how can we help?
5. Code enforcement, harbor/navigational rules
6. Navy report on the progress of ocean access through Anaheim Landing
7. Dredging: who is responsible for determining dredging, when is it necessary, costs?
8. Guest Commission or City speakers from other departments, or our neighbors north and south, including common problems, problem solving, joint programs, (i.e. a shared dredge with Newport?)
9. Monthly written updates and statistics concerning all harbor activity, including lifeguards, code enforcement, police, fire and Orange County Harbor Patrol
10. Public Works Department infrastructure improvements and major projects in the harbor area

HUNTINGTON BEACH HARBOR COMMISSION

STRATEGIC PLAN

November 19, 2020

SWOT Analysis

(Strengths, Weaknesses, Opportunities, Threats)

What are the top five strengths of Huntington Harbor?

1. Visitor friendly.
2. Residential environment.
3. Responsive emergency services (fire, marine safety, Coast Guard, etc.).
4. Free water access for the public from the Harbor beaches for swimming, fishing, sunning and launching paddle boards, etc.
5. Typically, we enjoy clean water.
6. Engaged citizens.
7. Economic potential.
8. Scenic beauty.
9. Mild climate with minimal humidity.
10. Good parking, as compared to the limited amount in Newport Beach, Sunset or Belmont Shore.
11. It has retained a sense of "community" and neighbors actually know one another.

12. It is a residential waterway; commercial enterprises do not impact the quiet peace and enjoyment of the homeowners.

13. Access to the ocean.

14. Protected moorings.

15. It is very convenient to take our boats out to view our annual HB Airshow.

16. Our annual Holiday Boat Parade is widely viewed.

HUNTINGTON BEACH HARBOR COMMISSION
STRATEGIC PLANNING WORKSHOP
November 19, 2020 - SWOT Analysis
(Strengths, Weaknesses, Opportunities, Threats)

What are the top five weaknesses of Huntington Harbor?

1. Lack of public docks for commercial use, including at Peter's Landing.
2. The public beaches are overwhelmed.
3. Lack of restaurants and commercial establishments for the boating public to visit.
4. Upstream water quality control.
5. Multijurisdictional control.
6. Limited infrastructure expansion opportunities.
7. Uneducated visitors/water way safety issues.
8. Code enforcement ability.
9. Previously, there was lack of public safety at the beaches.
10. Previously, bridge jumpers caused traffic slowdowns.
11. Un-orderly traffic patterns & congestion of paddle boarders/kayakers during warm weather days.

12. The rental SUPs and kayaks are a detrimental impact of the waterways.
13. Many of the folks on the beach are not from Huntington Beach and yet we provide first responders for free.
14. The northern portion of the O.C. flood control system drains directly into the Harbor.
15. State Lands taxes the residences and the funds are not returned to the H.B.
16. A fuel spill from one derelict boat will have an adverse impact to the entire waterway and wildlife.
17. Homelessness.
18. Under-utilized and under-appreciated Huntington Beach asset.
19. Funding / revenue generated from the existing use of the harbor challenges.
20. Pump-out stations need better oversight.
21. It is difficult for visiting boats to navigate the harbor and find transient docks.

HUNTINGTON BEACH HARBOR COMMISSION

STRATEGIC PLANNING WORKSHOP

November 19, 2020

SWOT Analysis

(Strengths, Weaknesses, Opportunities, Threats)

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

1. Better water safety policies for the rental stands so the public can enjoy the water ways for outdoor recreation.
2. Increase public dock space for commercial activities.
3. Improved water quality (O.C. flood control).
4. Address the downstream water pollution from upstream cities along our watershed, making them more accountable for the debris that ends up in our harbor and along our beaches.
5. State Assemblywoman Petrie-Norris advocacy.
6. Naval Weapons Station Seal Beach ammo pier construction.
7. Harbor Commission realignment under Fire Department.
8. Strategic communications campaign.
9. Private-Public partnerships.
10. Fixing some of the infrastructure (ex: Trinidad pathway is crumbling).

11. Removal of derelict boats.
12. Increased residential and visitor participation in creative and educational activities that drive increased revenue from participation, business occupancy, growth and property value appreciation.
13. Under-utilized property across the fire station put to better use.
14. Utilize the revenue generated from the use of public trust land within our borders to better serve the on-going EMT, safety, public access and infrastructure of the harbor.
15. Expand on volunteer harbor cleanup efforts similar to the 1st Sunday of each month effort put in by one of the kayak rental places.
16. More social activities for local boats, duffys, dinghy's, kayaks & SUP's.

HUNTINGTON BEACH HARBOR COMMISSION

STRATEGIC PLANNING WORKSHOP

November 19, 2020

SWOT Analysis

(Strengths, Weaknesses, Opportunities, Threats)

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

1. Infrastructure disrepair, such as deteriorating seawalls and bridges.
2. Overcrowding of beach and water ways, including unsafe practices on the water.
3. Water quality degradation.
4. Budgets, declining revenue from business that have either closed or are struggling.
5. Public dock usage.
6. Pollution from the O.C. flood control system.
7. Pollution incident from an unseaworthy boat.
8. Boating accident involving a rental SUP or kayak.
9. Sign at Saybrook and Edinger needs to be lit.
10. Struggling families, out of work or on reduced budgets looking for places to enjoy.

11. Need for infrastructure monitoring systems so repairs are timely, efficient and done in an approved manner
12. Will the harbor get the attention it deserves from City Hall, when many communities are competing for fewer recourses?
13. Are there state or county recourses / grants / programs we should investigate for water quality, safety, etc.
14. Shoals, parts of the Harbor needs dredging.
15. Addressing increased flooding due to sea level rise.