

**CITY OF HUNTINGTON BEACH**  
**SIX-MONTH STRATEGIC OBJECTIVES**  
**23 January 2015 through 13 July 2015**

<b>THREE-YEAR GOAL: <i>IMPROVE QUALITY OF LIFE</i></b>						
<b>WHEN</b>	<b>WHO</b>	<b>WHAT</b>	<b>STATUS</b>			<b>COMMENTS</b>
			DONE	ON TARGET	REVISED	
1. March 1, 2015 and monthly thereafter	Mayor, working with the City Manager	Schedule and hold department presentations at City Council meetings regarding community engagement.				
2. May 1, 2015	City Manager and Assistant City Manager	Hold a study session on Bolsa Chica annexation to get direction from the City Council on whether or not to proceed with annexation.				
3. May 15, 2015	The Finance Director and Human Resources Director, working with the City Manager and Department Heads	Analyze the impact of current staffing levels (all departments) on service delivery and present findings with recommendations to the City Council for direction.				
4. July 1, 2015	Community Services Director (lead) and Public Works Director	Develop and present to the Community Services Commission a plan to collaborate with the community on volunteer projects at Bartlett Park.				

**THREE-YEAR GOAL: *ENHANCE AND MAINTAIN INFRASTRUCTURE***

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. Monthly	Public Works Director	Provide updates to the City Council on the status of construction of the new Senior Center.				
2. June 15, 2015	Public Works Director	Provide to the City Council the results of a needs assessment of the City's streets, sidewalks and right-of-way infrastructure.				
3. July 1, 2015	Public Works Director and the Information Services Director	Develop a Plan, including resources needed if any, and present to the City Manager to implement an internet-based map to inform the public on city construction projects and maintenance schedules.				
4. July 1, 2015	Public Works Director	Present to the City Manager the results of a needs assessment of the City's storm drain infrastructure.				
5. July 1, 2015	Public Works Director	Perform a City Facilities needs assessment and present the results to the City Manager.				
6. July 15, 2015	Library Director, working with the Information Services Director	Determine the timeline and plan for participation in the statewide CENIC (Corporation for Education Network Initiatives in California) broadband initiatives for public libraries.				

**THREE-YEAR GOAL: *STRENGTHEN ECONOMIC AND FINANCIAL SUSTAINABILITY***

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. At the February 2, 2015 City Council Study Session	Planning and Building Director	Develop and present to the City Council for direction short and long term amendments to the Beach and Edinger Corridor Specific Plan.				
2. At the February 2, 2015 City Council Study Session	Public Works Director	Present to the City Council for direction a traffic impact overview of the Beach and Edinger Corridors.				
3. April 1, 2015	Planning and Building Director, Finance Director and the City Attorney (lead)	Evaluate legalizing and regulating vacation rentals and make a recommendation to the City Council for direction.				
4. April 1, 2015	Assistant City Manager	Establish a Mayor and City Council Member(s) and Business Executive roundtable with the Chamber of Commerce to retain, attract and grow businesses in Huntington Beach.				
5. June 1, 2015	Public Works Director	Explore the feasibility of increasing the refuse franchise fee and provide options to the City Council for direction.				
6. At a June 2015 City Council Study Session	City Manager	Present options to the City Council for direction plans to reuse/redevelop Rodgers Senior Center land and facility.				
7. July 1, 2015	Assistant City Manager	Seek additional federal, state and county grants and partnerships and present the results to the City Manager.				

8. July 1, 2015	Assistant City Manager and the Information Services Director, working with a consultant	Assess our current Wi-Fi, broadband and fiber optic opportunities to attract additional businesses and report the results to the City Council.				
9. July 1, 2015	Finance Director	Develop and present to the City Council for action, plans to accelerate improving the funded status of the City's Retirement and Workers' Compensation Plans.				
10. July 1, 2015	City Manager and Finance Director	Develop a Plan and present to the City Council for action to maintain the City's AAA credit rating.				
11. July 1, 2015	Deputy Director of the Office of Business Development, working with "Visit Huntington Beach" (the marketing and visitors bureau)	Recommend options to the City Council for action for enhancing revenue from tourism.				

**THREE-YEAR GOAL: *ENHANCE AND MAINTAIN PUBLIC SAFETY***

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. May 1, 2015	Assistant City Manager with input from the Police Chief and Fire Chief	Review all frozen/unfunded essential public safety positions and report the results, including funding options, to the City Manager for consideration in the Fiscal Year 2015/2016 budget.				
2. May 1, 2015	Fire Chief	Develop and recommend to the City Manager a proposal for a consultant to develop a "Standards of Cover" for the Fire Department.				
3. June 1, 2015	Police Chief and City Manager	Present to the City Council for action a plan to mitigate the negative impacts of Prop. 47 and AB109.				
4. July 15, 2015	Police Chief	Develop and present to the City Manager a long-term Police Facilities Plan to accommodate Police Department training, operational needs and community engagement.				
5. July 15, 2015	Police Chief and Fire Chief	Present a plan to the City Manager for implementing alternative service delivery models to enhance public safety services.				