

CITY OF SEAL BEACH
STRATEGIC OBJECTIVES
October 18, 2017 – March 1, 2018

| THREE-YEAR GOAL: <i>PROVIDE A QUALITY BEACH AND PIER ENVIRONMENT, INCLUDING A RESTAURANT</i> | | | | | | |
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| WHEN | WHO | WHAT | STATUS | | | COMMENTS |
| | | | DONE | ON TARGET | REVISED | |
| 1. By November 1, 2017 | Public Works Director | Present to the JPIA Insurance representatives the Engineers' cost estimates for pier construction due to fire damage. | | | | |
| 2. By December 1, 2017 | Public Works Director | Secure outside agency permits for the Pier Construction Project. | | | | |
| 3. By December 1, 2017 | Public Works Director | Complete the Fall 2017 Winter Sand Berm Construction and Backpass Project to include sand removal along the Gold Coast, including alley stubouts. | | | | |
| 4. By December 15, 2017 | Public Works Director | Secure a new Tidelands lease agreement for the beach. | | | | |
| 5. By February 1, 2018 | Public Works Director | Present plans and specifications and cost estimates (PG&E) for the Pier Construction Project to the City Council for consideration. | | | | |

| THREE-YEAR GOAL: <i>ACHIEVE SHORT- AND LONG-TERM FISCAL SUSTAINABILITY</i> | | | | | | |
|-----------------------------------------------------------------------------------|-----------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|--------------|---------|----------|
| WHEN | WHO | WHAT | STATUS | | | COMMENTS |
| | | | DONE | ON TARGET | REVISED | |
| 1. At the December 11, 2017 Council meeting | Finance Director | Recommend to the City Council for action the hiring of a qualified professional to rewrite the Municipal Code with the intention of recovering gas and oil revenue. | | | | |
| 2. By February 1, 2018 | Finance Director | Research, evaluate and recommend to the City Council for direction options for new revenue sources, up to and including a new ballot measure. | | | | |
| 3. By March 1, 2018 | Public Works Director and City Engineer | Reevaluate the need to water and sewer rate increases and make a recommendation to the City Council for action. | | | | |

| THREE-YEAR GOAL: <i>IMPROVE AND MAINTAIN THE INFRASTRUCTURE AND FACILITIES</i> | | | | | | |
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| WHEN | WHO | WHAT | STATUS | | | COMMENTS |
| | | | DONE | ON TARGET | REVISED | |
| 1. By November 1, 2017 | City Manager | Identify a citywide IT Working Group. | | | | |
| 2. At the November 13, 2017 City Council meeting | Public Works Director | Present to the City Council for direction a scope of service for long-term citywide landscape maintenance. | | | | |
| 3. At the February 26, 2018 City Council meeting | Public Works Director | Present to the City Council for prioritization the facilities in poor condition listed in the 2017 Facility Condition Assessment. | | | | |
| 4. By March 1, 2018 | Public Works Director | Present to the City Council for prioritization and direction the Stormwater Master Plan improvements. | | | | |
| 5. By March 1, 2018 | Assistant City Manager (lead), Finance Director, Police Chief and City Clerk | Recommend an award of contract to the City Council for consideration for managed services for IT. | | | | |

THREE-YEAR GOAL: *ATTRACT, DEVELOP, COMPENSATE AND RETAIN QUALITY STAFF*

| WHEN | WHO | WHAT | STATUS | | | COMMENTS |
|-----------------------------------------------------------|----------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|--------|--------------|---------|----------|
| | | | DONE | ON TARGET | REVISED | |
| 1. By November 13, 2017 | Assistant City Manager and Police Commander Gonshak | Incorporate the classification and compensation job specifications into the Citywide Succession Plan. | | | | |
| 2. At the November 13, 2017 City Council meeting | Assistant City Manager | Present the results of the Classification and Compensation Study, with recommendations, to the City Council for action. | | | | |
| 3. By January 15, 2018 | Assistant City Manager | Initiate a City Mentorship Program. | | | | |
| 4. At the January 22, 2018 City Council meeting | Assistant City Manager, working with the City Council | Complete POA/PMA (Police Officers Association, Police Management Association) negotiations. | | | | |
| 5. By March 1, 2018 | Assistant City Manager | Initiate an Employee Wellness Program. | | | | |

| THREE-YEAR GOAL: <i>ENHANCE PUBLIC SAFETY</i> | | | | | | |
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| WHEN | WHO | WHAT | STATUS | | | COMMENTS |
| | | | DONE | ON TARGET | REVISED | |
| 1. At the November 13, 2017 City Council meeting | Finance Director and Police Chief | Present to the City Council for action increased staffing by two officers, including funding, to enhance public safety through increased patrol coverage and reducing Part I (serious) crimes. | | | | |
| 2. At the January 22, 2018 City Council meeting | Police Chief | Present to the City Council for action an organizational Police Department Plan, including staffing needs. | | | | |
| 3. By March 1, 2018 | EOC Coordinator | Facilitate a Citywide Emergency Operations Center (EOC) scenario training exercise. | | | | |
| 4. By March 1, 2018 | Marine Safety Chief and OCFA Division Chief | Facilitate an age appropriate CPR Training at McGaugh Elementary School. | | | | |
| 5. By March 1, 2018 | Marine Safety Chief | Develop and present to the City Manager a new Summer Lifeguard Deployment Plan. | | | | |