

**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>						
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.	X			Staff met with CJPIA representatives and presented the cost estimates. CJPIA representatives are currently reviewing the cost estimates.
2. By December 1, 2017	Public Works Director	Secure outside agency permits for the Pier Construction Project.		X		
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.		X		The contractor is mobilizing their equipment and is anticipated to be complete by Thanksgiving.
4. By December 15, 2017	Public Works Director	Secure a new Tidelands lease agreement for the beach.		X		A conference call will be conducted with the California State Lands Commission staff in late November to discuss status.
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.		X		

THREE-YEAR GOAL: *ACHIEVE SHORT- AND LONG-TERM FISCAL SUSTAINABILITY*

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.		X		
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.		X		
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.		X		

THREE-YEAR GOAL: *IMPROVE AND MAINTAIN THE INFRASTRUCTURE AND FACILITIES*

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. By November 16, 2017	City Manager	Identify a citywide IT Working Group.			X	The City will select members of the working group by November 16th
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.		X		
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.		X		
4. By March 1, 2018	Public Works Director	Present to the City Council for prioritization and direction the Stormwater Master Plan improvements.		X		
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.		X		

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.		X		
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.		X		
3. By January 15, 2018	Assistant City Manager	Initiate a City Mentorship Program.		X		
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.		X		
5. By March 1, 2018	Assistant City Manager	Initiate an Employee Wellness Program.		X		

THREE-YEAR GOAL: *ENHANCE PUBLIC SAFETY*

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.		X		
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.		X		
3. By March 1, 2018	EOC Coordinator	Facilitate a Citywide Emergency Operations Center (EOC) scenario training exercise.		X		
4. By March 1, 2018	Marine Safety Chief and OCFA Division Chief	Facilitate an age appropriate CPR Training at McGaugh Elementary School.		X		
5. By March 1, 2018	Marine Safety Chief	Develop and present to the City Manager a new Summer Lifeguard Deployment Plan.		X		