

City of Seal Beach  
 City Council Strategic Objectives for period March – December 2020  
 Determined at Council Workshop Held March 5, 2020

Category	Strategic Objective	Due Date	Staff Lead	Implementation Notes
<b>Fiscal Sustainability</b>	1. Develop a 3-5 year general fund financial forecast to inform Council regarding the financial condition of the City as part of the annual budget	July 1, 2020	Finance Director	To be presented concurrently with draft annual budget
	2. Study the feasibility of reducing the City's pension liability and other long-term debt obligations, including an analysis of issuing pension obligation bonds (POB)	December 31, 2020	Finance Director	Staff to develop pros/cons of POB, other options to reduce debt
	3. Review revenue generated from Measure BB, history of expenditures, and spending plan going forward	July 1, 2020	Finance Director	Compare actual revenue to projections and identify Measure BB-related expenditures
<b>Organizational Culture</b>	4. Assess the existing phone system, identify deficiencies and solicit proposals for replacement	December 31, 2020	Assistant City Manager	With consultant assistance
	5. Develop an IT Master Plan and Needs Assessment, to include the identification of software improvements	December 31, 2020	Assistant City Manager	With consultant assistance

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	6. Prepare and present assessment of City's development review and permitting process and identify possible process improvements	September 30, 2020	Community Development Director	Department to conduct internal assessment
<b>Community Outreach and Capital Projects</b>	7. Improve communication with the community through enhanced use of social media and other outlets	September 30, 2020	Police Chief	Police department to provide training to other department staff on social media communications
	8. Compile results of community outreach from stakeholder committee and schedule a presentation for Council on preliminary scope, project cost and options to finance the Community Pool	September 30, 2020	Assistant City Manager	Financing to drive scope of project
	9. Stakeholder committee to undertake community outreach; Staff to solicit and present design concept for Downtown street/sidewalk enhancements	September 30, 2020	Public Works Director	Committee to take lead in community outreach
	10. Engage community in a discussion about whether or not to allow a restaurant at the end of the Pier	September 30, 2020	Assistant City Manager	May include discussion of type of restaurant and structure