MISSION STATEMENT
The City of Seal Beach provides excellent city services to enhance the quality of life and to preserve our small town character.

THREE-YEAR GOALS
2016-2019 * not in priority order

➤ Provide a quality beach and pier environment, including a restaurant
➤ Achieve short- and long-term fiscal sustainability
➤ Improve and maintain the infrastructure
➤ Attract, develop, compensate and retain quality staff

STRENGTHS AND ACCOMPLISHMENTS OF THE CITY OF SEAL BEACH IN THE PAST YEAR

Brainstormed List of Perceptions

• Excellent customer service
• Hiring a great City Clerk
• Balanced budget
• Very responsive Police Dept.
• Great leadership
• New website
• Successful implementation of GASB 68
• Obtained a $150,000 grant for the preparation of a Climate Action Plan
• The Police Dept. applied for and was granted a $72,000 Hazard Mitigation Grant
• Codified the City Charter
• Provided safer crosswalks by the elementary school
• Successful relationship building with the Coastal Commission staff
• City partnership with LAUSD
• Saved the Blue House
• Kudos for efforts on the Homelessness Outreach Center
• Safety improvements to City Hall
• Successful Centennial
• Opened an office for the Police Dept. at City Hall with an external phone
• We’re prepared for El Nino
• Quality new hires
• Received an award for excellence in financial reporting
• Eisenhower Park improvements
• Updated the City Emergency Plan
• DWP was entitled (Dept. of Water and Power)
• Put the Municipal Code online
• To facilitate openness and transparency of government, we caught up with scanning documents
• Countdown timers placed at PCH crosswalks
• Continued collection of long, outstanding past due revenues to approximately $100,000
• Increased participation in Neighbor-to-Neighbor and bringing the program to new neighborhoods
• Cleaned ad painted the gym
• Started an after-school swim class
• Created a mobile City Hall
• We reached out and met with Long Beach Transit
• Resurfaced a two-mile stretch of Westminster Ave.
• Updated citywide traffic surveys
• Successfully submitted a joint land use study ($290,000) to study the navigational waters and berm replenishment
• Successfully collaborated with corridor cities regarding the 405 freeway
• Installed a SMART sprinkler controller
• We're installing the Big Belly trash cans citywide
• We've worked well together to put on special events on safety
• Made 1400 rescues at the beach
• Created a Shark Monitoring and Notification policy
• Safety improvements made in the bathrooms at Leisure World
• Secured grant funding of $1,000,000 for BCI (Bicycle Corridor improvements)
• Achieved our state-mandated water conservation goal of 8%
• Successful launch of OpenGov, a link on the website
• Executed the Council goal regarding loud motorcycle mitigation
• Successfully lobbied against AB 1217 (OCFA re: fire service)
• Improved communication using sign boards
• Secured a consultant to do the Class and Comp Survey