

CITY OF MANHATTAN BEACH
SIX-MONTH STRATEGIC OBJECTIVES
10 July 2013 through 1 January 2014
Updated: March 26, 2014

THREE-YEAR GOAL: MAINTAIN AND ENHANCE FINANCIAL STABILITY						
WHEN	WHO	WHAT	STATUS		COMMENTS	
			DONE	ON TARGET	REVISED	
1. At the July 18, 2013 City Council closed session	City Manager	Present to the City Council for action terms and conditions for employment of management and confidential employees in connection with labor negotiations.	X			Approved at the October 15, 2013, City Council meeting.
2. At the August 6, 2013 City Council meeting	Finance Director (lead), City Manager and Public Works Director	Present to the City Council for action alternative funding for existing Street Lighting and Landscaping District, storm water utility, and streets and sidewalks.	X			Information was presented at the August 20, 2013, City Council meeting. Staff was directed to prepare an RFP for an engineer to perform a preliminary assessment of Storm Water Fees and Street Lighting and Landscaping assessments before determining if further action (polling, community outreach, etc.) will be taken. City Council awarded a contract to Harris and Associates at the 2/25/2014 to perform the analysis, which will take approximately 6 months to prepare.
3. Beginning September 17, 2013 and ongoing thereafter	Finance Director	Publish department credit card expenditure detail as a part of the warrant register.	X			Information included on warrant register beginning on the August 6, 2013, City Council Agenda
4. January 21, 2014	Community Development Director with input from the Planning Commission	Recommend to the City Council for action an ordinance to encourage a vibrant and sustainable downtown environment that increases retail business and sales tax revenue to the City.	X			The Planning Commission recommended a comprehensive study which will now be addressed as part of the proposed development of a Downtown Specific Plan, see future objective #5.
5. FUTURE OBJECTIVE July 1, 2014	Community Development Director	Develop and present to the City Council for action a vision for the sustainability and vitality for the commercial districts.		X		As a first component in addressing this objective, City Council provided direction to proceed with the development of a Downtown Specific Plan with a RFP for such being developed by staff.

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THREE-YEAR GOAL: INCREASE ORGANIZATIONAL EFFECTIVENESS AND EFFICIENCY						
WHEN	WHO	WHAT	DONE	STATUS ON TARGET	REVISED	COMMENTS
1. At the July 16, 2013 City Council meeting	Community Development Director with input from the Planning Commission	Provide a status report on the Mansionization Ordinance with recommended changes, if needed, to the City Council for consideration.	X			Status report provided on July 16, 2013; item returned to City Council on November 19th and referred back to the Planning Commission
2. At the July 16, 2013 City Council meeting	Community Development Director	Present to City Council for consideration residential construction rules and potential improvements regarding notices to workers and neighbors.	X			Presentations made July 2, and August 6, 2013. Council added rules and referred to Building Appeals Board to review and recommend additional rules to mitigate impacts which was accomplished on November 14th..
3. At the July 16, 2013 City Council meeting	City Manager and City Attorney	Present a report with recommendations for City Council action on meeting management, including making meetings more efficient, agenda structure, adopting a meeting protocol, considering a City Council Handbook, and controlling disruptive comments and action.	X			City Council took action on the remaining meeting management items on October 1st
4. At the July 16, 2013 City Council meeting	City Manager and City Attorney	Complete the discussion with the City Council with the Council taking action on open government, including early distribution of agendas, broader dissemination of notices, electronic notifications, improve transparency, explore additional platforms for broadcasting meetings, engaging the public, etc.	X			City Council took action on the remaining open government items on October 1st
5. At the October 15, 2013 City Council meeting	Finance Director	Present to the City Council options for reviewing and revising the City budget consideration and adoption process.	X			The City Council provided direction on December 3rd regarding an enhanced level of public participation in the budget process for FY 2014/15.
6. At the November 19, 2013 City Council meeting	City Manager	Present to the City Council alternatives for defining and enhancing the strategic planning process, including public participation.	X			The Council Policy Governance & Strategic Planning Subcommittee presented an update on the next generation of strategic planning on November 19th.

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THREE-YEAR GOAL: MAINTAIN AND ENHANCE CITY FACILITIES, PROGRAMS AND INFRASTRUCTURE							
WHEN	WHO	WHAT	DONE	STATUS		COMMENTS	
				ON TARGET	REVISED		
1. At the August 20, 2013 City Council meeting	City Manager and the Public Works Director	Present for City Council action a multi-faceted approach to address power outages by Southern California Edison.	X				
2. October 1, 2013	Public Works Director	Assess the City's facilities, including costs to maintain and improve current facilities, and report results to the City Council.	X			The City Council reviewed and gave future direction regarding facilities on December 10, 2013.	
3. FUTURE OBJECTIVE January 31, 2014	Community Development Director with input from the public and the City Council	Present to the City Council for action a proposed integration of the Bicycle Master Plan into the Mobility Plan, which is supported by the Strategic Plan.	X			The Council was provided with an update on the Bicycle Master Plan on November 5th and a joint Council/ppjC session was held on the Mobility Plan on November 12th.	
4. FUTURE OBJECTIVE January 15, 2015	Community Development Director	Update and present to City Council an update to the City's Downtown Parking Management Plan.		X		It is anticipated that the preparation of a Downtown Specific Plan will also include an update to the City's Downtown Parking Master Plan.	

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THREE-YEAR GOAL: ENCOURAGE ENGAGEMENT AND INCREASE PARTICIPATION OF RESIDENTS AND BUSINESSES						
WHEN	WHO	WHAT	STATUS		COMMENTS	
			DONE	ON TARGET	REVISED	
1. January 1, 2014	Management Team (City Manager - lead) and City Council	Inform all residents how to access information about the City through modern technology (website, e-notices, e-alerts, emails, social media) and increase dissemination of information to all residents and businesses about City meetings, City business events and activities.	X			Staying connected outreach effort promoting ways to keep in touch with what is happening in Manhattan Beach included a flyer distributed with utility bills and business license renewal notifications.
2. January 1, 2014	City Manager and City Council	Identify and implement strategies to increase involvement of community organizations and business groups in City meetings.			X	On hold given transition in the City Manager's Office.
3. January 1, 2014	Finance Director and City Manager	Create, distribute, analyze and distribute to the City Council and the community the results of a Community Satisfaction Survey.			X	On December 3rd, the City Council opted to delay the proposed survey until later in 2014 in conjunction with the next generation of Strategic Planning.

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THREE-YEAR GOAL: ENHANCE, PRESERVE AND PROTECT THE ENVIRONMENT AND HEALTH OF OUR BEACH COMMUNITY						
WHEN	WHO	WHAT	DONE	STATUS		COMMENTS
				ON TARGET	REVISED	
1. At the August 20, 2013 City Council meeting	City Attorney and Public Works Director	Present to the City Council for action an ordinance banning polystyrene food packaging.	X			
2. At a October 15, 2013 City Council meeting	Public Works Director with input from a consultant	Inventory the City trees, identify funding and timeline needed for a Tree Master Plan and present to the City Council for direction.	X			The Tree Inventory and direction on a Tree Plan item was considered on February 4, 2014.
3. At the September 3, 2013 City Council meeting	City Attorney	Provide a further report to the City Council regarding the removal of abandoned utility wires and satellite dishes.	X			
4. At the December 3, 2013 City Council meeting	City Attorney and Public Works Director	Present to the City Council for action an ordinance regarding tobacco control outdoors.	X			Direction was given on February 4, 2014, as to the ordinance to be prepared.
5. FUTURE OBJECTIVE	Community Development Director	Clarify with the City Council the tree requirements for walk streets including view obstruction and grandfathering issues.			X	On hold due to litigation.