



Certificate of Commendation

Whereas, Bruce Moe began his distinguished and storied career with the City of Manhattan Beach on May 8, 1989, as General Services Supervisor in the Finance Department, later becoming the General Services Manager responsible for purchasing and warehouse operations. In 1998, he was appointed as the City's Finance Director and held the position for 20 years; and

Whereas, During his time in the Finance Department, Bruce delivered consistently balanced budgets, won industry awards for excellence, and obtained the City's Triple A credit rating as well as "clean" opinions from external auditors. He participated in the disposition and development agreement for the Metlox project, worked with Beach Cities Health District to acquire the land that is now the Marine Avenue Sports Field, and issued Pension Obligation Bonds to reduce the City's carrying costs for unfunded liabilities at CalPERS. Additionally, he developed and implemented the following: the financing plan for the \$40 million Police/Fire Facility, the City's ownership share of the construction of the South Bay Regional Communications Authority facility, a taxi franchise system, banking safeguards to protect City accounts, the acceptance of credit cards for City services, and the City's P-Card program to streamline small dollar purchases; and

Whereas, In 2018, the City Council appointed Bruce as City Manager where he has served for the past 6 years. He is touted as a humble, inspiring, and dependable figurehead that acknowledges that the City thrives as it does because of its loyal, creative, and dedicated staff. Bruce leads with an emphasis on maintaining the highest possible level of service to all who live, work, and play in our beachside community; and

Whereas, Throughout Bruce's tenure as City Manager, he has diligently led the City through many seasons of change and growth, and has assisted in making several impactful strides in the areas of public safety, public policy, environmental and fiscal sustainability, service delivery enhancements, recreational development, and capital improvement projects, including: seeing the City through the COVID-19 pandemic; the prohibition of the sale of all tobacco and smoking devices; the implementation of several new software systems to increase efficiencies including an Enterprise Resource Planning Financial System, a Citizen Self Service online permitting portal, and a bid submittal system; the receipt of significant grant funds to offer case management and coordination services to homeless individuals in the City; the creation of a Communications Division which has assisted in expanding the City's outreach to the community; the passage and implementation of a new Transient Occupancy Tax enacted by voters; the completion of several Utility Undergrounding phases, the Sepulveda Bridge Widening Project, a statistically valid community wide opinion survey, and the Pier Railing Replacement Project; the installation of a plaque regarding the history of Bruce's Beach based off of the efforts of the Bruce's Beach Task Force; the approval of the City's 6th Cycle Housing Element; the passage of a storm drain measure adjusting fees to increase the funding for the City's storm drain system; the rebuilding of Fire Station #2; and one of the largest projects in City history, the replacement of Peck Reservoir; and

Whereas, City Manager Moe's dedication to the City of Manhattan Beach over the past 35 years has earned him the respect and admiration among his employees, colleagues, elected officials, friends, and community members. His passion for public service, unwavering loyalty, and tireless efforts will have an immense and long-lasting impact on City staff and the community.

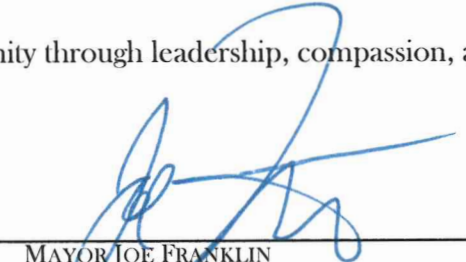
Now, Therefore, Be it Resolved that the City Council, on behalf of the citizens of the City of Manhattan Beach, California, does hereby present this commendation to

Bruce Moe


as a token of appreciation for 35 years of distinguished service rendered to the community through leadership, compassion, and empathy.

Dated this 16th day of July, 2024.





MAYOR JOE FRANKLIN


MAYOR PRO TEM AMY HOWORTH


COUNCILMEMBER DAVID LESSER


COUNCILMEMBER STEVE NAPOLITANO


COUNCILMEMBER RICHARD MONTGOMERY

