

CITY OF MANHATTAN BEACH
SIX-MONTH STRATEGIC OBJECTIVES
 11 July 2012 through 01 December 2012

THREE-YEAR GOAL: MAINTAIN AND ENHANCE FINANCIAL STABILITY						
COUNCIL ACTION DATE	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. Oct. 1, 2012	Comm. Dev. Dir. working with the MB Chamber of Commerce	Recommend to the City Council an MOU regarding economic development opportunities citywide	X			City Council approved agreement with the Chamber of Commerce on 9/18/2012.
2. Feb. 5, 2013	Comm. Dev. Dir.-lead, Finance Dir., Public Works Dir.	Determine what would be the parameters of a Sepulveda project and whether or not to proceed.			X	Meeting is scheduled on 11/29/12 with Sepulveda Corridor businesses to discuss business improvement district and options.
3. Dec. 18, 2012	City Manager	Present to the City Council for consideration, fiscally-responsible multi-year labor agreements with the Police Assn., Fire Assn., and Teamsters and recommendation regarding management/confidential employees.		X		Negotiations are underway. An additional group has organized; the Police Management Association. They have not yet made a demand to bargain.
4. Mar. 6, 2013	City Manager and City Attorney	Present to the City Council for consideration a development agreement with the owners of the Manhattan Village Mall defining communitywide benefits as a result of mall expansion.			X	Hired Kosmont Associates to assist with negotiations.
5. Mar. 6, 2013	Finance Dir.-lead, City Manager, and Public Works Dir.	Present to the City Council for action on alternative funding of existing Street Lighting and Landscaping District, storm water utility, and streets and sidewalks.			X	Staff is reviewing the options and methods for enhancing revenue in these underfunded areas. Staff met with representatives of Cerrell Associates to discuss ways to research what the community might support and, if so, how strongly they support it. This has been delayed due to labor negotiations, audit, and other Finance Dept. workload issues.
6. Feb. 5, 2012	Comm. Dev. Dir.	Begin working on criteria to evaluate future non-motorized public improvements.			X	Added by City Council on 9/18/2012.

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THREE-YEAR GOAL: INCREASE ORGANIZATIONAL EFFECTIVENESS AND EFFICIENCY						
GOAL DATE	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. Dec. 18, 2012	City Clerk, City Manager, Finance Dir., I.S. Manager	Implement revisions to the process for approving and posting City Council agenda items.			X	Granicus system implemented on 9/4/2012. Still working through some start-up issues. The electronic agenda via the iLegislate program and iPads will be deployed by the Dec. 18, 2012, City Council meeting.
2. Dec. 4, 2012	Fire Chief	Prepare and present to the City Council for direction a white paper regarding options for improving fire services, efficiencies and cost-savings.		X		Fire Chief Espinosa has contacted CityGate Associates to discuss creating a report to analyze response profiles, response time data, and incident response workloads for area cities. CityGate has provided a proposal and the area Fire Chiefs are reviewing the document and have formed a working group whose goal is to develop South Bay Training Manual. This will be used to achieve better operational efficiencies and provide potential opportunities to share resources.
3. Mar. 6, 2013	HR Dir., working with a consultant	Complete the Succession Plan by identifying successors and creating development plans, training and development opportunities for first-time supervisors and above.			X	Workforce Analysis and Talent Challenges meeting have been completed. Next step is to schedule the Management Workshop. Consultant hired, plan preparation underway. HR Director has been out of the office for 4 week for jury duty. Process resumed when back in the office.
4. Mar. 19, 2013	An Employee Team (HR Dir. lead)	Determine the initial program components of a Wellness Program			X	HR staff met w/ two consultants regarding options for citywide Wellness Program. One consultant was chosen to assist in the process. Next step is to schedule a meeting with a consultant and the executive management team and request employee representation on a Wellness Development Team. Risk Manager out on an extended leave until Jan. 2013. HR Dir. out of the office for 4 weeks for jury duty. Program development will continue when resources are available.
5. Jan. 31, 2013	City Manager and City Clerk	Schedule joint meetings with city commissions and hold at least two of them.			X	Tentatively scheduled the following joint commission meetings: 1/8/213 w/Planning Commission, 1/22/13 with Library Commission
6. Feb. 19, 2013	Comm. Dev. Dir. 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		
7. Apr. 2, 2013	Finance Dir. With input from a consultant, the public and department heads	Assess the City's technology needs and develop and present to the City Council for action an Information Technology Master Plan, including funding		X	X	Staff received proposals from 7 firms, interviewed 6 and recommended NexLevel Technology for City Council approval on 11/20/12. The final plan is scheduled to be presented to the City Council at the 4/2/13 City Council meeting.

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THREE-YEAR GOAL: MAINTAIN AND ENHANCE CITY FACILITIES, PROGRAMS AND INFRASTRUCTURE						
GOAL DATE	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. Nov. 6, 2012	Public Works Dir. & Parks Dir.	Create a new MOU with AYSO (American Youth Soccer Org.) for Marine Park synthetic turf and present to the City Council for direction	X			Revised MOU submitted to the City Council for action.
2. Dec. 4, 2012	Parks Dir.	Propose to the City Council for direction the hiring of a consultant to advise the City on trolley routes, including costs and funding.			X	Staff has issued an RFP. This item will be presented to the City Council for funding and contract award on Dec. 4, 2012.
3. Dec. 4, 2012	Parks Dir.	Complete a Parks Master Plan to be presented to the City Council for action.			X	RFP for Parks Master Plan was issued. Contract award recommendation will be coming back to the City Council for action on Dec. 4.
4. Apr. 2, 2013	Public Works Dir.	Complete a Veterans Parkway Master Plan to be presented to the City Council for action.			X	RFP was issued and the award of contract is scheduled for Dec. 18, 2012. Final plan is scheduled for City Council action on 4/2/13.
5. Aug. 2, 2013	Public Works Dir.	Review and present a status report to the City Council on City projects (i.e. solar, HVAC, electrical).			X	To be presented with the 2013-14 Capital Improvement Plan.
6. May 7, 2013	Public Works Dir. Working with a consultant	Inventory the trees needed, funding, and timeline and present a Tree Master Plan to the City Council for action.			X	RFP is being prepared with award of contract scheduled for Mar. 6, 2013. Final plan is schedule for City Council action on May 7, 2013.
7. Future consideration	Comm. Dev. Dir.	Clarify to the City Council, tree requirements for walk streets, including view obstruction and grandfathering issues.			X	Proposal is scheduled for review by the Parking and Public Improvements Commission in January 2013.
8. Jan. 15, 2013	City Attorney	Report on laws regarding locations for cellular sites, obsolete utility wires, and satellite dishes.			X	Agenda item on 1/15/2013
9. Dec. 11, 2012	Public Works Dir.	Discuss electric vehicle charging stations		X		City Council to discuss options at the Dec. 11th special study session.
10 Dec. 18, 2012	City Attorney, Public Works Dir.	Ordinance banning polystyrene food packaging.		X		Agenda item on 12/18/2012
11 Dec. 18, 2012	City Attorney, Public Works Dir.	Tobacco Control Discussion (concurrent w/National Pollutant Discharge Elimination System discussion)		X		Agenda item on 12/18/2012

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THREE-YEAR GOAL: ENCOURAGE ENGAGEMENT AND INCREASE PARTICIPATION OF RESIDENTS AND BUSINESSES						
GOAL DATE	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. Sept. 1, 2012	City Manager	Identify and recommend to the City Council a date and facilitator for a City Council and department head workshop on conducting effective meetings.	X			City Council adopted resolution amending meeting management rules on 10/16/2012
2. Apr. 30, 2013	City Manager with input from City Council	Select a trainer, schedule and hold a City Council and department head training/teambuilding workshop on increasing engagement with each other and the public			X	Faciliator selected, workshop scheduled for Apr. 30, 2013.
3. Dec. 4, 2012	Police Chief and Fire Chief	Develop and present to the City Council a list of current emergency preparedness programs.			X	The list of disaster preparedness programs is complete and Chief Chiella is formatting it for submittal to the City Manager. Chief Chiella is checking with the Emergency Management Institute and Texas A&M for replacement disaster management training for department heads.
4. Dec. 18, 2012	City Manager-lead, Finance Dir., City Attorney, City Clerk, working with the Ad Hoc Open Government Subcommittee	Create, distribute, analyze and present the results to the City Council of a community survey regarding website content, presentation and effectiveness			X	A website survey is underway – comments accepted through November 30th. http://www.citymb.info/?page=35&recordid=21082&returnURL=%2Findex.aspx In order to promote participation, the survey has been prominently positioned on the website, with e-notifications being sent to all subscribers. A note is on the utility bill, and the survey has been announced at public meetings. The results will be presented at the December 18th City Council meeting. Results will be used to enhance the City's website, which is currently being reviewed for improvements.
5. Jan. 1, 2012	Each City Council Member	Have a meeting in his/her school area.			X	ADOPT A SCHOOL / CITY COUNCIL ASSIGNMENTS: Pacific Elementary School - Powell MB Middle School - Tell Robinson Elementary School - Tell Pennekamp - Montgomery Grandview - Montgomery American Martyrs - Lesser Meadows Elementary School - Lesser Mira Costa High School - Howorth