

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		
			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		
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	
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	
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	
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
6. Feb. 5, 2012	Comm. Dev. Dir.	Begin working on criteria to evaluate future non-motorized public improvements.		X	

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THREE-YEAR GOAL: INCREASE ORGANIZATIONAL EFFECTIVENESS AND EFFICIENCY					
GOAL DATE	WHO	WHAT	STATUS		
			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
2. Jan. 15, 2013	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
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
4. Mar. 19, 2013	An Employee Team (HR Dir.-lead)	Determine the initial program components of a Wellness Program			X
5. Apr. 2, 2013	City Manager and City Clerk	Schedule joint meetings with city commissions and hold at least two of them.			X
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	

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THREE-YEAR GOAL: MAINTAIN AND ENHANCE CITY FACILITIES, PROGRAMS AND IT					
GOAL DATE	WHO	WHAT	STATUS		
			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		
2. Future consideration	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
3. Jan. 15, 2013	Parks Dir.	Complete a Parks Master Plan to be presented to the City Council for action.			X
4. Apr. 2, 2013	Public Works Dir.	Complete a Veterans Parkway Master Plan to be presented to the City Council for action.		X	
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	
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	
7. Future consideration	Comm. Dev. Dir.	Clarify to the City Council, tree requirements for walk streets, including view obstruction and grandfathering issues.		X	
8. Jan. 15, 2013	City Attorney	Report on laws regarding locations for cellular sites, obsolete utility wires, and satellite dishes.			X
9. Dec. 11, 2012	Public Works Dir.	Discuss electric vehicle charging stations	X		
10. Apr. 2, 2013	City Attorney, Public Works Dir.	Ordinance banning polystyrene food packaging.			X
11. Apr. 2, 2013	City Attorney, Public Works Dir.	Tobacco Control Discussion (concurrent w/National Pollutant Discharge Elimination System discussion)			X

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THREE-YEAR GOAL: ENCOURAGE ENGAGEMENT AND INCREASE PARTICIPATION OF RESIDENTS					
GOAL DATE	WHO	WHAT	STATUS		
			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		
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
3. Dec. 4, 2012	Police Chief and Fire Chief	Develop and present to the City Council a list of current emergency preparedness programs.	X		
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		
5. Jan. 1, 2012	Each City Council Member	Have a meeting in his/her school area.			X

Y
COMMENTS
City Council approved agreement with the Chamber of Commerce on 9/18/2012.
Meeting was held on 11/29/12 with Sepulveda Corridor businesses to discuss possible business improvement district formation and options. Staff will bring a recommendation to the City Council on Feb. 5, 2013.
Negotiations are agendized for the 12/18 City Council Closed Session agenda. The Police Management Association and Management Confidential groups will be addressed after the first of the year.
Hired Kosmont Associates to assist with negotiations. The City Attorney is preparing a development agreement.
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.
Added by City Council on 9/18/2012.

ICIENCY
COMMENTS
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 tested at the Dec. 18, 2012, City Council meeting.
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.
Workforce Analysis and Talent Challenges meeting have been completed. Next step is to shcedule the Management Workshop. Consultant hired, plan preparation underway.
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.
Joint Meetings will be scheduled AFTER the March 5, 2013 General Municipal Election. The City Clerk will be contacting City Councilmembers regarding potential joint meeting dates.
City Council awarded a contract to NexLevel Technology on 11/20/2012. The kickoff meeting with City staff was held on 12/5/2012. Individual department meetings (and meetings with City Councilmembers) commence the week of 12/17/2012. The final plan is scheduled to be presented to the City Council at the April 2, 2013 City Council meeting.

INFRASTRUCTURE
COMMENTS
Revised MOU approved by the City Council on Nov. 6, 2012.
Staff developed a RFP and possible consultant for the trolley feasibility study. The City Council decided to expand the scope of services from trolley to all public transit services. City Council direct that mobility section of the General Plan be completed first then reengage Dan Bole and Assoc. to complete the final evaluation of transportation services.
Staff presented the City Council with a draft scope of services for Parks Master Plan on December 4th. The City Council directed staff to expand the scope of services in the area of evaluating park open space for future park programs/amenities and return to the City Council in January 2013.
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.
To be presented with the 2013-14 Capital Improvement Plan.
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.
Proposal is scheduled for review by the Parking and Public Improvements Commission in January 2013.
Agenda item on 1/15/2013
City Council discussed options at the Dec. 11th special study session and provided direction to staff.
Agenda item on 4/2/2013.
Agenda item on 4/2/2013.

ITEMS AND BUSINESSES
COMMENTS
City Council adopted resolution amending meeting management rules on 10/16/2012
Faciliator selected, workshop scheduled for Apr. 30, 2013.
The list of disaster preparedness programs is complete and provided as part of the weekly update.
The website survey was completed November 30th. The survey was prominently positioned on the website, with e-notifications sent to all subscribers. A note was placed on the utility bill, and the survey was 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.
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