

Manhattan Beach Strategic Planning Framework



The City of Manhattan Beach is recognized for providing exemplary municipal services and contributing to the exceptional quality of life afforded to residents, businesses and visitors who enjoy living in and visiting California's safest Beach community.

Our Vision

Our Vision is achieved by following Pillars for success:

- Strong Governance that Values Meaningful Resident Engagement
- Excellent City Services Provided by an Aligned and Committed Workforce
- Financial Sustainability
- Environmental Stewardship
- Effective Physical Asset Management; and
- Economic Vitality

Our Values

The City recognizes the following Core Values:

- Excellence
- Fiscal Responsibility
- Ethical Behavior
- Mutual Respect
- Integrity
- Dedication to the Community
- Professionalism
- Openness



Strong Governance that Values Meaningful Resident Engagement

Effective Governance is accomplished by elected officials who embrace their role as Trustee and Policy Maker. The Manhattan Beach City Council recognizes its obligation to make decisions with the long-term best interest of the community at the center of every decision. Respect and civility are the hallmark of public meetings and personal interactions between and among our elected officials, City employees and the public. Our residents actively participate in civic life and recognize that volunteering is part of the culture and fabric of our community. The City Council listens and encourages input from residents and effectively communicates with stakeholders.

Governance Activities:

1. Vigorously uphold standards of civility and decorum at all public meetings.
2. Annually evaluate and adopt strategic initiatives that continue to move the City towards its vision.
3. Evaluate opportunities to enhance civic engagement.
4. Evaluate and enhance two-way communication strategies and opportunities between the City and the community.



Excellent Municipal Services Provided by an Aligned and Committed Workforce

The efficient delivery of high quality municipal services is made possible by the City's aligned and committed workforce. Strong leadership ensures that teamwork and a strong customer service focus are translated into service delivery consistent with the priorities and expectations of the City Council. City employees recognize the community's identity is based on its small beach town character

Governance Activities:

1. Provide clear communication on Council priorities to the City Manager and staff.
2. Proactively review and update all City ordinances, including land use ordinances.
3. Proactively respond to data regarding public safety to ensure proper policies and practices are in place.
4. Continually assess and update long-term and specific planning documents.
5. Proactively review employee compensation and performance.

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Financial Sustainability

Manhattan Beach is committed to being a financially successful City as a result of good oversight, financial stewardship, and cost management. The City of Manhattan Beach places a high value on maintaining sound and conservative financial practices to ensure the fiscal sustainability of the City. City services are funded with diverse revenue sources. The City consistently prioritizes the maintenance of existing infrastructure, assets and amenities and plans for future capital needs.

Governance Activities:

1. Annually review existing and examine new potential funding mechanisms and revenue sources.
2. Proactively review, adjust and implement new financial oversight and cost management practices and policies that ensure effective budget management.
3. Proactively review policies and practices to ensure alignment between our resident and businesses needs, and financial resources available.
4. Proactively review, adjust and implement new policies and initiatives that support financial stewardship.



Environmental Stewardship

The residents of Manhattan Beach place a high value on a healthy, outdoor, and recreational life style and are committed to protecting the environment of their beautiful coastal community. The City recognizes its leadership role in environmental stewardship and works to create a built environment that compliments the natural environment. Manhattan Beach is recognized for its progressive environmental stewardship and healthy community initiatives. A healthy and active lifestyle is accessible for residents because the City is safe, sustainable and resilient .

Governance Activities:

1. Proactively review changes in environmental stewardship best practices.
2. Identify leadership opportunities for environmental stewardship.



Effective Physical Asset Management – Infrastructure, Facilities, Amenities

The City of Manhattan Beach is committed to ensuring a well-maintained and up to date physical infrastructure. Facilities and amenities are properly maintained to ensure the public's investment is properly managed. The City is committed to a Capital Improvement Plan that anticipates and plans for the ongoing needs of the community

Governance Activities:

1. Proactively assess and report on the state of the City's above and below ground infrastructure and physical assets.
2. Annually evaluate the City's infrastructure investment needs in the Capital Improvement Program.



Economic Vitality

Manhattan Beach is committed to a dynamic approach to economic vitality. The City is proactive in identifying and attracting new businesses, and retaining existing businesses that complement and enhance our unique community. The City has created a nurturing business-friendly environment that encourages developers interested in meeting our high environmental and design standards. Our community is attractive to a talented and innovative workforce.

Governance Activities:

1. Proactively evaluate economic development tools, best practices and policies that support the City's economic development priorities.
2. Proactively explore and evaluate economic vitality opportunities.