



## Legislation Details (With Text)

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**File #:** 17-0378      **Version:** 2

**Type:** Consent - Staff Report      **Status:** Agenda Ready

**In control:** City Council Regular Meeting

**On agenda:** 9/5/2017      **Final action:**

**Title:** Discuss City's Mission Statement and Provide Direction (Continued from the September 5, 2017 City Council Regular Meeting) and Discuss Next Steps Regarding City Strategic Plan (Assistant City Manager Nader).  
DISCUSS AND PROVIDE DIRECTION

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:** 1. City of Manhattan Beach Strategic Plan

Date	Ver.	Action By	Action	Result
9/19/2017	2	City Council Regular Meeting	accept	Pass
9/5/2017	1	City Council Regular Meeting	accept	Pass

**TO:**

Honorable Mayor and Members of the City Council

**THROUGH:**

Mark Danaj, City Manager

**FROM:**

Nadine Nader, Assistant City Manager

Kendra Davis, Management Analyst

**SUBJECT:**

Discuss City's Mission Statement and Provide Direction (Continued from the September 5, 2017 City Council Regular Meeting) and Discuss Next Steps Regarding City Strategic Plan (Assistant City Manager Nader).

**DISCUSS AND PROVIDE DIRECTION**

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**RECOMMENDATION:**

Staff recommends that City Council discuss the City's mission statement and possible next steps regarding the City Strategic Plan and provide direction.

**FISCAL IMPLICATIONS:**

No direct fiscal implications are associated with the recommended action. However, if the City Council chooses to change the current mission statement, it is printed on all business cards, and they would have the option to replace their business cards to reflect that change. This cost could be up to \$250 to replace cards for all City Councilmembers. Staff will update their business cards as is required.

## **BACKGROUND:**

### **Mission Statement**

At the City Council retreat on May 3, 2017, City Council mentioned a desire to revisit the City's current mission statement, which is:

"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 visiting California's safest beach community."

The City's mission statement was updated on November 4, 2015 during the City Council retreat to discuss the City-wide Strategic Plan. The previous mission statement was:

"The City of Manhattan Beach is dedicated to providing exemplary municipal services, preserving our small beach town character and enhancing the quality of life for our residents, businesses and visitors."

At the City Council meeting on August 15, 2017, a discussion of the City's mission statement and other options was requested.

### **Strategic Plan**

In fall 2015, the City of Manhattan Beach began the process of updating its Strategic Plan to incorporate a more long-term vision. During this process, the City also focused on other long-term planning efforts, including an enhanced community budgeting process, a community survey and inviting the Urban Land Institute to facilitate a well-attended downtown visioning process. The City used this broad scope of engagement to shape discussion of the Strategic Plan updates, which involved the following outreach timeline:

#### **1. September 15-17, 2015**

- a. Strategic planning kick-off meeting
- b. Individual interviews with City Council Members

#### **2. October 14-15, 2015**

- a. Two community outreach meetings
- b. Two employee input meetings

#### **3. November 4, 2015**

- a. Strategic planning workshop where City Council used community and departmental input to develop goals and objectives within the plan

#### **4. November 30, 2015**

- a. Follow-up to strategic planning workshop where City Council further refined the goals and objectives of the Strategic Plan

#### **5. December 2015**

- a. Created draft of Manhattan Beach Strategic Plan and communication materials
- b. Sought feedback from community regarding draft plan through the following channels:
  - i. Open City Hall,
  - ii. Farmer's Market,
  - iii. E-notifications,
  - iv. Announcement at City Council meeting,
  - v. Draft available at City Hall for review

c. Revised draft as necessary with City Council and community input

**6. January 5, 2016**

a. Presented results to the City Council and community for adoption

At their retreat on November 4, 2015, the City Council discussed the comments received by the community. Using that information, eight critical success factors, or things that must go well in order to achieve the desired future, were identified. They were as follows:

1. Effective Physical Asset Management - Infrastructure, Facilities, Amenities
2. Proactive Community Planning
3. Environmental Stewardship
4. Effective Governance
5. Aligned and Committed Workforce
6. Financial Sustainability
7. Meaningful Resident Engagement
8. Economic Vitality

Through additional discussions after the first retreat and at a second retreat on November 30, 2015, the City Council consolidated the above target areas to the six Pillars of Success currently described in the Citywide Strategic Plan (Attachment 1). Those six Pillars of Success are:

1. Strong Governance that Values Meaningful Resident Engagement
2. Excellent Municipal Services Provided by an Aligned and Committed Workforce
3. Financial Sustainability
4. Environmental Stewardship
5. Effective Physical Asset Management - Infrastructure, Facilities, Amenities
6. Economic Vitality

**DISCUSSION:**

The City Council requested a discussion of the City's mission statement at their meeting on August 1, 2017. Currently, there are three options for the mission statement, listed below.

**ALTERNATIVE #1:** Current mission statement

- "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 visiting California's safest beach community."

**ALTERNATIVE #2:** Previous mission statement

- "The City of Manhattan Beach is dedicated to providing exemplary municipal services, preserving our small beach town character and enhancing the quality of life for our residents, businesses and visitors."

**ALTERNATIVE #3:** Suggestion from Councilmember Napolitano

- "Our mission is you."

City Council also requested discussion of this issue at their retreat on May 3, 2017 in conjunction with a request to discuss the City's Strategic Plan, which was adopted in January 2016. That document is attached for City Council review (Attachment 1) and discussion.

Staff recommends that the City Council consider the current Pillars of Success and provide direction on those priorities and if there are areas the City Council feels are not covered by the current pillars. If the City Council prefers to have this discussion at a separate study session, that meeting can be scheduled.

**PUBLIC OUTREACH/INTEREST:**

Staff has not conducted public outreach on the mission statement but can do so at City Council direction.

Significant public outreach was conducted during the Strategic Planning Process.

**ENVIRONMENTAL REVIEW**

The City has reviewed the proposed activity for compliance with the California Environmental Quality Act (CEQA) and has determined that the activity is not a "Project" as defined under Section 15378 of the State CEQA Guidelines; therefore, pursuant to Section 15060(c)(3) of the State CEQA Guidelines the activity is not subject to CEQA. Thus, no environmental review is necessary.

**LEGAL REVIEW**

The City Attorney has reviewed this report and determined that no additional legal analysis is necessary.

**Attachment:**

1. City of Manhattan Beach Strategic Plan