

**CITY OF REDONDO BEACH STRATEGIC PLAN**  
**THREE YEAR GOALS**  
**12 MONTH OBJECTIVES**  
 June 2023 – May 2024

CM= City Manager    ATCM=Assistant to City Manager    CD=Community Development    CS=Community Services    FD=Fire Department    FS=Financial Services    HR=Human Resources    IT=Information Technology    LIB=Library  
 PD=Police Department    PW=Public Works    WED=Waterfront and Economic Development    CA=City Attorney    CC=City Clerk    CT=City Treasurer

<b>GOAL 1: <i>Modernize the City's Communication Systems</i></b>						
WHEN	WHO	OBJECTIVES	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. By August 22, 2023	ATCM, CM	<b>City Branding:</b> Present City logo redesign options to City Council for consideration of approval.			X	The Consultant and Logo Redesign Citizen Committee, with community input, have developed a new City logo. The proposed logo was presented to CC for consideration on 10/17/23 and 02/13/24. Staff was directed to launch a design contest and deliver the submittals to CC on 04/16/24. Preferred logos will be discussed at the 05/07/24 CC meeting.
2. By September 19, 2023	IT & ATCM	<b>City Website:</b> Complete website development and publicly launch the new site.	X			Complete.
3. By July 18, 2023	ATCM & CM working with various departments	<b>City Communications Plan:</b> Complete the updated City Communications Plan, including a new section regarding the production of videos that highlight City services, and present it to City Council for discussion.	X			This item was presented and approved at the 09/05/23 Council meeting.
4. By November 7, 2023	CM, CA & CC	<b>City Charter Review:</b> Provide recommendations to City Council regarding proposed Charter updates.	X			The Review Committee's most recent recommendations were presented to CC on November 7. Council directed follow up actions will be returned over the course of meetings in April/May 2024.
5. By July 18, 2023	CC, CA & CM	<b>Improved Response to PRA Requests:</b> Provide a report to City Council on staff efforts to systematize the process for responding to PRA requests.			X	To be presented to City Council in May 2024.
6. By August 15, 2023	CC & CM	<b>Council Meeting Agenda Item Noticing:</b> Develop a calendar, available to the public, that foreshadows Council Meeting agenda items of significant public interest.			X	Responses to RFP for procurement of new agenda management system will determine best method of

						extracting reliable agenda information to share with Council and the public.
7. By December 19, 2023	CC & IT	<b>Agenda Management System:</b> Begin drafting a Request for Proposals for the procurement of a new agenda management system. Prepare an item for City Council discussion regarding the expectations for a new agenda management system.	X			RFP evaluation team is currently refining scope with highest ranking bidder.

## GOAL 2: *Vitalize Core Commercial Areas of the City*

WHEN	WHO	OBJECTIVES	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. By July 18, 2023	WED & CD	<b>FAR Adjustment and AACAP Implementation Study:</b> Introduce an Ordinance and General Plan Amendment and consider the environmental impacts associated with proposed amendments to the General Plan and Municipal Code to identify preferred uses and increase the allowable FAR for properties with frontage along the AACAP corridors.	X			Introduced to City Council on 07/11/23. Second reading and adoption occurred on 07/18/23.
2. By November 21, 2023	WED & CD	<b>AACAP Rooftop Open Deck Restaurant Dining:</b> Report on the feasibility of rooftop open deck dining along the AACAP corridors.			X	WED leading the effort and is working with CD to identify existing development standards and building code regulations that could potentially preclude rooftop dining. Staff plans to present this item concurrently with the AACAP Lot Merger Incentive Program on 05/07/24.
3. By March 19, 2024	CD	<b>Expanded FAR Adjustment:</b> Prepare Environmental Impact Report addressing the impacts of expanding the Artesia/Aviation Corridor FAR from 0.6 to 1.5 in conjunction with the General Plan Update and Zoning Revisions and present the findings to the City Council.			X	Draft EIR with potential impacts and mitigation associated with Expanded FAR Adjustment is scheduled for May/June 2024. FEIR with confirmed impacts/mitigation and public hearings will be presented to CC in September/October 2024.
4. By August 29, 2023	WED & CD	<b>Artesia/Aviation Parking Regulation Updates:</b> Introduce an Ordinance and consider the environmental impacts associated with an amendment to the municipal code to update the Artesia/Aviation Corridor parking regulations.	X			Planning Commission recommended approval on 07/20/23. Introduced to City Council on 08/15/23. Second reading and adoption occurred on 09/05/23.
5. By February 20, 2024	IT & PW	<b>Public Broadband Improvements:</b> Prepare an item for City Council discussion regarding options to provide residents, government, and businesses increased broadband connectivity.	X			Item presented at the 02/20/24 CC meeting.
6. By May 1, 2024	WED & IT	<b>Broadband &amp; Wi-Fi Access in the Harbor:</b> Expand public and business Wi-Fi connectivity in the Harbor.		X		Installation to begin during the week of 4/22/24.
7. On May 16, 2023	CD & CM	<b>Cannabis Permit Selection Process:</b> Present recommendations to the City Council for the implementation of a permit/license application and selection process for Cannabis businesses.			X	Initial draft procedures were presented to CC on 05/16/23. CC provided direction to make amendments. The item was presented to CC on 09/05/23 and on 12/19/23. Additional research was requested, and staff was advised to move forward with a consultant agreement with Tierra West (TWA). TWAs review of

						existing regulations is near completion and a preliminary report on findings will be included as a receive and file item on the 04/23/24 CC agenda. A comprehensive CC discussion on the recommended changes and updates will take place on 05/14/24 and will include the City Attorney's Office written report.
8. By September 19, 2023	WED	<b>Business/Parking Improvement Districts:</b> Provide a report to the City Council on the results of the canvassing/surveying of businesses along Artesia Blvd. regarding the creation of a local Business and/or Parking Improvement District. Prepare a consulting services contract to evaluate the potential benefits of a BID on International Boardwalk.	X			Staff provided a report on the results of the Artesia survey and City Council approved a contract with Civitas to explore a BID on International Boardwalk on 09/19/23.
9. By October 31, 2023	ATCM & PW	<b>EV Charger Expansion:</b> Seek additional federal grant funding for additional EV chargers in appropriate public areas, parks, and/or commercial corridors.			X	Staff has completed engineering site walks of all Council-identified EV sites and is working to provide a range of options for near-term deployments utilizing available CIP funds while still applying for grants to satisfy long-term EV expansion goals. PW personnel are applying for alternative fleet grant opportunities.
10. By October 10, 2023	CS, WED & PW	<b>Public Art on Artesia:</b> Provide a report to City Council on public art procurement efforts on Artesia Blvd.	X			Presented to City Council 01/09/24. Received Council direction on a process to procure art on Artesia
11. By May 14, 2024	WED & ATCM	<b>Artesia Branding:</b> Develop branding options/strategies for Artesia Blvd.			X	
12. By February 1, 2024	CD	<b>General Plan Update:</b> Complete the draft General Plan and zoning update and associated environmental review.			X	Anticipated revised date to complete draft General Plan and zoning update and associated environmental review is September/October 2024. The consultant continues to work on the DEIR. The Sixth Amendment to the Placeworks contract for term extension and additional scope resulting from Article XXVII traffic study requirements was approved by CC on 03/12/24.
13. By March 5, 2024	CD & WED	<b>Artesia/Aviation Property Lot Merger Incentive Program:</b> Provide a report on potential incentives, including the idea of establishing a development opportunity reserve for developers or tying entitlements to specific requirements if they meet specific City goals along Artesia and Aviation Blvd.			X	WED leading the effort. Staff is pairing this item with the AACAP rooftop dining item and plans to appear before CC on 05/07/24.

14. By October 1, 2023	WED & CM	<b>Harbor, Pier Leasing Strategy:</b> Formulate a leasing strategy for critical opportunity sites in the harbor and pier area.	X		City staff received direction from the City Council as part of a Closed Session Item on 4/9/24.
15. By January 1, 2024	CD & PW	<b>Riviera Village Outdoor Dining Parklets:</b> Work with Coastal Commission staff to develop a plan to retain the parklets on a long-term basis and provide a report to the City Council on the plan's feasibility.	X		The item was discussed by Council on 09/05/23. On 10/17/23 Coastal Commission staff emailed a link to AB 1217 (approved 10/08/23) extending outdoor dining allowance in the coastal zone to 07/01/26. Amendment # 12 executed extending Outdoor Dining Parklets to 07/01/26. City also received grant funds to design sidewalk changes to prepare for a long-term solution

**GOAL 3: Increase Environmental Sustainability**

WHEN	WHO	OBJECTIVES	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. By December 19, 2023	PW, CA & PD	<b>Plastic Waste:</b> Present a report to the City Council on whether the City can prohibit the use of multi-use plastic bags.	X			Presented to CC on 01/16/24. Staff to monitor development of statewide legislation.
2. By September 25, 2023	PW & CD	<b>Native Planting and Pollinator Requirements:</b> Prepare a discussion item for the Public Works and Sustainability Commission (PW&SC) to consider requiring the inclusion of pollinator fountains and native plantings in new developments.	X			The item was presented to the PW&S Commission on 09/25/23, which was attended by Mike Garcia, local landscaping contractor with expertise on native and pollinator plants. The Commission continued the discussion to their 10/23/23 meeting to allow additional presenters an opportunity to provide their perspectives. The item was presented to the PW&S Commission on 10/23/23, which was attended by Jim Light, South Bay Parkland Conservancy (SPBC) and Tracy Drake, Naturalist and certified native plant expert on native and pollinator plants. The Commission appointed a 3-person sub-committee to consider options and return to the PW&S Commission with recommendations. The PW&S sub-committee presented a report at the January 2024 PW&S meeting. Commission directed the subcommittee to work with PW staff to develop Dept Policy and any other recommendations.
3. By January 1, 2024	PW	<b>Bike Path Enhancements:</b> Work with SCE and other regional agencies to enhance amenities along the bike path.	X			City staff received comments from SCE on two ROW enhancement projects regarding what will be allowed. Staff held an onsite meeting in January with SCE for the Herondo project to clarify Edison's maintenance needs. Redesign of the plan is underway. The next submittal is expected in

					February. The Bike Lane extension project design is also being updated to respond to SCE comments. The redesign submittal is due in February. Staff will continue to work with SCE to propose enhancements for beautification of the ROW areas.
4. September 5, 2023	CS & PW	<b>Public Transit EVs:</b> Provide a report to the City Council on the results of the transit operation analysis regarding conversion of the BCT fleet to EV / hydrogen vehicles.	X		Presented to CC on 10/03/23. The Council approved battery-powered electric buses as the conversion target for future transit fleet vehicles.
5. By August 29, 2023	CS	<b>Wilderness Park:</b> Draft an amendment to the MOU with South Bay Parkland Conservancy to collaborate on solutions for the repair and enhancement of the lower pond at Wilderness Park.	X		Approved by CC at 09/19/23 meeting.
6. By May 14, 2024	PW	<b>Alternative Energy:</b> Provide a report to the City Council on the feasibility/potential for tidal energy generation and/or solar energy generation on City controlled infrastructure.		X	Connecting with EcoWave vendor for product information.

**GOAL 4: Invest in the City's Infrastructure**

WHEN	WHO	OBJECTIVES	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. By February 20, 2024	PW	<b>Renovations and/or Replacement of City Buildings:</b> Provide a report to the City Council on options and costs for the renovation or replacement of Civic Center facilities.			X	Staff is working to bring on a consultant to look at options. Council Approved \$250k in the CIP to conduct a Rehabilitation Assessment. PW Engineering & Operations is meeting with an Architect to address the planned relocation of the Community Services Dept to City owned facilities. A report on relocation options is expected to be presented to CC in April. Other facility assessments will follow. Item is now being led by the City Manager's Office with PW support.
2. By December 19, 2023	CM, PW & FS	<b>Identify Potential Capital Resources:</b> Provide a report to the City Council on the use (and cost) of infrastructure bonds and other financing options for the renovation or replacement of civic buildings.			X	Staff has met with two municipal financing firms to help identify financing options and current market rates/costs. A report will be provided to City Council as part of the Mid-Year Budget review.
3. By April 2, 2024	WED, CS & PW	<b>Seaside Lagoon:</b> Present two design concepts for the rehabilitation of Seaside Lagoon (renovation and reconstruction) to the City Council for discussion and direction.			X	Staff will be presenting design options to the Rec and Park Commission in June 2024, the Harbor Commission in July 2024, and City Council in August 2024
4. By July 18, 2023	CS & ATCM	<b>Veterans Park Library Concessionaire:</b> Present to the City Council for consideration of approval proposals from concessionaires for the use of the Veteran's Park Library Building.	X			Presented to CC on 02/20/24. Council directed staff to begin negotiations on an agreement with Made By Meg. Closed session review of the proposed contract terms is expected for 4/23/24.
5. By October 24, 2023	WED	<b>Boat Launch Pre-Design Work:</b> Recommend a consultant to complete pre-design work for the installation of a new public boat launch.			X	The RFP was approved by City Council on 10/03/23. Responses were due to the City in early January. Staff has reviewed the proposals and on 02/15/24 met internally to choose finalists. Staff requested updates to the proposals in March to clearly identify the pre-design work needed to apply for a construction

						design grant from the Department of Boating and Waterways. Revised proposals from the finalists were received in early April. The finalists will be interviewed by staff on April 18. Staff anticipates preparing a draft agreement and appearing before City Council in June 2024.
6. By September 19, 2023	WED & PW	<b>Climate Resiliency Plan:</b> Pursue grant funding and procure an engineering firm to prepare a climate resiliency plan.			X	Submitted a grant application to the Coastal Commission on 8/31/23. As of 4/16/24, the Coastal Commission has not made a decision on the application. Staff will continue to monitor.
7. By July 25, 2023	WED	<b>Waterfront Education Center:</b> Present design options for City Council consideration, including prospective operating partners.	X			Presented the conceptual design to City Council on 07/18/23.
8. By August 29, 2023	WED & PW	<b>Breakwater Repair:</b> Prepare a report for City Council consideration identifying the breakwater's condition and recommended follow-up action items, including any planned repairs by the Army Corps of Engineers and necessary support from state and federal agencies.	X			PW staff and Army Corp personnel presented the assessment to City Council on 12/05/23 and the Harbor Commission on 12/11/23.
9. By September 26, 2023	PW	<b>Train Bridge Rehabilitation in North Redondo:</b> Apply for a permit to repaint the rail bridge located on Artesia Blvd. east of Condon Ave.	X			Agreement approved by CC on 4/2/24 and is effective on 5/1/2024.
10. By August 29, 2023	CS & PW	<b>Parks Assessment:</b> Prepare an item for City Council discussion regarding the scope of work and initiation of a citywide park system study that reviews the City's current park amenities and provides options for alternative and/or supplemental uses that would optimize park utilization and increase maintenance efficiency.			X	Shifting lead department and assessment scope to Community Services with PW providing as needed support. CS is researching this item and reaching out to consultants to assist. Projected completion of this objective is now estimated in May 2024.
11. By December 19, 2023	CS & PW	<b>Aviation Park:</b> Working with potential regional partners, identify options for the City Council to consider installing additional recreational amenities at Aviation Park or other sites, including pickleball and a new aquatics facility.	X			Presented to Council 03/05/24. Council provided direction to staff to designate area southeast of Aviation Gym for pickleball courts and acquire cost estimates to install pickleball courts at Aviation, Del Page, and Alta Vista.

**GOAL 5: Maintain a High Level of Public Safety**

WHEN	WHO	OBJECTIVES	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. By July 25, 2023	PW & PD	<b>Speed Limit Adjustments:</b> Provide a report to the City Council on the results of citywide speed limit surveys and the recommendations for any speed limit adjustments.	X			Presented report to Council on 05/30/23.
2. By November 21, 2023	FD & ATCM working with the RBFA	<b>County Fire Study:</b> Review the proposals provided by Los Angeles County regarding the cost/provision of LA County Fire District Services and the analysis provided by the selected third-party consultant regarding the City and County Fire/EMS operating models.	X			A rough draft of the Citygate cost analysis evaluating the County Fire model was submitted for staff review on 12/22/23. A final draft of the cost analysis will be completed by March. This is only one aspect of Citygate's scope of work. A draft master plan for fire operations prepared by Citygate has been circulated for review. Additionally, follow up questions have been submitted to LA County that await response. The draft master plan is scheduled for discussion on 4/16/24. Citygate presentation is complete with reports and findings. One component of the item will be brought back to CC for continued discussion on 05/21/24.
3. By October 3, 2023	CA & PW	<b>Response to Homelessness:</b> Prepare a report for City Council discussion regarding the feasibility of expanding the City's pallet shelter program.	X			Presented to Council on 11/07/23.
4. By October 3, 2023	FD	<b>Disaster Fund Recovery:</b> Review internal protocols for FEMA compliance and cost recovery.	X			Cost recovery protocols are in place and mirror State OES requirements.
5. By February 6, 2024	FD & ATCM	<b>4<sup>th</sup> Fire Station Study:</b> Provide a report to City Council on the feasibility of, potential costs, and benefits of a 4 <sup>th</sup> fire station in north Redondo Beach.	X			BRR#32 provided an overview of this goal. Citygate will provide an analysis of this item following completion of the County Fire study. The Citygate Draft Master Plan will include this information. The draft master plan has been circulated and is scheduled for discussion on 4/16/24. Citygate presented the data on 4/16/24 and a north station is not recommended by the consultant
6. By April 2, 2024	WED	<b>City Harbor Department:</b> Provide a report to the City Council on the different harbor/marine management operating models i.e. the Avalon and Ventura Harbors.			X	Staff is performing extensive outreach to neighboring harbors.

					Staff plans to bring this item to Harbor Commission for review in June and to City Council in July 2024.
7. By August 29, 2023	PD, PW & WED	<b>Pier Skate Park Safety:</b> Provide a report to City Council on safety and operating concerns at the Pier Skate Park and options for enhancing safety regulations.	X		The item was presented at the 09/12/23 Council meeting.
8. By November 7, 2023	CA, FD & PD	<b>Mental Health Response:</b> Provide a report to City Council on possible options (including potential South Bay partners) to provide a more unified response to mental health issues in the community.	X		The LACDMH Alternative Crisis Response: City Summit on 07/20/23 was attended by RB City personnel including PD, Fire, CA, and Councilmember Kaluderovich. DC Issac Yang is meeting regularly on the "Alternative Crisis Response" (ACR) with Council Office. Given that a comprehensive mental health response requires significant funding, report will be provided to Council in May 2024, closer to when the FY 2024-25 Budget will be developed. Chief Yang is developing protocols for alternate transportation. A grant has been identified for possible funding. Council approved acceptance of the grant on 4/09/24.
9. By June 13, 2023	PD	<b>Traffic Law Enforcement and Safety on Residential Streets:</b> Prepare a BRR to discuss cost/options to enhance traffic enforcement and safety on residential streets.	X		Complete and provided to Council with budget adoption.
10. By June 13, 2023	HR	<b>Risk Management:</b> Prepare a BRR and explore prospective costs/benefits (including claims history) of restoring the risk management position in the HR Dept.	X		Complete and provided to Council with budget adoption.
11. By February 20, 2024	PD	<b>Police Master Fee Schedule:</b> Provide a report to the City Council recommending an updated Master Fee Schedule for the Police Department.			X The fee comparison is underway, and will be presented as part of the upcoming FY 2024-25 budget process

**GOAL 6: Enhance the Delivery of City Services**

WHEN	WHO	OBJECTIVES	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. By August 1, 2023	CD	<b>Residential Design Standards:</b> Complete preparation of the recommended residential design standards and present them to City Council for consideration of approval.	X			The item was discussed at the 07/16/23 City Council meeting. A Public Hearing was held on 08/15/23 regarding the adoption of Objective Residential Standards and the associated implementing Ordinance. Second reading and adoption was continued to the 09/19/23 Council meeting. Adoption by the City Council occurred on 09/19/23. Additionally, a number of design standards that were not included in the August/September adoption were identified for follow up study.
2. By September 5, 2023	CD	<b>Inclusionary Housing Ordinance:</b> Present the inclusionary housing ordinance to City Council for consideration of approval.			X	Draft ordinances were presented to City Council on 05/09/23. Council provided direction to amend the ordinances and to conduct additional study. The Consulting services agreement for preparation of the ordinance was amended on 12/12/23 to include additional scope. The ordinance will return to City Council for consideration in 2024.
3. By July 18, 2023	ATCM, CA & CC	<b>Code of Conduct:</b> Update the Code of Conduct Policy for City Council and Commissioners per Council direction and present the revised policy to City Council for consideration of approval.			X	Item submitted to CA Office in July 2023; awaiting CA Office review. Will return to CC for discussion in 2024.
4. By May 7, 2024	CS	<b>Redondo Beach Performing Arts Center:</b> Provide a report to City Council on options to maximize the utility and revenue generating capacity of the PAC.		X		
5. By August 22, 2023	CS	<b>After Schools Program Expansion:</b> Provide a report to City Council on possible policy changes/options to provide continuity of service to existing program participants and to ensure the inclusion of siblings (if interested) of existing participants in future program enrollment.	X			Presented to CC on 08/15/23.
6. By July 18, 2023	CS	<b>Senior Lunch Program:</b> Provide a report to the City Council on the feasibility of reinstating the senior lunch program.			X	Staff is discussing contract proposals with prospective vendors and will develop an agreement to bring back for City Council consideration in May 2024.

7. By March 19, 2024	CS	<b>Memorial Bench/Plaque Program:</b> Explore options to expand the City's memorial bench/plaque program including alternative commemorative opportunities (including plaques and artwork) along the Esplanade.			X	Anticipate bringing to Council in Summer 2024.
8. By December 19, 2023	CS & PW	<b>City Gateway Signage:</b> Collaborate with the Public Art Commission to develop concepts for large horizontal signage at key city points of interest and present a report to the City Council on possible locations and concept options.	X			Presented to Council on 02/13/24. Staff will provide a BRR on Entryway signage as part of the FY 2024-25 budget process.
9. By May 14, 2024	ATCM	<b>Olympics/World Cup Planning:</b> Collaborate with L.A. 2028 Committee to explore event and hosting options for both events.		X		
10. By May 14, 2024	CD & PW	<b>Green Line Advocacy:</b> Continue to advocate for the City's position regarding the Green Line extension on Hawthorne Blvd.		X		City Council Approved a Letter in support of the Hawthorne Option on 10/03/23. A follow-up letter will be brought back to Council for consideration in April.
11. By January 30, 2024	WED & CD	<b>Harbor Commission Purview:</b> Prepare an item for City Council discussion regarding the possible expansion of the Harbor Commission's role and area of responsibility for planning matters.			X	Staff appeared before the Harbor Commission on 02/12/24 and is before the Planning Commission on 03/21/24. The item is scheduled for City Council discussion on 4/23/24.