



Administrative Report

N.1., File # 25-0845

Meeting Date: 6/10/2025

To: MAYOR AND CITY COUNCIL

From: LUKE SMUDE, ASSISTANT TO THE CITY MANAGER

TITLE

DISCUSSION AND POSSIBLE ACTION REGARDING APPROVAL OF THE UPDATED THREE-YEAR GOALS AND TEN-MONTH OBJECTIVES IN THE CITY'S STRATEGIC PLAN

EXECUTIVE SUMMARY

On April 29, 2025, the City Council held a strategic planning session to discuss and update the City's Strategic Plan. At the session, the Mayor and City Council considered recent accomplishments, completed a strengths, weaknesses, opportunities, and threats (SWOT) analysis, evaluated and adjusted the previously established three-year goals, and listed specific objectives for the upcoming 10-month period. It is recommended that the City Council review, modify as needed, and approve the Plan's updated three-year goals and ten-month objectives.

BACKGROUND

The City has been committed to a strategic planning process since 1998, a process that focuses staff resources on achievable policy goals and objectives set by the City Council. On April 1, 2025, the Council approved an updated contract with Leading Resources Inc. for consulting services to facilitate the City's Strategic Planning Session on April 29, 2025, as well as the next session which is tentatively scheduled for March 2026.

During the session, the Mayor and City Council discussed the City's prior accomplishments (there were 94 objectives and projects highlighted as accomplishments by the Mayor, Council, and staff), evaluated and adjusted the previously established three-year goals, and identified the objectives for the new plan.

The three-year goals (2025-2028), which serve as the overarching framework for the Strategic Plan, were updated and now identify more specific Goals that are organized under five Priority Areas:

Priority Area 1: Economic Vitality

- Goal 1.1 Enhance the Waterfront
- Goal 1.2: Revitalize Artesia Boulevard
- Goal 1.3: Position Redondo Beach as a Destination for Businesses Investment
- Future Goal 1.4: Revitalize the Pacific Coast Highway Corridor

Priority Area 2: Public Safety and Community Well-Being

- Goal 2.1 Implement Measure FP (Reconstruct City Fire and Police Facilities)

- Goal 2.2: Strengthen the City's Mental Health Response and Community Support Systems
- Goal 2.3: Further Enhance the City's Approach to Addressing Homelessness
- Goal 2.4: Continue to Leverage Technology to Enhance Public Safety, Emergency Response, and Community Resilience

Priority Area 3: Infrastructure and Public Spaces

- Goal 3.1: Rehabilitate City Roads and Critical Public Facilities
- Goal 3.2: Expand and Enhance Public Spaces, Amenities, and Programs
- Goal 3.3: Enhance Alternative Transportation Options

Priority Area 4: Customer-Centered Service Delivery

- Goal 4.1: Improve Customer Service by Expanding the City's Use of Digital Tools and Online Services

Priority Area 5: Community Stewardship

- Goal 5.1: Advance Environmental Sustainability and Climate Resilience
- Goal 5.2: Preserve and Promote the City's Historic Resources and Neighborhood Character

The attached Strategic Plan reflects the City Council directives discussed at the strategic planning session. Input on the Priority Areas and goals was provided by members of the public who attended the session and a number of the City's Commissions. The objectives have been drafted to ensure that they are specific and quantifiable, identify the various Departments that will be responsible for their completion, and establish target execution dates.

The City's core values were not discussed at the strategic planning session and remain as follows:

Openness and Honesty

We welcome input from our employees and community. Our conduct, policies and programs reflect decisions made openly based on information that is easily accessible to all

Integrity, Ethics and Accountability

We demonstrate the moral character to do what is right, thus building trust and transparency while taking ownership for our decisions

Outstanding Customer Service

We are committed to providing proactive customer service that is responsive to the residents of Redondo Beach and exceeds expectations. We will engage with the community in a respectful, approachable and sincere manner

Teamwork

We use communication, collaboration, and cooperation to work together while providing clear roles and expectations across the organization and in participation with the community

Excellence

We provide quality services beyond expectations. We inspire and empower innovative

practices that set standards

Fiscal Responsibility

We are committed to careful stewardship of public funds and resources in a manner that ensures the sustainable provision of efficient and high-quality services desired by the community

Environmental Responsibility

We incorporate environmentally sustainable practices, policies, and programs and educate the public to preserve our quality of life for future generations

It is recommended that the City Council review, modify as needed, and approve the revised three-year goals and ten-month objectives in the attached draft Strategic Plan. After the City Council adopts the Strategic Plan, monthly progress reports will be provided to the Council via an administrative report containing an updated Strategic Planning Matrix.

COORDINATION

Completion of the ten-month objectives will be provided by the listed Department(s). Each Department has reviewed the draft plan and is prepared to execute the identified objectives.

FISCAL IMPACT

Funds for activities related to the Strategic Plan are included in the City's annual budget.

APPROVED BY:

Mike Witzansky, City Manager

ATTACHMENTS

- Proposed Strategic Planning Matrix - Ten-Month Objectives Covering June 2025-March 2026 Planning Period
- Meeting Summary - April 29, 2025 City Council Strategic Planning Meeting Summary
- Previous Strategic Planning Matrix - Covering September 2024-April 2025 Planning Period, April 29, 2025