

CITY OF REDONDO BEACH STRATEGIC PLAN

THREE-YEAR GOALS SIX-MONTH OBJECTIVES January 27, 2022 – July 27, 2022

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

GOAL 1: Modernize the City's Communication Systems						
WHEN	WHO	OBJECTIVES	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. By July 27, 2022	ATCM, CM	City Branding: Identify and procure resources needed to facilitate rebranding effort; overall aim is to capture the full diversity and flavor of the City.		X		
2. By July 1, 2022 (if current vendor is selected; by 10/1 if new vendor)	IT & ATCM	City Website: Establish requirements and sign a contract with vendor to rebuild current website. Make it more appealing, more user friendly, simpler, searchable, incorporating modern, responsive design customized to Redondo Beach, with a good CMS and strong SEO plan to support it. Website should have council member pages that are editable by council members and a clear path for people who want to do business with the City.		X		Continuous use and migration agreements needed to move the existing redondo.org website under City control was approved on 04/05. The framework for the two working groups to assist with the selection of a new website platform vendor was approved by CC on 05/03.
3. By July 27, 2022	ATCM & CM working with advisory group	City Communications Plan: Update the City's communications plan. Include brand alignment, different communications platforms, social media, two-way communications, surveying, and public input gathering.		X		
4. By July 5, 2022	ATCM, PW (CIP), FS & IT	Internal Communications: Provide report to Council on gaps in internal communications with potential solutions. Goal is to upgrade City's internal communications to include project status and budget reports.		X		
5. By April 5, 2022	CM, CA & CC	City Charter Review: Provide report to Council on options to establish City Charter Review Advisory Committee. First meeting to be held by June 5.	X			Report provided to CC on 04/05. Follow up discussion on the appointment of committee members scheduled for 05/17.
6. By July 26, 2022	ATCM, CA & CC	Sunshine Policy: Review policies of other Cities, summarize the City's options and report to Council.		X		

7. By July 26, 2022	ATCM & CS	Volunteer Coordination: Determine a plan for coordinating City's various volunteer groups and report to Council.		X		
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GOAL 2: *Vitalize Core Commercial Areas of the City*

WHEN	WHO	OBJECTIVES	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. By July 1, 2022	CD & WED	Artesia AACAP Implementation: Consider environmental analysis and introduce ordinance to amend municipal code for Artesia FAR and other changes recommended in the AACAP.		X		CD to coordinate with new WED Director.
2. By Sept. 1, 2022	CD & WED	Artesia Parking: Consider environmental analysis and introduce ordinance to amend municipal code for Artesia parking regulations related to the AACAP.		X		Contract was extended to allow for Strategic Plan deadline. Community meeting was held on 04/28 for parking input.
3. By April 5, 2022	PW & IT	Broadband: Explore and report to Council on grant opportunities related to middle-mile broadband expansion to core commercial areas.	X			Presented to CC on 04/05.
4. By July 1, 2022	CD & CA	Finalize Cannabis Ordinance		X		Planning Commission (PC) held public hearing on draft ordinances on 03/03. Draft ordinance was updated with recommendations from the PC and public. Community Survey was conducted April 21-May 5. CC discussion item on 05/10. Direction was given on advisory consultant and ordinance provisions.
5. By May 3, 2022	CS	Mural Ordinance: Report on mural ordinance options, available sites.	X			Presented to CC on 05/03.
6. By May 3, 2022	FS & WED	Business/Parking Improvement Districts: Report to Council on options for business and/or parking district formation.	X			Item presented to CC on 05/10. Council Direction to pursue further research into participant interest along Artesia and within Waterfront.

7. By June 1, 2022	WED & ATCM	International Boardwalk: Create a matching storefront improvement program for International Boardwalk, working with King Harbor and Pier associations.		X		
8. By July 26, 2022	WED, CD & CM	Business Concierge Program: Report to Council on potential program to help expedite business development in the City.		X		
9. By May 15, 2022	ATCM & PW	EV Charger Expansion: Seek additional federal grant funding for EV chargers on commercial corridors.	X			Item will be presented to CC on 05/17.
10. By April 5, 2022	CD & CA	Administrative Review and Anti-Blight Ordinance: Bring draft ordinance concepts to Council for consideration			X	Item was presented on 4/19. Council direction to do proactive enforcement pilot program.
11. By March 15, 2022	CD & CA	Design Review: Bring draft language to Council to amend administrative design review and planning commission design review procedures.	X			Report presented to CC. Direction provided for ordinance preparation. Staff preparing ordinance.

GOAL 3: Increase Environmental Sustainability

WHEN	WHO	OBJECTIVES	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. By June 1, 2022	ATCM & PW	Edison Right-Of-Way License: Following execution of license, develop conceptual plan for beautification and habitat restoration on Edison right-of-way west of PCH		X		License Agreement will be presented to CC on 05/17 for approval. PW working with firm to develop conceptual plan.
2. By Feb. 15, 2022	PW	Bicycle Master Plan: Provide an update on the status of master bicycle plan implementation.	X			Completed.
3. By June 7, 2022	PW	Multi-Modal Plan: Discuss and decide on measurable goals for implementation of existing bicycle master plan; review local travel network concepts and report to Council.		X		
4. By March 15, 2022	PW & CA	Tree Ordinance: Summarize feedback from Commissioners, report to Council and get direction from Council on development of ordinance.	X			Presented to Council on 03/15. Direction was given to City Attorney for Ordinance preparation.
5. By July 5, 2022	PW	Water Quality: Review the EWMP plan and report to council on next steps for implementation.		X		
6. By July 26, 2022	CD working with PW	Bike Racks: Review options for bike rack designs and expanded installation on commercial properties and report to Council.		X		"Who" revised to include PW
7. By June 21, 2022	PW	Tree Plantings: Provide a Budget Response Report on options for planting trees in available city-controlled planting sites.		X		"Who" revised to "PW", Public Works, instead of CD.
8. By April 19, 2022	PD (Code Enforcement)	Plastic Waste: Report on current enforcement of plastic waste laws and ways to enhance compliance.	X			Report presented to CC on 04/19.
9. By July 26, 2022	WED	White Sea Bass Program: Report to Council on options to re-establish White Sea Bass program in King Harbor.		X		
10. By June 7, 2022	ATCM & CC	Environmental Advisory Body: Report on options for advising the City on environmental issues through either expansion of an existing commission or creation of a new commission.		X		

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

WHEN	WHO	OBJECTIVES	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. By February 15, 2022	FS, PW & CM	Infrastructure Bond: Explore and provide report on bond process and possible uses, including renovations to key civic buildings; followed by report on transactional milestones	X			Submitted on 02/15 as Mid-Year BRR
2. By June 7, 2022	PW & CS	Wilderness Park Ponds: Develop plan for maintenance of upper pond; assess lower pond and plan for restoration and reconstruction, and report to Council.		X		
3. By May 3, 2022	CS, WED & PW	Seaside Lagoon: Prepare RFP for selecting an aquatics design firm to redesign and rehabilitate the Lagoon.	X			Item will be presented to CC on 05/17 - WED is lead.
4. By June 7, 2022	CS & ATCM	Veterans Park Library: Identify and present to Council options for a new facility use plan and solicit prospective operators.		X		
5. By March 15, 2022	PW	Dominguez Park and Dog Park Improvements: Report to Council on scope of work and timetable for implementation.	X			Presented to Council on 03/15.
6. By June 14, 2022	PW	Grant Ave. Repaving: Provide Budget Response Report on funding options.		X		
7. By April 5, 2022	PW working with West Basin	Recycled Water: Develop a plan to connect recycled water (purple pipe) to Manhattan Beach Blvd., Anderson Park, and North Redondo Beach bike path.	X			West Basin attended and presented at 05/10 CC meeting.
8. By March 15, 2022	CS & PW	Aviation Park: Provide a report on short- and long-term improvements and additional amenities for the following: painting of the gym, concrete work, and potential aquatic center.	X			Item presented to CC on 05/03.
9. By March 15, 2022	PW	Riviera Village Mobility Assessment: Report to Council on Riviera Village mobility assessment focusing on pedestrian movement.	X			Presented to CC on 04/19.
10. By May 17, 2022	WED	Sea Level Rise: Report to Council on status of sea level rise impacts with assessment, next steps, and possible mitigation funding sources.			X	Will be presented as part of CIP Discussion on 06/14.
11. By April 5, 2022	CD & PW	Riviera Village Outdoor Dining Parklets: Report to Council on Coastal Commission response regarding long term program implementation.	X			Report provided to CC on 04/05. Staff preparing longer term implementation plan.

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

WHEN	WHO	OBJECTIVES	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. By March 1, 2022	FD	Fire Department Assessment: Deliver report to Council on Fire Dept. assessment.	X			Informational report presented at 4/19 CC meeting.
2. By July 26, 2022	PW & ATCM	Expand Streets For All Program: Re-engage with Health District and explore grant opportunities; report to Council.		X		
3. By July 26, 2022	PD & PW	Speed Limits: Report to Council on when the City could implement reduced speed limits under AB43.		X		
4. By May 10, 2022	CA	Enhanced Response to Homelessness: Report to Council on options for enhanced response to help address homelessness, including improved coordination with the County.	X			Presented at the 05/10 CC meeting.
5. By Feb. 15, 2022	PD & PW	Crime and Car Accident Report for 2021: Report to Council on crime statistics and vehicle accident data, including car and pedestrian collisions, and trends.	X			Presented at the 03/01 CC meeting.
6. By Feb. 15, 2022	PD	Waterfront Safety: Provide Budget Response Report to Council on enhancing safety at the waterfront, with options for operational and capital improvements.	X			Submitted on 02/15 as Mid-Year BRR.
7. By July 1, 2022	PW	Artesia Blvd. Left Turn Pockets: Complete redesign of left turn lanes/pockets along Artesia Blvd.		X		
8. By April 19, 2022	FD & CM working with the RBFA	County Fire Study: Review the scope of contract fire services to be studied by Los Angeles County with the RB Fire Association and provide a report to Council for consideration of approval of the request for completion of a County Fire Study.	X			Presented at the 04/19 CC meeting.

GOAL 6: *Enhance the Delivery of City Services*

WHEN	WHO	OBJECTIVES	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. By June 7, 2022	LIB, PW & IT	Library Self-Serve Hours: Report to Council on benefits and feasibility of library self-serve program at north branch.		X		
2. By May 17, 2022	CM, PW & HR	Public Works Employee Retention: Develop a plan to attract and retain public works employees and present to Council.		X		Funding provided at Mid-Year. Plan/policy in negotiations.
3. By July 5, 2022	ATCM & IT	Transition More City Services to Online: Provide a report to Council on options to continue and expand the plan to transition public-facing City services online.		X		
4. By July 26, 2022	CM, CA & CC	Code of Conduct: Develop a code of conduct for Commissioners and present it to Council for consideration of approval.		X		
5. By March 15, 2022	CM, CA & CC	Campaign Finance Reform: Report to Council on possible updates to campaign finance ordinance and enforcement options.	X			Report provided on 04/01. Direction given on Ordinance modifications and go forward investigation process.
6. By April 5, 2022	FS, CT & CC	Moss Adams Review: Report to Council on status of Moss Adams findings and next steps.	X			Report (w/ Moss Adams) presented at the 04/05 CC meeting.
7. By April 19, 2022	PW	Traffic Calming Policies: Report to City Council on policy changes that would accelerate the implementation of traffic calming improvements.	X			Presented to PW Commission on 03/28. Will be presented to CC on 05/17.
8. By June 7, 2022	PW	Digital Speed Limit Feedback Signs: Provide a Budget Response Report on cost to install radar feedback signs and collect data.		X		