

# 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

| <b>GOAL 1: Modernize the City's Communication Systems</b>                    |                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                   |        |           |         |                                                                                                                                                                                                                                |
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| WHEN                                                                         | WHO                                   | OBJECTIVES                                                                                                                                                                                                                                                                                                                                                                                                                                        | STATUS |           |         | COMMENTS                                                                                                                                                                                                                       |
|                                                                              |                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                   | DONE   | ON TARGET | REVISED |                                                                                                                                                                                                                                |
| 1.<br>By July 27, 2022                                                       | ATCM, CM                              | <b>City Branding:</b> Identify and procure resources needed to facilitate rebranding effort; overall aim is to capture the full diversity and flavor of the City.                                                                                                                                                                                                                                                                                 |        | X         |         |                                                                                                                                                                                                                                |
| 2.<br>By July 1, 2022 (if current vendor is selected; by 10/1 if new vendor) | IT & ATCM                             | <b>City Website:</b> 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 existing redondo.org website under City control approved on 4/5. Working groups to assist with the selection of a new website platform vendor to be established in May. |
| 3.<br>By July 27, 2022                                                       | ATCM & CM working with advisory group | <b>City Communications Plan:</b> Update the City's communications plan. Include brand alignment, different communications platforms, social media, two-way communications, surveying, and public input gathering.                                                                                                                                                                                                                                 |        | X         |         |                                                                                                                                                                                                                                |
| 4.<br>By July 5, 2022                                                        | ATCM, PW (CIP), FS & IT               | <b>Internal Communications:</b> 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.<br>By April 5, 2022                                                       | CM, CA & CC                           | <b>City Charter Review:</b> 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 4/5. Per CC direction, CA and CM staff collecting follow up information on Charter sections for Committee review.                                                                                     |
| 6.<br>By July 26, 2022                                                       | ATCM, CA & CC                         | <b>Sunshine Policy:</b> Review policies of other Cities, summarize the City's options and report to Council.                                                                                                                                                                                                                                                                                                                                      |        | X         |         |                                                                                                                                                                                                                                |
| 7.<br>By July 26, 2022                                                       | ATCM & CS                             | <b>Volunteer Coordination:</b> Determine a plan for coordinating City's various volunteer groups and report to Council.                                                                                                                                                                                                                                                                                                                           |        | X         |         |                                                                                                                                                                                                                                |

| <b>GOAL 2: Vitalize Core Commercial Areas of the City</b> |              |                                                                                                                                                                                  |        |           |         |                                                                                                                                                                                                                                  |
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| WHEN                                                      | WHO          | OBJECTIVES                                                                                                                                                                       | STATUS |           |         | COMMENTS                                                                                                                                                                                                                         |
|                                                           |              |                                                                                                                                                                                  | DONE   | ON TARGET | REVISED |                                                                                                                                                                                                                                  |
| 1.<br>By July 1, 2022                                     | CD & WED     | <b>Artesia AACAP Implementation:</b> 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.<br>By Sept. 1, 2022                                    | CD & WED     | <b>Artesia Parking:</b> 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. CD to coordinate with new WED Director.                                                                                                                              |
| 3.<br>By April 5, 2022                                    | PW & IT      | <b>Broadband:</b> Explore and report to Council on grant opportunities related to middle-mile broadband expansion to core commercial areas.                                      | X      |           |         | Presented to CC on 4/5.                                                                                                                                                                                                          |
| 4.<br>By July 1, 2022                                     | CD & CA      | <b>Finalize Cannabis Ordinance</b>                                                                                                                                               |        | X         |         | Planning Commission (PC) held public hearing on draft ordinances on 03/03. Draft with recommendations from PC and public will come before City Council for discussion in May 2022 to provide direction in finalizing ordinances. |
| 5.<br>By May 3, 2022                                      | CS           | <b>Mural Ordinance:</b> Report on mural ordinance options, available sites.                                                                                                      |        | X         |         |                                                                                                                                                                                                                                  |
| 6.<br>By May 3, 2022                                      | FS & WED     | <b>Business/Parking Improvement Districts:</b> Report to Council on options for business and/or parking district formation.                                                      |        | X         |         | WED, CD, & FS have coordinated and completed research on the subject. Tentatively scheduled to report out to Council in May.                                                                                                     |
| 7.<br>By June 1, 2022                                     | WED & ATCM   | <b>International Boardwalk:</b> Create a matching storefront improvement program for International Boardwalk, working with King Harbor and Pier associations.                    |        | X         |         |                                                                                                                                                                                                                                  |
| 8.<br>By July 26, 2022                                    | WED, CD & CM | <b>Business Concierge Program:</b> Report to Council on potential program to help expedite business development in the City.                                                     |        | X         |         |                                                                                                                                                                                                                                  |
| 9.<br>By May 15, 2022                                     | ATCM & PW    | <b>EV Charger Expansion:</b> Seek additional federal grant funding for EV chargers on commercial corridors.                                                                      |        | X         |         |                                                                                                                                                                                                                                  |
| 10.<br>By April 5, 2022                                   | CD & CA      | <b>Administrative Review and Anti-Blight Ordinance:</b> Bring draft ordinance concepts to Council for consideration                                                              |        |           | X       | Item to be presented on 4/19.                                                                                                                                                                                                    |

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| 11.<br>By March 15,<br>2022 | CD & CA | <b>Design Review:</b> Bring draft language to Council to amend administrative design review and planning commission design review procedures. | X |  |  | Report presented to CC.<br>Direction provided for ordinance preparation. |
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### GOAL 3: Increase Environmental Sustainability

| WHEN                    | WHO                   | OBJECTIVES                                                                                                                                                                              | STATUS |           |         | COMMENTS                                                                                                   |
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|                         |                       |                                                                                                                                                                                         | DONE   | ON TARGET | REVISED |                                                                                                            |
| 1.<br>By June 1, 2022   | ATCM & PW             | <b>Edison Right-Of-Way License:</b> Following execution of license, develop conceptual plan for beautification and habitat restoration on Edison right-of-way west of PCH               |        | X         |         | All docs with SCE, awaiting SCE finalization. License expected to be delivered to City for review by 4/22. |
| 2.<br>By Feb. 15, 2022  | PW                    | <b>Bicycle Master Plan:</b> Provide an update on the status of master bicycle plan implementation.                                                                                      | X      |           |         | Completed.                                                                                                 |
| 3.<br>By June 7, 2022   | PW                    | <b>Multi-Modal Plan:</b> Discuss and decide on measurable goals for implementation of existing bicycle master plan; review local travel network concepts and report to Council.         |        | X         |         |                                                                                                            |
| 4.<br>By March 15, 2022 | PW & CA               | <b>Tree Ordinance:</b> Summarize feedback from Commissioners, report to Council and get direction from Council on development of ordinance.                                             | X      |           |         | Presented to Council on 3/15. Direction was given to City Attorney for Ordinance preparation.              |
| 5.<br>By July 5, 2022   | PW                    | <b>Water Quality:</b> Review the EWMP plan and report to council on next steps for implementation.                                                                                      |        | X         |         |                                                                                                            |
| 6.<br>By July 26, 2022  | CD working with PW    | <b>Bike Racks:</b> Review options for bike rack designs and expanded installation on commercial properties and report to Council.                                                       |        | X         |         | "Who" revised to include PW                                                                                |
| 7.<br>By June 21, 2022  | PW                    | <b>Tree Plantings:</b> 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.<br>By April 19, 2022 | PD (Code Enforcement) | <b>Plastic Waste:</b> Report on current enforcement of plastic waste laws and ways to enhance compliance.                                                                               |        | X         |         | Report to be presented on 4/19.                                                                            |
| 9.<br>By July 26, 2022  | WED                   | <b>White Sea Bass Program:</b> Report to Council on options to re-establish White Sea Bass program in King Harbor.                                                                      |        | X         |         |                                                                                                            |
| 10.<br>By June 7, 2022  | ATCM & CC             | <b>Environmental Advisory Body:</b> 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                                                                                                                 |
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|                            |                            |                                                                                                                                                                                           | DONE   | ON TARGET | REVISED |                                                                                                                          |
| 1.<br>By February 15, 2022 | FS, PW & CM                | <b>Infrastructure Bond:</b> 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 02/15/22 as Midyear BRR                                                                                     |
| 2.<br>By June 7, 2022      | PW & CS                    | <b>Wilderness Park Ponds:</b> Develop plan for maintenance of upper pond; assess lower pond and plan for restoration and reconstruction, and report to Council.                           |        | X         |         |                                                                                                                          |
| 3.<br>By May 3, 2022       | CS, WED & PW               | <b>Seaside Lagoon:</b> Prepare RFP for selecting an aquatics design firm to redesign and rehabilitate the Lagoon.                                                                         |        |           | X       | Item postponed to 5/10. WED to be lead.                                                                                  |
| 4.<br>By June 7, 2022      | CS & ATCM                  | <b>Veterans Park Library:</b> Identify and present to Council options for a new facility use plan and solid prospective operators.                                                        |        | X         |         |                                                                                                                          |
| 5.<br>By March 15, 2022    | PW                         | <b>Dominguez Park and Dog Park Improvements:</b> Report to Council on scope of work and timetable for implementation.                                                                     | X      |           |         | Presented to Council on 3/15/22.                                                                                         |
| 6.<br>By June 14, 2022     | PW                         | <b>Grant Ave. Repaving:</b> Provide Budget Response Report on funding options.                                                                                                            |        | X         |         |                                                                                                                          |
| 7.<br>By April 5, 2022     | PW working with West Basin | <b>Recycled Water:</b> Develop a plan to connect recycled water (purple pipe) to Manhattan Beach Blvd., Anderson Park, and North Redondo Beach bike path.                                 |        |           | X       | West Basin unable to attend until 05/03/22 CC meeting.                                                                   |
| 8.<br>By March 15, 2022    | CS & PW                    | <b>Aviation Park:</b> 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 scheduled for 5/3.                                                                                                  |
| 9.<br>By March 15, 2022    | PW                         | <b>Riviera Village Mobility Assessment:</b> Report to Council on Riviera Village mobility assessment focusing on pedestrian movement.                                                     |        |           | X       | Presented preliminary info to PW Commission 3/28/22. Discussed with D1 Councilmember. Scheduled to be presented on 4/19. |
| 10.<br>By May 17, 2022     | WED                        | <b>Sea Level Rise:</b> Report to Council on status of sea level rise impacts with assessment, next steps, and possible mitigation funding sources.                                        |        | X         |         |                                                                                                                          |
| 11.<br>By April 5, 2022    | CD & PW                    | <b>Riviera Village Outdoor Dining Parklets:</b> Report to Council on Coastal Commission response regarding long term program implementation.                                              | X      |           |         | Report provided to City Council 04/05/22. Staff preparing longer term implementation plan.                               |

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

| WHEN                    | WHO                           | OBJECTIVES                                                                                                                                                                                                                                                | STATUS |              |         | COMMENTS                                                                                         |
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|                         |                               |                                                                                                                                                                                                                                                           | DONE   | ON<br>TARGET | REVISED |                                                                                                  |
| 1.<br>By March 1, 2022  | FD                            | <b>Fire Department Assessment:</b> Deliver report to Council on Fire Dept. assessment.                                                                                                                                                                    | X      |              |         | Assessment delivered to CC in February. Informational report to be presented at 4/19 CC meeting. |
| 2.<br>By July 26, 2022  | PW & ATCM                     | <b>Expand Streets For All Program:</b> Re-engage with Health District and explore grant opportunities; report to Council.                                                                                                                                 |        | X            |         |                                                                                                  |
| 3.<br>By July 26, 2022  | PD & PW                       | <b>Speed Limits:</b> Report to Council on when the City could implement reduced speed limits under AB43.                                                                                                                                                  |        | X            |         |                                                                                                  |
| 4.<br>By May 10, 2022   | CA                            | <b>Enhanced Response to Homelessness:</b> Report to Council on options for enhanced response to help address homelessness, including improved coordination with the County.                                                                               |        | X            |         |                                                                                                  |
| 5.<br>By Feb. 15, 2022  | PD & PW                       | <b>Crime and Car Accident Report for 2021:</b> Report to Council on crime statistics and vehicle accident data, including car and pedestrian collisions, and trends.                                                                                      | X      |              |         | Presented at the 3/1 CC meeting.                                                                 |
| 6.<br>By Feb. 15, 2022  | PD                            | <b>Waterfront Safety:</b> Provide Budget Response Report to Council on enhancing safety at the waterfront, with options for operational and capital improvements.                                                                                         | X      |              |         |                                                                                                  |
| 7.<br>By July 1, 2022   | PW                            | <b>Artesia Blvd. Left Turn Pockets:</b> Complete redesign of left turn lanes/pockets along Artesia Blvd.                                                                                                                                                  |        | X            |         |                                                                                                  |
| 8.<br>By April 19, 2022 | FD & CM working with the RBFA | <b>County Fire Study:</b> 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      |              |         |                                                                                                  |

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

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