



City of El Segundo

Three-Year Strategic Plan 2019 to 2021

The plan serves as a roadmap for El Segundo's vision as a **hub for innovation where big ideas take off**. It establishes the City Council's multi-year goals and top priorities to achieve this vision. Our employees are committed to keeping the community safe and providing high caliber programs and services which enhance quality of life.

Mission, Vision and Values



Mission

"Provide a great place to live, work and visit."

Vision

"A hub for innovation where big ideas take off."

Values and Culture

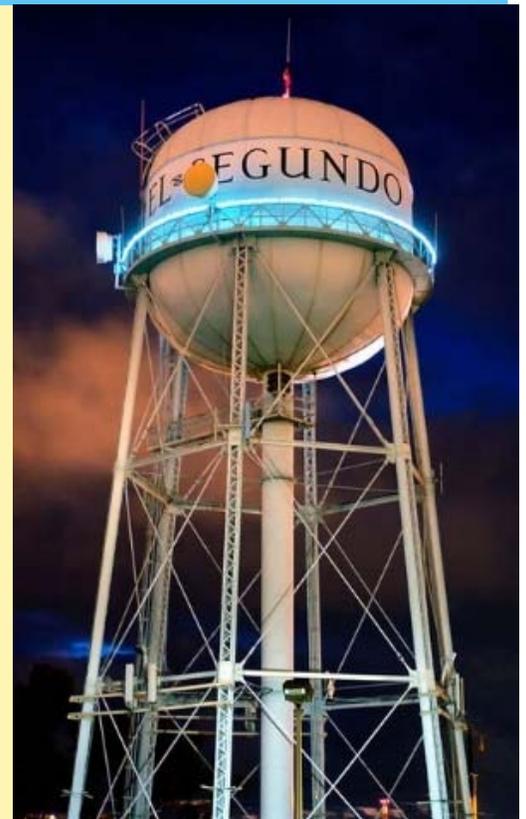
Our values define how we serve and manage our City.

We practice...

- Accountability
- Productivity
- Ethics Stewardship
- Service
- Challenging ourselves
- Continuous improvement and reflection

El Segundo strives to create a working culture of...

- Innovation
- Support and recognition
- Leadership by example
- Proactive action
- Problem solving – getting to yes



Multi-Year Goals and Top Council Priorities



Goal 1. Enhance Customer Service, Engagement, and Communications



Goal 2. Support Community Safety and Preparedness



Goal 3. Develop as a Choice Employer and Workforce

Goal 4. Develop and Maintain Quality Infrastructure and Technology

Goal 5. Champion Economic Development and Fiscal Sustainability

Top Council Priorities for Fiscal Year 2018-19

1. Develop an effective strategy for improving communications with the public.
2. Clarify roles and expectations of the Council, committees, boards, subcommittees and task forces.
3. Strengthen relationships between Council, executives and staff.
4. Implement strategies for recruitment and training of police officers.
5. Increase community awareness of the need for preparedness; increase the number of people who are prepared for disaster and involved in CERT services we offer.
6. Develop a new approach to human resources that will position the City for being a choice employer and meeting future workforce needs.
7. Focus on improving City facilities through completing a needs assessment and making improvements.
8. Successfully implement new technology as prioritized in the Technology Master Plan.
9. Advocate for the City's interests regarding the impacts of LAX.
10. Continue to implement a strategy to shrink pension liabilities.
11. Continue on a sustainable financial path, solve future structural deficits and maintain reserves.

