

# City of El Segundo Strategic Plan 2020 to 2022



Our Strategic Plan serves as a roadmap for the City. It has five long range goals, each of which has objectives to be met. City staff provide a quarterly update showing progress on each of the activities within the Strategic Plan.

Key performance indicators (KPIs) have been established within each department and improvements are made on the basis of information learned through the KPIs. The Council and executive team update the Strategic Plan annually to ensure alignment with the needs of the community.

## Mission

Provide a great place to live, work and visit.



## Vision

A hub for innovation where big ideas take off.



## Values and Culture

*El Segundo's values define how we serve and manage our City. We practice...*

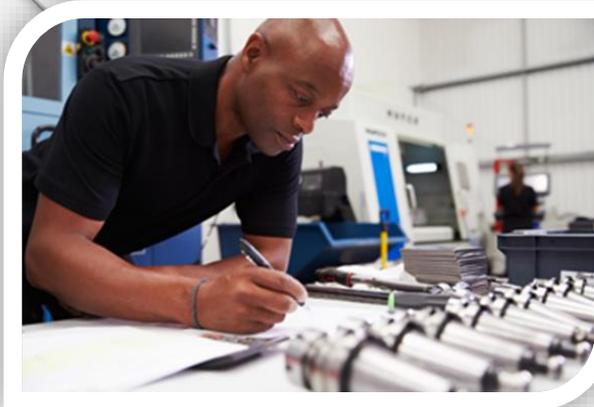
- Accountability
- Productivity
- Ethics Stewardship
- Service
- Challenging ourselves
- Continuous improvement and reflection

*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



## Goal 1. Enhance Customer Service, Engagement and Communications

- El Segundo provides unparalleled service to internal and external customers.
- El Segundo’s engagement with the community ensures excellence.

## Goal 2. Support Community Safety Preparedness

- El Segundo is a safe and prepared community.

## Goal 3. Develop as Choice Employer and Workforce

- El Segundo is a city employer of choice and consistently hires for the future.
- The El Segundo workforce is inspired, world-class, engaged, with increasing stability and innovation.

## Goal 4. Develop Quality Infrastructure and Technology

- El Segundo’s physical infrastructure supports an appealing, safe, and effective community.
- El Segundo’s technology supports effective, efficient, and proactive municipal operations.

## Goal 5. Champion Economic Development and Fiscal Sustainability

- El Segundo promotes community engagement and economic vitality.
- El Segundo approaches its work in a financially strategic and responsible way.

# Top Council Priorities For FY 2019-20

•Obtain an “Age Friendly City” designation.

•Determine future of the Teen Center.

•Continue to advocate for El Segundo’s interests regarding LAX expansion.

•Consider guidelines for use of potential revenue from golf course lease.

•Identify further infrastructure and downtown improvements for Main Street.

•Attract senior living facilities to El Segundo.

•Identify areas within the community that are appropriate for housing.

•Conduct a study of repurposing City Hall.

•Develop a unique value proposition for attracting new businesses.

