

SPECIAL MEETING MINUTES OF THE EL SEGUNDO CITY COUNCIL  
STRATEGIC PLANNING WORKSHOP  
EL SEGUNDO CITY COUNCIL  
TUESDAY, APRIL 12, 2022 – 1:00 PM

CLOSED SESSION – Mayor Boyles called to order at 1:14 PM

ROLL CALL

Mayor Boyles	-	Present
Mayor Pro Tem Pimentel	-	Present
Council Member Pirsztuk	-	Present at 1:20 PM
Council Member Nicol	-	Present
Council Member Giroux	-	Present

PUBLIC COMMUNICATION – (Related to City Business Only – 5-minute limit per person, 30-minute limit total) None

SPECIAL ORDER OF BUSINESS:

1. Strategic Planning Workshop to discuss the City’s Strategic Goals and Top Priorities for Fiscal Year (FY) 2022-2023 through FY 2025-2026.

The Strategic Planning Workshop includes the following:

- A. Welcome from Mayor Boyles
- B. Comments from Darrell George, Interim City Manager
- C. Review Agenda – Jan Perkins, Management Partners
- D. Overview of Strategic Planning Process – Jan Perkins, Management Partners and Jarrod Burguan, Management Partners presented the item.
- E. Highlights of Input from Commissions, Committees and Boards – Barbara Voss, Deputy City Manager presented the item.
- F. Highlights of Progress and Key Factors Since Adoption of 2020 Strategic Plan – Joe Lillio, Chief Financial Officer presented the item.
- G. Review Refined Values- Darrell George, Interim City Manager and Joe Lillio, Chief Financial Officer presented the item.

Council consensus to accept the updated values.

- H Discussion of Updated Goals and Strategies – Jan Perkins, Management Partners, Jarrod Burguan, Management Partners presented, and Council gave input/suggestions.

- I. Establish Council Priorities – Council participated in the “dot” exercise by placing dots on strategies they considered a high priority for focus and attention for Fiscal Years 2023-23 and 2024-25.
- J. Review How Progress will be Reported – Darrell George, Interim City Manager explained the process.
- K. Wrap Up & Next Steps – Jan Perkins, Management Partners

Recommendation:

Receive, discuss, and provide direction regarding development of a new Strategic Plan for FY 2022-2023 through FY 2025-2026.

Attached is a Summary of the City Council Strategic Planning Workshop prepared by Management Partners.

Adjourned at 4:38 PM



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Tracy Weaver, City Clerk

# Management Partners



To: Mr. Darrell George, Interim City Manager  
Ms. Tracy Weaver, City Clerk (Elected)  
City of El Segundo

From: Jan Perkins, Vice President  
Michelle New, Principal Management Analyst

Subject: Summary of City Council Strategic Planning Workshop Held April 12, 2022

Date: April 20, 2022

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As requested by City Clerk Tracy Weaver, this memorandum summarizes the results of the City Council Strategic Planning Workshop held on April 12, 2022. Participants in the workshop were the City Council and Executive Team. The workshop was facilitated by Management Partners (Jan Perkins, Jarrod Burguan and Michelle New).

The workshop provided an opportunity for Councilmembers to review a set of consolidated values, reach consensus on multi-year goals and strategies for each goal, and establish Council priorities for the next two years.

An agenda and draft Strategic Plan were provided in advance, along with the status of items in the prior Strategic Plan and a summary of input from commissions, committees and boards.

The session began with opening comments from the Mayor and Interim City Manager. Background and context information was then provided by the Interim City Manager and Chief Financial Officer. The Deputy City Manager reported on input received from commissions, committees and boards.

## ***Bike Rack***

The bike rack is a time management tool to track items for future discussion. Items that were placed on the bike rack are listed below.

- Provide information on “Reports on Issue” effectiveness, turnaround, time, etc.;
- Incorporate a principle of capturing true costs of CIP projects including replacement, operations and maintenance costs;
- Incorporate an environmental consideration section within staff reports to the Council; and
- Provide the status of the beach shuttle and Dial-A-Ride.

## ***Values***

The Council reviewed the suggested consolidation of the City’s values which was done in advance of the April 12, 2022 workshop by the executive team. The Council concurred with the proposed values and their definitions below.

- ***Service.*** We work to provide exceptional services and continuously improve our practices and processes.

- **Ethics.** We are accountable and responsible for our actions, transparent in our processes, and follow professional standards.
- **Collaboration.** We work as “one team” on behalf of our community.

### **Goals and Strategies**

Management Partners facilitated a discussion of the proposed updated goals and strategies for Council’s consideration. Following discussion, a final set of strategies associated with each of the five goals was agreed to by the Council. The revised goals and strategies are being finalized and will be included in the Strategic Plan for City Council’s adoption in June.

### **Dot Voting for City Council Priorities**

After discussing the goals and accompanying strategies, each member of Council was provided dots and asked to place a dot on strategies they considered as high priority for focus and attention for during Fiscal Years 2023-24 and 2024-25. Those strategies with three or more dots were selected as the Council’s priorities. Ten received three or more dots and are listed below.

- Enhance our proactive community engagement program to educate and inform the public about City services, programs and issues. (Goal 2, Strategy A)
- Conduct an analysis to include a response coverage study to determine the best and most cost-effective model for the Fire Department. (Goal 2, Strategy E)
- Address quality of life issues pertaining to homeless, graffiti, noise and other concerns. (Goal 2, Strategy H)
- Determine optimal staffing levels required to deliver unparalleled City services and ensure Council policies are fully implemented. (Goal 3, Strategy G)
- Identify parking solutions throughout the community. (Goal 4, Strategy B)
- Implement the capital improvement plan for parks, recreation, City facilities, library and Park Vista Senior Living Facility. (Goal 4, Strategy H)
- Encourage progress in the development of Smoky Hollow Business Zone. (Goal 5, Strategy C)
- Conduct a long-term financial analysis to identify ways to maximize and enhance fiscal sustainability from a variety of sources to support City services. (Goal 5, Strategy H)
- Identify opportunities for new revenues, enhancement of existing revenues, and exploration of potential funding options to support unfunded capital improvements and deferred maintenance to address the aging infrastructure throughout the City. Goal 5, Strategy I)
- Develop a robust approach to connecting businesses to each other and conducting proactive outreach to grow our business community. (Goal 5, Strategy K)

### **Conclusion**

Our team appreciated the opportunity to facilitate this workshop and look forward to continuing to work with the City of El Segundo.

