

CITY OF  
**EL SEGUNDO**

# **FY 22-26 Strategic Plan**

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2023 Update and Next Steps



## 2022-23 ACCOMPLISHMENTS

- Enhanced Communications Program and updated Communications Plan.
- Addressed Hyperion concerns:
  - Implemented Hyperion Communications Plan
  - Sponsored Assembly Bill 1216 – Wastewater Treatment Plants: Monitoring of Air Pollutants
  - Established Hyperion Ad-Hoc Committee
- Implemented Community Development online permitting system.
- Conducted 6<sup>th</sup> Annual Net Promoter Survey of residents and businesses (scores of 49 and 55, respectively).
- Hired ten police officers.
- Established Public Safety Task Force.
- Finalized second phase of Fire Accreditation.
- Established the intranet as a one-stop site for employee information and services to enhance internal communication.

## 2022-23 ACCOMPLISHMENTS

- Provided enhanced training, development and engagement opportunities for employees.
- Completed the remodel of the development services and business services center for increased customer service (concierge) and efficiency.
- Implemented El Segundo Boulevard improvements (west of PCH complete/east of PCH is underway).
- Refurbished the Teen Center.
- Voters Approved Measure BT – Business License Tax Measure.
- Identified areas within the community that are appropriate for housing, including senior living facilities, while preserving the R-1 zone – as a component of the City's adopted Housing Element Update
- Won Most Business-Friendly City in Los Angeles County Award.
- Earned AAA credit rating from S&P.

# STRATEGY HOUSE

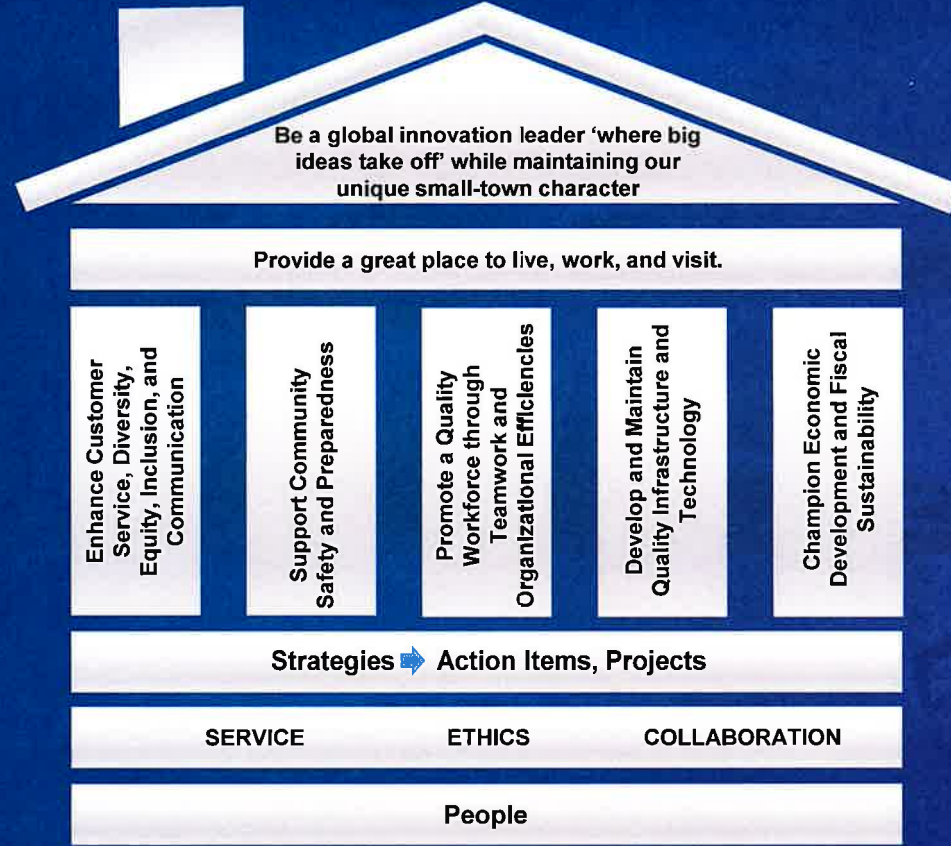
VISION

MISSION

GOALS

STRATEGIES

VALUES



# 2023-24 TOP 10 PRIORITIES

## GOAL 1 STRATEGY A

Enhance proactive community engagement program to educate and inform the public about City services, programs, and issues.

## GOAL 2 STRATEGY A

Address quality of life issues pertaining to homelessness, graffiti, noise, crime, air quality and other concerns.

## GOAL 2 STRATEGY B

Determine the best and most cost-effective response model for the Fire Department; and complete and implement the Fire Department's accreditation process.

## GOAL 3 STRATEGY A

Promote data-driven decision making by establishing department-specific key performance indicators (KPIs).

## GOAL 3 STRATEGY B

Expedite the on-boarding process for new employees and expand outreach to include a broader scope of candidates in the recruitment process.

 = New Strategy

# 2023-24 TOP 10 PRIORITIES

## GOAL 4 STRATEGY A

Renovate the indoor swimming facility “The Plunge.”

## GOAL 5 STRATEGY A

Utilize the City’s long-term financial plan to make financial decisions; identify opportunities for new revenues, enhancement of exiting 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 B

Implement the goals and objectives of the Economic Development Program aimed at industry diversification, business attraction, retention, expansion, and promoting the city as a tourist destination.

## GOAL 5 STRATEGY C

Preserve the small-town charm and single-family neighborhoods.

## GOAL 5 STRATEGY D

Engage in a fiscal feasibility study about regional housing east of Pacific Coast Highway to include specific scenarios.

 = New Strategy

## New Strategies

- Goal 2, Strategy I: Engage the community to ascertain the level of "feeling safe" in the community.
- Goal 4, Strategy N: Implement the Local Travel Network (funded) accommodating Micro Mobility Devices (e.g. E-bikes, golf carts, scooters, etc.).
- Goal 5, Strategy H: Use the City's existing lobbyist to explore property tax reapportionment.

# TRACKING AND MONITORING PROGRESS

IMPLEMENT PROJECT MANAGEMENT SOFTWARE SYSTEM

*Identify current state*



TARGETS AND ACTION ITEMS FOR EACH STRATEGY

*Specific, Measurable, Achievable, Relevant, Time-Bound*



KEY PERFORMANCE INDICATORS AND REPORTING STRUCTURE

*Increase accountability and transparency*





# Public Communications and Alignment with Survey Feedback

- Feedback from Annual Community Survey is Considered in Strategic Planning Process
- Correlation with Strategic Plan Goals and Strategies
- Shared With Public via the City Newsletter – “We heard you..”



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End

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# GOALS

1. Enhance Customer Service, Diversity, Equity, Inclusion, and Communications
2. Support Community Safety and Preparedness
3. Promote a Quality Workforce Through Teamwork and Organizational Efficiencies
4. Develop and Maintain Quality Infrastructure and Technology
5. Champion Economic Development and Fiscal Sustainability

# CURRENT PROJECTS



EL SEGUNDO CONNECT SHUTTLE  
SERVICE



NEIGHBORHOOD WATCH  
PROGRAM



PUBLIC-PRIVATE EL SEGUNDO  
ACCELERATOR PROGRAM



AUTOMATED LIBRARY  
MANAGEMENT SYSTEM

# GOALS



#4 DEVELOP AND  
MAINTAIN QUALITY  
INFRASTRUCTURE AND  
TECHNOLOGY

#5 CHAMPION ECONOMIC  
DEVELOPMENT AND  
FISCAL SUSTAINABILITY