



CITY OF
EL SEGUNDO

FY 2024-25 Strategic Plan Update

- **Five Goals**
- **Seventeen Strategies**
- **Six Top Priorities**

Vision, Mission, and Values

1. **Vision (no change):** Be a global innovation leader ‘where big ideas take off’ while maintaining our unique small-town character
2. **Mission (no change):** Provide a great place to live, work, and visit
3. **Values (with modifications):**
 1. **Service.** We work to provide exceptional services and continuously improve our practices and processes.
 2. **Ethics.** We are accountable and responsible for our actions, transparent in our processes, and follow professional standards, **while taking calculated risks to provide solutions.**
 3. **Collaboration.** We work as one team on behalf of our community.

STRATEGY HOUSE

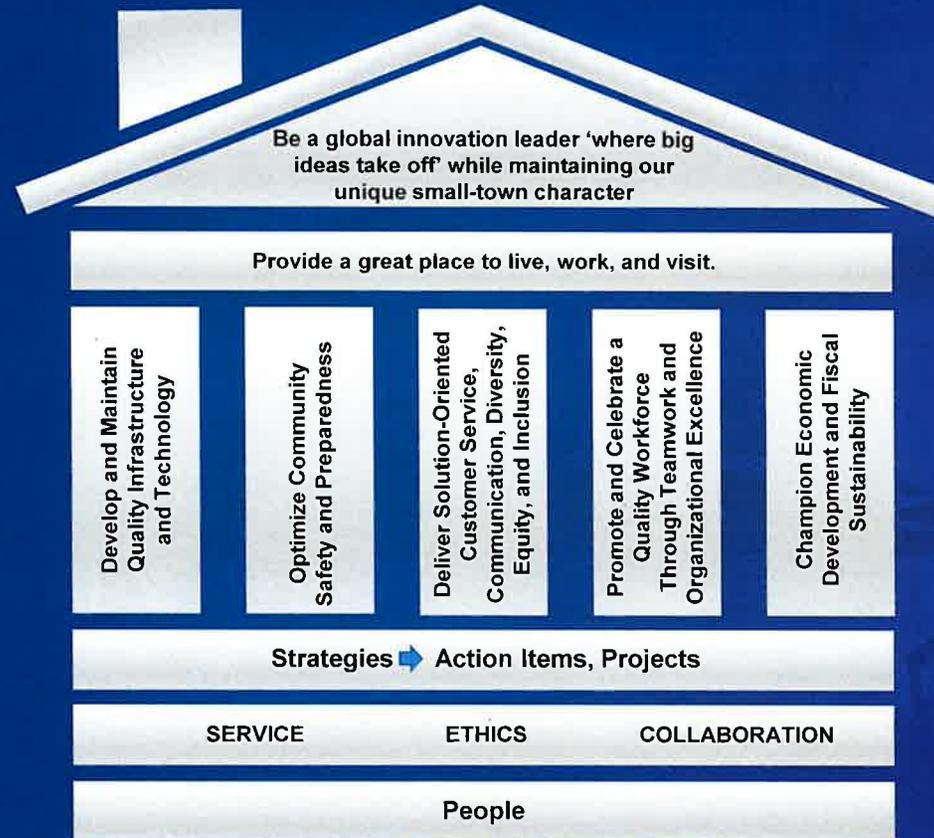
VISION

MISSION

GOALS

STRATEGIES

VALUES



GOALS

- GOAL 1 DEVELOP AND MAINTAIN QUALITY INFRASTRUCTURE AND TECHNOLOGY
(Update - Prioritized Goal 1 Only)
- GOAL 2 OPTIMIZE COMMUNITY SAFETY AND PREPAREDNESS
- GOAL 3 DELIVER SOLUTION-ORIENTED CUSTOMER SERVICE, COMMUNICATION, DIVERSITY, EQUITY, AND INCLUSION
- GOAL 4 PROMOTE AND CELEBRATE A QUALITY WORKFORCE THROUGH TEAMWORK AND ORGANIZATIONAL EXCELLENCE
- GOAL 5 CHAMPION ECONOMIC DEVELOPMENT AND FISCAL SUSTAINABILITY

GOAL 1: DEVELOP AND MAINTAIN QUALITY INFRASTRUCTURE AND TECHNOLOGY

Strategy A: Seek opportunities to implement and expedite the projects in the Capital Improvement Program and ensure that City-owned infrastructure is well maintained, including streets, entryways, and facilities.

Strategy B: Seek opportunities to implement the use of innovative technology to improve services, efficiency, and transparency.

Strategy C: Maintain an innovative General Plan to ensure responsible growth while preserving El Segundo's quality of life and small-town character.

Strategy D: Improve mobility and transportation throughout the City.

GOAL 2: OPTIMIZE COMMUNITY SAFETY AND PREPAREDNESS

Strategy A: Comprehensively address the unsheltered homeless population.

Strategy B: Provide cost-effective and excellent fire protection and emergency response services.

Strategy C: Protect and prepare the El Segundo community and staff for any emergency, disaster, or environmental violation.

Strategy D: Ensure that the community feels safe and is satisfied with the services of the El Segundo Police Department.

GOAL 3: DELIVER SOLUTION-ORIENTED CUSTOMER SERVICE, COMMUNICATION, DIVERSITY, EQUITY, AND INCLUSION

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

Strategy B: Implement Diversity, Equity, and Inclusion (DEI) initiatives to cultivate representation and opportunities for all the members of the community.

GOAL 4: PROMOTE AND CELEBRATE A QUALITY WORKFORCE THROUGH TEAMWORK AND ORGANIZATIONAL EXCELLENCE

Strategy A: Enhance staff recruitment, retention, and training to ensure delivery of unparalleled City services and implementation of City Council policies.

Strategy B: Improve organizational excellence by implementing processes and tools that facilitate effective data collection and analysis while promoting data-driven decision making.

Strategy C: Reduce the number of workers' comp and general liability claims and expedite the resolution of existing claims.

GOAL 5: CHAMPION ECONOMIC DEVELOPMENT AND FISCAL SUSTAINABILITY

Strategy A: Identify opportunities for new revenues, enhancement of existing revenues, and exploration of potential funding options to support programs and projects.

Strategy B: Utilize the City's long-term financial plan to make financial decisions that support the goals of the strategic plan.

Strategy C: Implement strategic initiatives to attract new businesses and foster business to business networking and collaboration to retain and grown existing businesses.

Strategy D: Implement community planning, land use, and enforcement policies that encourage growth while preserving El Segundo's quality of life and small-town character.

FY 2024-25 TOP 6 PRIORITIES

GOAL 5 STRATEGY C

Implement strategic initiatives to attract new businesses and foster business to business networking and collaboration to retain and grow existing businesses.

GOAL 5 STRATEGY D

Implement community planning, land use, and enforcement policies that encourage growth while preserving El Segundo's quality of life and small-town character.

GOAL 4 STRATEGY A

Enhance staff recruitment, retention, and training to ensure delivery of unparalleled City services and implementation of City Council policies.

GOAL 1 STRATEGY A

Seek opportunities to implement and expedite the projects in the Capital Improvement Program and ensure that City-owned infrastructure is well maintained including streets, entryways, and facilities.

GOAL 1 STRATEGY B

Seek opportunities to implement the use of innovative technology to improve services, efficiency, and transparency.

GOAL 2 STRATEGY A

Comprehensively address the unsheltered homeless population.

NEXT STEPS



IMPLEMENTATION ACTION PLAN:
ACTION ITEMS AND PROJECTS



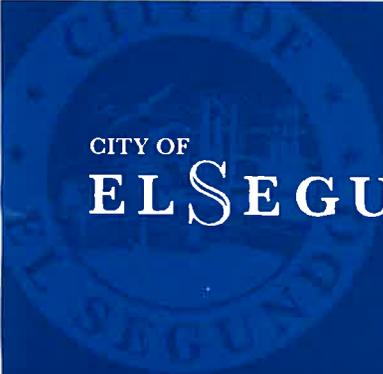
PERFORMANCE METRICS AND
KEY PERFORMANCE INDICATORS



MONITORING AND TRACKING:
CITY'S PROJECT MANAGEMENT TOOL



REPORTING:
CITY COUNCIL UPDATE TWICE A YEAR



CITY OF
EL SEGUNDO

End
