



City of Costa Mesa

Agenda Report

77 Fair Drive
Costa Mesa, CA 92626

File #: 21-323

Meeting Date: 9/21/2021

TITLE:

STATUS OF CITY COUNCIL STRATEGIC PLAN GOALS AND OBJECTIVES AND REPORT REGARDING KEY ACHIEVEMENTS FOR FY 19/20 AND FY 20/21

DEPARTMENT: CITY MANAGER'S OFFICE

PRESENTED BY: LORI ANN FARRELL HARRISON, CITY MANAGER

CONTACT INFORMATION: ALMA REYES, ASSISTANT TO THE CITY MANAGER (714) 754-5090

RECOMMENDATION:

Discussion and feedback regarding the status of the City Council's 2021 Goals and Objectives, and key City achievements in FY 19/20 and 20/21.

BACKGROUND:

Each year City Council engages in a strategic planning exercise that establishes goals and objectives to provide clear direction to staff and to highlight key priorities for the City's leadership. During 2019 and 2021, the City Council held strategic planning sessions and established goals and objectives to address priorities and community needs.

In 2020, the global health crisis due to the Coronavirus (COVID-19) pandemic caused a shift in priorities to address the public health emergency that led to the postponement of the 2019 and 2020 accomplishments presentation. Staff has developed a presentation that highlights the City's main 2019 and 2020 accomplishments in several key areas. In addition, the presentation includes a brief timeline of the City's accomplishments and major initiatives in response to the pandemic over the past 18 months.

Further, in preparation for the City Council's Strategic Planning session scheduled for Monday, September 27, 2021, staff has compiled an update regarding the 2021 Objectives and notable achievements for this year, which are included in this report.

ANALYSIS:

In January 2019, the City Council discussed and took public comment on a series of goals for the Council's 2019 calendar year. The adopted 2019 Goals were as follows:

- 1. Keep our community safe,**
- 2. Improve our neighborhoods and quality of life,**

3. **Keep the City fiscally sustainable to address our long-term obligations as well as immediate needs.**
4. **Address housing shortages and homelessness.**
5. **Improve mobility and parking.**
6. **Good government and community engagement.**

In early 2020, the country and the rest of the world faced unprecedented times as a result of the Coronavirus (COVID-19) global pandemic. The pandemic caused the City to shift priorities to address the public health emergency, resulting in an economic downturn, and later civil unrest. Despite the unforeseen challenges, at the direction of the City Council, staff focused on the safety and welfare of the community, continuity of essential services, and embracing public information and engagement.

Although 2020 was a year of uncertainty, the City responded to the new challenges it faced head-on, and accomplished many key City Council Goals and Objectives while continuing to provide support and essential services to residents and local businesses during a public health emergency.

In February 2021, the City Council conducted another strategic planning session with targeted six-month objectives through July 2021. The City Council adopted a Strategic Plan with new Three-Year Goals and its first-ever Mission Statement as follows.

The 2021-2024 Three-Year Goals are:

1. **Recruit and retain high-quality staff.**
2. **Achieve long-term fiscal sustainability.**
3. **Strengthen public safety and keep the community safe.**
4. **Maintain and enhance the City's infrastructure, facilities, equipment, and technology.**
5. **Diversify, stabilize, and increase housing to reflect community needs.**

The City's adopted mission statement is:

The City of Costa Mesa serves our residents, businesses and visitors while promoting a safe, inclusive and vibrant community.

The next strategic planning session is scheduled for September 27, 2021. During this session, the City Council will develop a new round of six-month objectives for the City in alignment with the City's Three-Year Goals.

ALTERNATIVES:

The City Council may choose to provide alternate direction to staff regarding the City's Three-Year Goals and Objectives at this time or during the upcoming Strategic Planning session on September 27, 2021.

FISCAL REVIEW:

Many of the stated priorities and achievements have been funded within the FY 2019-2020 and FY 2020-2021 Adopted Budgets. Other actions are included in the FY 2021-2022 Adopted Budget as needed, either in whole, or as part of a multi-year funding plan.

LEGAL REVIEW:

The City Attorney reviewed and approved this report as to form.

CONCLUSION:

Despite the challenges posed by an unprecedented public health emergency during the past 18 months, a multi-million dollar economic downturn, and unprecedented civil unrest, the City successfully accomplished many key objectives and notable achievements while continuing to provide essential services to residents and local businesses. Staff recommends that the City Council receive and file the update to the City's accomplishments for 2019 through 2020 and the City Council's 2021 Goals and Six-Month Objectives.