



City of Costa Mesa

Agenda Report

77 Fair Drive
Costa Mesa, CA 92626

File #: 21-399

Meeting Date: 10/19/2021

TITLE:

ADOPTION OF THE CITY'S CORE VALUES AND AMENDMENTS TO THE STRATEGIC PLAN GOALS AND NEW SIX-MONTH OBJECTIVES

DEPARTMENT: CITY MANAGER'S OFFICE

PRESENTED BY: LORI ANN FARRELL HARRISON, CITY MANAGER

CONTACT INFORMATION: ALMA REYES, ASSISTANT TO THE CITY MANAGER

RECOMMENDATION:

Staff recommends that the City Council adopt the City's Core Values, amended Three Year Strategic Plan Goals, and new Six Month Strategic Objectives developed at the Strategic Planning Workshop held on Monday, September 27, 2021.

BACKGROUND:

It is the goal of the City Council to conduct an annual strategic planning and goal setting exercise to identify the City's priorities.

In order to accomplish this task, the City conducted a strategic planning workshop on Friday, January 29, 2021. This workshop involved the City Council and leadership team, and took place over a full day via a virtual Zoom meeting format in which the public was able to participate via a call-in format. The City's Mission Statement, Three Year Goals, and Six-Month Objectives were developed at this workshop and were subsequently adopted at the regularly scheduled City Council meeting on February 4, 2021.

The City Council and members of the public were regularly updated on staff's progress of the Six-Month Objectives every month at City Council meetings. City staff was able to accomplish each objective.

The next strategic planning workshop was held on Monday, September 27, 2021. This workshop was held in person at the Costa Mesa Senior Center, and was open to the public. The session was instrumental in identifying the key priorities for the next six months as the City continues to address the significant workload, impacts of the COVID-19 pandemic, and the related financial crisis.

ANALYSIS:

The strategic planning workshop included a discussion of citywide accomplishments and challenges, as well as internal and external factors impacting the City including the pandemic, the national and regional economy and other factors. This discussion culminated in the development of new Core Values and the revision of the Three- Year Goals.

New Core Values (not in priority order):

- ❖ Integrity
- ❖ Sustainability
- ❖ Compassion
- ❖ Innovation
- ❖ Inclusion
- ❖ Collaboration

Three Year Goals (of equal priority):

1. Recruit and retain high quality staff
2. Achieve long-term fiscal sustainability
3. Strengthen the public's safety and improve the quality of life
4. Diversify, stabilize and increase housing to reflect community needs
5. Advance environmental sustainability and climate resiliency*

**revised goal*

The new goal, "Advance environmental sustainability and climate resiliency" replaced the previous goal of "Maintain and enhance the city's infrastructure, facilities, equipment and technology."

The City Council and leadership team participated in breakout groups for each of the five goals. Each group developed certain key objectives to implement during the next six-month period. A detailed work plan was prepared with specific deliverables for each Goal including specific timeframes that will be updated and monitored monthly through March 2022.

As discussed on September 27, 2021 and as identified as an objective, the City Manager will be working closely with the Human Resources Manager and evaluate staffing levels in the Human Resources Division that will be presented to the City Council for consideration.

ALTERNATIVES:

The City Council can provide alternate direction to staff regarding the Strategic Plan

FISCAL REVIEW:

The stated priorities and action steps will be funded within the current (FY 2021-22) budget and as applicable, will be included in the proposed budget for FY 2022-2023.

LEGAL REVIEW:

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

CONCLUSION:

The City Council in collaboration with the City's leadership team revised the Three Year Goals and established new objectives as well as a work plan for the next six months of 2021. Staff recommends that the City Council adopt the attached Core Values, and revised Three Year Goals and new Six Month Strategic Objectives for 2021.