



City of Hermosa Beach: Strategic Plan

VISION 2029

HERMOSA BEACH 2029
is The Best Little Beach City!

Our Hometown Spirit,
Our Beach Life Style,
Our Eclectic Downtown,
Our Vibrant Entry Corridors
Our Leadership to Environmental Sustainability,

MAKES US DIFFERENT AND SETS US APART.

GOALS 2019

Commitment to a Safe Community

Financially Sound City Government

High Performing City Providing 1st Class Services

More Livable, Sustainable Beach City

Enhanced Economic Development Through Revitalized
Downtown And Entry Corridors

POLICY AGENDA 2014

Top Priority

Oil Ballot Measure for 2014

Downtown Core Development

Public Safety Service and Staffing Study

Municipal Carbon Neutral Action Plan

General Plan/Local Coastal Program/
Blueprint for a Low Carbon Future

South Park: Upgrade

Pacific Coast Highway Corridor Beautification Plan

High Priority

Schools Strategy and Specific Actions:
Support for Top Quality Schools

Sewer Replacement Program and Funding Mechanism

Capital Improvement Program and Policy

Comprehensive City Facilities Master Plan

MANAGEMENT AGENDA 2014

Top Priority

Business Improvement District (BID) for Pier Plaza:
Preparation

Community Dialog/Decision Making Tool:
Adoption, Implementation

Late Night Action Plan: Update, Direction

AES Rebuild

Undersea Cable (Addition): Direction

HERMOSA BEACH MISSION

The mission of the HERMOSA BEACH MUNICIPAL GOVERNMENT is to

Be Financially, Environmentally Responsible

to Govern the Community

and to Provide 1st Class Municipal Services

in a Customer Friendly Manner.

through Valued Employees and Volunteers.

MANAGEMENT IN PROGRESS 2014

Solid Waste Collection: Update Report

Street Paving Program: Review, Update Report

Citizen Compliant Tracking System: Development, Website

Trash Enclosures Temporary

High Performance Organization: Development, Leadership Philosophy, Department Discussion

Employee Appreciation Program: Enhancements

Charging Station: Development

City Energy Efficiency Update Report

LED City Lights

Living Streets Update Reports, Projects

Economic Development Position

City Manager's Economic Development Committee: Creation

Pier Avenue Street Lights and Trash Can

Smart Meter Pay Stations for Parking/Free Parking Program: Evaluation

User Guide for Doing Business in Hermosa Beach (Preliminary/Final)

Economic Development Welcome Team: Development

Hope Chapel Development: Working with Property Owners, Update Report, Policy Direction

Skechers Development: Working with Property Owners, Update Report, Policy Direction

MAJOR PROJECTS 2014

Valley/Ardmore Bike Lane Improvements: FY 14, FY 15