



Staff Report

TO: City Council
FROM: Elizabeth Gibbs, City Manager
DATE March 21, 2023
SUBJECT: Adoption of a Strategic Plan

Description Adopt a resolution approving the City of Beaumont 2023 Strategic Plan.

Background and Analysis:

On January 28, 2023, City Council held a goal setting workshop to draft a strategic plan as part of the development of the Fiscal Year 2023-2024 budget. The City Manager engaged HR Dynamics & Performance Management, Inc. to facilitate the workshop, and all senior management attended.

The strategic planning process is an organizational management activity aimed at setting priorities, goals, and objectives for an organization. Once those priorities are identified, it enables those responsible for carrying out those goals to focus energy and resources, strengthen operations, ensure that employees and other stakeholders are working toward common goals, establish agreement around intended outcomes/results, and assess and adjust the organizations' direction in response to a changing environment.

As part of the process, staff developed a community outreach survey that was circulated to the community through various avenues, including the City's website, email blasts, social media posts, and several in person pop-up events at local businesses throughout the City. Almost 1,000 responses were received from the community and the results were included in the workshop discussion.

During the strategic planning process City Council determined that the following targets would serve as the key pillars in which to categorize key specific goals and action plans:

1. Communications/Relationships
2. Infrastructure/Projects/Traffic
3. Economic Development/Downtown
4. Finances/Resources
5. Quality of Life/Well-Being

Within each of those targets several goals were set and prioritized by City Council. In total, fifty goals were established, thirty of which were deemed priority by City Council. To further prioritize those thirty goals, Council then chose ten goals for each priority level – Level 1, Level 2, and Level 3, with Level 1 being the highest priority goals.

The following is a summary of the ten Level 1 (highest priority) goals set by City Council. Additional details regarding the remaining goals, along with an action plan for each can be found in the attached proposed Strategic Plan document.

Communications/Relationships – Target 1

Goal 1: Strengthen Relationships with Community

Infrastructure/Projects/Traffic – Target 2

Goal 1: Develop an Entry Monument and 6th Street Improvements

Goal 2: Develop 2nd Street Extension

Goal 3: Develop the Potrero Interchange

Goal 4: Develop Pennsylvania Grade Separation

Goal 5: Redesign of 6th Street Downtown

Finances/Resources – Target 4

Goal 1: Obtain a lobbyist to obtain Federal and State funding resources

Goal 2: Create a new position to serve as the City’s centralized grants coordinator

Quality of Life/Well-Being – Target 5

Goal 1: Create Design Guidelines

Goal 2: Develop Danny Thomas Ranch

Although not all target areas/key pillars were deemed to be within Level 1 (highest priority) they are included in Level 2 and Level 3 priorities.

The 2023 Strategic Plan is a living document and as such will be reviewed during the mid-year budget process for Fiscal Year 2023/24.

Fiscal Impact:

The strategic planning process was funded in the Fiscal Year 2022-2023 General Fund budget. Staff estimates this staff report to cost \$500.

Recommended Action:

Waive the full reading and adopt by title only, “A Resolution of the City Council of the City of Beaumont Approving the 2023 Strategic Plan.”

Attachments:

- A. Resolution
- B. 2023 Strategic Plan