

CITY OF DANA POINT
AGENDA REPORT

Reviewed By:	
DH	_____
CM	_____
CA	_____

DATE: AUGUST 24, 2005

TO: HONORABLE MAYOR AND CITY COUNCIL

FROM DOUG CHOTKEVYS, CITY MANAGER

SUBJECT: AMENDMENTS TO STRATEGIC PLAN

RECOMMENDED ACTION:

That the City Council review the proposed revisions to the City of Dana Point Strategic Plan and direct staff to finalize the document for publication and dissemination.

BACKGROUND:

On June 12, 2001 the City Council adopted the Strategic Plan for the City of Dana Point entitled "Bridges to Tomorrow." This was accomplished after many months of public discussions and input relative to the development of a comprehensive strategic plan focused on the City's values, mission, goals and vision for the future. The basic components of the Strategic Plan include the following:

- A Vision Statement that identifies where the City wants to go and what it wants to be in the future.
- A Mission Statement representing how the City is going to achieve its vision.
- Community Core Values that provide the ethical support and business standards that allow the City to achieve or realize its community vision.
- A list of eight Strategic Planning Initiatives that represent prioritized approaches and opportunities that the City Council has agreed are required to realize its vision.
- A list of Tactical Elements that support the Strategic Planning Initiatives.
- An Action Plan for each Tactical Element.

Since its adoption in 2001, the Strategic Plan was reviewed and amended by the City Council in 2002 to address the former El Toro Marine Corps Air Station initiative; and, in 2004 to reflect the City's commitment to comply with the California Waste Management Act (AB939) waste diversion requirements.

DISCUSSION:

In 2002 the City Council and the Planning Commission held a joint review of the Strategic Plan and related planning elements. Land use goals, regulations and coastal issues, and the Town Center were among the topics of discussion at that time.

Nearly three years later, on April 27, 2005 the City Council and the Planning Commission held another joint public session to conduct a review of the Strategic Plan and related planning elements. The meeting was held at the Community Center and attracted a large public presence. The joint session was very productive and produced progressive goals and necessary updates to the plan to reflect Council policy and vision for the future, especially in light of the Town Center Plan, Orange County Harbor revitalization project and water quality issues. Also, due to the election of two new Council Members and recent appointment of new members and alternate members to the Planning Commission, this joint review was necessary and timely, to bring these officials up to speed and to ensure all decision makers are on the same page.

The City Council and the Planning Commission addressed and provided direction to staff for revisions to portions of the Vision Statement, Mission Statement, Community Core Values, Initiatives and Tactical Elements of the Strategic Plan. Staff was directed to prepare a draft of the revised Strategic Plan for City Council approval. Staff has thoroughly reviewed the plan and prepared narrative to reflect the additions and revisions recommended by the Council and Commission. Staff has also added language where appropriate that represents the goals and objectives of the current municipal budget document and CIP program. Tactical Elements and Action Plan bullet points that have been accomplished or no longer apply have been deleted. Because of the large number of revisions and deletions, the annotated version of the document became very cumbersome and difficult to read. Therefore, rather than show deleted language with strikethrough, we have attached the current Strategic Plan dated September 2004 for your reference as Supporting Document B. The revised version of the document with new language in red type is provided as Action Document A.

The major revision highlights to the Strategic Plan are noted below:

Mission Statement:

- Added "Support and abide by the Community Core Values."

To ensure the City's commitment to live by its Core Values.

Community Core Values:

- Added "To Preserve the heritage and historical value of the community."

Strategic Planning Initiatives:

- Added "Protect the health, safety and welfare of our residents and visitors."

This initiative was previously tied in with Initiative # VIII. Because of the City's on-going commitment to maintain exemplary police services, it is appropriate to identify public safety as a top priority.

- Added "Create a vibrant, pedestrian-oriented Town Center which meets the needs of our residents, visitors and businesses."

The Town Center Plan has been identified as a new Planning Initiative to reflect the City's goal to revitalize the Town Center into a thriving downtown.

- Revised "Support to the fullest extent possible efforts to prevent and limit potential adverse impacts caused by outside circumstances that may negatively impact the community's quality of life (i.e. aviation use of El Toro Marine Corps Air Station; LNG Terminal; West Nile Virus)."

This Planning Initiative was expanded to include issues that have recently become threatening to our community's quality of life – LNG Terminal and West Nile Virus.

- Revised "Provide, acquire and retain open space, parks, recreational facilities, greenbelts and trails, and community serving property."

The Planning Initiative was expanded to address the need to acquire property for future recreational and community serving needs.

Again, please review each Strategic Planning Initiative and associated Tactical Elements for all proposed revisions.

Staff recommends that the Council review the proposed amended version of the Strategic Plan, provide feedback to the staff for any additional revisions, and subsequently direct staff to finalize the Strategic Plan for publication. The Strategic Plan will be made available to the public in hard copy and posted to the City's website. The published version will also be distributed to City Council, all staff, Planning Commissioners, and all new subcommittee members for reference and administrative purposes.

FISCAL IMPACT

None

ALTERNATIVE ACTIONS:

Other actions as deemed appropriate by the City Council.

ACTION DOCUMENTS: _____ **Page No.**

- A. City of Dana Point Strategic Plan (2005 draft of revised version)
(Hard copy provided).

SUPPORTING DOCUMENTS:

- B. City of Dana Point Strategic Plan (current version dated September 2004)
(Hard copy provided).

ACTION DOCUMENT A

CITY OF DANA POINT STRATEGIC PLAN

(2005 draft with revisions in red print)

(Hard Copy Provided)

SUPPORTING DOCUMENT B

CITY OF DANA POINT STRATEGIC PLAN

(September 2004 version)

(Hard Copy Provided)