Strategic Plan Overview

• The Strategic Plan was adopted May 25, 2016
• Mid-year Strategic Plan Update on February 1, 2017
• The City Council, City Manager, and executive staff participated in the Annual Strategic Planning Retreat on April 8, 2017
  ▫ Council reaffirmed the five (5) targets of the original plan and identified twenty-four (24) level 1 and level 2 goals
• Staff convened on May 18, 2017 to prepare action plans to the new identified goals
Strategic Planning Reaffirmed Goals

1. Economic Development
2. Community Outreach
3. Public Image
4. Developing and Improving Strong City Management Team/Systems
5. Budget/Increase Revenues/Fiscal Sustainability
Goal 1: Economic Development

- Acquire underutilized land at key locations throughout the city
- Develop the Successor Agency properties in accordance with the Long Range Property Management Plan
- Commercial façade improvement program*
- Revitalization of Atlantic Ave and/or Gage Avenue

*- Level 2 Goal
Goal 2: Community Outreach

- Create a Citizens Academy Workshop
- Create information flyers before design of right-of-way improvements*
- Develop and advance community partnerships
- Develop opportunities with the County of LA to bring the student worker program*
- Develop a Farmers Market
- Develop pocket parks at key stops through La Campana route*

*- Level 2 Goal
Goal 3: Public Image

- Remodel City Hall
- Citywide pavement markings and striping project
- Renew citywide street name signs
- 2018 World Cup viewing party
Goal 4: Developing and Improving Strong City Management Team/Systems

• Implement body worn cameras for police officers
• Engage JPIA for management training*
• Continue the Bell Leadership Academy
• Develop the City Safety Committee
• Customer Service Training
• Hire additional staff in HR & Risk Management

* - Level 2 Goal
Goal 5: Budget/Increase Revenues/Fiscal Sustainability

• Look into the feasibility of insourcing jail operations
• AUMA related uses for revenue generation
• Open a dialog with city/state representatives*
• Find new revenue streams*

*- Level 2 Goal
Recommendation

- Staff recommends for City Council to review draft of Strategic Plan Update and recommend any changes at the August 9, 2017 City Council meeting
### Upcoming Important Dates

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
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<tbody>
<tr>
<td>Consideration to adopt the City of Bell Strategic Plan Update, if no changes are proposed</td>
<td>August 9, 2017</td>
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<tr>
<td>Adopt the City of Bell’s Strategic Plan with proposed changes (if necessary)</td>
<td>August 23, 2017</td>
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<tr>
<td>Mid-Year Strategic Planning Update</td>
<td>February 14, 2018</td>
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<td>Annual Strategic Planning Retreat</td>
<td>April 14, 2018</td>
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Questions