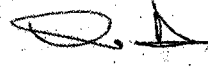


**Date:** February 5, 2019  
**To:** Honorable Mayor and Members of the City Council  
**From:** Vice Mayor Dee Andrews, Sixth District   
**Subject:** Request to Develop a Comprehensive Strategic Plan for 2030

**DISCUSSION:**

In his 2019 State of the City address on January 15, 2019, Mayor Garcia called upon City leaders to develop a comprehensive strategic plan for 2030. As Long Beach continues to grow, we must think big as an organization and plan for an even brighter future. To be a City that welcomes everyone and embraces diversity, we must work together to create a long-term vision for the City. The 2030 Strategic Plan must engage our entire community to identify actions that will address the challenges we will face decades from now, including climate change, housing affordability, education, jobs, infrastructure, transportation, and other focus areas.

The City last embarked on a strategic planning process nearly 20 years ago. The Long Beach 2010 Strategic Plan, adopted in 2000, laid out goals and strategic actions to address neighborhood development, education and youth, community safety, business growth and workforce development, and the environment. The planning process began in 1997 and leveraged robust community involvement, including forums, surveys, and taskforces.

To be successful, the 2030 Strategic Plan will require a collaborative, meaningful, multi-year commitment from community members and City leaders alike. All parties must have a stake in the strategic planning process. The Plan must be built upon community involvement and reflect the goals of all Long Beach residents, including those from underrepresented and underserved groups. At the same time, City leaders must assume accountability to the Plan's goals and enforce action items through publicly available milestones and metrics. As a first step in the planning process, City staff should outline a framework for preparation of the 2030 Plan, including resources needed, an estimated timeframe, potential community engagement strategies, and enforcement mechanisms.

**RECOMMENDATION:**

Request the City Manager to direct staff to design a framework for the preparation of a Comprehensive Strategic Plan for 2030.

**FINANCIAL IMPACT:**

The initial financial impact of this item will be staff time associated with the development of the framework, and identification of resources needed. With sufficient time to complete and balance against other priorities, the development of the framework is expected to be manageable within existing resources. It is expected that the City Manager will identify future costs and workload required to undertake the study prior to Council action to proceed.