



CITY OF  
**EL SEGUNDO**

# **FY 22-26 Strategic Plan**

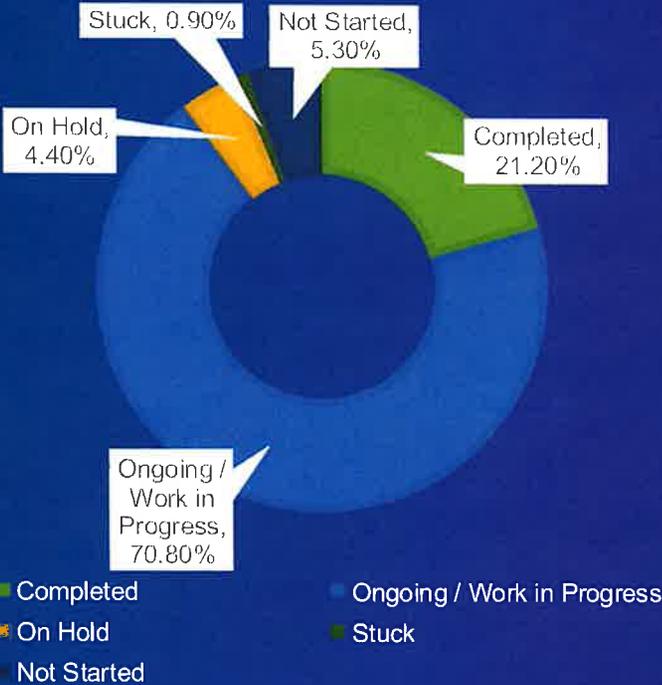
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FY 24-25 Mid-Year Report



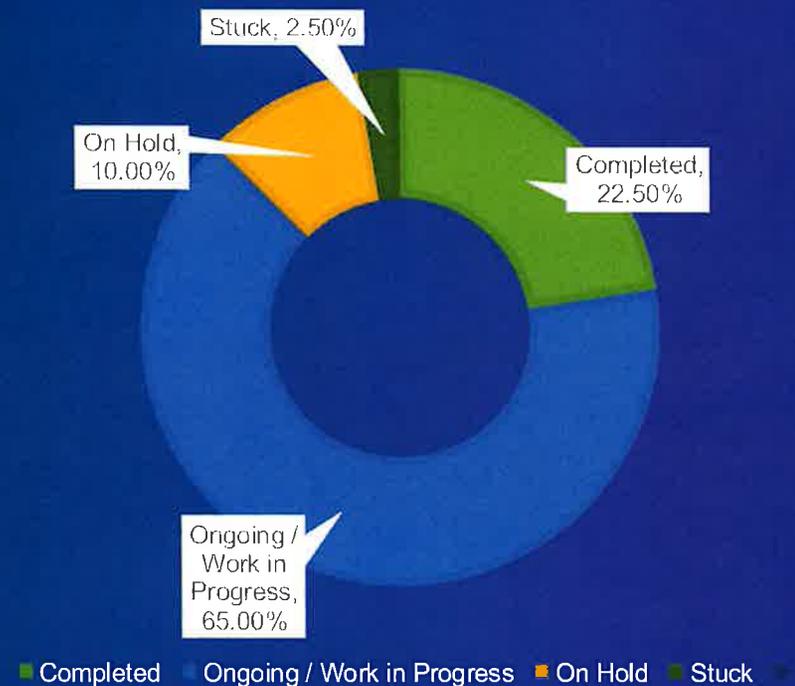
# SUMMARY

- Total of 113 action items (74 under the Top 6 Priorities)
- 21.2% completed to date
- 70.8% are actively in progress



# GOAL #1 – DEVELOP AND MAINTAIN QUALITY INFRASTRUCTURE AND TECHNOLOGY

- Total # of strategies: 4
- Total # of action items: 40
- Completed: 9
- Ongoing/Work in progress: 26



# GOAL #1 – HIGHLIGHTS OF ACCOMPLISHMENTS

- Completed projects:
  - Concrete Improvement Project
  - Main and Imperial Entryway Project



## GOAL #1 – HIGHLIGHTS OF ACCOMPLISHMENTS

- Construction contract awarded for the following projects:
  - Library Elevator Modernization Project
  - Permanent Repair of the City of El Segundo Wiseburn Aquatics Center Pool Heaters Project
- Ongoing work on the Plunge Rehabilitation Project



# GOAL #1 – HIGHLIGHTS OF ACCOMPLISHMENTS (Technology)

- Implementation of the new ERP system
- Deployed 2-factor authentication for ESPD
- Implemented DocuSign
- Implemented the first phase El Segundo Connect Project



## GOAL #1 – HIGHLIGHTS OF ACCOMPLISHMENTS

- Developed an online project management database and workflow for the PATCHES team



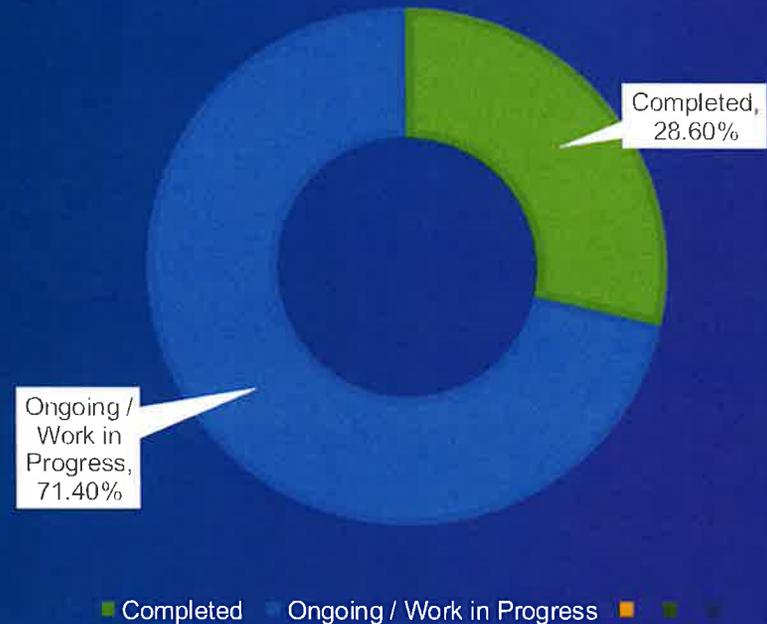
- Initiated a pilot project to introduce an automated system for managing and tracking contracts

## GOAL #1 – HIGHLIGHTS OF ACCOMPLISHMENTS

- Developed and implemented a formal Park Inspection program that identifies necessary repairs and improvements to parks, Park facilities and medians
- Adopted "Streamline," a fire prevention software designed to improve efficiency, enhance customer experience, and ensure transparent management of records
- Started phasing out outdated and non-functional Automated License Plate Reader (ALPR) cameras across the city
- Drone as a First Responder Program, aimed at improving police response times, enhancing officers' situational awareness, and assisting in responding to radio calls for service

## GOAL #2 – OPTIMIZE COMMUNITY SAFETY AND PREPAREDNESS

- Total # of strategies: 4
- Total # of action items: 7
- Completed: 2
- Ongoing/Work in progress: 5



## GOAL #2 – HIGHLIGHTS OF ACCOMPLISHMENTS

- Launched the PATCHES program aimed at addressing homelessness with compassion, while also maintaining public safety and cleanliness across the community

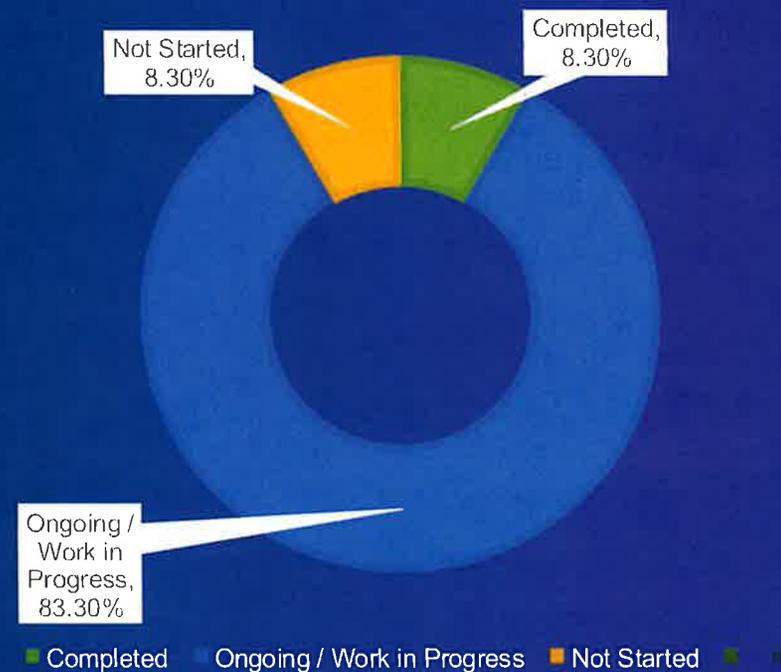


## GOAL #2 – HIGHLIGHTS OF ACCOMPLISHMENTS

- ESPD continues to recruit and hire both lateral and entry-level police officers. In 2024, the department hired 17 new officers and has begun hiring additional officers to fill the 10 additional officers authorized by the City Council.
- Plans are in progress to update the City's Emergency Operations Center, pending receipt of federal grant funds
- Actively recruiting to fill the vacant Emergency Management Coordinator position
- Four exterior cameras have been installed at the library and were brought online in January 2025

## GOAL #3 – DELIVER SOLUTION-ORIENTED CUSTOMER SERVICE, COMMUNICATION, DIVERSITY, EQUITY, AND INCLUSION

- Total # of strategies: 2
- Total # of action items: 24
- Completed: 2
- Ongoing/Work in progress: 20



## GOAL #3 – HIGHLIGHTS OF ACCOMPLISHMENTS

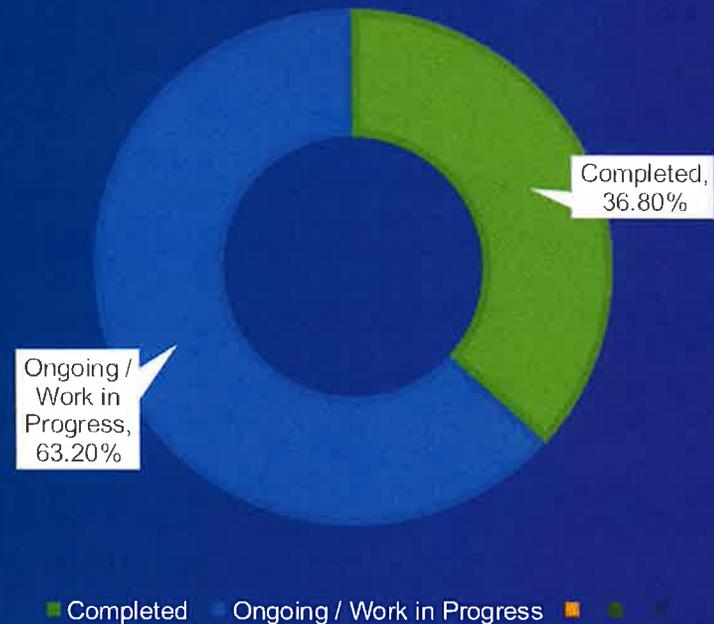
- Established the City Brand Guidelines
- 2024 General Municipal Election outreach campaign
- City's websites and social media channels are regularly updated
- Produced and distributed monthly El Segundo News Program
- Created and published monthly E-Newsletter
- Broadcast all City Council, Planning, and Recreation and Parks Commission meetings via cable channels and YouTube
- Created and published monthly Strategic Plan Update

## GOAL #3 – HIGHLIGHTS OF ACCOMPLISHMENTS

- Monthly interdepartmental Communications Committee meetings
- RPL hosted three "Coffee with the Director" events.
- ESPD continues to hold quarterly meetings with local hotel and retail managers from the Point and El Segundo Plaza.
- The DEI Committee presented their annual workplan to City Council on February 4, 2025.

## GOAL #4 – PROMOTE AND CELEBRATE A QUALITY WORKFORCE THROUGH TEAMWORK AND ORGANIZATIONAL EXCELLENCE

- Total # of strategies: 3
- Total # of action items: 19
- Completed: 7
- Ongoing/Work in progress: 12



## GOAL #4 – HIGHLIGHTS OF ACCOMPLISHMENTS

- 2024 Employee Engagement Survey with over 50% survey response rate
- Electronic Open Enrollment for calendar year 2025 health benefits
- Benefits Lunch & Learn regarding changes for Open Enrollment
- Completed Open Enrollment for calendar year 2025 health benefits
- Employee Health Fair at the Clubhouse with 25 vendors

## GOAL #4 – HIGHLIGHTS OF ACCOMPLISHMENTS

- Approval and adoption of successor MOU for CEA and PEMHCA increases to medical contribution
- PEMCHA resolutions effective January 1, 2025 for CEA, PSSEA, SPEA, POA, PMA, FFA, and the unrepresented considered full-time under the Affordable Care Act (ACA)

## GOAL #4 – HIGHLIGHTS OF ACCOMPLISHMENTS

### Trainings:

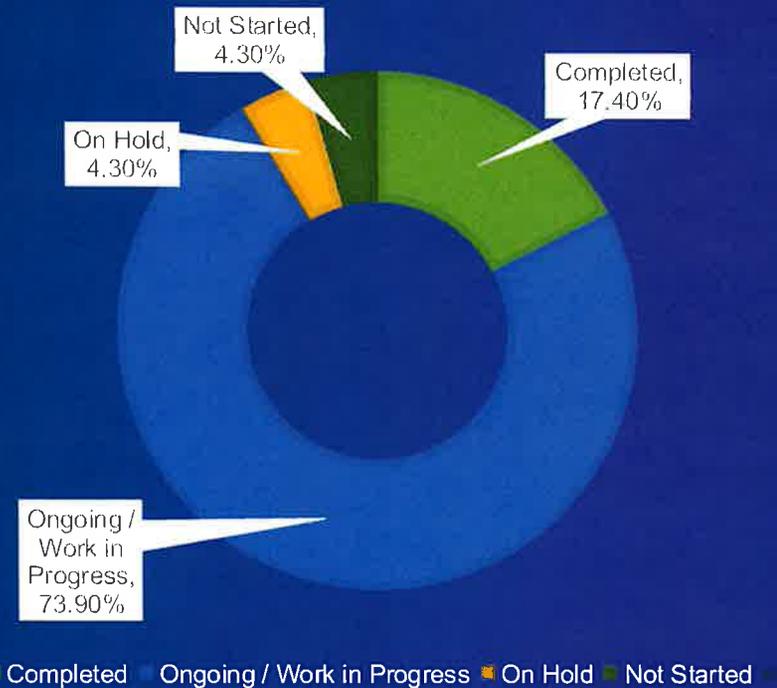
- **Webinars supervisors and managers:**
  - Maximizing Performance Through Documentation, Evaluation and Corrective Action
  - Leaves, Leaves, and More Leaves
  - Difficult Conversations
  - Workplace Bullying, A Growing Concern
- **In-person training:**
  - Seven (7) sessions of Disaster Service Worker training for all City employees
  - FBOR training at Station 2
  - New workers' comp TPA 24/7 Nurse Triage training for managers and supervisors
  - Bloodborne Pathogens training
  - Hearing (Noise Conservation) training
  - Forklift training as required under OSHA
  - Traffic Control Flaggers training as required under OSHA
- **LCW webinar for Finance and HR: Addressing FLSA & CalPERS Compliance in a Single MOU/Payroll Audit Training**

## GOAL #4 – HIGHLIGHTS OF ACCOMPLISHMENTS

- Hosted Walktober (wellness walking challenge)
- All Fire Paramedic positions have been filled, with the most recent two hires successfully graduating from the ESFD fire academy
- Hired a new Risk Manager
- RPL completed a department Strategic Plan that establishes clear priorities for the Department for a three-year period beginning Spring 2025

# GOAL #5 – CHAMPION ECONOMIC DEVELOPMENT AND FISCAL SUSTAINABILITY

- Total # of strategies: 4
- Total # of action items: 23
- Completed: 4
- Ongoing/Work in progress: 17



## GOAL #5 – HIGHLIGHTS OF ACCOMPLISHMENTS

- Hosted 30 Ukrainian entrepreneurs from the Deep Tech Security Accelerator
- Hosted "Accelerating Growth: Investing in Space & Defense Startups + Strategies for Scalable Infrastructure"



## GOAL #5 – HIGHLIGHTS OF ACCOMPLISHMENTS

- Hosted a downtown tasting tour for Raytheon
- Launched the Business Welcome Program
- Published a series of monthly newsletters - *El Segundo Happenings* and *Business Portfolio*
- Implemented strategic digital advertising campaigns for both business attraction and hospitality and tourism



## GOAL #5 – HIGHLIGHTS OF ACCOMPLISHMENTS

- Planning Commission study session regarding land use in the Smoky Hollow Specific Plan (SHSP) area
- Updates to the Planning Commission regarding affordable housing initiatives
- Ordinance amending El Segundo Municipal Code in accordance with State requirements
- Approval of consultant contract to update General Plan Land Use Element
- Launched the Plunge Capital Campaign

# NEXT STEPS

- Further integrate the Strategic Plan into the budget process
- Link strategies and action items to resources (budget/people)
- Increase collaboration between departments to complete strategies/actions items.
- Strategic Planning session?