

CITY OF BEAUMONT
STRATEGIC PLAN 2023



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EXECUTIVE SUMMARY

January 28, 2023

Elected Officials in Attendance:



**Mayor
Julio Martinez, III**



**Mayor Pro Tem
David Fenn**



**Councilmember
Mike Lara**



**Councilmember
Lloyd White**



**Councilmember
Jessica Voigt**



**City Clerk
Elaine Morgan**



**City Treasurer
AJ Patel**

Staff in Attendance:



Elizabeth Gibbs, City Manager

Christina Taylor, Deputy City Manager

Siomara Giroux, Executive Assistant

Jeff Hart, Public Works Director/City Engineer

Kari Mendoza, Administrative Services Director

Sean Thuilliez, Chief of Police

Jennifer Ustation, Finance Director

Nicole Wheelwright, Deputy City Clerk

Thaxton VanBelle, General Manager of Utilities

Doug Story, Community Services Director

Facilitated by:

Henry T. Garcia, Principal Consultant

Rhonda D. Strout-Garcia, Principal Consultant

EXECUTIVE SUMMARY

The City of Beaumont operates under a City Council/City Manager form of government. The City Council consists of five (5) Council Members. The members of the City Council set policy and enact laws of the City. The City Manager is appointed by the members of the Beaumont City Council.

The purpose of the Strategic Planning workshop was to assist the City of Beaumont's Mayor, City Council and City Manager in developing a plan that includes defined targets and goals in order to provide staff with clear direction. One of the primary responsibilities of the City Manager is to implement the plan set forth by the City Council, utilizing the City Departments and Executive Team.

The workshop took place on Saturday, January 28th, from 9:00 a.m. until approximately 3:30 p.m. During the workshop, the City Council engaged in a participatory process along with staff and input from the community, in which they accomplished the following:

1. Established expectations for the Workshop and intended outcomes
2. Identified the organization's Strengths, Weaknesses, Opportunities and Threats (SWOT)
3. Established five (5) major targets
4. Established a total of fifty (50) goals
5. Prioritized goals across the targets and established thirty (30) top-priority items
6. Referred development of the detailed action plans and schedule to the City Manager and Executive Team

During the workshop, a group voting process was utilized in order for the Mayor and Council to identify the key priorities, and to provide for stratification of the goals into three levels:

Level 1 – includes the selection of two (2) first level priority goals each for the Mayor and City Council. A total of ten (10) level 1 goals were identified.

Level 2 - includes the selection of two (2) second level priority goals each for the Mayor and City Council. A total of ten (10) level 2 goals were identified.

Level 3 - includes the selection of two (2) third level priority goals each for the Mayor and City Council. A total of ten (10) level 3 goals were identified.

In addition to the thirty (30) goals, the plan includes all remaining goals that did not rank into priority Levels 1, 2, or 3. As progress is made with Level 1, 2, and 3 goals, additional goals may be introduced into the plan and discussed further with the Mayor and City Council.

At the conclusion of the workshop, the Mayor and City Council had effectively established clear direction and focus for the Executive Team related to Targets and Goals. The City Council clearly communicated its desire and intent to blend this exercise along with a review of currently available financial resources, or potential new resources related to funding additional programs and services. It was further intended that this plan remain a fluid and evolving document to be re-visited at regular intervals for progress and re-shifting of priorities, as needed.

Attached to this summary are the work sheets that include the detailed action plans prepared by staff, to be presented back to the City Council by the City Manager as a further step in the process to ensure that plans and timelines meet with the intended expectations. It should be noted that some of the goals identified may translate into resource needs that may be incorporated into future budgets.

It is recommended that a regular formal review of the newly established Goals/Strategic Plan occur annually, in which progress may be measured, and new or shifting priorities addressed.

We would like to thank the Mayor, City Council and City Manager Elizabeth Gibbs, for the opportunity to assist the City of Beaumont in this important endeavor and for the outstanding teamwork that provided for a positive and productive day. We look forward to the opportunity to partner with the City of Beaumont in the future.

Respectfully,

Henry & Rhonda Garcia

Rhonda D. Strout-Garcia, Principal Consultant
Henry T. Garcia, Principal Consultant



HR Dynamics & Performance Management, Inc.
Website: HRDPM.COM
Mobile: (951) 999-1617 or (951) 905-0025

EXPECTATIONS

The Mayor, City Council, and Executive Team expressed the following expectations related to the goal setting workshop, and their desired outcomes for the day:

- To develop an execution plan for the tracking and monitoring of projects as a result of the strategic planning exercise
- To provide clear direction for staff
- To identify internal and external challenges and roadblocks
- To become more informed on issues, as staff
- To identify priorities for next year's budget
- To create a plan and the necessary steps to address traffic issues, and to address citizen concerns
- To address and identify priorities
- To focus on the future (e.g. 5-10 years) for a long-term roadmap
- To identify long-term and short-term priorities for budget

SWOT ANALYSIS – STRENGTHS, WEAKNESSES, OPPORTUNITIES, THREAT

STRENGTHS

- Cohesiveness
- Fiscal stability
- The City's location – logistically
- Beaumont is leading in the Pass
- Leadership
- Progressive
- The City Council and staff are publically minded
- Cohesive staff
- Good vision – forward looking – planning ahead
- Humility
- Approachable staff
- Fiscally responsible
- Resilient
- Customer service oriented/public service minded organization (top to bottom)
- Public safety
- Local control for Police – and the ability to be nimble in the deploying of resources
- Council support
- Recycled water

SWOT ANALYSIS – STRENGTHS, WEAKNESSES, OPPORTUNITIES, THREATS

WEAKNESSES

- Need for public education on what the City is doing including outreach and community meetings
- The City is still paying for the sins of the past
- Need for different forms of communication beyond social media
- Funding for infrastructure needs
- Staffing resources needs
- State legislators have different priorities
- The City has low priority in the County
- Poor collaboration with neighboring cities/leaders for funding
- Our neighboring cities don't like us, or respect us
- Development standards and public perception
- Public communication
- No current plan, strategy, or roadmap
- Public is not aware of our accomplishments
- Lack of past planning
- Lack of community engagement and communication
- Inland Empire being over-looked by our legislators
- Traffic issues
- Playing catch-up related to things that should have been done years ago
- Leadership of the County
- Inability to find quality help and resources to complete projects
- Bad annexation agreement with the County

SWOT ANALYSIS – STRENGTHS, WEAKNESSES, OPPORTUNITIES, THREATS

OPPORTUNITIES

- Meet with new legislators
- New City Clerk, City Treasurer, and Council who bring new ideas
- New leaders in neighboring cities
- Increase public education
- Recruitment and attraction
- Bi-partisan support for progress
- Demand for logistics in our area and opportunity to exploit that to solve funding issues
- Economic growth
- Continue to educate the public
- Stay in contact with Congressman Ruiz
- Build a relationship with Congressman Calvert
- Push the past behind us and establish new relationships with neighboring cities
- Build a sustainable community
- Partner with the business community
- Destination events and relationship with Morongo
- Much more localized COG
- Positive cash flow and ability to achieve some easy wins
- Stop sales leakage
- Retain residents through quality of life
- Focus on commercial and retail development
- Capitalize on Beaumont being the 2nd largest City in the 25th District
- Maintain competitive wages for public safety recruitment
- Expand outdoor activity options and healthy quality of life
- The public is willing to listen to us

SWOT ANALYSIS – STRENGTHS, WEAKNESSES, OPPORTUNITIES, THREATS

THREATS

- Infrastructure – Banning and Calimesa
- Lack of support and response from Cal Trans
- Potential downturn of the market and loss of revenue
- Traffic
- Some local electeds due to issues of the past
- Negative narrative
- Unforeseen issues of the past that may pop up
- Aging infrastructure
- State housing mandates and loss of local zoning control
- Water restrictions
- Inflation
- CalPERS
- Regulatory and environmental issues
- Threat to public safety from the State
- Big money developers politically
- Agencies not keeping up with us impacting the ability to move forward
- Water resources
- Maintaining a balance with growth
- Lack of local coordination with regard to homelessness

TARGETS

The “Targets” were developed at the Strategic Planning/Goal Setting Workshop. The City Council determined that the targets identified would serve as the key pillars in which to categorize 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



GOALS

Key:

Top Priority Goals – Level 1

Second Priority Goals – Level 2

Third Priority Goals – Level 3

TARGET #1 GOALS – COMMUNICATIONS/RELATIONSHIPS

Priority Level	Mayor/Council Priority	Goal #	Goal
1	JV	1	Strengthen relationships with other community leaders
2	ML	2	Continue pop-ups/community visits and education.
3	LW	3	Develop funding sources for community events
3	JV	4	Increase public communication and education; develop a strategy
3	ML	5	Develop staff peer to peer relationships – internal and external
4	-	6	Develop a system of proactive communication related to traffic and other topics (e.g. an App), and possible staffing increase

TARGET #2 GOALS – INFRASTRUCTURE/PROJECTS/TRAFFIC

Priority Level	Mayor/ Council Priority	Goal #	Goal
1	ML	1	Develop an entry monument and 6 th Street improvements
1	DF	2	Develop 2 nd Street extension
1	LW	3	Develop Potrero interchange
1	JM	4	Develop Pennsylvania grade separation
1	JM	5	Re-design of 6 th Street Downtown
2	JM	6	Expand the Police Station
2	DF	7	Develop Pennsylvania ramps
2	JV	8	Develop plan to deploy recycled water
3	JV	9	Develop Pennsylvania widening
4	-	10	Develop Highland Springs interchange
4	-	11	Develop Oak Valley interchange
4	-	12	Add signal at 1 st and 79 th Streets
4	-	13	Add signal at Beaumont and 6 th Streets
4	-	14	Add signal at 1 st and Pennsylvania Streets
4	-	15	Develop California Street grade separation
4	-	16	Achieve rail transit stop

TARGET #3 GOALS – ECONOMIC DEVELOPMENT/DOWNTOWN

Priority Level	Mayor/ Council Priority	Goal #	Goal
2	LW	1	Develop a marketing plan.
3	LW	2	Develop a pedestrian style downtown with shopping, restaurants, and parking
3	ML	3	Develop a plan for City investment in land acquisition
3	DF	4	Recruit and attract businesses, including an anchor tenant, downtown hotel, and medical providers
3	JM	5	Update the City’s Economic Development Plan
3	DF	6	Revisit the City’s Municipal Codes and Zoning
4	-	7	Strengthen existing business relationships
4	-	8	Update the City’s Downtown Revitalization Plan
4	-	9	Promote events as part of Economic Development for the City

TARGET #4 GOALS – FINANCES/RESOURCES

Priority Level	Mayor/ Council Priority	Goal #	Goal
1	DF	1	Obtain a lobbyist to obtain Federal and State funding resources
1	JV	2	Create a new position to serve as the City’s centralized grants coordinator
2	DF	3	Develop a strategy for revenue development
2	LW	4	Conduct a traffic impact fee study
4	-	5	Re-evaluate the transit occupancy tax (TOT)
4	-	6	Revisit the City’s debt policy in consideration of potential changes towards an inter-generational policy
4	-	7	Consider needs for internal staffing increases
4	-	8	Explore creating an Enhanced Infrastructure Financing District (EFID)
4	-	9	Explore creating a Road and Bridge Benefit District (RBBD)

TARGET #5 QUALITY OF LIFE/WELL-BEING

Priority Level	Mayor/ Council Priority	Goal #	Goal
1	ML	1	Create design guidelines
1	LW	2	Develop Danny Thomas Ranch
2	JM	3	Create Park Master Plan including the transition to drought tolerant landscaping
2	ML	4	Complete improvements to existing parks including ADA access, parking, lighting, etc.
2	JV	5	Increase community events/arts and culture
3	JM	6	Complete Stewart Park and Sports Park improvements
4	-	7	Revisit Park fees
4	-	8	Complete Nicholas Park improvements
4	-	9	Develop plan for litter clean-up throughout the City
4	-	10	Plan for the addition of more sports fields and open space through land acquisition



ACTION PLANS

TWO-PAGE SUMMARY OF TARGETS AND GOALS BY PRIORITY LEVEL

TARGETS

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

GOALS BY PRIORITY LEVEL

Priority Level 1 Goals (10)

- Strengthen relationships with other community leaders (Target #1, Goal #1)
- Develop an entry monument and 6th Street improvements (Target #2, Goal #1)
- Develop 2nd Street extension (Target #2, Goal #2)
- Develop Potrero interchange (Target #2, Goal #3)
- Develop Pennsylvania grade separation (Target #2, Goal #4)
- Redesign of 6th Street Downtown (Target #2, Goal #5)
- Obtain a lobbyist to obtain Federal and State funding resources (Target #4, Goal #1)
- Create a new position to serve as the City’s centralized grants coordinator (Target #4, Goal, #2)
- Create design guidelines (Target #5, Goal #1)
- Develop Danny Thomas Ranch (Target #5, Goal #2)

Priority Level 2 Goals (10)

- Continue pop-ups/community visits and education (Target #1, Goal #2)
- Expand the Police Station (Target #2, Goal #6)
- Develop Pennsylvania ramps (Target #2, Goal #7)
- Develop plan to deploy recycled water (Target #2, Goal #8)
- Develop a marketing plan (Target #3, Goal #1)
- Develop a strategy for revenue development (Target #4, Goal #3)
- Conduct a traffic impact fee study (Target #4, Goal #4)
- Create a Park Master Plan including the transition to drought tolerant landscaping (Target #5, Goal #3)
- Complete improvements to existing parks including ADA access, parking, lighting, etc. (Target #5, Goal #4)
- Increase community events, arts and culture (Target #5, Goal #5)

Priority Level 3 Goals (10)

- Develop funding sources for community events (Target #1, Goal #3)
- Increase public communication and education; develop a strategy (Target #1, Goal #4)
- Develop staff peer to peer relationships – internal and external (Target #1, Goal #5)
- Develop Pennsylvania widening (Target #2, Goal #9)
- Develop a pedestrian style downtown with shopping, restaurants, and parking (Target #3, Goal #2)
- Develop a plan for City investment in land acquisition (Target #3, Goal #3)
- Recruit and attract businesses, including an anchor tenant, downtown hotel, and medical providers (Target #3, Goal #4)
- Update the City’s Economic Development Plan (Target #3, Goal #5)
- Revisit the City’s Municipal Codes and Zoning (Target #3, Goal #6)
- Complete Stewart Park and Sports Park improvements (Target #5, Goal #6)

ACTION PLANS

ACTIONS/SCHEDULE FOR PRIORITY “LEVEL 1” GOALS

Target #1: Communications/Relationships		
Goal #1: Strengthen relationships with other community leaders.		
Actions:	Responsible:	Time Frame:
Attend monthly Mayors’ breakfast with Mayor	CM	Ongoing
Attend respective WRCOG committee meetings	CM, PW, Finance, Solid Waste	Ongoing
Attend and support student of the month breakfast monthly	ASD	Ongoing
Meet monthly with BUSD Superintendent	CM	Ongoing
Meet quarterly with BUSD Superintendent and BUSD PIO	CM/Chief	Ongoing
Meet quarterly with BCVWD and Pass Water Agency	CM	Ongoing
Create a networking group and invite city managers from Hemet, San Jacinto, Moreno Valley, Banning, Calimesa, and Yucaipa to meet quarterly	CM	September 2023
Attend a minimum of three CalCities Riverside County division events	CM	June 2024
Attend a minimum of three Chamber events	All	June 2024
Meet monthly with BCVRPD	CM/CSD	Ongoing

ACTIONS/SCHEDULE FOR PRIORITY “LEVEL 1” GOALS

Target #2: Infrastructure/Projects/Traffic		
Goal #1: Develop an entry monument and 6th Street improvements.		
Actions:	Responsible:	Time Frame:
Release RFP for Construction Docs/Design Docs	CM/PW	Completed
Award contract to architect for Construction Docs/Design Docs	CM/PW	May 2023
Present proposed design to City Council for approval	CM/PW	September 2023
Submit plans and designs for review by staff	Landscape architect	October 2023
Publish RFP for construction	CM/PW	December 2023
Award construction contract	CM/PW	March 2024
Begin construction	CM/PW	April 2024
Complete construction	CM/PW	September 2024

Target #2: Infrastructure/Projects/Traffic		
Goal #2: Develop 2nd Street extension.		
Actions:	Responsible:	Time Frame:
Design concurrent with CEQA process	PW/Planning	Complete
Construction	PW	September 2023
Construction completed	PW	March 2024
Identify funding sources for final 25% of project utilizing State and Federal funding grants (Project is 75% funded)	PW/DCM	Ongoing

ACTIONS/SCHEDULE FOR PRIORITY “LEVEL 1” GOALS

Target #2: Infrastructure/Projects/Traffic		
Goal #3: Develop Potrero interchange.		
Actions:	Responsible:	Time Frame:
Design	PW	December 2023
Construction	PW	December 2025
Construction completed	PW	September 2026
Identify funding sources through State and Federal grants	PW/DCM	Ongoing

Target #2: Infrastructure/Projects/Traffic		
Goal #4: Develop Pennsylvania grade separation.		
Actions:	Responsible:	Time Frame:
Design with concurrent CEQA/NEPA process	PW Dept	June 2024
Construction (pending funding)	PW	December 2026
Grant applications for funding	PW/Finance	Ongoing
Meet with legislators to request funding	CM/DCM/PW	Ongoing

Target #2: Infrastructure/Projects/Traffic		
Goal #5: Redesign of 6th Street Downtown.		
Actions:	Responsible:	Time Frame:
Downtown Revitalization Plan analysis	Com Dev/PW	March 2024
Engineering/CEQA	PW Dept	March 2025
Construction	PW Dept	September 2026
Identify funding sources	PW/DCM/Finance	Ongoing

ACTIONS/SCHEDULE FOR PRIORITY “LEVEL 1” GOALS

Target #4: Finances/Resources		
Goal #1: Obtain a lobbyist to obtain Federal and State funding resources.		
Actions:	Responsible:	Time Frame:
RFP & Award of Federal lobbyist	DCM	Completed
Create and publish RFP for State lobbyist firm	DCM	April 2023
Award contract	DCM	June 2023
Begin contract	DCM	July 2023

Target #4: Finances/Resources		
Goal #2: Create a new position to serve as the City’s centralized grants coordinator.		
Actions:	Responsible:	Time Frame:
Develop job description/pay scale	HR/Finance	June 2023
Post job opening	HR	July 2023
Recruiting process, background process, conditional offer of employment	HR	September 2023
Develop & train new hire (onboarding)	Finance	March 2024

ACTIONS/SCHEDULE FOR PRIORITY “LEVEL 1” GOALS

Target #5: Quality of Life/Well-Being		
Goal #1: Create design guidelines.		
Actions:	Responsible:	Time Frame:
Issue RFP for Zoning Code update to include Design Guidelines	DCM/Planning	April 2023
Award contract	DCM/Planning	June 2023
First draft of Zoning Code Update & Design Guidelines to City Council	DCM/Planning	June 2024
Public Hearing on adoption of Ordinance	DCM/Planning	December 2024

Target #5: Quality of Life/Well-Being		
Goal #2: Develop Danny Thomas Ranch.		
Actions:	Responsible:	Time Frame:
Budget \$2500 for staff and electeds to attend fundraising activities and events that directly benefit DTR	CSD	June 2023
Budget \$2500 in sponsorships for fundraising activities and events that directly benefit DTR	CSD	June 2023
Provide a letter of support when appropriate to the Parks District for a future LAFCO application	CSD	TBD
Provide letters of support to the Parks District for any grant applications that provide funding for the development of DTR	CSD	Ongoing

ACTIONS/SCHEDULE FOR PRIORITY “LEVEL 2” GOALS

Target #2: Infrastructure/Projects/Traffic		
Goal #6: Expand the Police Station		
Actions:	Responsible:	Time Frame:
Expand current parking/perimeter for police	Chief/CS	September 2023
Complete tenant improvements to Building C and occupy the building	Chief/CS	December 2023
Increase bathroom capacity for staff at current station	Chief/PW	July 2023
Complete land acquisition for new police station	CM	August 2023
Design and build a new police headquarters using a public private partnership model	CM/Chief	December 2026

Target #2: Infrastructure/Projects/Traffic		
Goal #7: Develop Pennsylvania ramps.		
Actions:	Responsible:	Time Frame:
Design - concurrent with CEQA process	PW	December 2025
Construction	PW	December 2026
Construction completed	PW	September 2027
Identify funding sources from State and Federal grants	DCM	Ongoing

ACTIONS/SCHEDULE FOR PRIORITY “LEVEL 2” GOALS

Target #2: Infrastructure/Projects/Traffic		
Goal #8: Develop plan to deploy recycled water.		
Actions:	Responsible:	Time Frame:
Recycled Water Facilitator Technical Memorandum Presenting Recommended Conceptual Plan and Associated Options for Recycled Water Implementation	GM of Utilities	June 2023
Issue RFP for 1211 Change Petition and Adaptive Management Plan (environmental study)	GM of Utilities	April 2023
Award Contract for 1211 Change Petition and Adaptive Management Plan (environmental study)	GM of Utilities	May 2023
Anticipated completion of 1211 Change Petition Process and AMP	GM of Utilities	May 2026
Forecasted Payback of Salt Mitigation Deficit as required in NPDES Permit	GM of Utilities	November 2028
Submit request to SARWQCB to absolve City of any remaining debt, to put Recycled Water to Beneficial Use	GM of Utilities	May 2026 – November 2028

ACTIONS/SCHEDULE FOR PRIORITY “LEVEL 2” GOALS

Target #3: Economic Development/Downtown		
Goal #1: Develop a marketing plan.		
Actions:	Responsible:	Time Frame:
Develop and publish RFP for consulting services	DCM/Econ Dev	September 2023
Award Contract	DCM/Econ Dev	December 2023
Present draft marketing plan to Economic Development Committee for review and recommendations to City Council	DCM/Econ Dev	June 2024
Present recommended marketing plan to City Council for adoption	DCM/Econ Dev	August 2024

Target #4: Finances/Resources		
Goal #3: Develop a strategy for revenue development.		
Actions:	Responsible:	Time Frame:
Retain consultant to provide funding tools advisory services	DCM	Completed
Review findings and recommendations	DCM	May 2023
Present options to City Council	DCM	June 2023
Create and define revenue goals	Finance/CM	July 2023
Present findings to City Council for review and approval	Finance/CM	September 2023
Evaluate existing revenue sources	Finance	September 2023
Identify ways to diversify revenue streams and present to the Financial and Audit Committee (FAC)	Finance	October 2023
Present FAC recommendations to City Council	Finance	November 2023

ACTIONS/SCHEDULE FOR PRIORITY “LEVEL 2” GOALS

Target #4: Finances/Revenue		
Goal #4: Conduct a traffic impact fee study.		
Actions:	Responsible:	Time Frame:
Research and develop RFP	Finance/PW	December 2023
Publish RFP	Finance/PW	March 2024
Contract Award	Finance/PW	June 2024
Complete study and present to City Council	Finance/PW	November 2024
Implement recommendations	PW	December 2025

Target #5: Quality of Life/Well-Being		
Goal #3: Create a Park Master Plan including the transition to drought tolerant landscaping.		
Actions:	Responsible:	Time Frame:
Hire consultant to provide a Parks Master Plan	CSD	Completed
Review Existing Documentation, Existing Conditions and Observe Programs, Develop Demographics and Trends	CSD/Consultant	May 2023
Develop Community Outreach/Education Strategy	CSD/Consultant	May 2023
Conduct Public Outreach, Surveys, and Public Workshops	CSD/Consultant	February 2024
Create Mission, Vision, Values, Goals, and Objectives	CSD/Consultant	May 2024
Conduct Needs Analysis, Equity Mapping, and GAP Analysis	CSD/Consultant	May 2024

Create Mission, Vision, Values, Goals, and Objectives	CSD/Consultant	June 2024
Prepare CIP Project List and Budget Estimates	CSD/Consultant	July 2024
Prepare DRAFT Master Plan for Council Presentation	CSD/Consultant	August 2024
Finalize Master Parks Master Plan	CSD/Consultant	November 2024
Present and have City Council Accept Final Master Plan	CSD/Consultant	December 2024

Target #5: Quality of Life/Well-Being		
Goal #4: Complete improvements to existing parks including ADA access, parking, lighting, etc.		
Actions:	Responsible:	Time Frame:
Conduct survey of all parks facilities to create a priority list of ADA Path of Travel improvements, parking lot improvements	CS	December 2023
Conduct inventory of all tables, benches, water fountains, and park assets to provide a priority list of replacements to increase mobility and access to park amenities	CS	December 2023
Prioritize inventory and create a plan of replacement	CS	March 2024

ACTIONS/SCHEDULE FOR PRIORITY “LEVEL 2” GOALS

Target #5: Quality of Life/Well-Being		
Goal #5: Increase community events, arts and culture.		
Actions:	Responsible:	Time Frame:
Ensure access to art and cultural experiences is available to the entire community	CS	Ongoing
Host at least four cultural events throughout the year that highlight/focus on local artists	CS	June 2024
Provide efficient and effective permit processing for community events	DCM	Ongoing
Facilitate active coordination with businesses, residents, and community partners for special events	CS	Ongoing
Increase participation in downtown events through partnership with local businesses	CS/DCM	June 2024
Increase visitor capacity at the CRC by 25% by expanding Halloween events outside and incorporating additional activities	CS	June 2024
Increase localized community park events by 25% through themed based activities	CS	June 2024
Create new winter event in downtown – Blizzard Bash	CS	January 2024
Present a plan to City Council for consideration to implement a market night and/or farmers market	CS	March 2024
Create an Art in Public Places Policy	CM	June 2024

ACTIONS/SCHEDULE FOR PRIORITY “LEVEL 3” GOALS

Target #1: Communications/Relationships		
Goal #2: Develop funding sources for community events.		
Actions:	Responsible:	Time Frame:
Define and categorize community events	CS	September 2023
Create potential sponsorship list	CS	October 2023
Research mechanisms to form a non-profit foundation to directly accept donations from sponsors	Finance	October 2023
Propose findings to City Council for review	Finance	January 2024
Actively seek sponsorships	All	Ongoing
Research and apply for grant funding	All	Ongoing

Target #1: Communications/Relationships		
Goal #3: Increase public communication and education; develop a strategy.		
Actions:	Responsible:	Time Frame:
Review the City’s website monthly to confirm that all information is current and accurate	All	June 2024
Implement new and enhanced public outreach strategy by building upon a review of the current communications plan	PIO	October 2023
Increase established audience by printing the quarterly publication of the online City magazine	PIO	June 2024
Actively pursue resident input into all major planning projects	All	Ongoing
Host three community engagement events focusing on government relations, education, and information	CS/PIO	November 2023

Evaluate use of electronic kiosks at City-owned facilities to increase public communication and education	CS/PIO	December 2023
Foster positive relationships with the media	PIO	Ongoing
Identify additional opportunities to promote and educate the community	CM/PIO	December 2023
Present findings and recommendations to City Council	PIO	January 2024

Target #1: Communications/Relationships		
Goal #4: Develop staff peer to peer relationships – internal and external.		
Actions:	Responsible:	Time Frame:
Hold monthly brown bag lunch with City Manager to promote familiarity with employees from all departments	CM	Ongoing
Hold quarterly meetings with labor groups	CM/ASD	Ongoing
Hold seats on various State and local boards and committees representing Beaumont (CalCities, CALBO, etc.)	All	Ongoing
Each executive team members will meet quarterly with their counterparts from Calimesa and Banning	All	Ongoing
Promote collaboration by forming more cross-departmental teams to help solve problems, manage large projects, and get people working together	All	Ongoing
Host city-wide employee recognition and awards ceremony	ASD	June 2024

ACTIONS/SCHEDULE FOR PRIORITY “LEVEL 3” GOALS

Target #2: Infrastructure/Projects/Traffic		
Goal #9: Develop Pennsylvania widening.		
Actions:	Responsible:	Time Frame:
Design concurrent with CEQA process	PW	Completed
Construction	PW	December 2023
Identify funding sources through State and Federal grants	PW/DCM	Completed

Target #3: Economic Development/Downtown		
Goal #2: Develop a pedestrian style downtown with shopping, restaurants, and parking.		
Actions:	Responsible:	Time Frame:
Evaluate traffic calming techniques along Beaumont Ave and 6 th Street corridors	DCM/Econ Dev/ Consultant	May 2023
Design – concurrent with Downtown Revitalization Plan	Com Dev/PW	March 2024
Engineering/CEQA (pending funding)	PW	December 2025
Construction (pending funding)	PW Dept	December 2026
Identify funding sources through State and Federal grants	DCM/PW	Ongoing
Continue to work with downtown property owners to facilitate construction of approved projects	DCM/Planning	Ongoing

Target #3: Economic Development/Downtown		
Goal #3: Develop a plan for City investment in land acquisition.		
Actions:	Responsible:	Time Frame:
Identify needs for vacant land use	CM	July 2023
Define goals and priorities	CM	October 2023
Obtain a list of vacant land	DCM	Ongoing
Estimate purchase costs	DCM	Ongoing
Use forecasting software to plan and determine long term fiscal forecasting	Finance	Ongoing

Target #3: Economic Development/Downtown		
Goal #4: Recruit and attract businesses, including an anchor tenant, downtown hotel, and medical providers.		
Actions:	Responsible:	Time Frame:
Send a delegation of staff and electeds to the annual International Council of Shopping Centers (ICSC) to market Beaumont and attract businesses that generate sales tax	Econ Dev	May 2023
Update City Council on the progress of the downtown revitalization plan	Econ Dev	Ongoing
Update the Economic Development Committee on economic development projects underway and project in planning, including renderings and/or digital presentations that can then be posted on the City's website	Econ Dev	Ongoing
Hand out a minimum of ten Downtown Business Attraction & Expansion program cards to retail businesses in other cities	All	June 2024
Plan a minimum of three community clean-up/trash pick-up days in the downtown area	CS	June 2024
Award a minimum of four business incentive programs – one from each of the program areas	DCM	September 2023

ACTIONS/SCHEDULE FOR PRIORITY “LEVEL 3” GOALS

Target #3: Economic Development/Downtown		
Goal #5: Update the City’s Economic Development Plan.		
Actions:	Responsible:	Time Frame:
Retain a consultant to assist with updating the Economic Development Plan adopted in July 2019 and to address national retail attraction, shopper retention, and sales tax generation	DCM/Econ Dev	September 2023
Review and update the Economic Development Plan	DCM/Econ Dev	September 2023
Present the proposed update to the Economic Development Committee	DCM/Econ Dev	February 2024
Present the recommended update to City Council	DCM/Econ Dev	September 2024

Target #3: Economic Development/Downtown		
Goal #6: Revisit the City’s Municipal Codes and Zoning.		
Actions:	Responsible:	Time Frame:
6a. Municipal Codes (non-zoning)	CM/DCM	December 2025
6b. Zoning Code tied to Target 5, Goal 1 Design Guidelines	DCM/Planning	December 2024
Community Workshops	DCM/Planning	March 2024
Presentation to Planning Commission	DCM/Planning	July 2024
Presentation to City Council	DCM/Planning	July 2024

ACTIONS/SCHEDULE FOR PRIORITY “LEVEL 3” GOALS

Target #5: Quality of Life/Well-Being		
Goal #7: Complete Stewart Park and Sports Park improvements.		
Actions:	Responsible:	Time Frame:
<i>Stewart Park:</i>		
Engineering/CEQA	CS/PW	December 2023
Construction	PW/CS	September 2025
<i>Sports Park:</i>		
Release RFP for Construction Docs/Design Docs	CS	March 2023
Award contract to architect for Construction Docs/Design Docs	CS	June 2023
Submit Plans and Designs for Review	Consultant	December 2023
Create RFP for Construction	Consultant	December 2023
Award Construction Contract	CS	March 2024
Begin Construction	CS/Consultant	April 2024
Construction completed	CS	December 2024

