

EL SEGUNDO

City Manager's Message

Happy New Year and Happy 100th Birthday El Segundo!

New ~ City Strategic Plan

2017 will be a busy and exciting year in El Segundo as we embark on a number of new projects and strategic initiatives – all based on the City's Strategic Plan that will be finalized by the City Council this month. The Plan establishes goals, objectives, activities and key performance indicators. More simply put, the plan tells us:



Why we do what we do ~ The City's mission is to provide high quality service to our residents, businesses and visitors and be a great place to live, work and visit

Where we want to be in the future ~ The goals and objectives create focus on the mission and the desired destination we want to achieve

How ~ The behaviors and values the organization and employees (current and future) need to have to move us in the strategic direction

What/When/Who ~ The work program has specific tasks, assignments and schedule of projects and initiatives. We focus our efforts and resources to achieve the goals and objective that further the mission

Key Performance Indicators ~ The ongoing measurements of how effectively we are providing service

The goals of the Strategic Plan are to:

- ✓ *Enhance customer service and engagement*
- ✓ *Support community safety and preparedness*
- ✓ *Develop as a choice employer and workforce*
- ✓ *Develop quality infrastructure and technology*
- ✓ *Champion economic development and fiscal sustainability*

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New ~ Bi-monthly City Newsletter- Please provide your feedback

This newsletter is one of the action items in support of several of these goals, primarily enhanced engagement. Staff and I hope to use this bi-monthly publication as a way of informing all parts of the community on events, projects, people and services. We think we know what interests many of you, but we definitely know that there are topics and questions of interest that we haven't thought of. Please take the time to read this publication and provide us feedback (via email to CityNewsletterCommittee@ElSegundo.org) on what you like or don't like about the newsletter, as well as changes or additions you would like to see in future editions.

Help ~ Our newsletter needs a name

We need your help in naming the community newsletter. One lucky winner will get to pick a prize of their choosing from ElSegundo100.org/shop.

- Between now until March 1, 2017, email your submission to:
CityNewsletterCommittee@ElSegundo.org.*
- There is no limit on the number of submissions you can send.*
- The City Newsletter Committee will pick our top 5 favorite names.*
- Those selected will win a City branded gift.*
- In the next newsletter, we'll let the community vote on the final name via a survey.*
- If the winner permits us, we'll feature them in an upcoming newsletter when we announce the winner and name of our newsletter.*

Thank YOU and happy reading!

Greg Carpenter

City Manager