

Council Meeting of
August 12, 2008

Honorable Mayor and Members
of the Torrance City Council
City Hall
Torrance, California

Members of the Council:

**SUBJECT: Community Development - Approval of the Updated 2008
Strategic Plan.**

RECOMMENDATION

Recommendation of the Community Development Director that the City Council approve the updated 2008 Strategic Plan as proposed by the Strategic Plan Committee.

FUNDING

Not Applicable.

BACKGROUND AND ANALYSIS

On February 5, 2007, your Honorable Body approved the plan for renewal of the City's Strategic Plan. On August 21, 2007, the Strategic Plan Committee was appointed and contracts were approved with R. Scott Adams for facilitation of the committee process; Fairbank, Maslin, Maullin & Associates (FMMA) for statistically accurate telephone surveys of the residential and business communities; and The Planning Center for a Community Profile and Environmental Scan.

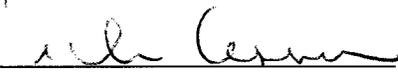
These items, along with data gathered from a number of focus groups throughout the community, were presented to the Strategic Plan Committee in January, 2008. The Committee was charged with analyzing the information brought forward through the phone survey, the environmental scan and the information from the various Focus Groups, and formulating the revised Strategic Plan through use of this information. Meetings were held weekly through April and twice weekly in May in order to complete the revision by June. This process is explained in greater detail in the Executive Summary to the Strategic Plan.

The most dramatic change in the plan is the addition of a new priority entitled "Stewardship of the Environment". This priority was created based on issues and concerns seen in the data, and incorporates both existing goals and sub-goals taken from other priorities in the 1999 Plan and new goals and sub-goals formulated by the Committee based on the data. Additional changes in the Strategic Plan are outlined in the section of the Strategic Plan entitled "2008 Plan Update: the changes".

Accompanying this item you will find a letter from the Strategic Plan Committee forwarding the 2008 Strategic Plan to your Honorable Body, and the 2008 Strategic Plan for your approval.

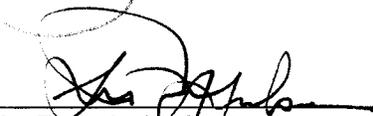
Respectfully Submitted,

Jeffery W. Gibson
Community Development Director

By 
Linda Cessna
Deputy Community Development Director

CONCUR:


Jeffery W. Gibson
Community Development Director


LeRoy J. Jackson
City Manager

Attachments

- A. Letter from the Strategic Plan Committee
- B. 2008 Strategic Plan **(Limited Distribution)**

August 12, 2008

Honorable Mayor and Members
of the Torrance City Council:

The Strategic Plan Committee would like to present the 2008 Strategic Plan for the City of Torrance to your Honorable Body for your approval. This update was completed after many hours of work and discussion, and careful study of the data provided us. We believe that it reflects, to the best of our ability, a vision for the City consistent with the hopes and desires of the community, and a vision that will inspire us to strive to be and do the best that we can, both as individuals and as members of the Torrance community.

It was our great pleasure and honor to be entrusted with the work of updating the City's Strategic Plan. We thank you for the opportunity, and are proud to present to you the 2008 Strategic Plan for the city of Torrance.

Respectfully Submitted,

The 2008 Strategic Plan Committee



Toni Bock
Large Business Representative



Barbara Cardella
Council on Aging



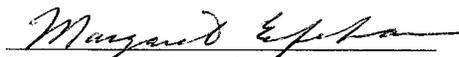
Don Clouch
Homeowner Representative



Marcia Cribbs
At-large



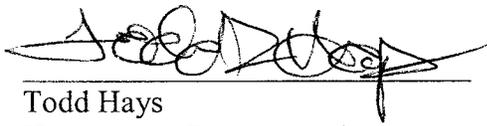
Stephanie Ernster
At-large



Margaret Esfahani
TUSD Representative



Jim Faulk
At-large



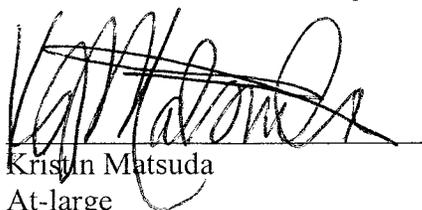
Todd Hays
Homeowner Representative



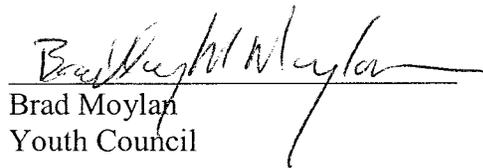
Steve Hemingway
Small Business Representative



Harvey Horwich
At-large



Kristin Matsuda
At-large



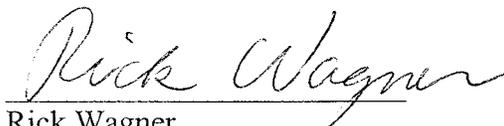
Brad Moylan
Youth Council



Frank Piersol
At-large



Lola Ungar
At-large



Rick Wagner
Homeowner Representative



Michael Wermers
Homeowner Representative