

## VISION

To preserve and enhance Los Angeles County's beaches and Marina as choice destinations for all generations

## MISSION

Providing recreational opportunities while sustaining Los Angeles County beaches and Marina del Rey

## MOTTO

Caring for Our Coast

## VALUES

**Professional** – We are collaborative, action-oriented, responsive, respectful, deliberate and ethical in our approach to our responsibilities and the delivery of high-quality services.

**Accountable** – We are responsible for our decisions, behaviors and actions and will manage them in a way that earns and maintains the public's trust.

**Diverse** – We reflect, appreciate and serve diverse populations and both recognize and balance competing interests in performing our duties.

**Reliable** – We can be counted on to serve the public consistently and with care, building on the investments and achievements of past generations to chart the best course for our future.

**Transparent** – We believe in open, honest government.



## DEPARTMENT OF BEACHES & HARBORS

GARY JONES  
DIRECTOR

AMY M. CAVES  
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LATAYVIUS R. ALBERTY  
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*Caring for Our Coast*

Visit us at:

[beaches.lacounty.gov](http://beaches.lacounty.gov)  
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LACDBH

COUNTY OF LOS ANGELES  
DEPARTMENT OF  
BEACHES & HARBORS

# STRATEGIC PLAN



*Caring for Our Coast*



# STRATEGIC PLAN GOALS & OBJECTIVES



## Access

Enhance access to our beaches and the Marina and foster an inclusive Marina community

### Objectives

- Ensure that our beaches and Marina are clean, safe and accessible
- Maintain existing beach and Marina public amenities
- Broaden Marina and beach services and events to reach diverse communities
- Advance tenant and workforce protections in the Marina
- Facilitate multi-modal access to the Marina and our beaches
- Better understand user behavior patterns and preferences to inform decisions on beach and Marina access
- Expand the WATER Program to reach a large youth population unfamiliar with the ocean
- Modernize parking operations and assess feasibility of improving ingress and egress at parking lots affected by high traffic



## Organizational Effectiveness and Service Excellence

Maintain a productive workforce and operational effectiveness to continue to best serve the public and achieve our mission and vision

### Objectives

- Attract, empower and retain a top quality, engaged and motivated workforce to provide high quality customer service
- Assess reorganization options to ensure focused attention on coastal sustainability, resiliency and infrastructure
- Share information for improved awareness and understanding across divisions
- Continue to focus on emergency preparedness function and capability, including in emergencies when serving as a safe harbor/haven
- Employ information technology to help us best achieve our objectives
- Maintain and strengthen external relationships, ensuring effective communication with the Marina and beach communities
- Secure appropriate user, lessee/concessionaire and contract city payments to ensure operational stability



## Coastal Vitality and Environmental Stewardship

Protect and maintain the beaches and Marina for the benefit of recreational users and the region

### Objectives

- Sustain our Marina and beach infrastructure
- Prepare a sustainability roadmap for the Marina and the beaches
- Assess feasibility of approaches to protect beaches from sea level rise and erosion and to meet regulatory mandates with respect to the Marina's water quality
- Balance the operation of urban beaches with the protection of wildlife and natural habitat
- Prioritize beach capital projects funded with voter-approved dollars, as well as priority projects in the Marina able to be funded by the Marina Accumulative Capital Outlay Fund
- Further the Civic Center concept to enhance the County's presence in the Marina as recommended in the 2014 Marina del Rey Vision Statement
- Facilitate Marina leasehold redevelopment