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 CHIEF DEPUTY DIRECTOR

CAROL BAKER
DEPUTY DIRECTOR

LATAYVIUS R. ALBERTY DEPUTY DIRECTOR

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Caring for Our Coast

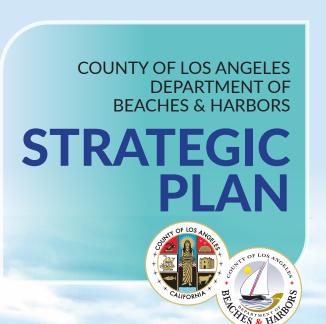
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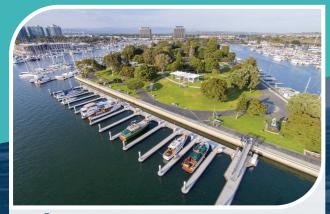
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COUNTY OF LOS ANGELES
DEPARTMENT OF BEACHES & HARBORS

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