



# MEMORANDUM

**SUPERVISOR BILL CAMPBELL**  
**ORANGE COUNTY BOARD OF SUPERVISORS, THIRD DISTRICT**  
**10 Civic Center Plaza, 5<sup>th</sup> Floor, Santa Ana, California 92702**

714.834.3330

**Date:** July 12, 2007

**To:** Darlene Bloom, Clerk of the Board

**From:** Supervisor Bill Campbell

*Bill Campbell*

**Re:** Supplemental Request

*on*

07 JUL 12 PM 4:00  
CLERK OF THE BOARD  
DARLENE BLOOM  
CLERK OF THE BOARD  
CLERK OF THE BOARD  
CLERK OF THE BOARD

**S58A**

---

This memorandum is to authorize a Supplemental Item for the July 17, 2007 agenda.

Please add the following:

**Update on the progress of the Harbors, Beaches and Parks Strategic Plan.**



# COUNTY OF ORANGE

## RESOURCES & DEVELOPMENT MANAGEMENT DEPARTMENT

*Bryan Speegle, Director*  
300 N. Flower Street  
Santa Ana, CA

P.O. Box 4048  
Santa Ana, CA 92702-4048

Telephone: (714) 834-2300  
Fax: (714) 834-5188

# 358A  
Bd. 7/17/07

**DATE:** July 11, 2007  
**TO:** Supervisor Bill Campbell, District 3  
**FROM:** Director, RDMD/Harbors, Beaches & Parks  
**SUBJECT:** Harbors, Beaches and Parks (HBP) Strategic Plan Progress Update

As you know, over the past several months HBP staff has been actively engaged in preparing Phase 3 (performance measures) of the HBP Strategic Plan. To ensure alignment with other County departments and the County's Strategic Focus effort, we have been preparing a Balanced Scorecard to measure HBP's performance. The Balanced Scorecard is now complete and staff is finishing its associated narrative description. Following several internal briefings and public meetings over the summer, we are scheduled to submit the Strategic Plan to the Board for approval in mid-September 2007.

Per your request, provided below is a schedule for the remaining next steps associated with completion of the HBP Strategic Plan, as well as the deliverables for the Board's consideration.

### Timeline:

- Late July 2007, early August—briefings on the results of the Facilities Assessment and Phase 3 of the Strategic Plan (Balanced Scorecard) to:
  - Deputy CEO
  - CFO/Strategic Focus staff (review of Balanced Scorecard)
  - CEO
  - Board Ad Hoc Committee
  - Remaining Board offices (Districts 1, 2 & 5)
- August 2007—Public meetings to present the draft of the Strategic Plan. Meetings include:
  - Stakeholder Advisory Committee
  - Historic Commission
  - HBP Commission.
- September 11 or 18, 2007—Board of Supervisors meeting to request approval of the Strategic Plan.

### Deliverables:

- HBP Strategic Plan Phase 3 – Balanced Scorecard
- HBP Facilities Assessment
- Final approval on change of HBP name to OC Parks & Beaches

Supervisor Bill Campbell, District 3  
Page 2

- Progress report on activities associated with Board straw votes on recommendations by Board Ad Hoc Committee on the HBP Strategic Plan.

Please let me know if you have any questions or need additional information.

  
Parker Hancock  
Parker Hancock

cc: Tom Mauk, CEO  
Rob Richardson, Assistant to the CEO  
Alisa Drakodaidis, Deputy CEO  
Bryan Speegle, Director RDMD  
Mark Denny, RDMD/HBP  
Scott Thomas, RDMD/HBP