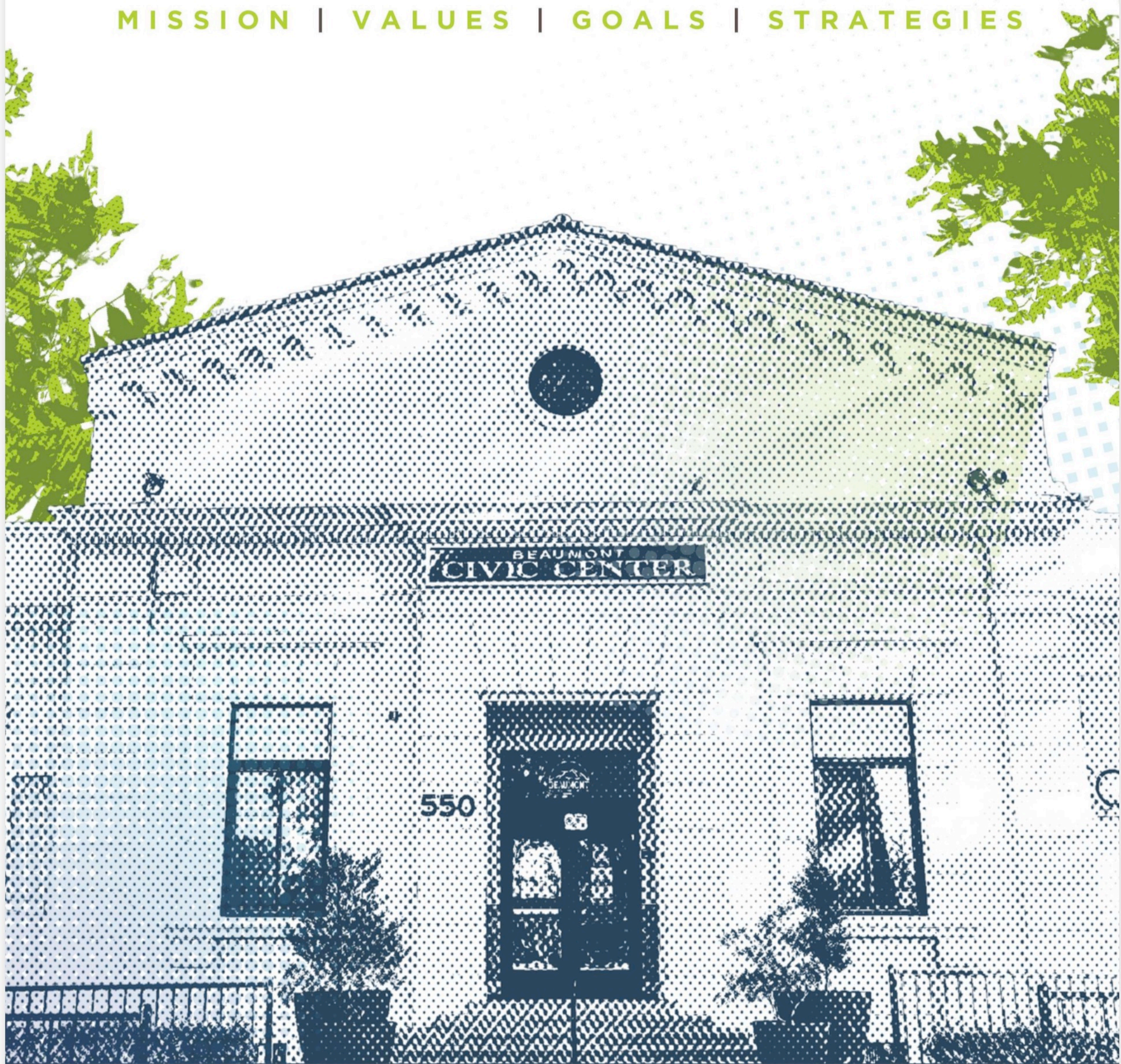


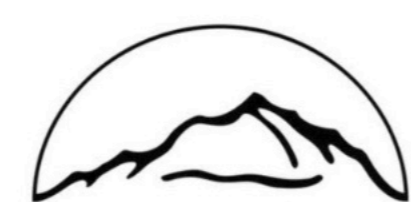


CITY OF BEAUMONT 2025-2027 STRATEGIC PLAN

MISSION | VALUES | GOALS | STRATEGIES



ENVISION BEAUMONT - 2025-2027 EDITION



ACKNOWLEDGEMENTS

Beaumont City Council and Leadership



Mike Lara
Mayor



Jessica Voigt
Mayor Pro Tem



Lloyd White
Councilmember



Julio Martinez III
Councilmember



David Fenn
Councilmember

Elected Officers

- Elaine Morgan**, City Clerk
- AJ Patel**, City Treasurer

Executive Team

- | | |
|---|---|
| Elizabeth Gibbs , City Manager | Gus Romo , Deputy City Manager |
| George Walter , Interim Police Chief | Kirk Pelsler , Economic Development Director |
| Todd Hopkins , Fire Chief | Doug Story , Community Services Director |
| Kari Mendoza , Admin Services Director | Nicole Wheelwright , Deputy City Clerk |
| Robert Vestal , Public Works / City Engineer | Julie Van Hook , Public Information Officer |
| Thaxton Van Belle , Water Reclamation Director | Darron Usher , Principal Management Analyst |
| Jennifer Ustation , Finance Director | Shannan Doyle , Executive Assistant |





STRATEGIC PLAN STRUCTURE

The 2025 Strategic Plan is comprised of two components:

- 1. City Council Strategic Policy**—This section sets forth the priorities and policy direction of the City Council to advance Beaumont’s potential and to frame the work efforts of staff over the course of the Strategic Plan. It includes the vision, mission, strategic priorities, and goals.
- 2. Operational Workplan**—This section sets forth envisioned actions to be carried out by City staff to implement the City Council's Strategic Policy. The city manager evaluates and updates this section on an as-needed basis in conjunction with the City's budget cycle.

DEFINITION OF TERMS

Below is a list of common terms and definitions that are used throughout this document to reference the 2025 Strategic Plan:

- **Vision:** An ideal statement that captures the essence of what the City Council wants the City organization to achieve as a result of implementing the strategic plan and its priorities. The Vision is stated in the present tense, describing what will result from the Strategic Plan.
- **Mission:** A general statement of how the City organization will achieve the Vision.
- **Targets:** Key pillars serving as categories for specific goals and action plans.
- **Goals:** General aspirations (expressed as outcomes) toward which effort will be directed by the City Team to advance a Strategic Priority. More than one goal may develop for each.
- **Actions:** Specific activities or tasks (inputs) comprising the work plans for the City Team that cause specific “outputs” and contribute to larger measurable outcomes.





VISION

The City of Beaumont maintains its reputation as a safe community and evolves to meet the needs of Beaumont’s residential and commercial growth. The city strives to create an economically balanced community to achieve fiscal sustainability and ensure that city resources are maximized and deployed in a manner that meets Beaumont’s long-term needs, as well as the needs of every citizen, while enhancing and maintaining Beaumont’s natural beauty.

MISSION

The City of Beaumont is committed to providing core services to the community that ensure it remains a safe and desirable place to live, work and play. Through responsible and professional leadership and in partnership with local agencies to achieve common goals and leverage area resources, the city will strive to improve the quality of life for all residents living and working in this elevated community.

TARGETS

The Beaumont City Council reaffirmed five previously adopted strategic targets aimed at promoting communication and strengthening relationships, enhancing infrastructure, economic development, financial stability, and overall quality of life.

Communication and Relationships

Enhancing public engagement, strengthening community partnerships, and improving citywide communication.

Infrastructure, Projects, & Traffic

Advancing key infrastructure projects, including roadway expansions, interchange improvements, and a new police station.

Economic Development & Downtown Revitalization

Attracting businesses, improving the downtown district, and developing a citywide marketing strategy.

Finance/Resources

Ensuring the city remains financially strong, well-resourced, and prepared to serve the community now and in the future.

Quality of Life & Community Well Being

Investing in parks, community spaces, and cultural events to enhance livability.

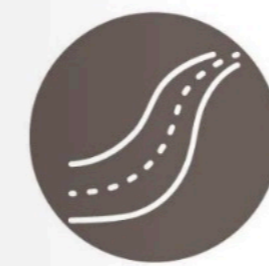


INFRASTRUCTURE, PROJECTS, & TRAFFIC

Advancing key infrastructure projects, including roadway expansions, interchange improvements, and a new police station.

TARGET 2 GOALS

- 2.1 Advance the Pennsylvania Avenue Grade Separation project to completion of the Final Design Phase (shovel ready), ensuring alignment with safety, mobility, and long-term infrastructure priorities.
- 2.2 Initiate and advance the Preliminary Design Phase of the new Police Station to support future public safety needs and operational efficiency.
- 2.3 Advance the Oak Valley Parkway Widening – East project to improve traffic flow, enhance safety, and support anticipated growth in the corridor.
- 2.4 Potrero Extension Benefit Area - Leverage the project to deliver community benefits, including improved connectivity, economic development opportunities, and enhanced quality of life for residents.



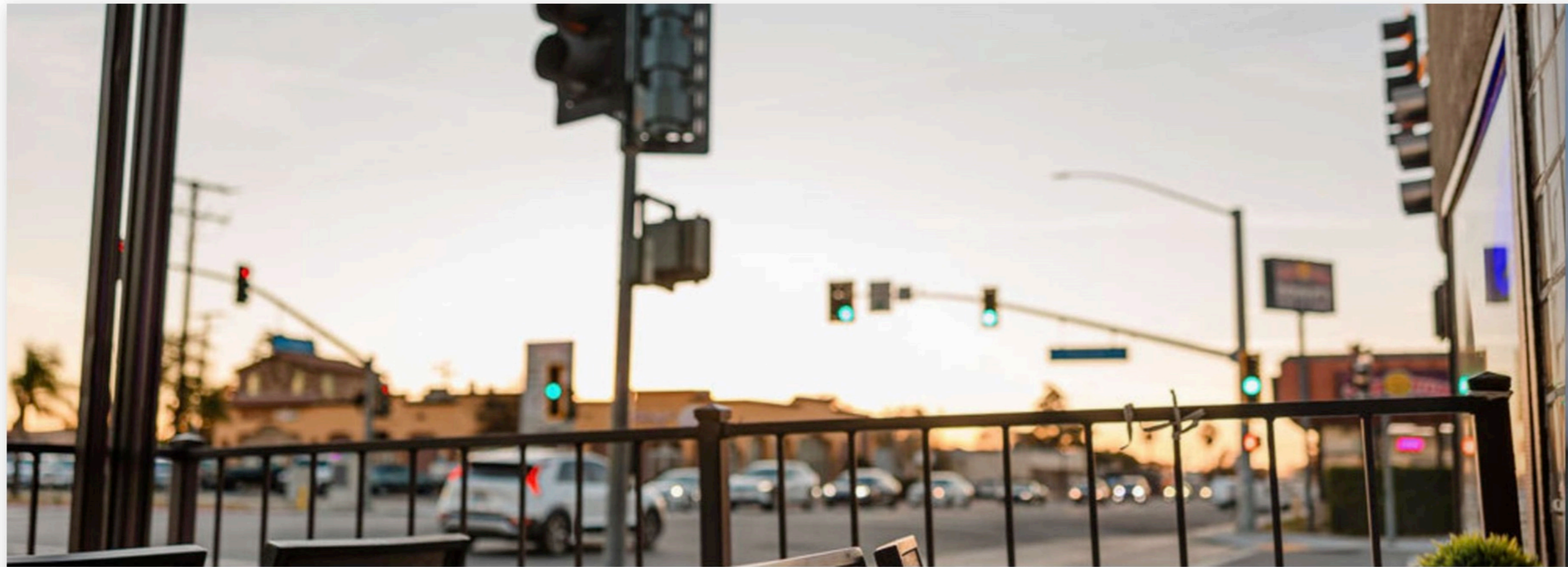
INFRASTRUCTURE, PROJECTS, & TRAFFIC

Advancing key infrastructure projects, including roadway expansions, interchange improvements, and a new police station.

TARGET 2 GOALS

- 2.5 Advance the First Street Widening project through the Design Phase to improve traffic flow, enhance safety, and support future growth and development in the area.
- 2.6 Complete the construction of the Second Street Extension to improve transportation connectivity, support regional growth, and enhance mobility for residents and businesses.





ECONOMIC DEVELOPMENT & DOWNTOWN REVITALIZATION

Attracting businesses, improving the downtown district, and developing a citywide marketing strategy.

TARGET 3 GOALS

- 3.1 Proactively recruit and attract new businesses and industries that align with the city's economic vision, create quality jobs, and expand the local tax base, including an anchor tenant, downtown hotel and medical providers.



FINANCES/RESOURCES

Ensuring the city remains financially strong, well-resourced, and prepared to serve the community now and in the future.

TARGET 4 GOALS

- 4.1 Obtain a Recycled Water Permit to enhance water sustainability, support long-term resource management, and ensure a reliable, environmentally responsible water supply for the community.

- 4.2 Create a Road and Bridge Benefit District to ensure that key corridors and intersections remain safe, resilient, and capable of supporting future growth.



QUALITY OF LIFE & COMMUNITY WELL BEING

Investing in parks, community spaces, and cultural events to enhance livability.

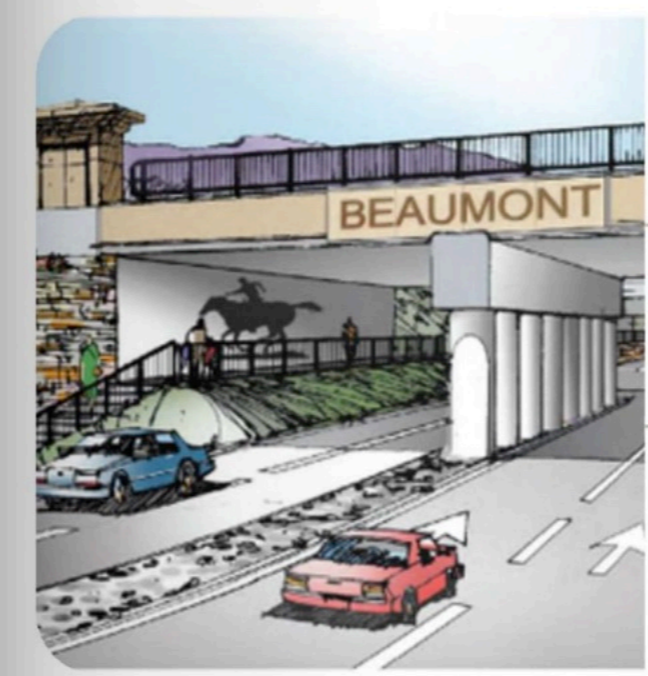
TARGET 5 GOALS

- 5.1 Advance the Sports Park Turf and Lighting project through the Construction Phase to enhance recreational opportunities, promote community wellness, and support a high quality of life for residents.
- 5.2 Complete the construction of Stewart Park to transform it into a vibrant community space that fosters connection, recreational opportunities, and enhances the overall quality of life for residents.
- 5.3 Develop a new Community Center that serves as a hub for resident engagement, lifelong learning, and inclusive programming to enrich community life and well-being.
- 5.4 Implement the Parks Master Plan to create connected, inclusive, and vibrant public spaces that reflect community identity, celebrate natural beauty, and enhance the sense of place across the city.

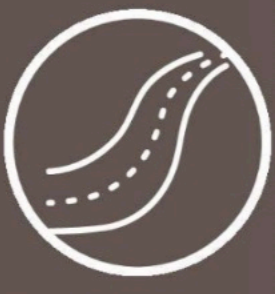


INFRASTRUCTURE, PROJECTS, AND TRAFFIC

GOAL 2.1 - Advance the Pennsylvania Avenue Grade Separation project to completion of the Final Design Phase, ensuring alignment with safety, mobility, and long-term infrastructure priorities.





Action Item	Responsible	Time Frame
Action 1: Final Approval of Environmental CEQA (CE) and NEPA (CE) Documentation.	Environmental Consultant (Moffat Nichol) and Caltrans	JUL 2025
Action 2: Approval of the Caltrans Design Engineering Evaluation Report (DEER).	Design Consultant (IDC) and Caltrans	AUG 2025
Action 3: Final Approval of UPRR Structural and Track Plans.	Design Consultant (IDC) and UPRR	SEPT 2025
Action 4: Complete Civil Design Plans.	Design Consultant (IDC)	DEC 2025
Action 5: Completion of Utility Certification, Including SCE relocation Design.	Design Consultant (IDC), Edison (SCE), and all other utilities	FEB 2026
Action 6: Completion of R/W activities, including appraisal, negotiation, and acquisition. Get R/W Certification.	Design Consultant (IDC), and R/W sub (Monument)	FEB 2026
Action 7: Final PS&E Certification.	Caltrans	FEB 2026
Action 8: Plans Ready to List (RTL).	City of Beaumont, Caltrans, UPRR	MAR 2026




INFRASTRUCTURE, PROJECTS, AND TRAFFIC

GOAL 2.2 - Initiate and advance the Preliminary Design Phase of the new Police Department Station to support future public safety needs and operational efficiency.

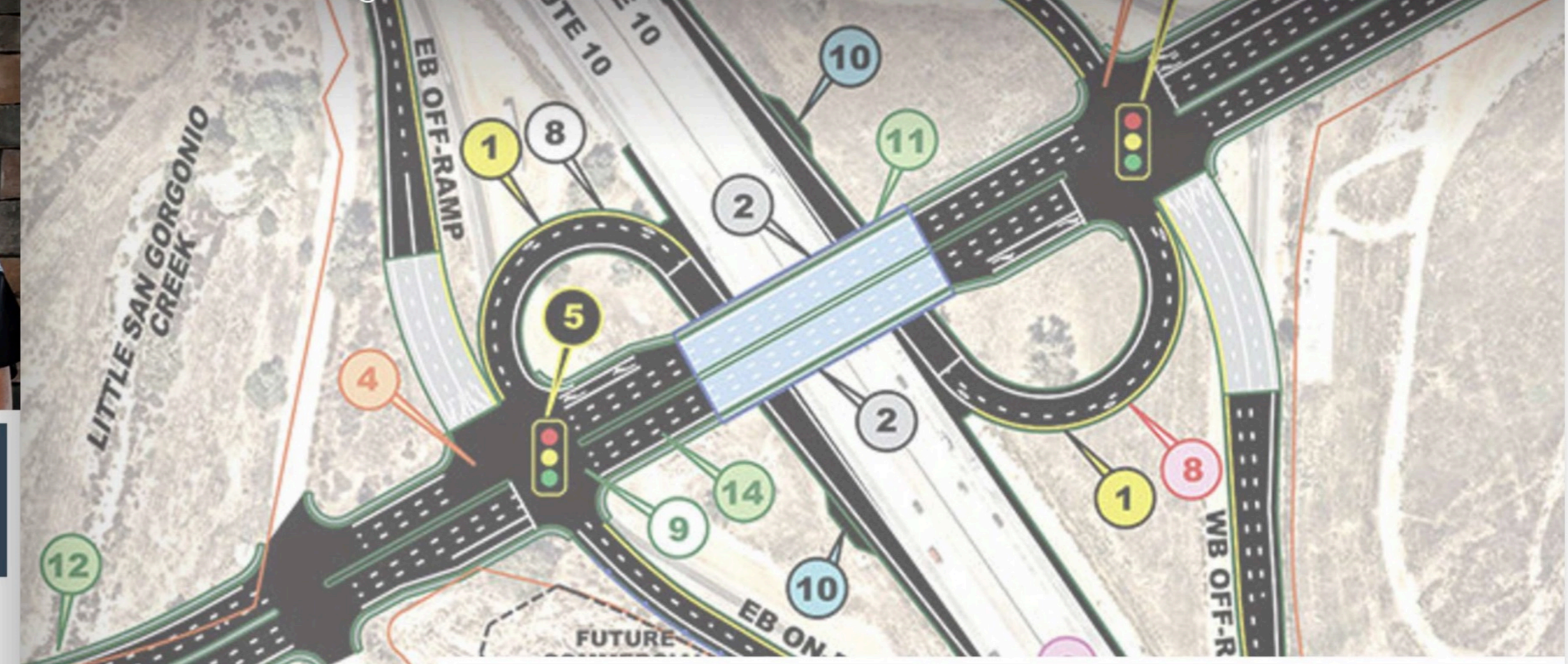



Action Item	Responsible	Time Frame
Action 1: Completion of Architectural Feasibility Study and Layout Design.	Design Architect	DEC 2025
Action 2: Prepare and Advertise RFP for Preliminary Design, including environmental, hydrology, grading, civil, street improvements, utility improvements, structural, and architectural plans.	City of Beaumont Public Works	FEB 2026
Action 3: Award Contract for Preliminary Design.	City of Beaumont	APR 2026
Action 4: Completion of Preliminary Design, including environmental, hydrology, grading, civil, street improvements, utility improvements, structural, and architectural plans.	Design Consultant	DEC 2027




INFRASTRUCTURE, PROJECTS, AND TRAFFIC

GOAL 2.3 - Advance the Oak Valley Parkway Widening - East project to improve traffic flow, enhance safety, and support anticipated growth in the corridor.




Action Item	Responsible	Time Frame
Action 1: Negotiate terms of Pre-Entitlement Improvement Agreement with the commercial development at the northeast corner of Desert Lawn and Oak Valley Parkway to design and construct street widening.	City of Beaumont and Developer/Owner	MAY 2025
Action 2: Execute Pre-Entitlement Improvement Agreement.	City Council	JUN 2025
Action 3: Coordinate and oversee the development of the Environmental Study with Environmental Engineering consultant, Jennings.	City of Beaumont and Consultant (Jennings Environmental)	SEPT 2025



INFRASTRUCTURE, PROJECTS, AND TRAFFIC

GOAL 2.3 - Advance the Oak Valley Parkway Widening - East project to improve traffic flow, enhance safety, and support anticipated growth in the corridor.



Action Item	Responsible	Time Frame
Action 4: Coordinate and oversee the development of Street Improvement Plans.	City of Beaumont and Developer/Owner	AUG 2025
Action 5: Approval of Environmental Study and Street Improvement Plans.	City of Beaumont	OCT 2025
Action 6: Oak Valley Parkway widening construction start.	Developer/Owner	DEC 2025



INFRASTRUCTURE, PROJECTS, AND TRAFFIC

GOAL 2.4 - Potrero Extension Benefit Area - Leverage the Potrero project to deliver community benefits, including improved connectivity, economic development opportunities, and enhanced quality of life for residents.

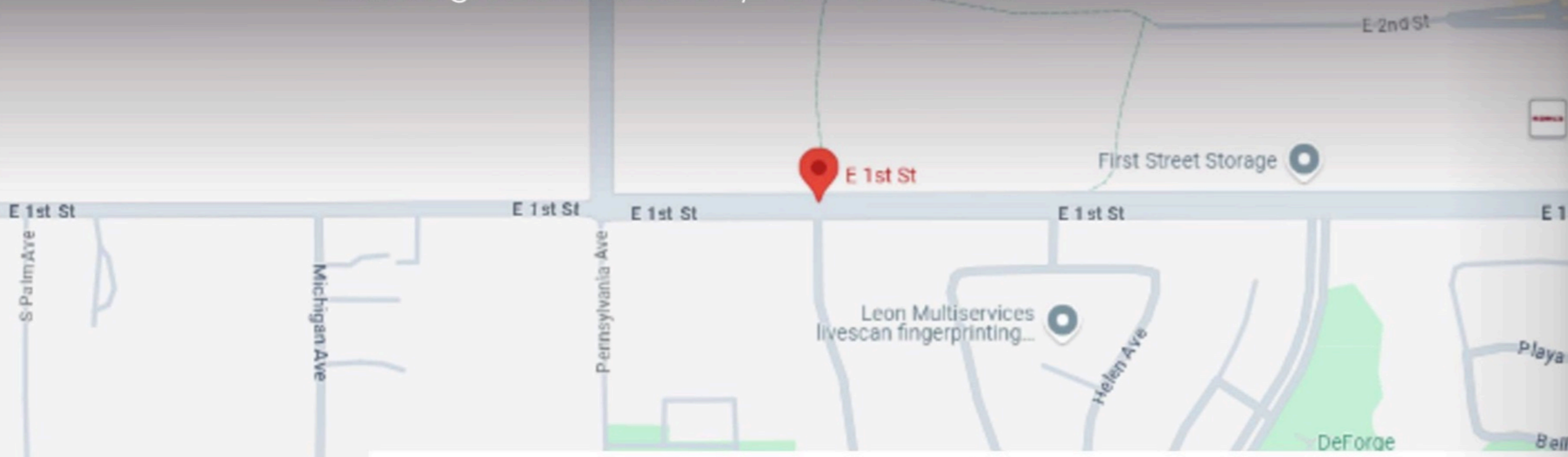


Action Item	Responsible	Time Frame
Action 1: Coordinate and oversee the development of the Nexus Study with on-call traffic engineering consultant, Fehr & Peers.	Fehr & Peers, Public Works Staff	APR 2025
Action 2: Obtain draft version of the Nexus Study for feedback and revisions prior to finalization.	Fehr & Peers, Public Works Director and City Manager	APR 2025
Action 3: Finalize the Nexus Study.	Fehr & Peers	MAY 2025
Action 4: Identify potential solutions for funding and implementing necessary traffic infrastructure and facilities.	Public Works Director, City Manager, and City Council	JUN 2025
Action 5: Establish a fee program to determine new development's fair share contributions toward necessary infrastructure.	Public Works Director, City Manager, and City Council	JUN 2025
Action 6: Enter into reimbursement agreement with lead developer to design and construct entire backbone facility.	City Council	Q3 2025




INFRASTRUCTURE, PROJECTS, AND TRAFFIC

GOAL 2.5 - Advance the First Street Widening project through the Design Phase to improve traffic flow, enhance safety, and support future growth and development in the area.

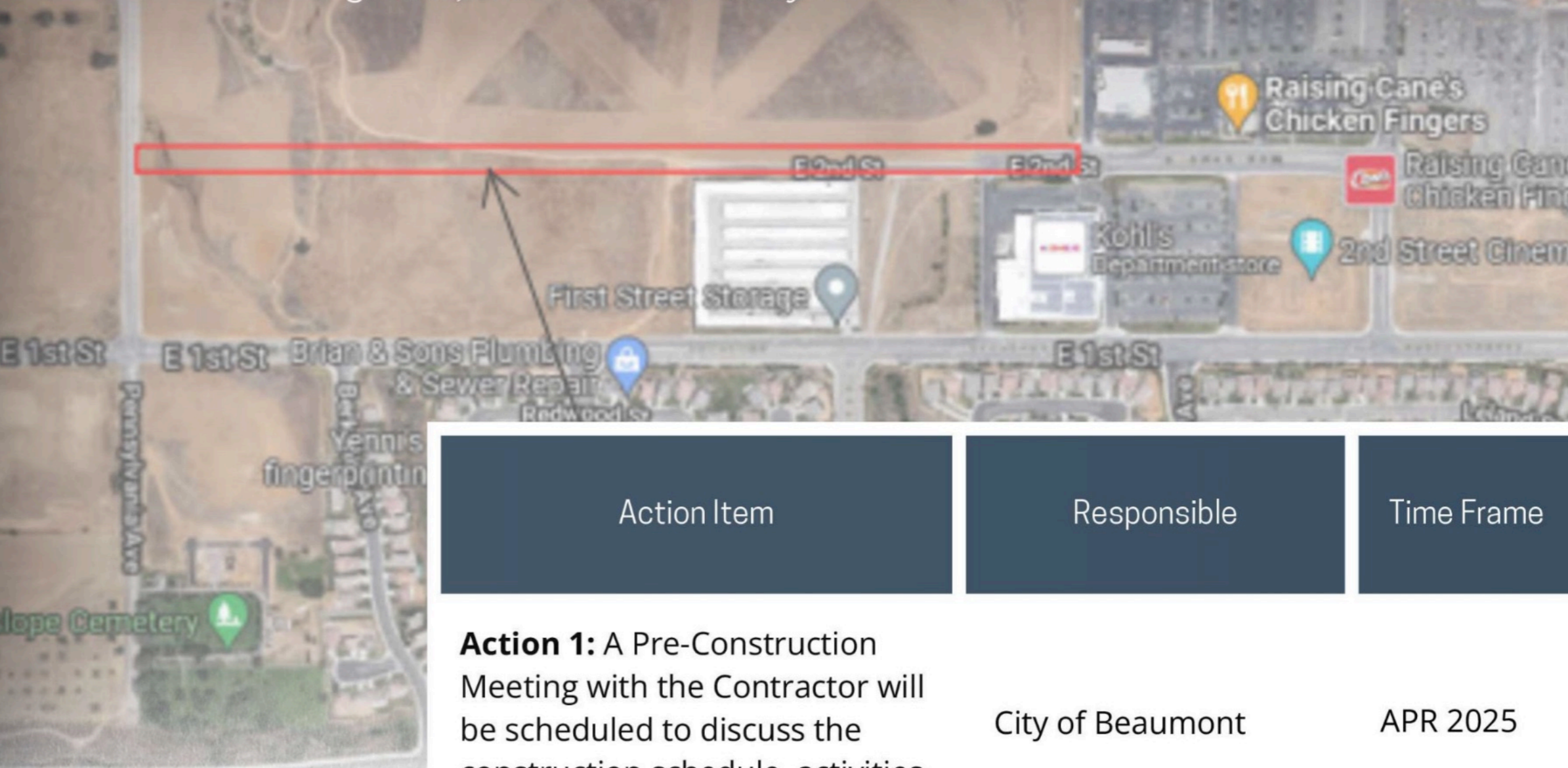


Action Item	Responsible	Time Frame
Action 1: Completion of the Feasibility Study for the Widening of First Street.	Design Consultant	MAY 2025
Action 2: Prepare and Advertise RFP for Design, including environmental, hydrology, grading, civil, street improvements, utility improvements, ROW, and Permits.	City of Beaumont, Public Works	JUL 2025
Action 3: Award Contract for Design.	City of Beaumont	OCT 2025
Action 4: Completion of Design, including environmental, hydrology, grading, civil, street improvements, utility improvements, ROW, and Permits.	Design Consultant	DEC 2026




INFRASTRUCTURE, PROJECTS, AND TRAFFIC

GOAL 2.6 - Complete the construction of the Second Street Extension to improve transportation connectivity, support regional growth, and enhance mobility for residents and businesses.




Action Item	Responsible	Time Frame
Action 1: A Pre-Construction Meeting with the Contractor will be scheduled to discuss the construction schedule, activities, and channels of communication.	City of Beaumont	APR 2025
Action 2: Contractor's Biologist to perform a field survey of the project site 30 days prior to commencing any construction activities.	Contractor	APR 2025
Action 3: The Contractor will begin mobilizing and staging equipment to begin construction activities.	Contractor	MAY 2025
Action 4: Construction substantial completion (90%).	Contractor	OCT 2025
Action 5: Reconcile the project budget and file the Notice of Completion.	City of Beaumont	DEC 2025





ECONOMIC DEVELOPMENT & DOWNTOWN REVITALIZATION

GOAL 3.1 - Proactively recruit and attract new businesses and industries that align with the city's economic vision, create quality jobs, and expand the local tax base, including an anchor tenant, downtown hotel and medical providers.



Action Item	Responsible	Time Frame
Action 1: Develop a target industry list that identifies and prioritizes industries that align with the City's economic vision, workforce capabilities, and infrastructure strengths.	Economic Development Team	JUL 2025
Action 2: Launch a business recruitment campaign that promotes Beaumont as a business-friendly destination, highlighting key incentives and assets.	Economic Development Team	AUG 2025
Action 3: Maintain a business opportunity site inventory with available commercial, industrial, and mixed-use properties to share with prospective businesses.	Economic Development Team	APR 2025
Action 4: Host familiarization tours for commercial real estate brokers, developers, and site selectors to showcase available properties and development-ready infrastructure.	Economic Development Team	JUL 2025
Action 5: Attend trade shows and industry conferences to connect with site selectors and prospective businesses.	Economic Development Team	IMMEDIATE AND ONGOING

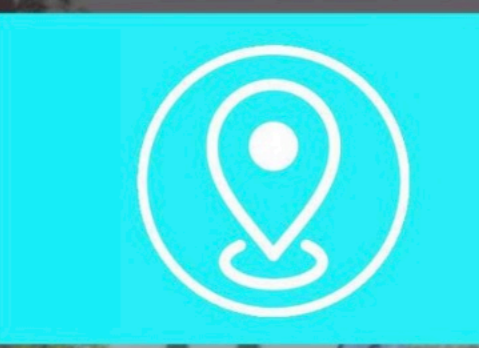

ECONOMIC DEVELOPMENT & DOWNTOWN REVITALIZATION

GOAL 3.1 - Proactively recruit and attract new businesses and industries that align with the city's economic vision, create quality jobs, and expand the local tax base, including an anchor tenant, downtown hotel and medical providers.



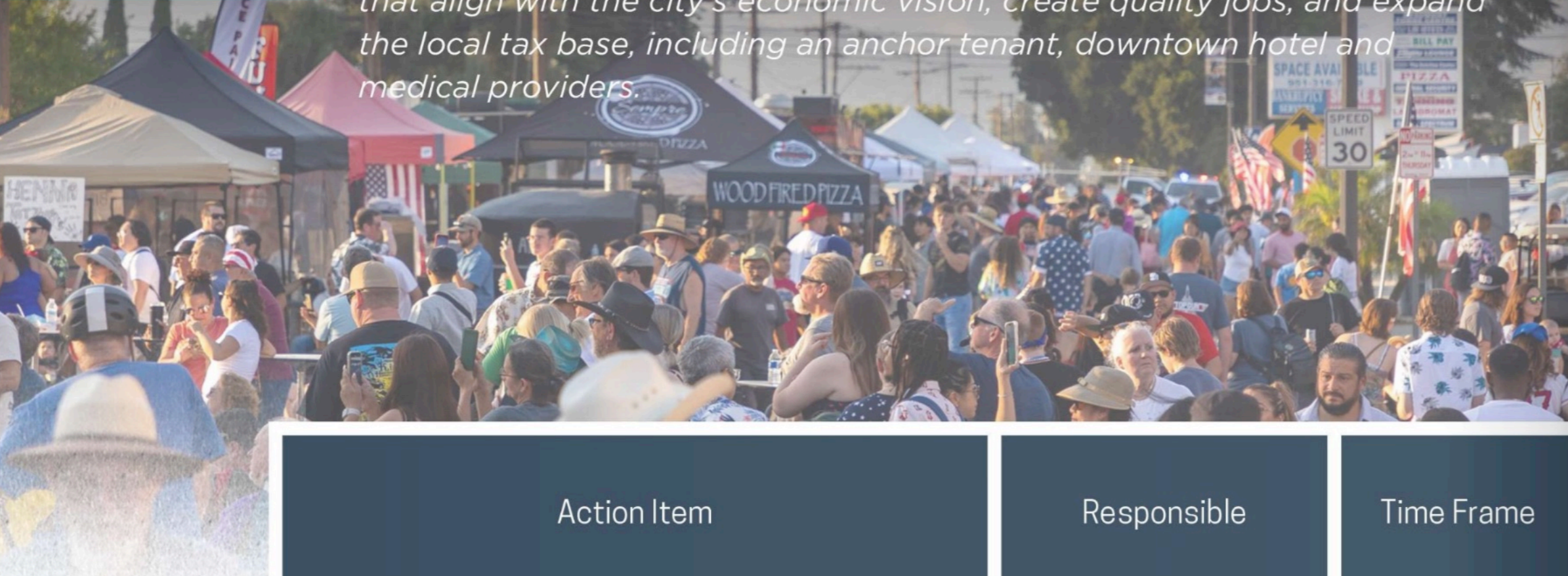
Action Item	Responsible	Time Frame
Action 6: Enhance our online presence by ensuring that the City's website and economic development materials are current, mobile-friendly, and tailored to attract potential businesses.	Economic Development Team	IMMEDIATE AND ONGOING
Action 7: Offer customized incentive packages that provide flexible incentive funding options (grants, reimbursements) tailored to the unique needs of each business prospect.	Economic Development Team	IMMEDIATE AND ONGOING
Action 8: Support local entrepreneurship and startups by connecting startups and entrepreneurs with resources, space, and mentorship through the Business Resource Center and regional partners.	Economic Development Team	MAY 2025
Action 9: Establish metrics for business recruitment success (e.g., number of new businesses, jobs created) and report outcomes to City leadership.	Economic Development Team	AUG 2025



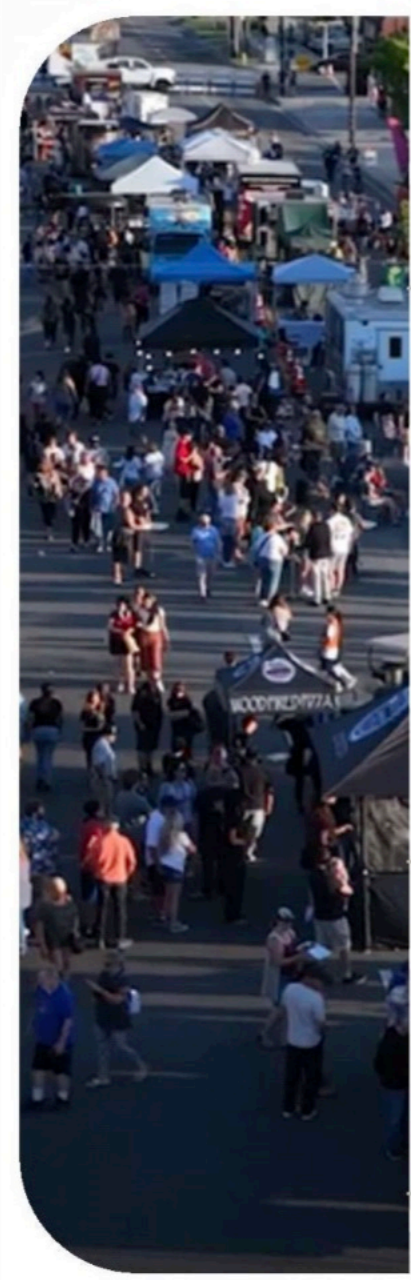



ECONOMIC DEVELOPMENT & DOWNTOWN REVITALIZATION

GOAL 3.1 - Proactively recruit and attract new businesses and industries that align with the city's economic vision, create quality jobs, and expand the local tax base, including an anchor tenant, downtown hotel and medical providers.



Action Item	Responsible	Time Frame
Action 10: Collaborate with internal departments and regional economic development organizations to streamline the development process and advocate for a business-friendly approach.	Economic Development Team	IMMEDIATE AND ONGOING
Action 11: Establish a Business Concierge Program that provides personalized assistance to prospective businesses navigating site selection, permitting, and development processes. A dedicated concierge approach reduces friction and demonstrates Beaumont's commitment to being business friendly.	Economic Development Team	JUN 2025
Action 12: Partner with Planning, Building, Fire and Public Works to develop a fast-track or "express lane" process for priority business projects.	Economic Development Team	SEPT 2025
Action 13: Develop a Site Readiness Program that Identifies and prepare shovel-ready sites for development (utilities in place, zoning approvals) to reduce time-to-market for new businesses.	Economic Development Team	DEC 2025





FINANCE/RESOURCES

GOAL 4.1 - Obtain a Recycled Water Permit to enhance water sustainability, support long-term resource management, and ensure a reliable, environmentally responsible water supply for the community.




Action Item	Responsible	Time Frame
Action 1: Recycled Water Facilitator Technical Memorandum Presenting Recommended Conceptual Plan and Associated Options for Recycled Water Implementation (Holliman).	Wastewater	JUN 2023
Action 2: Obtain Title 22 Certification.	Wastewater	SEP 2023
Action 3: Adaptive Management and Mitigation Plan (AMMP) environmental study.	Wastewater	PHASE 1 COMPLETED 1/25
Action 4: Advisory Services for Evaluation of Potential Recycled Water Sales or Transfers (Dopudja).	Wastewater	ONGOING
Action 5: Direction to pursue recycled water quantities as initially identified vs additional modeling and monitoring for potential increased capture.	Wastewater 2x2 Committee	IMMEDIATE







FINANCE/RESOURCES

GOAL 4.1 - Obtain a Recycled Water Permit to enhance water sustainability, support long-term resource management, and ensure a reliable, environmentally responsible water supply for the community.



Action Item	Responsible	Time Frame
Action 6: AMMP Phase II - CEQA.	Wastewater	ON HOLD
Action 7: File 1211 Change Petition with DWR.	Wastewater	JUL 2025 - DEC 2026
Action 8: Anticipated completion of 1211 Change Petition Process and AMP.	Wastewater	12-18 MONTHS POST FILING DATE
Action 9: Forecasted Payback of Salt Mitigation Deficit as required in NPDES Permit.	Wastewater	OCT-DEC 2027
Action 10: Submit a request to SARWQCB to absolve the City of any remaining salt debt, and to put Recycled Water to Beneficial Use.	Wastewater	UPON COMPLETION OF 1211 PROCESS, IF WARRANTED






FINANCE/RESOURCES

GOAL 4.2 - Create a Road and Bridge Benefit District to ensure that key corridors and intersections remain safe, resilient, and capable of supporting future growth.



Action Item	Responsible	Time Frame
Action 1: Identify potential solutions for funding and implementing necessary traffic infrastructure and facilities.	Public Works, City Manager, Finance, and City Council	JUN 2025
Action 2: Establish a fee program to determine new development's fair share of contributions toward necessary infrastructure.	Public Works, City Manager, Finance, and City Council	JUN 2025
Action 3: Adopt a resolution proposing the formation of the assessment district. (Per Streets and Highways Code §22585).	City Council	BEGINNING OF THE PROCESS
Action 4: Prepare the Engineer's Report, ensuring compliance with Proposition 218.	Public Works	AFTER INITIATION BEFORE RESO
Action 5: Adopt Resolution of Intention per Streets and Highways Code procedures.	City Council	AFTER ENGINEERS REPORT





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FINANCE/RESOURCES

GOAL 4.2 - Create a Road and Bridge Benefit District to ensure that key corridors and intersections remain safe, resilient, and capable of supporting future growth.

Action Item	Responsible	Time Frame
Action 6: Notify Property Owners and conduct public hearing in compliance with Proposition 218.	City Staff/City Clerk's Office	PRIOR TO BALLOT TABULATION
Action 7: Tabulate ballots and determine the outcome.	City Clerk's Office / Third-party Tabulator	IMMEDIATELY FOLLOWING PUBLIC HEARING
Action 8: Adopt Resolution confirming assessments, establishing assessment district, diagram and amounts, and levy assessments.	City Council	AFTER BALLOT APPROVAL
Action 9: Implement and manage the district, oversee collection and expenditures, ensure use of funds for designated improvements. Conduct regular reporting and audits.	Public Works and Finance	ONGOING



QUALITY OF LIFE

GOAL 5.1 - Advance the Sports Park through the Construction Phase to enhance recreational opportunities, promote community wellness, and support a high quality of life for residents.



Action Item	Responsible	Time Frame
Action 1: Advertise bid package (plans and specifications).	Consultants	MAY 2025
Action 2: Bid opening.	City of Beaumont	JUN 2025
Action 3: Award a PW contract for the construction of Sports Park.	City of Beaumont (Public Works)	JUL 2025
Action 4: A pre-construction meeting with the Contractor will be scheduled to discuss the construction schedule, activities, and channels of communication.	City of Beaumont (Public Works) and Contractor	AUG 2025
Action 5: Construction substantial completion (90%).	Contractor	JUN 2026
Action 6: Reconcile the project budget and initiate the Notice of Completion.	City of Beaumont	AUG 2026



QUALITY OF LIFE

GOAL 5.2 - Advance the construction of Stewart Park to transform it into a vibrant community space that fosters connection, recreational opportunities, and enhances the overall quality of life for residents.




Action Item	Responsible	Time Frame
Action 1: Phase I: Construction substantial completion (90%).	Contractor	SEPT 2025
Action 2: Phase II: Consultant to finalize federal environmental document and technical studies (NEPA).	Consultant	AUG 2025
Action 3: Phase II: Environmental clearance to proceed into construction.	City of Beaumont	OCT 2025
Action 4: Phase II: Advertise and solicit bids for Phase II.	Design Consultant	OCT 2025




QUALITY OF LIFE

GOAL 5.2 - Advance the construction of Stewart Park to transform it into a vibrant community space that fosters connection, recreational opportunities, and enhances the overall quality of life for residents.








Action Item	Responsible	Time Frame
Action 5: Phase II: City Council action - Award a PW contract or change order for the construction of Phase II.	City of Beaumont	DEC 2025
Action 6: Phase II: Mobilization and commence construction.	Contractor	JAN 2026
Action 7: Phase II: Construction substantial completion (90%).	Contractor	APR 2026
Action 8: Closeout: Reconcile the project budget and initiate the Notice of Completion.	City of Beaumont	JUN 2026




QUALITY OF LIFE

GOAL 5.3 - Develop a new Community Center that serves as a hub for resident engagement, lifelong learning, and inclusive programming to enrich community life and well-being.








Action Item	Responsible	Time Frame
Action 1: Identify and secure funding for Community Center Feasibility Study.	Community Services Department	JULY 2025
Action 2: Obtain proposals and award an agreement for a Community Center Feasibility Study.	Community Services Department	NOV 2025
Action 3: Based on feasibility study, identify and/or secure land necessary for a new Community Center.	Community Services Department	JUN 2026
Action 4: Award an agreement for Architecture and Engineering Plans.	Community Services Department	AUG 2026



QUALITY OF LIFE

GOAL 5.4 - Implement the Parks Master Plan to create connected, inclusive, and vibrant public spaces that reflect community identity, celebrate natural beauty, and enhance the sense of place across the city.

Action Item	Responsible	Time Frame
Action 1: Adopt the Parks Master Plan.	Community Services Department	JUN 2025
Action 2: Evaluate recommended projects and maintenance items to be implemented - Create Phase 1 Implementation Timeline.	Community Services Department	JUL 2025
Action 3: Implement Phase 1 - Maintenance items that can be completed using current operating budget.	Community Services Department	AUG 2025
Action 4: Complete Phase 1 - Maintenance items.	Community Services Department	JUN 2026
Action 5: Initiate plan for funding of capital improvement projects for Phase 1 (1-2 year) items and incorporate into budget.	Community Services Department	MAR 2026
Action 6: Develop long-term sustainability strategies.	Community Services Department	ONGOING