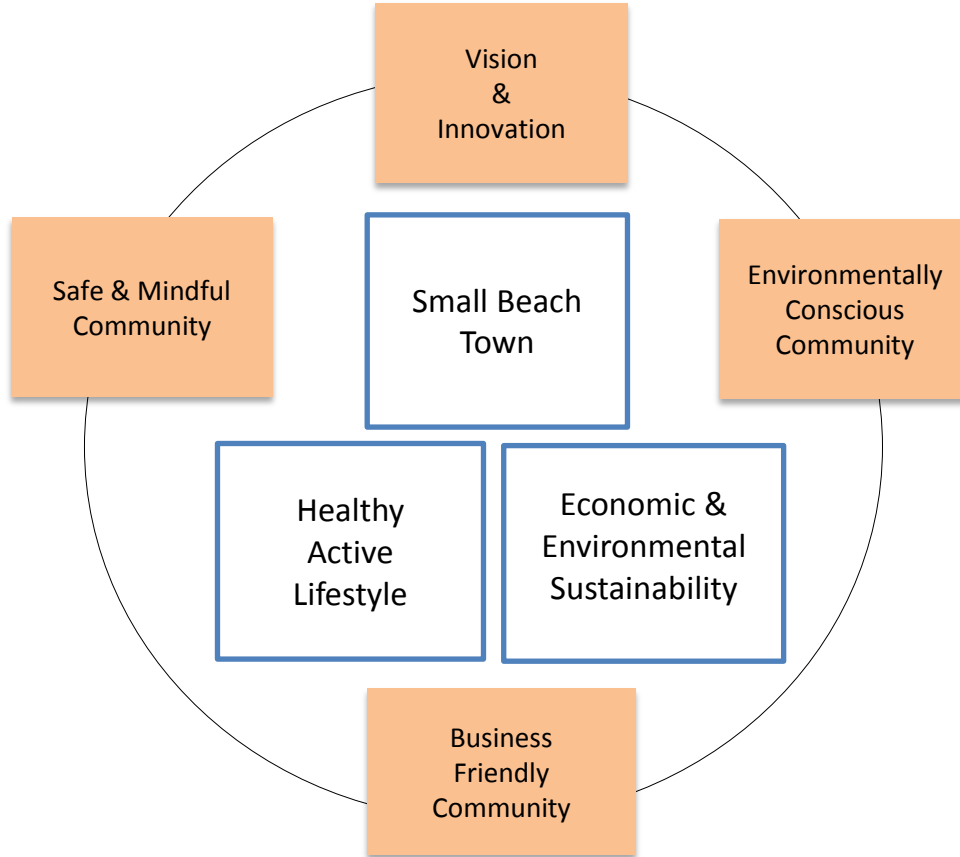# CITY OF HERMOSA BEACH :: DECISION-MAKING TOOL

This decision-making tool is designed to:
1. Enhance the effectiveness and efficiency of our government.
2. Identify & optimize opportunities for residents and businesses to improve our quality of life in Hermosa Beach.
3. Create a culture of innovation, so that our challenges become our opportunities and our opportunities enhance our community brand.
4. Ensure the values & priorities of **all** residents & business owners are considered during the analysis & deliberation of actions.
5. Deliver transparency to the decision-making process so that the public can make informed decisions.

Vision & Innovation

Safe & Mindful Community

Small Beach Town

Environmentally Conscious Community

Healthy Active Lifestyle

Economic & Environmental Sustainability

Business Friendly Community

CATALYST FOR INNOVATION

- ✓ Is this a potential catalyst for strategic, transformative and differentiated development, or is this "business as usual"?
- ✓ Will this define and enhance the City brand to attract businesses, investment, tourists and like-minded residents?
- ✓ Will this activate community involvement, participation, and innovation?

ENVIRONMENTAL IMPACT

- + 0 - Does it enhance / preserve open space?
- + 0 - Is it in line with Hermosa Beach's carbon neutral goal?
- + 0 - Does it positively affect the health of the community?
- + 0 - Does it protect Hermosa Beach's natural resources?
- + 0 - Does it keep the beach and ocean clean?
- + 0 - Does it promote walkability/ bikeability?

QUALITY OF LIFE IMPACT

- + 0 - Does it enhance our beach culture?
- + 0 - Does it enhance outdoor recreation?
- + 0 - Is it family friendly?
- + 0 - Does it positively impact the health and safety of residents?
- + 0 - Does it bring the community together?
- + 0 - Does it serve the diversity of our population?
- + 0 - Does it acknowledge our cultural heritage?
- + 0 - Is it an appropriate scale for Hermosa Beach?
- + 0 - Is it aesthetically appropriate?
- + 0 - Is it a complementary use of public and private space?

ECONOMIC IMPACT

- + 0 - Is it business-friendly?
- + 0 - Does it support our schools?
- + 0 - Does it improve our infrastructure?
- + 0 - Does it improve property values?
- + 0 - Does it promote our Brand?
- + 0 - Is it entrepreneurial?
- + 0 - Does it serve the local market?
- + 0 - Does it reduce cost, waste or reliance on city resources?
- + 0 - Does it balance public and private interests?
- + 0 - Does it increase tax and other revenues going to the community?