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Message from the Director

This is an exciting and challenging time in the evolution of Los Angeles. We are engaged in an important public discussion about what kind of city we will become. Decisions we make today will determine our future. Can we provide the needed housing and jobs and, at the same time, relieve traffic congestion? What will our city look like in ten, in twenty years? How can we build on the strength and diversity of our neighborhoods? The Department of City Planning will play a key role in this important public dialogue and must be prepared to provide direction. With this responsibility in mind, the Department has developed this strategic plan to help us build a great department and to aid us in making purposeful, logical, and effective planning recommendations that will lead to the highest quality of life for everyone.

Mission Statement

We honor our heritage and shape our future by partnering with all Angelenos to transform Los Angeles into a collection of distinctive, healthy, and sustainable neighborhoods — the tapestry of a great city.

Vision

We strive to create an efficient, effective, and sustainable organization that becomes the focal point for planning in Los Angeles; a trusted resource that provides innovative solutions, engages with the community, nurtures staff, and cultivates leadership.
Strategic Points

1. Do Real Planning
2. Build an Efficient and Effective Department
3. Develop Innovative Solutions
4. Engage the Community

Strategic Point 1:
Do Real Planning

The Department of City Planning (DCP) strives to become the City’s trusted and respected resource to shape the growth and physical form of the City. We will establish the value and importance of planning and balance the needs of the City as a whole with the needs of individual neighborhoods. We will advance public policy that ensures social equity, housing, services, and jobs.

GOALS

• Fulfill the charter-mandated role of the Department of City Planning.
• Create comprehensive plans and policies to provide clear guidance and assurance.
• Protect and respect the unique character of each of our diverse neighborhoods.
• Prioritize DCP’s core functions.
• Raise the visibility and credibility of the Department.
Strategic Point 2:
Build an Efficient and Effective Department

To become an efficient and effective department we will foster a highly skilled and motivated staff. Our organizational structure will be flexible and responsive to the size and diversity of our communities. We will create quality services and processes that are simple, predictable, and consistent. We will allocate and adjust internal resources to ensure department accountability and success.

GOALS

- Organize planning and permitting geographically.
- Provide predictability for DCP applications through clear, simple, and consistent processes.
- Create a learning culture with core competencies and specialty areas of expertise among our employees.
- Develop sustainable funding strategies.

Strategic Point 3:
Develop Innovative Solutions

The Department of City Planning will be known as a national leader for its innovative planning and design solutions. The Department will foster a culture of creativity that advances the transition to a sustainable, livable City. The Department will engage in smart partnerships where collaboration and risk intersect for positive results.

GOALS

- Challenge our current assumptions about planning.
- Create a Department culture that values creativity. Develop a system of staff recognition for breaking the mold.
- Maximize the use of technology.
- Empower the public, including the Certified Neighborhood Councils, to obtain DCP information on their own by using enhanced automated tools available through the DCP website.
- Promote DCP’s innovations and successes to a broad audience.
- Augment our resources by cultivating professional relationships.
Strategic Point 4:
Engage the Community

The Department will ensure that all Angelenos are able to play an active role in shaping our communities and the future of Los Angeles. Our Department will become fully immersed in the communities for which we plan. We will actively reach out to all segments of our population and foster informed participation to more successfully plan great communities.

GOALS

• Encourage broader participation in the planning process.
• Enhance the Department’s presence and visibility in communities throughout Los Angeles.
• Foster informed and constructive community involvement.

"The Department will ensure that all Angelenos are able to play an active role in shaping our communities and the future of Los Angeles."