Local Government Transformation
City of Grover Beach

“Connection Before Content Builds Community”

Felicia Logan
ICMA Director of Leadership Development
“Culture Eats Strategy for Breakfast”

Peter Drucker
Management Guru

“Be Fast, Loose, and Disciplined”

Steve Kerr
Golden State Warriors Head Coach
Roughly 66% of California Cities are 50,000 population or below

LARGE TO SMALL
GROVER BEACH

- 14,000 people in 2+ sq.mi.
- Laid-back coastal vibe
- Aspirational yet stereotyped

CITY HALL SELFIE DAY 2016
CITY HALL SELFIES ROUND 2 IN 2017

MONTHLY EMPLOYEE MEETINGS
INAUGURAL ALL-EMPLOYEE RETREAT NOV. 2019

MISSION

Serving our community through collaboration, innovation, and pride

VALUES

Integrity
 Courtesy
 Responsiveness
 Transparency
 Accountability

ORGANIZATIONAL PRINCIPLES

Achieving excellence in service delivery
Openness to ideas and calculated risk-taking
Engaged and supportive workforce
Working together as one organization
Q2. Satisfaction with City Services
Adults 18+

Don’t Take My Word For It…
Brunch spots and selfie walls: Is Grover Beach actually close to being ‘young and hip?’

By KATTY LESLIE
January 05, 2020 04:45 AM

Grover Beach is improving its look and ‘hipness’ around town

#GR60

Grover Beach embraces cannabis industry and more to transform

Our TEAM
OUR COMMUNITY