



2017-19 COUNCIL GOALS

February 16, 2017

OVERVIEW

Following extensive community outreach and engagement, the Council held a goal-setting workshop on February 16, 2017 as part of its 2017-19 Budget process in answering the question: what are the most important, highest priority things for the City to focus on over the next two years?

The Council set 16 goals at the workshop organized into three priority categories: major City goals; other important objectives; and address as resources permit.

1 Major City Goals. These represent the most important, highest priority goals for the City to accomplish over the next two years, and as such, resources to begin achieving them should be included in the 2017-19 Budget. Detailed work programs will be prepared for all Major City Goals and presented to the Council on April 4, 2017. The City Manager must provide compelling reasons and justification if resources could not be made available in the Preliminary Budget to achieve Major City Goals.

2 Other Important Objectives. Goals in this category are important for the City to accomplish, and resources to begin achieving them should be made available in the 2017-19 Budget if possible.

3 Address As Resources Permit. While it is desirable to achieve these goals over the next two years, doing so is subject to current resource availability.

Organization

Within each of the three priority categories, goals are presented in alphabetical order based on the goal title: there is no prioritization within each priority category.

1 MAJOR CITY GOALS

Bello Street Corridor/Old City Hall. Continue planning and implement strategies for the Bello Street Corridor including the disposition/use of old city hall and public safety facilities, with consideration for historical preservation.

Bluff Protection. Continue the program to address bluff erosion, potentially to include inspections, permitting, prevention measures, funding and priorities for repairs, including the Ocean Boulevard Accessibility Plan.

Downtown Circulation and Parking. Continue to implement circulation and parking improvement measures in the downtown area including possible projects such as a parking structure; perimeter parking lots and a trolley; evaluation of the effectiveness of meters; and other strategies to reduce traffic and to encourage a pedestrian environment.

Downtown Revitalization and Beautification. Continue downtown revitalization and beautification efforts including assessing current design standards, appropriate commercial uses, and the number and location of public restrooms on the pier.

Water Supply and Conservation. Continue work on securing long-term water supplies for the City, including the current groundwater recharge (recycled water) proposal and further implementation of conservation practices.

② OTHER IMPORTANT OBJECTIVES

Improved Traffic Circulation. Complete the update of the Circulation Element and begin implementation of highest priority measures; explicitly address possible solutions to Highway 101 congestion, the need for a Price Street-James Way connection and acquisition of Highway 1 from Caltrans to ensure local control.

Shell Beach Streetscape. Complete the Shell Beach Streetscape project.

③ ADDRESS AS RESOURCES PERMIT

Planning for Build-Out. Plan for build-out and preservation of economics and esthetics of the community.

Planning for Diablo Canyon Closure. Using PG&E settlement monies, develop a program to encourage community input in planning for new income generation (economic development) after Diablo Canyon power plant closure.

Price Canyon Open Space. Develop ways to preserve Price Canyon, including Spanish Springs, as open space.

Price Park Improvements. Improve Price Park.

Reintroduce the Pismo Clam. Complete study to reintroduce the Pismo Clam and implement measures as feasible.

Shell Beach Neighborhood Enhancements. Develop a Shell Beach Neighborhood Enhancement program, possibly including Chapman Estate improvements, drainage improvements, utility undergrounding, on-street parking management and addressing vacation rental concerns.

Update Long-Term Pavement Management Plan. Update the long-term pavement management plan to a) determine the next phase of work after the Shell Beach project: and b) identify other projects that can be done in the interim.

Use of Chamber Building/Management of Events. Determine the proper usage of the Chamber of Commerce building downtown and determine the efficiency of the manner in which we currently manage events in the City

Workforce Housing. Evaluate the feasibility of using City-owned property for workforce housing, and develop implementation programs as appropriate, potentially coordinating with other partners.

NEXT STEPS

On April 4, 2017, the Council will consider detailed work programs for each of the Major City Goals in order to:

- Define and scope the adopted goal.
- Ensure that there is a clear understanding of the goal so appropriate resources are allocated and progress can be measured in achieving it.

This is especially important in the case of objectives where fully achieving the goal is likely to extend beyond the 2017-19 Budget. However, the City can measure progress and success in accomplishing the goal by clearly defining the specific actions it plans to take over the next two years and needed resource allocations to achieve them via the budget process.

Each work program will fully discuss the background (such as existing situation, any work already completed to-date on the goal, challenges the City is likely to face in achieving the goal, key stakeholders and assumptions); an “action plan” detailing specific tasks and due dates over the next two years; and the financial and staff resources that will be required to accomplish these tasks.

Formal approval of the Major City Goal work programs will occur with Budget adoption in June 2017. Accordingly, it is important to stress that goals set at the February 16, 2017 workshop reflect the start of the budget process, not the end. They are subject to change during the budget process; and even afterwards as progress is reported.