



CITY OF PISMO BEACH
2017-19 Goal-Setting and
Budget Process

Community Outreach Results

January 2017

Hampian ■ Statler ■ Multari

The logo for "The HSM Team" consists of a black horizontal bar with the text "The HSM Team" in white. A thin black circle is positioned behind the bar, partially overlapping it.

The HSM Team

City of Pismo Beach
2017-19 Goal-Setting and Budget Process
COMMUNITY OUTREACH RESULTS

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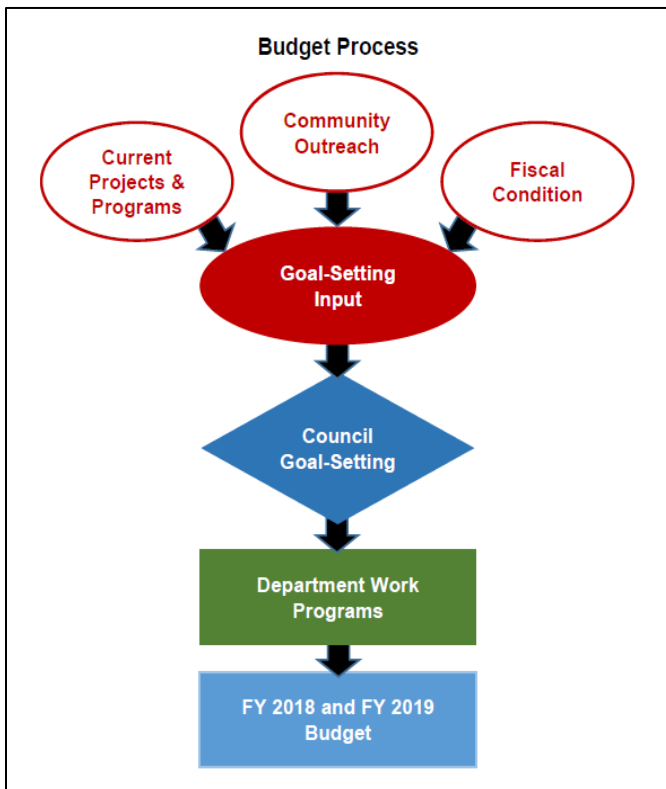
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1 EXECUTIVE SUMMARY

REPORT PURPOSE

The purpose of the goal-setting and budget process is to identify the most important, highest priority things for the City to accomplish over the next two years and link them with the resources needed to do so. This report presents the results of the City of Pismo Beach’s community outreach efforts as part of this process.

While the responsibility for setting goals and priorities – and allocating the resources needed to achieve them – rests with the City Council, gauging community sentiment about the most important goals is a critical element of the planning process.



Furthermore, asking the community what they think are the most important goals early on in the goal-setting and budget process provides an opportunity for the public to participate in their local government and gives them additional avenues for voicing their opinions about the future of Pismo Beach.

Report Organization. The report has four main sections:

1. **Executive Summary.** Summary of findings.
2. **Outreach Process.** Description of the outreach process.
3. **Outreach Results.** Survey results and workshop participant evaluations.
4. **Appendix: Detailed Responses.** Complete list of survey responses, e-mail and workshop comments.

SUMMARY OF FINDINGS

While numerous ways were offered as discussed below, key ways the public could provide input included a survey inserted with the City’s utility bills, a workshop for members of City advisory bodies held in December 2016 and two community workshops held in January 2017. In addition, people could submit comments by letter, telephone or online. City staff also distributed surveys at various community events and met with community groups to inform them about the process and invited them to provide input through one or more of these opportunities.

The central question posed to the community through the survey and workshops was:

What are the most important things for the City to focus on over the next two years?

① EXECUTIVE SUMMARY

The responses to this question were quite diverse; however, the following themes emerged as the top priorities.

Top Priorities

- **Water Supply.** Including some specific ideas for increasing supplies.
- **Growth and Development Standards.** General concerns about the amount and intensity of new development, with Shell Beach cited most often among specific locations.
- **Downtown and Pier Area.** Revitalization of this area generally; downtown was also frequently mentioned in regard to concerns about parking, circulation, public safety and better trash clean up.
- **Parking.** In various locations, but most frequently concerns focused on the downtown.
- **Traffic and Circulation Issues.** Again, several specific locations were cited, including congestion on Highway 101.
- **Streets and Sidewalks.** Concerns were expressed about street maintenance, generally, with specific locations often noted; sidewalks were cited almost as frequently including sentiments/ideas supporting a more “pedestrian-friendly” environment.
- **Clean-up, Aesthetic Concerns.** Apart from concerns about development, undergrounding and views, the need for better trash control in certain areas was often mentioned, along with the need for improved public landscaping in others.

Other Areas of Significant Community Interest

- Chapman House
- Pismo Preserve and Other Open Spaces/Trails
- Shell Beach Streetscape
- Public Safety

RESULTS HIGHLIGHTS

The following discusses what appeared to be the highest priorities considering the public input from the different sources. Generally speaking, there was a good correlation between input provided at one or more of the workshops and the issues most frequently cited in the surveys. Of the top fourteen survey responses, eleven also were listed at a workshop as a high priority goal in some form.

① EXECUTIVE SUMMARY

More than 150 people responded to the survey, another 31 participated at the workshops, and in total offered more than 500 suggestions for City priorities. While the categorization and summary below attempts to highlight the most important themes, the full range of inputs is a rich and varied source of ideas and all submissions have been included in the Appendix.

Top Priorities

Water. Water supply was among the top priorities at all the workshops and the survey respondents. In addition to a general concern about securing adequate supplies, several specific ideas were suggested as possibilities including increasing the use of recycled water, desalination at the Diablo Canyon power plant and restricting new growth until long-term supplies were assured (see below).

Development Standards and Growth. The most frequently listed topic among survey respondents related to perceptions about growth and the City's development standards. The concerns generally focused on ensuring that new development is in keeping with Pismo Beach's small town character and that it does not impinge on residents' quality of life. Some survey respondents mentioned specific locations where development standards needed review, with Shell Beach being the most frequently cited. At the advisory body workshop, updating the development standards for Shell Beach was listed among the highest priorities. As noted above, a few respondents explicitly suggested linking growth restrictions to securing a reliable water supply.

Downtown and the Pier Area. Downtown revitalization was among the top goals listed among the survey respondents and it was the highest priority at the advisory body workshop. Downtown issues also appeared frequently in comments on other topics both among survey respondents and at the other workshops, including: parking, circulation, trash clean up, economic development and public safety.

Parking. The third most frequently listed issue among survey respondents, and one also called out at the advisory body workshop, was parking. Several locations were mentioned with downtown the most common, but others included Shell Beach, various trailheads, and certain parks and beach access-ways. Implementation of the Walker Study was explicitly noted at the advisory body workshop.

Circulation and Traffic. Among survey respondents, about twenty percent named a traffic or circulation issue as a top concern. Many of them referred to safety issues such as speeding, or to congestion. The advisory body workshop listed circulation improvements as a high priority, too. The problem related to the "climbing lane" on Highway 101 that ends near the Spyglass exit, and the congestion that affects the highway, as well as other southbound routes into the City during evening commute times, were specifically discussed.

Streets and Sidewalks/Pedestrian Improvements. In addition to traffic concerns, maintaining streets was another high priority among survey respondents. As with many of these suggested goals, some people expressed this in general terms while others mentioned specific locations or areas of the City they felt warranted repairs or upgrading.

① EXECUTIVE SUMMARY

Interestingly, pedestrian improvements, especially sidewalks, were listed almost as often as streets. While sidewalks were the most commonly mentioned pedestrian improvement, other suggestions included crosswalks, benches, extending the pier promenade and making Pismo Beach more “pedestrian friendly.” Although farther down the list, but still included on about ten percent of the survey responses, bicycle system upgrades and related programs were also offered as a high priority, often combined with recommended street or pedestrian improvements.

Clean-Up, Aesthetics. Many survey respondents see problems with excessive trash in the City, especially in the downtown and the beaches. There were several other issues related to the appearance of the City (apart from those related to development) such as recreational vehicle parking on streets, vacant buildings, lack of landscaping along certain corridors and public places, and graffiti, among others. Participants at one of the community workshops also listed this as a high priority. Although we categorized them separately, concerns about undergrounding utilities and protecting views might also be considered relevant to the visual quality of the community. At one of the community workshops, Pirates Cove trash problems were specifically discussed, although people recognized that this was largely outside the City; cooperating with responsible agencies was encouraged.

Other Areas of Significant Interest

Chapman House. The disposition and future of the Chapman House was among the top ten survey responses as well as a high priority at the advisory body workshop. The comments, however, were rather varied. While most suggested that the City improve management, secure long-term funding, and make improvements to the facility, others suggested that the house was a burden to the City and/or impacting the neighborhood. This is a complex issue; and that complexity is evident in the range of comments.

Pismo Preserve and Open Space/Trails. Many respondents to the survey expressed a desire for the City to work with the Land Conservancy to accelerate public access to the Pismo Preserve. This was also a high priority at one of the workshops. In addition to that specific property, several respondents and workshop participants expressed a desire to preserve open space, provide trails that connect those spaces, and maintain and enhance opportunities for contact with the area’s natural beauty.

Shell Beach Streetscape. Over ten percent of the survey respondents cited the Shell Beach streetscape project specifically. This was also among the top candidate goals at the two community workshops. Support among workshop participants may be even stronger than indicated by the voting because many people said that the implementation was already underway and had progressed sufficiently that it didn’t need reiteration as a budget goal for the next two years. It should also be noted, that it was sometimes difficult to differentiate comments in the survey about Shell Beach improvements generally (parking, street paving, drainage, sidewalks) from elements of the specific project. If anything, those would suggest even stronger support for completing the streetscape project, and perhaps, its continued inclusion among top priorities.

① EXECUTIVE SUMMARY

Public Safety. This issue tied with water as the highest priority at the community workshops and also appeared on about ten percent of the survey responses. Concerns principally centered on the need for a stronger police presence downtown, at the beaches and along public trails, as well as with petty crime seemingly on the rise. A few survey respondents expressed concerns about gangs and homeless persons.

It should be kept in mind that the survey was not a “scientific” poll based on a random sample with accompanying statistical analysis, and that input offered at workshops does not necessarily reflect opinions of the more general population. Also, because all the input was offered in formats that were open-ended, some judgment about how to categorize comments is required. There are certainly other ways in which similar suggestions could be grouped together into more general categories or split out into more refined topics. All the suggestions, from the surveys, workshops and other sources, are provided in the Appendix.

Finally, this input is not intended to override a Council member’s own sense of community priorities, but rather to augment and, in most cases we suspect, confirm it.

CONCLUSION

With the receipt of this report (along with companion reports from City staff), we transition from the first major phase of Pismo Beach’s budget process – community outreach – to the second major phase: goal setting. Almost 200 people participated during the outreach phase, either in person or through other forms of input, offering many and wide-ranging ideas. This level of input is, of course, the desired outcome. But it also means that the Council now has many competing ideas to consider – and a challenging task ahead in setting priorities for the next two years, and in turn, allocating the resources needed to achieve them in the upcoming 2017-19 Budget.

There is no statistical formula or exact recipe for determining what is in the best long-term interest of the community. Council members must process the numerous community suggestions through their own individual experiences, knowledge and judgment, within the context of the City’s financial situation and considering the perspectives provided by your professional staff. This is not only appropriate, but necessary, in our representative form of government.

Next Steps. Using the approach presented to and approved by the Council in October 2016, the next step towards goal-setting will be for individual Council members to propose, in writing, their highest priorities for the next two years. Then, on February 16, 2017, a special Council workshop is scheduled for considering these proposals and reaching consensus on top City priorities using a method successfully employed in other communities. This will be followed by detailed work programs for the “Major City Goals” (top Council priorities) that identify tasks, schedule and resources for implementing these goals. The final step is incorporating the work programs into the 2017-19 Budget.

2 OUTREACH PROCESS

OVERVIEW

City staff successfully developed and engaged in a wide range variety of community outreach efforts, under the label “Pismo Voice.” Elements of this outreach included:

- Distribution of information/surveys at community events such as the Clam Festival, Holiday Harmony, Police Turkey Dinner and Holiday Stroll.
- Articles in the “Clam Chronicle,” on Channel 20, as well as press releases to the media.
- Information on the City’s website and at City Hall.
- Staff presentations to various community groups.
- Distribution of information flyer/surveys with utility bills.
- Three workshops, one specifically for members of the City’s advisory bodies and two others for the general public.

The following summarizes the results of these efforts.

OUTREACH COMPONENTS

Social Media Outreach and Electronic Engagement. The City provided information about opportunities for the community to provide ideas and goal priorities through social media methods including five Facebook, two Twitter and three Next Door posts; developed a You Tube video; promoted the process through event specific email reminders and push notifications through email to 22 residents who signed up for information and reminders about the Pismo Voice Community Outreach program through “Notify Me” from the City’s website.

City Web Page for Outreach and Education. The community was given opportunities to provide input through a City Pismo Voice outreach page on the City’s website, which included information about the program and opportunities to participate including an email set up specifically for collecting this information, pismovoice@pismobeach.org. The City received 17 email responses with resident priorities and goals.

General Publicity. The program was promoted by the City Manager during each of the City Council meetings during the City Manager report; distribution of tri-fold hand-outs/surveys at the City public counters; three press releases were disseminated with publication in the Tribune on January 3; a Power Point informational report ran daily on Channel 20; and information about the program was featured in the City’s quarterly Clam Chronicle newsletter, which was mailed to all residents and included a survey form for return mail.

Outreach Booths at Community Events. Staff participated with informational booths at four community events including the Clam Festival, the Police Turkey Dinner, Holiday Harmony and Shell Beach Holiday Stroll. At the booths the Pismo Voice banner was prominently displayed to promote the program and staff was available to provide

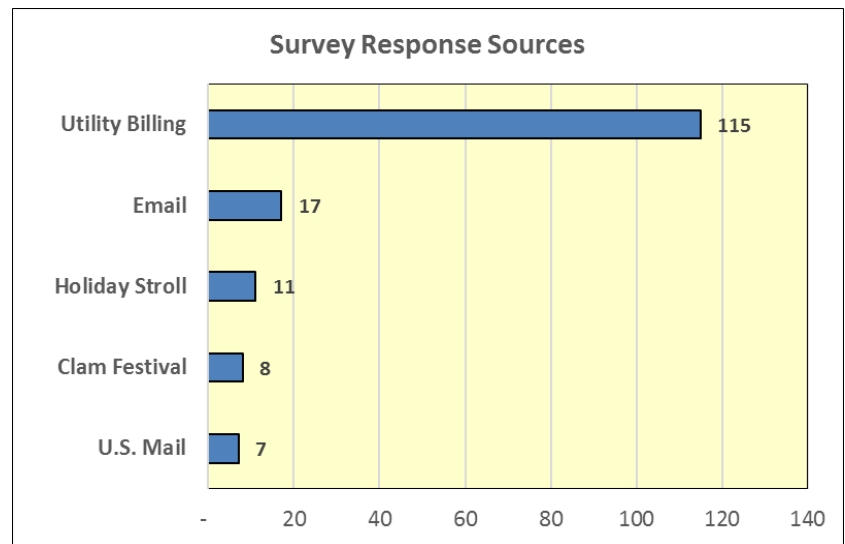
2 OUTREACH PROCESS

information about the goal-setting process and collected feedback from the community through the survey.

Community Group Outreach. Community organizations were contacted with an opportunity to have staff present information about the goal setting process and the many opportunities available to contribute priorities and input. Staff presented to the groups as requested, including Rotary and two of the mobile home parks.



Surveys. The City sent out a survey form with the City’s utility bills in November and December 2016. Staff also distributed survey forms at public events and people could also submit responses by e-mail. 158 survey responses were received by January 17, 2017 from the following sources:

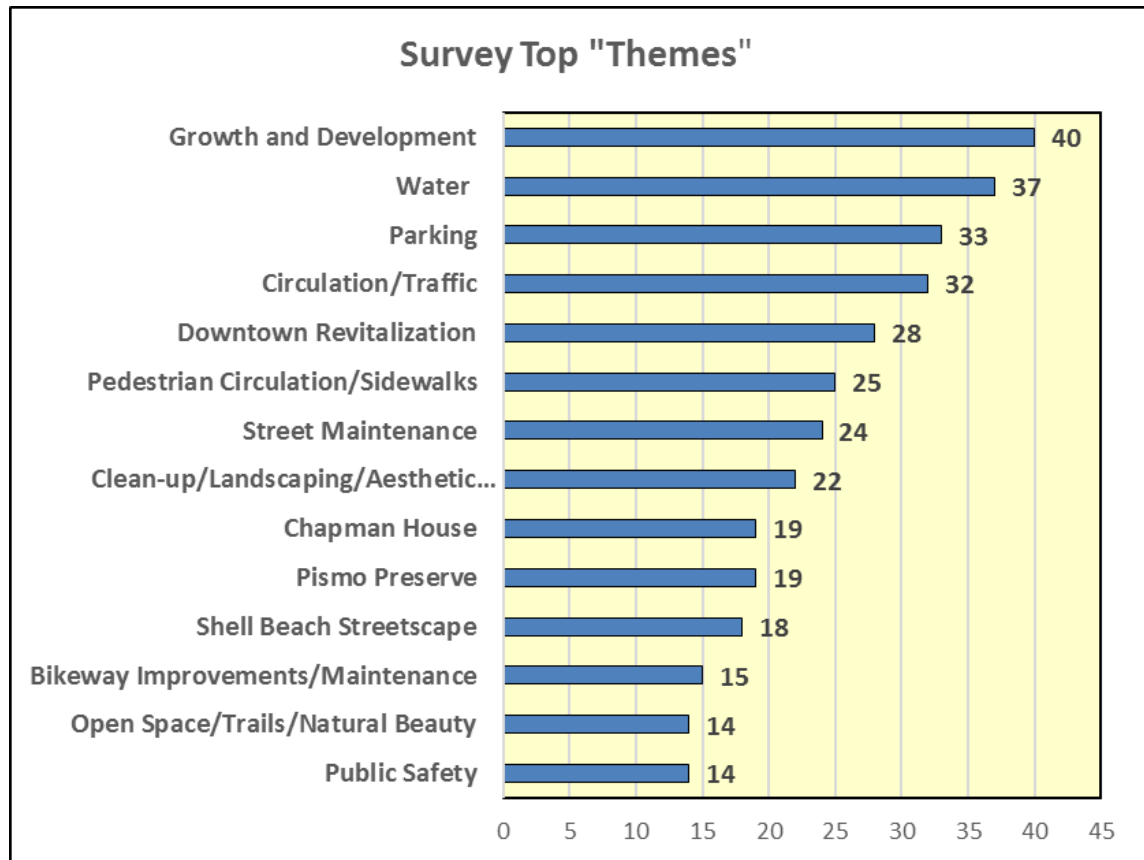


As noted earlier, this was not a “scientific” opinion survey using random sampling and statistical analysis. And while the City’s utility bills have an extensive reach into the community, it is recognized that not everyone receives a bill (although, again, other opportunities to complete the survey were provided at City Hall, on line, at community events, and at presentations by City staff to community groups).

Furthermore, the question about priorities for the next two years was open-ended, so there was a wide range in terminology used in describing goals as well as in the level of specificity. Thus, some judgment was required in categorizing them. Nonetheless, the results are useful for gaining/confirming insights about community concerns.

The following are the top “themes” that emerged from the surveys as of January 16, 2017. (All of the survey responses are provided in the Appendix).

2 OUTREACH PROCESS



Advisory Body and Community Workshops

- **Advisory Body Workshop: December 5, 2016.** All members from the City's five commissions, committees and boards were invited to a facilitated workshop on December 5, 2016 to solicit their ideas about community priorities: Planning Commission; Parks, Recreation and Beautification Commission; Conference and Visitor's Center Advisory Board, Parking Advisory Committee; and Chapman Estate Advisory Commission. Thirteen advisory body members attended this workshop.
- **Community Workshops: January 7 and 12, 2017.** Two public workshops were held on January 7, 2017 (Saturday morning) and January 12, 2017 (Thursday evening). The content and exercises in each workshop were the same; the two dates were simply to provide more options for convenience to the public.

The advisory body workshop was well-attended. However, despite efforts to encourage the community to participate, attendance at the community workshops was light, perhaps due to the rainy/cold weather. Seven people came to the Saturday session and eleven more to the Tuesday workshop. Despite the smaller than hoped for attendance, those that participated were quite engaged and largely felt that the efforts were worthwhile (see results of the feedback questionnaire in Section 3). Furthermore, many of the priorities offered at the workshops were also among the top responses of the surveys.

2 OUTREACH PROCESS



Workshop Format. The format at the three workshops was generally the same. After a welcome and thank you from the City Manager and/or Mayor, a brief presentation explained the strategic planning process and the desire on the part of the City to solicit community sentiment on goal setting.

Participants were then broken up into small groups around tables and discussions were facilitated by the consultants or City staff members. (Along with the staff facilitators, the workshops were well-attended by other City staff members from all City departments.)

Like the utility billing survey, participants were asked:

What are the most important things for the City to focus on over the next two years?

All ideas were listed on sheets of paper. When all the ideas were written down, each table then voted for the top five items on the list. The results were shared with the entire group. The top items recommended from each table were then consolidated into a combined “ballot” of the most favored ideas. (At the January 7 workshop everyone participated at a single table, so there was no need for this step.)

Participants were then asked to vote again for the top five items from the combined ballot using adhesive “dots.” The results were then tallied and reported to the full group.



Summary Results

At each workshop, long lists of ideas for priority goals were generated. As described above, at each session participants were asked to home in on the top five among those proposals. The following table lists the top five from each of the three workshops (there was some overlap and some tie votes giving 16 total). The second column indicates how many “dots” they received in the voting (when an item was nominated at more than one workshop, the dots are combined). The last column indicates where workshop goals ranked among the survey results.

2 OUTREACH PROCESS

Of the 16 goals recommended at the various workshops, 11 wholly or partially corresponded with one or more of the top 15 survey responses (shaded items in the table). See the Appendix for the full list of ideas suggested at all the workshops.

Top Suggested Goals from the Workshops (Combined)					
Suggested Goal	Total "Dots" (all three workshops combined)	Recommended Goal at Which Workshop?			Ranking Among Top 15 Survey Results
		12-5-16	1-7-17	1-12-17	
Water Supply	23	X	X	X	2
Public Safety/Enhanced Police Presence	15		X	X	13
Downtown Revitalization	11	X			5
Extend Pier Promenade	8	X			6*
Pismo Preserve/Open Space/Trails	7			X	9/13**
Shell Beach Development Standards (including General Plan amendments)	7	X			1***
Chapman House	6	X			9
Parking	6	X	X		3
Shell Beach Road Improvements/Streetscape	6		X	X	11
Affordable Housing	6			X	-
Take Over Hwy One from Cal Trans	6	X			-
Circulation Improvements	5	X			4
Clean-up/Landscaping/Aesthetic Improvements	5			X	8
Historic Preservation (especially downtown)	5			X	-
Working with Local Businesses (on common promotions, etc.)	5			X	-
Encourage Residential Redevelopment	3			X	-

* May be considered part of pedestrian improvements/pedestrian-friendly City which ranked 6th in the survey.

** Pismo Preserve specifically ranked 9th, other open space/trails ranked 13th.

*** Growth and Development Standards ranked first; Shell Beach was the location most frequently cited.

3 OUTREACH RESULTS

SURVEYS

The City sent out information about the City’s goal-setting and budget process in November and December 2016 in all of its utility bill mailings, which reached about 5,100 customers. The inserts briefly provided information about the process, invited participation in the upcoming community workshops and identified other ways for community members to help the Council set top priorities for the next two years. The inserts also included a survey asking:

TELL US WHAT YOU THINK..
What are the most important things the City should focus on over the next 2 years?

1

2

3

4

Fill in the word bubbles above with your ideas and send it back to us in the mail free of charge. You can also share your ideas with us via email at pismovoice@pismobeach.org

What are the most important things the City should focus on over the next five years?

By January 16, 2017, the City received 115 replies from the utility billing inserts, along with 43 survey responses from other sources: community events (19); email (17); and the U.S. mail (7). This was a strong response, given that:

- This is the City’s first attempt at this type of survey.
- It was an “open-ended” survey instrument (it did not provide pre-determined “check-off” answers), so it required extra thought and effort on the part of respondents to complete and return the survey.

Limits. It should be kept in mind that this is not a “scientific” opinion survey using random sampling and statistical analysis. And while the City’s utility bills have an extensive reach into the community, it is recognized that not everyone receives a bill (although other input sources were solicited). Nonetheless, the results are useful in gaining insight into the concerns of the community.

“Themes.” Since these are “open-ended” responses, it is not possible to provide a simple, analytical summary of the results. Nonetheless, certain “themes” emerged; the top such areas of concern are summarized below.

The following is a summary by “theme” of all 469 survey responses. The full text of the responses is included in the Appendix.

③ OUTREACH RESULTS

Survey Major "Themes"	No. of Responses
Growth and Development. Slower growth, quality of approved projects, development standards and application, avoid sprawl.	40
Water. Conservation, enforcement, education, new sources.	37
Parking. Various issues/suggestions but many but not all related to downtown.	33
Circulation/Traffic Issues. Various specific locations, school crossings, update Circulation Element.	32
Downtown Revitalization. (including pier area)	28
Pedestrian Circulation. Sidewalks, safety, pedestrian friendly, pedestrian advisory committee.	25
Street Maintenance. Generally and specific locations.	24
Clean-up/Landscaping/Aesthetic Improvements. Including trash removal, sidewalk cleaning, palm trees, landscaping on Mattie Road, use natural species, graffiti, fences on James Way, recreational vehicles on streets.	22
Chapman House.	19
Pismo Preserve. Work to accelerate opening; provide support amenities.	19
Shell Beach Streetscape.	18
Bikes. More lanes, maintenance of existing facilities, be more bike friendly, create bicycle advisory committee.	15
Open Space/Trails/Natural Beauty.	14
Public Safety. Beach safety, gang issues, crime, police/fire generally.	14
Better Balance Residents Needs Relative to Tourists. (including efforts at educating non-residents to respect Pismo Beach qualities)	11
Infrastructure/Public Facilities Maintenance/Improvements. Apart from streets -- such as parks, drainage, erosion prevention.	10
Underground Utilities.	8
Beach Access. Improve access, install and/or repair stairways.	7
New Commercial Developments. Including restaurants, Starbucks, shops, late night activities, support of local businesses.	7

③ OUTREACH RESULTS

Survey Major "Themes"	No. of Responses
Old City Hall.	7
Budget Issues. Balance budget, reduce taxes, increase funds.	7
Unleashed Dogs/Dogs on Beach/Dogs in Restaurants.	7
Housing. More affordable/work force housing.	4
Transit/Vans/Trolley	4
Views/Viewshed Issues.	4
Alex's BBQ Building.	2
Council Members Benefiting from Developers.	2
Current Goals. Address them.	2
Diablo Canyon; prepare for closure.	2
Fire station.	2
RVs Parked/Overnight Parking on Streets.	2
Address Liquor Store Sign at Price St. Exit.	1
Address Structure on Hinds/Price	1
Ban Woodburning Fireplaces and BBQ Pits	1
Binoculars at Eldwayen Park.	1
Cal Trans Matching Grant. Should have accepted.	1
Christmas Decorations on Price Street (need replacement)	1
Clam Shells. Bring back brightly painted sculptures.	1
Clean-up Day. Provide better notice.	1
Close Pier Restroom.	1
Create a "Walking Map" with Historic Places.	1
Dams Upstream to Keep Pismo Creek Running.	1
Developers Should Pay for Public Art	1
Diablo Canyon; close.	1
Diablo Canyon; keep open.	1
Dog park.	1
Eco-Friendly Environment	1
Electric Charging Stations	1
Enforce No Smokiing on Beach	1
Explore Ways to Lower Water/Electricity Rates	1
Family Centered Activities/Events.	1
Homeless.	1
Improve Signage.	1
Library. More support.	1
Make Fireworks Illegal in 5 Cities.	1
Make PB More of a Destination.	1

③ OUTREACH RESULTS

Survey Major "Themes"	No. of Responses
No Medical Marijuana Dispensaries	1
No Oil Train.	1
Oil Development in Price Canyon.	1
Power Outages (I love this place). (?)	1
Provide Another Entry to Pismo Beach	1
Provide Financial Support for Non-profits	1
Regularly Remove Seaweed from Beaches	1
Remove Parklets.	1
Rename Price/Dolliver/Spyglass etc. as PCH	1
Restrict Gasoline Leaf-blowers	1
Road to City Hall Should Be a Beautiful Boulevard.	1
Sewer Plant Odors.	1
Skateboards. Allow them downtown.	1
Street Lighting	1
Sustainable Energy.	1
Water Billing. Improve clarity.	1

3 OUTREACH RESULTS

WORKSHOP PARTICIPANT EVALUATIONS

The evaluations received after the advisory body and community workshops were overwhelming positive. Participants were asked to evaluate whether they strongly agreed, agreed, disagreed, strongly disagreed or had no opinion on the following:

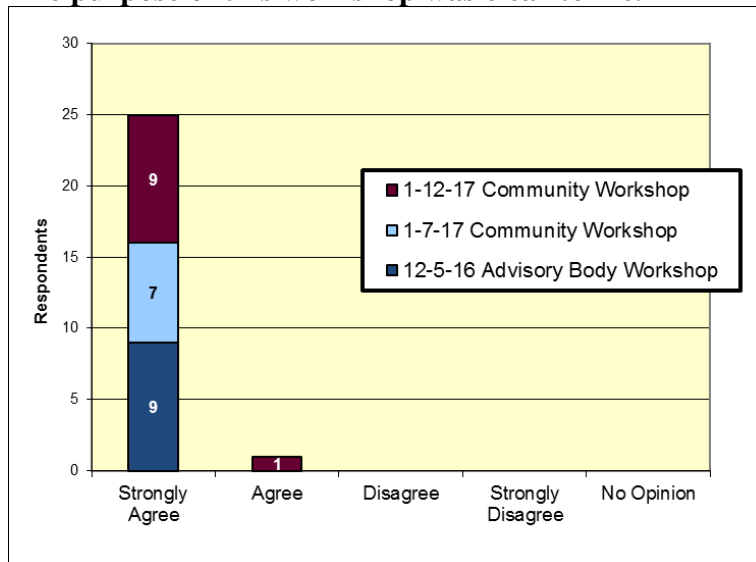
- The purpose of this workshop was clear to me.
- Workshop participants reflected the diversity of the people and views of our City.
- I felt comfortable with the other attendants.
- The agenda and process of the workshop were appropriate for the topic.
- There were enough opportunities for me to express my views.
- The facilitators provided a fair and well-managed environment for participants.
- I believe this workshop will result in better decisions about the City's priorities and budget decisions.
- If asked, I would participate again in workshops like this.

Participants were also asked to provide any comments they had about the workshop.

Evaluation Results

The following summarizes the 26 responses we received to the eight statements above from the December 5, 2016 Advisory Body workshop (10); the January 7, 2017 Community Workshop (7 responses) and the January 12, 2017 Community Workshop (9 responses). This summary is followed by the comments we received at each workshop.

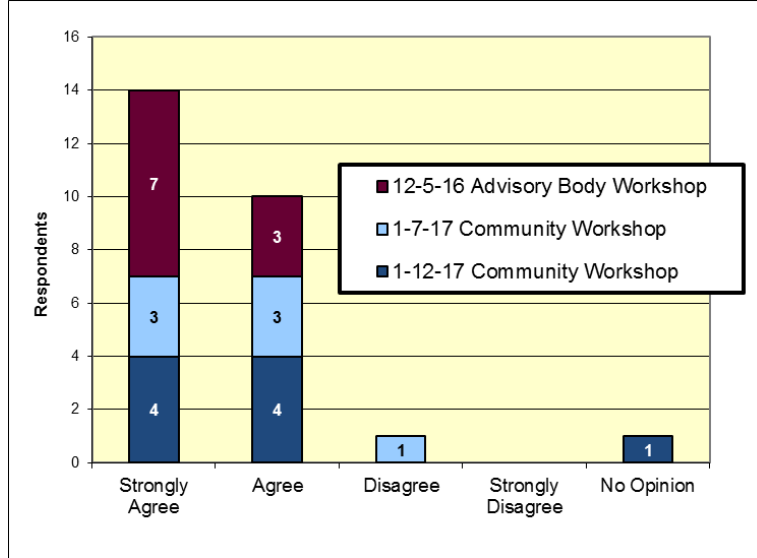
The purpose of this workshop was clear to me.



All those responding either strongly agreed (96%) or agreed (4%) that the purpose of the workshop was clear to them.

3 OUTREACH RESULTS

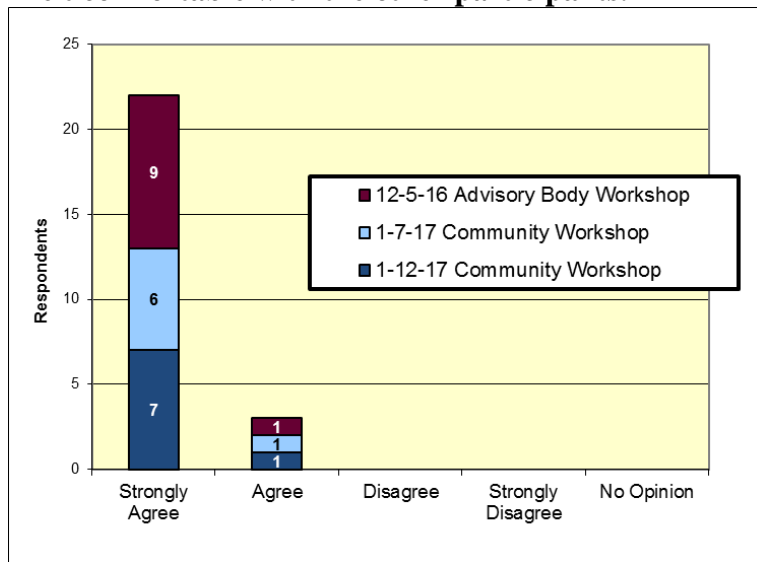
Workshop participants reflected the diversity of the people and views of our City.



92% of those responding either strongly agreed (54%) or agreed (38%) that workshop participants reflected the diversity of the people and views of the City.

One participant from the January 7, 2017 workshop disagreed with this because he felt the group was too small to make this assessment. This is probably the reason for the one “no opinion” response as well.

I felt comfortable with the other participants.

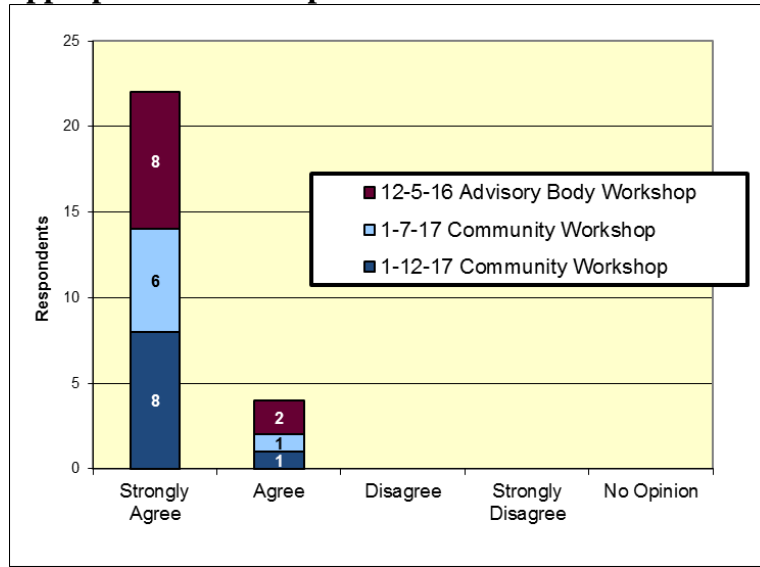


All those responding either strongly agreed (88%) or agreed (12%) that they felt comfortable with the other participants.

(One respondent did not reply to this question.)

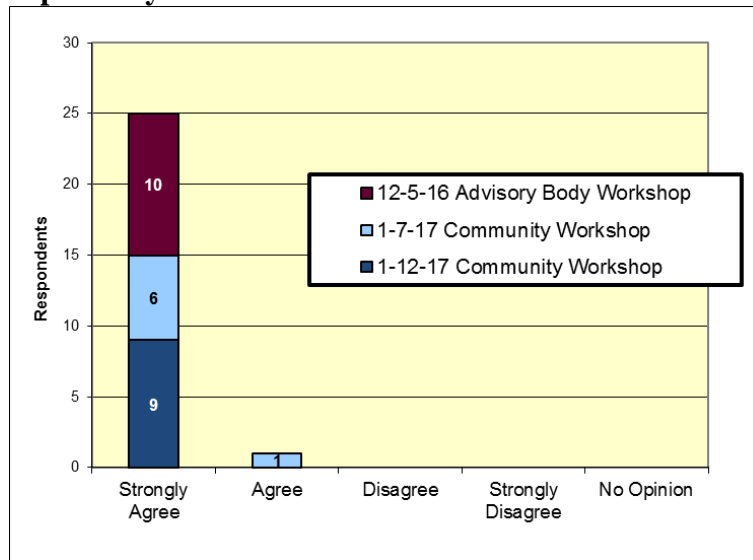
3 OUTREACH RESULTS

The agenda and process of the workshop were appropriate for the topic.



All those responding either strongly agreed (85%) or agreed (15%) that the agenda and process were appropriate for the topic.

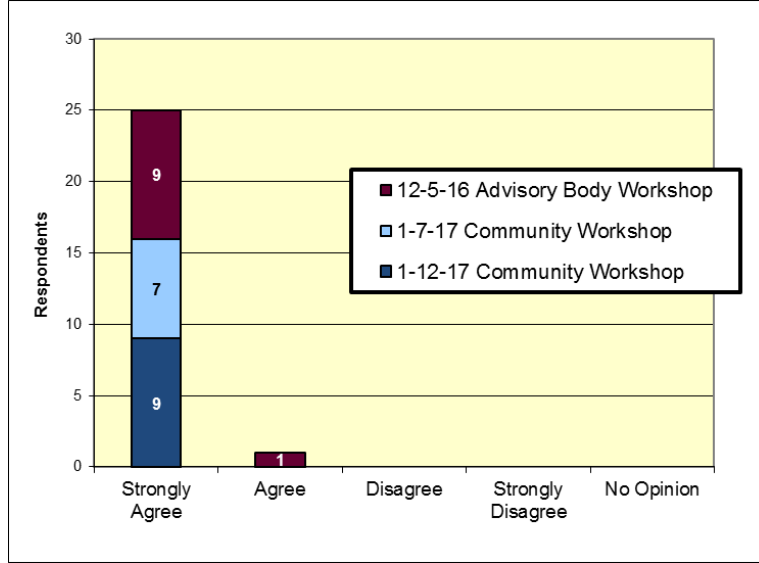
There were enough opportunities for me to express my views.



All those responding either strongly agreed (96%) or agreed (4%) that there were enough opportunities for them to express their views.

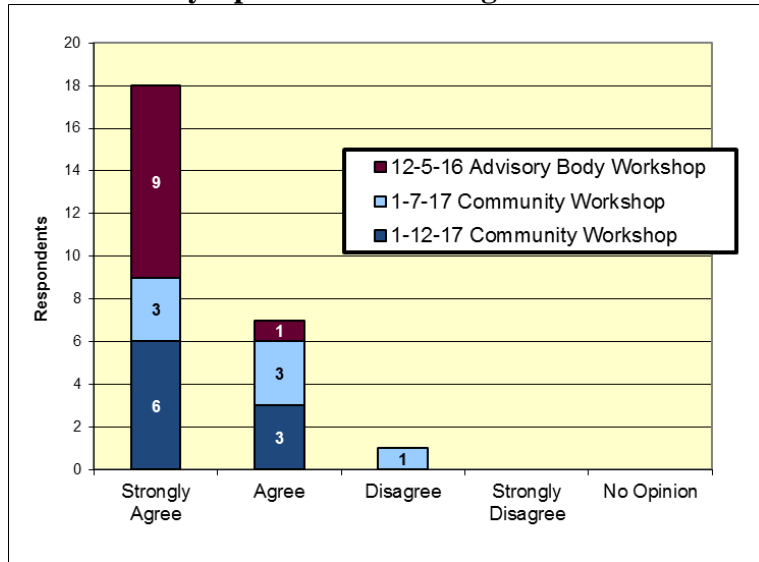
3 OUTREACH RESULTS

The facilitators provided a fair and well-managed environment for participants.



All those responding either strongly agreed (96%) or agreed (4%) that the facilitators provided a fair and well-managed environment for participants.

I believe this workshop will result in better decisions about the City's priorities and budget decisions.

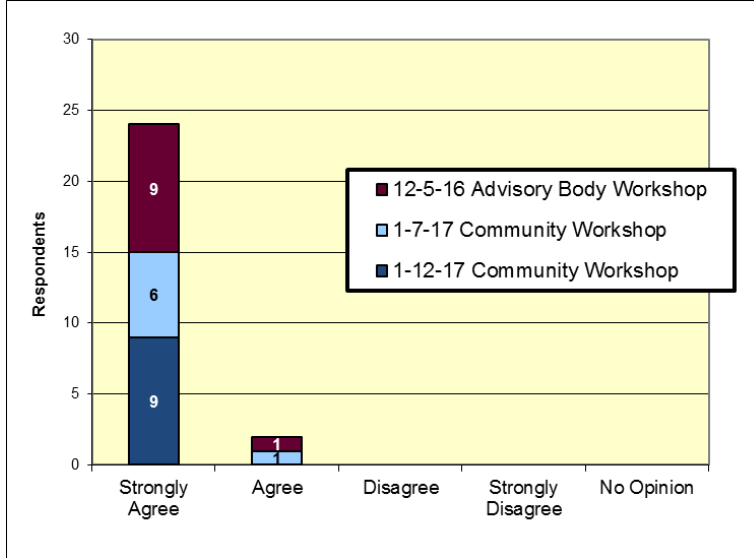


96% of those responding either strongly agreed (69%) or agreed (27%) that they believed this workshop will result in better decisions about the City's priorities and budget decisions.

One participant from the January 7, 2017 workshop disagreed.

3 OUTREACH RESULTS

If asked, I would participate again in workshops like this.



All those responding either strongly agreed (92%) or agreed (8%) that if asked, they would participate again in workshops like this.

Comments

The following are the written comments received at each of the workshops:

December 5, 2016 Advisory Body Workshop

- Very good program; well organized.
- Very informative; interesting ideas from many people.
- Thank you. Terrific!
- Great structure to the workshop and excellent facilitation.
- Not just circling 4's: it was excellent input and brainstorming.
- Some steering by the City staff would have forestalled time wasted on the Pismo Preserve for which the City has no authority and thus this cannot be a viable goal.

January 7, 2017 Community Workshop

- I believe that the City's representatives do an excellent job of planning for continued maintenance and improvements with the resources provided. Thank you.
- The workshop was well organized and City staff was knowledgeable and helpful. I was impressed.
- Very well run; informative and efficient use of our time.

③ OUTREACH RESULTS

January 12, 2017 Community Workshop

- Thanks for providing the opportunity to have our voices heard.
- Great idea. Thank you and please continue this process in the future.
- Yes – reflects sort of the views/diverse views of the City. I feel it was a good start to get public to attend (wish there was more public attending). Glad this event happened: it's important!
- Thanks!
- Thank you for hearing our concerns.

4 APPENDIX: DETAILED RESPONSES

The following presents the detailed responses for the survey and community workshop results presented in Sections 1, 2 and 3:

- A. Surveys
- B. Email
- C. Advisory Body and Community Workshops

Appendix A: Survey Responses

What are the most important things for the City to focus on over the next two years?

The following provides the detailed responses, transcribed verbatim, to the open-ended survey question: what are the most important things for the City to focus on over the next two years? The City received 158 survey responses from a variety of sources, including utility billing inserts (115); community events (19); email (17); and U.S. mail (7).

1. Keep Beaches Open.
2. More access for vehicles.
3. More shops.
4. More open parking.

1. Oil Train “Just say No”.
2. Pismo Preserve “let’s get them gates open”.
3. Remove Restroom from front of pier, make it a gift shop, info station “locals” Pismo museum.
4. More More More Palm Trees – support local contractors.

1. Walking Friendly Environment.
2. Starbuck’s within one of the new hotels.
3. Walking Maps of Historic Places and areas.
4. Keeping the downtown clean, which the City does now; thank you.

1. Change downtown skateboarding law to allow skateboarding.
2. Fix potholes on Hwy 1 through town.

1. Close Pismo Pier Parking Lot; with hotels, there needs to be something to do at night
2. Ferris Wheel-open this up to be a focal point; will increase size of business district.
3. Parking garage at Dolliver and Main.

1. Clean Friendly Downtown.
2. Continue Street & Infrastructure Improvements.
3. Safe City Continue good work of Fire and Police-public safety of traffic & healthy City.
4. Water-Capture drainage runoff & use run off for charging groundwater-promote rain barrels at home and businesses.

1. Repave and fix Mattie Road with room for bicycles and pedestrians at each end.
2. The road leading to City Hall should be a beautiful boulevard representing our beautiful city.

Appendix A: Survey Responses

What are the most important things for the City to focus on over the next two years?

1. More Late night activities for date nights.
2. Open the Pismo Preserve to the Public sooner.

1. Has to be water conservation and initiation of new sources. Without water I hate to guess what will happen here.
2. Street maintenance including repaving.
3. More methods to obtain increased funds from visitors who use our drinking/bathing water, beaches, parks, roads, etc.
4. Increased awareness through laws and rules improvement/changes to maintain our current quality of life.
5. Continued and increase presence of law enforcement to reduce any sort of crime.

1. Alternative Transportation and Circulation: Promote alternative transportation with a focus on the bicycle. Pismo is unique in that we are on the main Pacific Coast bicycle route and many residents cycle to downtown to avoid a parking gridlock, however the City falls behind other Central Coast Communities in bicycle infrastructure. Put priority on re-paving and striping the existing damaged bicycle and pedestrian path that connects downtown with the south Pismo and the Outlets. Construct green bicycle transition boxes at main intersections along Price Street and Highway 1. Install signage that denotes the bike route through town with suggested eateries and shops along the way. These are just some of the safety and general improvements that will benefit local residents and cycle tourists alike.
2. Promote and link open space areas: the Pismo Preserve is a good start, let us keep the momentum going with a open space policy that preserves the unique quality of Pismo for future generations. Borrowing from the city of SLO, promote the acquisition and use of future and existing open space areas around the city. The Pismo Lake Ecological area is an example of an open space area that has become neglected and abused. By allowing passive public access through hiking and biking trails, the area would be less prone to illegal camping and dumping and provide the City with yet another destination location that could tie into the monarch preserve location.

1. A crosswalk with flashing lights at butterfly grove

1. Call PCH just that not Price/Dolliver/Spyglass, etc.
2. Put Mattie Road Signs on PCH at each end, intersection. Tourists can't see what's not there.

Appendix A: Survey Responses

What are the most important things for the City to focus on over the next two years?

1. More Parking Downtown – we need a structure
2. More police presence in downtown. Too many drunks during day hours
3. Fewer Hotels- More green space

1. Preservation of the natural beauty that makes this “the best place on earth to live” as well as draws the tourists we practice hospitality toward and who help support our economy.
2. This includes encouraging growth to STAY downtown, restricting building sprawl;
3. Keeping new construction within what our (drought-influenced minimal water supply can support, giving preference to current residents;
4. Prioritizing the intentional safeguarding of natural wildernesses such as Price Canyon and other visible and accessible open spaces.

1. Over the 20 years I have enjoyed living here in Pismo beach, I have watch substantial growth take place. I am grateful for the Pismo Preserve, and hope to see more of that kind of future-thinking. Short-sighted development will rob our children and the rest of the world of the beauty and peace which many of us take for granted and all of us enjoy. Greed is overrated.

1. My suggestion is to put a 4 way stop at the corner of Hinds and Bello . This can be a real challenge to get out of Bello on to Hinds/price canyon rd This last weekend with our jubilee and many other events using the Vets hall, and St Anthony's park, Bello / Hinds corridor Traffic is a mess. A 4 way stop would be great.
2. Also the strip of road on Bello entering the freeway is a mess! The corner was nicely fixed but they stopped.
3. Regarding parking, downtown, it was my understanding when the parking meters went in, that it was A short term solution and a parking garage would be the final solution what happened to that?
4. Has anyone suggested the streets, (i.e.) Addie st ,park,etc west of Dolliver be one way, or parking on one side of the road, it is such a challenge to get through.

1. What happened to our fun, beautiful city clam shells? They used to be painted in bright, vibrant colors that stood out and added a splash of color to our already wonderful landscape. My twin seven year old grandchildren noticed a difference as we always looked to see what the clam shells would look like for each season and event. I have lived Pismo Beach for over eight years and have always loved our unique greeting into and leaving our city. What a shame.

Appendix A: Survey Responses

What are the most important things for the City to focus on over the next two years?

1. Water
2. Streets and Roads fix and maintain
3. Good Financial Management- Reserves- Don't Hire too many employees
4. Work with Land Conservancy to open the preserve

1. Would it be possible to widen Ocean View? With cars parked on both sides, it is dangerously close for 2 vehicles to pass. Very dangerous for RV's. Maybe make sidewalks narrower.

1. Improving quality of life for downtown residents, i.e. traffic congestion, nuisance crimes, etc.
2. Increase patrols at public beach access points to reduce nuisance crimes, public drunkenness, public urination, open drug use, etc.
3. A thoughtful approach to downtown Growth Respecting Resident's quality of life.

1. Increased police patrols at public beach access points to reduce nuisance crimes.
2. Improve traffic flow at Price/Dolliver Intersection.
3. Consistent enforcement of building/property polices at City Hall.
4. Improve quality of life for full time residents by attracting better class of visitors.

1. I appreciate the Clam Chronicle updates about our city and the opportunity to share one person's input on proposed goals for the city. I live in Shell Beach and see the countless number of people every day, both residents and visitors, who walk Ocean Blvd in front of my house to enjoy the beauty of ocean vistas, visit the beach and engage in water activities. Many of them walk barefoot on Ocean Blvd with great pain and discomfort because of how the street has been neglected over the years. The surface is now composed of basically small sharp rocks that were once embedded and covered by asphalt.

It is demoralizing to see many other residential streets in Shell beach that have much smoother surfaces, get almost no foot traffic because they have sidewalks and that have zero impact by tourist traffic get completely replaced. Coburn Lane is the most recent example.

2. Resurfacing Ocean Blvd should be a priority for residents and visitors alike.

1. Yesterday I was reminded of another issue that has an impact on me periodically and has always seemed an important safety concern that should be addressed in our City; There is a traffic tie-up every school day from about 2:45 pm to 3:15 pm Southbound along Shell Beach Road between the three way stop at Terrace Avenue and the Park Place exit onto Shell beach Road adjacent to Shell Beach Elementary School. Cars and school buses fill

Appendix A: Survey Responses

What are the most important things for the City to focus on over the next two years?

all the parking places along the road and a line of cars are stopped next to them from the stop sign at Terrace Avenue to about half way to Park Place. All these stopped and parked cars are filled with parents and family friends simply trying to pick up school children. Unfortunately, a dangerous situation is created for Southbound traffic to safely proceed along Shell Beach Road and for the parked cars who have picked up children to enter onto Shell Beach Road through the row of stopped cars.

Additional unsafe complications are created with stopped cars clogging both directions on Terrace Avenue, a small backup of Northbound cars from the stop sign at Terrace Avenue to the stop sign at Vista Del Mar and beyond trying to pick up school children and finally, school children not being picked up by cars walking along the sidewalk in both directions and making street crossings at Terrace and Vista Del Mar stop signs.

What results is a very complicated and dangerous traffic flow along Shell Beach Road that results in Southbound cars being unable to proceed or if they do, to drive into the Northbound lane to get past all the cars stopped half way into the street. In attempting this they are hampered by poor visibility of oncoming traffic due to the uphill climb and an almost gridlocked three way stop at Terrace avenue.

The good news so far is that it seems everyone is patient and moves slowly to avoid accidents. Sometimes a driver will be impatient or in a hurry and drive that way. Not good. The situation could also be made much more dangerous if Southbound Highway 101 has a slow down at the same time and cars exit the freeway on Spyglass thinking they can avoid traffic by driving along Shell Beach Road. Schools are always filled with traffic when children are dropped off or picked up. Not every school, however, is located on a major thoroughfare that is increasingly impacted by tourist, residential and commercial traffic.

I think we need to think of a better way to address this predictable and unsafe traffic congestion. Here are three ideas:

- Perhaps Terrace Avenue needs to be closed during this time to allow cars to collect here in coordinated fashion to pick up school children.
- Perhaps children can be released from school at different times; half at 3:00 and half at 3:30.
- Perhaps a Pismo Beach policeman needs to be posted during this half-hour time period to safely direct traffic.
- Perhaps all three might be required.

1. I saw the request for input in the Clam Chronicle and would like to bring an item to your attention. My wife and I bicycle regularly around Pismo Beach by ourselves and on group rides with the San Luis Obispo Bicycle Club. We also commute by bike to the Pismo Beach Athletic Club and downtown Pismo. We live just off of Mattie Road. There is a problem for cyclists at the stoplight at the south end of Mattie Rd. where it goes under 101 and intersects with Shell Beach Road. When approaching from Mattie Road,

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What are the most important things for the City to focus on over the next two years?

the stoplight does not detect bicyclists. In order to get the light to change so we can turn left, when no cars are present, we have to dismount and walk over to the button on the NE corner of the intersection. The button is located in a very awkward location that requires going out into Shell Beach Rd. to reach it.

Since this route is used to commonly by bicyclists, including us, it would be safer bicyclists if this stoplight could be improved by either 1) installing a sensor that can detect bicycles waiting to turn left onto Shell Beach Rd., or 2) moving the crosswalk button close to the right lane where it could be readily reached by people on bicycles.

I would be happy to provide more information and/or show someone what I'm talking about.

1. One very important thing the City should focus on is the low amount of parking in the downtown area. It is sometimes quite impossible for locals to attend events in our own city.

1. Ban the watering of all lawns, no matter what day it is. We're in a severe drought!
2. All wood fences facing James Way should be painted the same color
3. Single- level, affordable housing for downsizing residents

1. Managing Tourist and Residents

1. Limit Building
2. Water

1. Bury Power Lines – St. Andrews Tract
2. Stairs or ramp to beach @ memory park or spyglass park
3. Continuous sidewalk along Shell Beach Road
4. Make sure planning commission does not make acceptions for proposed unnecessary
note: motel on SB road

1. Have a training program for planning commissioners so they can learn how to vote No. They bend over backwards and overlook all regulations to approve all proposals that come to them and have ruined Shell Beach Cypress St. and are not doing St. Andrews.

Appendix A: Survey Responses

What are the most important things for the City to focus on over the next two years?

1. Widen road @ Southbound Shell Beach exit to 3 lanes so traffic can exit to shell beach without having to bottle neck back to 2 lanes.
2. Shell Beach Street scape. Less powerlines, more plants/flowers
3. Rebuild steps to beach by park on Ocean Blvd. in Sell Beach Elwa
4. Pismo Preserve

1. Safer Walk area for SB school kids extend sidewalk from back of Naomi/Coburn to cover kids having to walk in or cross street.
2. Better traffic control on SB Rd. South/when 101 traffic is heavy SB Rd. heavily & unsafe traffic
3. More control of cars *RV's left on streets for months/weeks-*Trailer's PODS, etc.
4. Unleashed Dogs (Animals) lack of required pick up in park areas-sidewalks, etc.

1. Beautifying Shell Beach
2. Keeping Shell Beach local
3. Get rid of all of the loud trucks that traverse shell beach rd.
4. Open a very healthy café in Shell beach with Vegan options

1. Repave streets in Shell Beach Especially Ocean Blvd.
2. Shell Beach Road project completion
3. Repair beach stairs at Morro & Ocean

1. An objective, Citizen review commission of volunteers
2. Balanced budget amendment & same requested state and federal

1. Water supply adequate & safe before all else
2. Road maintenance residential Pismo/Shell Beach Street Sweeping
3. Less or equal consideration of attracting tourists versus impact on residents

1. Water Supply no more construction without a plan
2. Pismo Preserve we donated \$ and want it open
3. Downtown revitalization come on! How long do we need to wait for some upgrading
4. Chapman- no event center open to Pismo residents on regular basis or sell it

1. Monitor traffic on South Beachcomber Dr. too much speed
2. Enforce dog leash law @ Beachcomber park. Very dangerous to walk with loose dogs

Appendix A: Survey Responses

What are the most important things for the City to focus on over the next two years?

1. Make P.B. more pedestrian & bike friendly. Start with fixing the path along 101 from downtown to outlets. The path is impossible to navigate at night because cars shine lights in your eyes.
2. Build a parking garage and eliminate on street parking. Price St. could be a world class street without all the cars.
3. Add more density and protect open space. Sprawl is out.
4. Held a pedestrian and bicycle advisory committee. Other cities have these committees. They help make better decisions.

1. Water
2. Downtown revitalization
3. Free parking
4. Shell Beach Development Standards and Streetscapes

1. Adding trees & open greenspace downtown as close to pier as possible and move parking back from Ocean to encourage more pedestrian traffic and fewer cars.
2. Bike lanes need to be wider and paths expanded!!! Consider placing bike lanes running in both directions on one side of the road.
3. Also let's underground all these ugly powerlines in Shell Beach

1. Keep Shell Beach Community small. Minimize building that's why we moved there.
2. Chapman house – no more than 4 events per year (no parking)?
3. Shell Beach Crush! Widen Frwy too much traffic
4. Keep taxes down
5. Keep Diablo Cyn Open! Will destroy our economy

1. Repave shell beach streets
2. Repair beach stairs at Morro Ave. & Ocean Blvd.
3. Shell Beach Improvement on Shell Beach Road

1. Water Supply
2. Shell Beach Streetscape
3. Circulation Element Update to General Plan
4. Re-use of Old City Hall into new fire and police station

1. Put in Seawalls in Shell Beach before there is no more roads!!!
2. Parking is big issue
3. Build Small Dams in Edna for Pismo Creek can run always.

Appendix A: Survey Responses

What are the most important things for the City to focus on over the next two years?

1. Air Quality-Eliminate all wood burning in fireplaces and BBQ Pits. It's toxic around my home-coastal air needs to stay clean!

1. Roads Pave Mattie Road!!
2. Revitalize downtown more parking
3. No more housing downtown
4. Water Safety and Supply

1. Reconsider the building of the motel on the Chevron lot. We opposed it because of the traffic and parking. But the lot is too small for the building.

1. Shell Beach Area Sidewalks and Streets
2. Open Pismo Preserve
3. Native landscaping in projects done by City
4. Help to close Diablo Canyon as soon as possible

1. Shell Beach Streetscape
2. Pismo Preserve

1. Safety on Shell Beach Rd. Real Bike Paths and More Traffic Calming Measures
2. Enforce view-shed regulations for both building and landscape
3. More parking for hikers and beach access
4. Low income housing

1. Shell Beach Village Beautification Streetscape
2. Resident parking near downtown/pier
3. Water supply

1. Water
2. Police and Fire
3. Development Standards
4. Pismo Preserve

Appendix A: Survey Responses

What are the most important things for the City to focus on over the next two years?

1. Maintain Streets and structure before adding public art. Clean streets and maintain landscaping; our city is dirty
2. Holiday Stroll-Shell Beach- Why? There's nothing there anymore. Shell Beach Road looks downtrodden and dirty.
3. Chapman House looks awful. Especially trash cans & tools seen from Street. Deteriorating landscape, City is letting it become an eyesore-lack of maintenance
4. What the heck is that sitting structure at Hinds and Price??? Hideous!

1. Protect views of ocean and hills
2. Get homeless off the streets
3. Ensure adequate water supply
4. Stop or slow growth

1. Water supply
2. Pismo Preserve
3. Plan similar native vines to grow on chain link fence on Mattie Rd.; disguise fence and add greenery
4. Plant more views!!

1. Water
2. Downtown revitalization
3. Fire Station
4. Work force housing

1. Shell Beach Development
2. Shell Beach Street drainage & water run-off
3. Shell Beach Streetscape

1. Downtown parking and revitalization- use underground parking-Think Big!
2. Chapman House dump it or acquire land for parking!
3. Circulation-use roundabouts per Cal Trans.
4. Pismo preserve get online ASAP – use concessioner's money to finish and maintain.

1. Parking on Shell Beach Road and downtown
2. Less development in area. For instance, the proposed new motel, tec. Near Spyglass motel.

Appendix A: Survey Responses

What are the most important things for the City to focus on over the next two years?

1. We desperately need a dog park. It'd be nice to not have to drive to a neighboring city to use theirs'.

1. Get the Alex's BBQ building done. It's an eyesore and dangerous to walkers.
2. Shell Beach Streetscape
3. Downtown Revitalization
4. Downtown parking & circulation

1. Update the old city hall elementary school- do something!!
2. Notification of clean-up date; a separate bigger, a separate items!!

1. Identify and address current city goals that are at risk
2. Revisit building moratorium thresholds in light of new construction permitted before 12/1/16, but undertaken now
3. Defend public infrastructure against coastal erosion in a manner shown permissible and effective elsewhere in California.

1. Go on record opposing AG Oil field's application to exempt our aquifer from protection of the SDWA. Info natalie@protectpricecanyon.org
Mayor Waage tell me what you're doing about this.

1. Keeping people safe from gangs and people who look like they are gang related
2. Keeping our town graffiti free
3. Keeping all trails safe and smoke free
4. Thank you for asking. Great idea!

1. The ocean view corridor along Shell Beach Rd. home owners have put up fences, shrubs and trees, blocking views.
2. Safety along Shell Beach Road.....speed limits and pedestrian crossings
3. Retainer wall is needed where there is a fire lane at bottom of Billy Goat Trail Ontario Ridge
4. More benches for resting along Shell Beach Rd.

1. Stop all construction on the hotel on Shell Beach Rd. near Spyglass Village.
2. Have all pro development Council Members expose all gratuities from developers
3. Beef up police patrols in old Pismo on weekends concentrating on removing illegal aliens
4. Expose all council members benefiting from development projects

Appendix A: Survey Responses

What are the most important things for the City to focus on over the next two years?

1. Shell Beach Revitalization – outdated
2. Shell Beach Parking- when is Alex’s restaurant opening?
3. New restaurants on the frontage in Pismo and Shell Beach

1. Work toward being a destination.
2. Parking is still a problem, over enforcement during holidays
3. Build a parking structure & have the trolley service available especially on weekends.

1. Please better maintain the bike lanes along Shell Beach Rd., remove weeds and debris, use street sweeper, it’s used in the downtown area weekly.
2. Change speed along Mattie Rd. back to 45 MPH or post more police officers there. Too many speeders!!!
3. Install crosswalk from 7-11 across Hwy-1 to trailer park, just south of creek bridge.
4. Fix pot holes in streets.

1. Shell Beach Corridor
2. Downtown Parking if/when Pier recreation improvements happen.
3. Work with Grover Beach on future sewage and water projects.

1. Water Supply
2. Shell beach development standards
3. Pismo preserve
4. Shell Beach street scape – keep it open and beautiful

1. Getting powerlines and phone (utilities) underground both for safety and appearance.
2. Finding a function for old City Hall.
3. Downtown revitalization

1. Police protection patrols, especially Eldwayen Park at night
2. Street paving. Our streets are Cobble on Castaic through Ocean and beyond.
3. Reasonable Chapman House management. In my opinion there is no benefit to the Pismo Beach residents. It only benefits non-residence and the very special few who actually can afford to attend events. Yet, we the taxpayers have to pay the bill.

1. Install storm drain along Esparto St. between Shell Beach Dr. and the ocean.

Appendix A: Survey Responses

What are the most important things for the City to focus on over the next two years?

1. For several years I have hoped that our Council would do something about the sign (liquor Store Ad) where the Price Street exit is located. I have met with our Mayor, Councilwoman and City Manager. I have been told a new sign is being made, but after nearly 5 years there is still no change at their site. Is this “liquor sign” the image our visitors have of Pismo Beach? Please get this project as #1 on your (our) list of important things. Kate Riggins 773-2399 @ 780 Ocean Blvd. P.B.

1. Power Outages, I love this place
2. Not modernizing SB too much
3. Entrance to Pismo Preserve
4. Sidewalk from SB Road to Mattie

1. Curb ramps on Shell Beach Road
2. Keep beach and environment safe
3. Binoculars @ Eldwayen Park
4. Downtown Revitalizing

1. Street maintenance
2. Upgrades @ parks; price house park
3. Chapman Estate use it more
4. Parking

1. Power lines underground – all
2. Pave Roads Esparto
3. Pismo Preserve
4. Shell Beach Streetscape

1. Buff Protection
2. Affordable housing for folks who want to downsize
3. Water Supply reduce cost
4. Shell Beach drainage

1. Parking for Ontario Ridge trail
2. Properly designed trails for Ontario ridge trail

1. Parking for Ontario Ridge trail
2. Properly designed trails for Ontario ridge trail

Appendix A: Survey Responses

What are the most important things for the City to focus on over the next two years?

1. Don't allow such big houses
2. Trash cans on Mattie Rd.

1. Slower traffic on Shell Beach rd.
2. Chapman House ADA
3. Dog park leash free laws
4. Shell Beach drainage & sidewalks

1. Shell Beach Development
2. Shell Beach Street drainage & water run-off
3. Shell Beach Streetscape

1. Water Supply
2. Pismo Preserve hike/bike in access open now, parking lot later (2018). Don't waste the trails
3. No more lanes on HWY 101. Get rid of truck climbing lane. Keep 101 2 lanes
4. Transport to SLO/ Old AG Commuter van, more public = less cars on road=less traffic

1. Sustainable growth – ensuring there is after for any developments without over building
2. Improve downtown Pismo – bring better businesses to the City

1. With Current Water Supply/Drought Conditions – consider a building moratorium across the board
2. Shell Beach Business district parking shortage with business growth and upcoming streetscape
3. Turn old City Hall into a new Police Dept. (with the old facade)
4. Downtown parking and circulation issues

1. Begin work on the Shell Beach Road Improvement Project. Provide some updates of concrete steps.
2. Divest the City of the Chapman property. The City has no business operating a venue for events, especially one located in a 100% residentially zoned area. Cliff Chapman's bequeathing his home to the city as incredible generous but ultimately misguided.

1. Water supply
2. Pismo Preserve – hike/bike in/out before parking lot opens
3. No more freeway lanes! Get rid of Shell Beach truck climbing lane! Keep 101 2 lanes
4. Public transit into SLO –or worker commute Van...reduce cars on 101

Appendix A: Survey Responses

What are the most important things for the City to focus on over the next two years?

1. Sell Chapman House to recoup lost tax revenue. Cut our losses, this is a cash cow!
2. Sell Chapman House to reduce further damage to an already compromised infrastructure for the area.
3. Sell Chapman house to add funding for public safety, seniors and children
4. Sell Chapman house to add and complete all 9 other city goals!
5. Thank you....this is a proactive newsletter

1. Adhering to current building codes. No variations
2. Paying attention to water supply for existing population
3. Plan to reap benefits from Chapman House with interfering with neighborhood ambience
4. Continue to support Shell Beach library. Pismo's only library

1. Speed Limits on Shell Beach Street. There should be consistency!
2. Fix Shell Beach stairs near Morro Ave.
3. Clean up-Enforce clean-up of properties in disarray

1. Insure clean available water supply!
2. Conversion to sustainable energy-utilization of wind/solar resources!
3. Maintaining ecological friendly environments!
4. Maintaining open spaces with any future developing!

1. Complete the sidewalks on Mattie Rd. leading to Shell Beach Rd. /Pismo Preserve/Spy Glass.
2. Pedestrian/bicycle access bridge over 101 Mattie Rd. to Shell Beach Rd. (City Hall-Dinosaur Park)
3. Install crosswalks on PCH between Pismo St. & Main St. (Pedestrian access to public parking lot and businesses.
4. Reduce speed limit on Cypress to 15 mph.

1. Speed Control on Bello from Price to 101 on ramp; permanent flashings! Like over by McDonald's outlets.
2. Crosswalk from Pismo Avenue across Bello; residents, students, church members, vets hall events- use area continually
3. Repair Hollister and Pismo Avenue on Bello Side of 101-disgrace to all
4. Sell the Chapman House- contact Larry Alison
5. Must have speed reduced on Bello

Appendix A: Survey Responses

What are the most important things for the City to focus on over the next two years?

1. Increase downtown parking
2. Re-vitalize old building sites instead of new building
3. repair/repave roads clean bike lanes and repair

1. Improving odor from sewer treatment plant (most important)
2. Water supply
3. Continue the great job Pismo City has done of allowing for growth while maintaining a small town feel.

1. Downtown revitalization
2. Downtown parking
3. Water supply
4. Pismo Preserve

1. Preserve small-town character by maintaining open space (Price Cyn, Oak Park/Noyes Road, Rural spaces)
2. Support small businesses. Update and fill empty retail/commercial buildings instead of building new ones – including old City Hall
3. Consider de-salinization plant: gain local control of local water; maintain water economizing practices
4. Hwy 10- unclog congestion by Shell beach
5. Downtown revitalization and circulation of traffic to avoid congestion

1. Safe bike passes- striped and marked
2. Road improvements on James Way
3. Improve water bills give gallons not ITCF. I also pay more for meter vs water used. What's average use?
4. Family centered free events

1. Trash clean up on the Juan Batista De Anza trail from homeless individuals
2. Graffiti cleanup on Juan Bautista De Anza Trail under the rail road bridge
3. Constant police presence at the Pismo Beach pier; more police presence near Price House
4. Crosswalks at Ocean View and Dolliver Street

Appendix A: Survey Responses

What are the most important things for the City to focus on over the next two years?

1. Reduce theft and trespassing by homeless on downtown residences.
2. Increase foot and bike patrol; increased police officer presence in downtown neighborhood and parks.
3. Addition of more streetlights in downtown (such as Park St) on wood promenade for night time safety and sense of security.
4. Paint crosswalks for better visibility and pedestrian safety to encourage walking in downtown areas.

1. Long range deep and full range manning on the fiscal effect of Diablo closure and what steps need to be in place before the event to cover the revenue loss.
2. Cannot be expected to make up this loss. Think about cutting major expenses, reduce expectation and laying off employees. Make the tough choices!!! Show some guts!!! And true leadership. This is the single most item that will affect Pismo Beach funding.

1. Water conservation – Hotels!! Water supplies
2. Stop building
3. Traffic

1. Build a parking structure, the lot across from the Shoe Tree would be perfect.
2. Beautify the Pier parking lot; maybe even a Ferris wheel.
3. As a volunteer exceeding 100 hours at the Pismo Preserve, finish ASAP!

1. Downtown streets, curbs, gutters especially old town and heights who were kicked to the curb for years.
2. Long term property/residents
3. Never forget the \$18,000,000 you “passed” on from Caltrans Black Eye Forever.

1. Maintain small town charm, architectural character, and sustainable growth and development. No McMansion housing.
2. Regulate water use and develop program to switch all lawns to native, drought tolerant landscaping
3. Budget for long-term and short-term maintenance of public spaces, trash collection, public bathrooms- more public bathroom in beach areas, shopping areas.
4. Developer \$\$ out of political campaigns.

1. Please put up signs for pedestrians to get to downtown Pismo from the Outlet mall.
2. Please also figure out how to get from the grocery store & outlet mall back to Pismo beach by car!!

Appendix A: Survey Responses

What are the most important things for the City to focus on over the next two years?

1. Water recycling project
2. Maintaining streets & roads (important asset)
3. Fiscally conservative policies
4. Finish our goals before you start new ones

1. Downtown parking must be addressed
2. Water supply whatever needs to be done!
3. Shell Beach development
4. Reuse of old City Hall

1. Traffic issues – please address these – especially bottleneck from Shell to Pismo on 101 fwy.
2. Add another exit from 101 to Shell Dr. to ease traffic. Get rid of stop signs on Shell beach drive and add a light instead.
3. Create indoor/outdoor kids play area near downtown Pismo. Add bike paths and pedestrian paths for walking.
4. Add more shops/restaurants in downtown. Improve shuttle service.

1. No overnight parking on streets
2. It will cut down on crime – make the patrolmen’s job easier.
3. Keep our town from looking like a used car lot – upgrade our image
4. Important things – only a few.

1. Born and raise! More patrolling for petty crime by druggies. Bosinger Park rocks are covered in trash.
2. More litter control where people park to enjoy the view then leave their trash.
3. More patrolling dunes south of Sea Venture where homeless camp and defecate –ugh!!!
4. Somehow make valley people respect our town and clean up after themselves.

1. Need parking? Get rid of parklets! No one uses them.
2. Make Park and Addie Streets one way like Pomeroy & Hinds. On busy days they are one way anyway. No way for emergency units to get by.

1. Getting another entrance into Pismo Beach

1. Stop the new construction until we get the water to support it!

Appendix A: Survey Responses

What are the most important things for the City to focus on over the next two years?

1. Redevelop downtown pier and Giuseppe's
2. Recycle and recovery of water versus rationing
3. Street maintenance
4. Pursue R/O to produce fresh water for our sea water

1. Sidewalks filthy! Cleanliness more trash cans by the pier!!
2. Parking
3. Keep dogs out of restaurants!!
4. More trash cans on beach ramps!

1. Improve the sidewalks. I've fallen along Price Cyn at Bello
2. Make downtown Price St. prettier
3. Fix sidewalks downtown
4. Get new Christmas decorations for Price St. light poles- very worn

1. Develop a long range plan to ensure that Pismo never runs out of water
2. Do everything in your power to ensure the diesel plant at Diablo does not go to waste
3. Work with the 5 Cities to make fireworks illegal thus reducing fire danger
4. Continue to make street repaving a priority

1. Limit building!! There has been too much in the last few years
2. Maintain/expand open/green spaces
3. Everything is geared to tourists-what about the residents...maybe a parking pass for residents to use downtown

1. Keep traffic down on Bello St. speed and volume
2. Improve downtown with more police, enforce all codes, cleaner streets
3. Keep as much of old City Hall as possible. Low impact type use. Do not put more traffic on Bello
4. Have a time of use for dogs on beach. Too many off leash 12 a.m. – 10 a.m.

1. Connecting all trails
2. Developers must pay for public artworks

Appendix A: Survey Responses

What are the most important things for the City to focus on over the next two years?

1. As you carefully contemplate the City's goals for the upcoming year, I would respectfully request that the Chapman Estate Strategic Plan and its expressed goals and objectives, remain a priority. Your sage wisdom and ultimate approval of the conditional use permit reinforces your commitment to this asset. As time goes by, so too will new opportunities present themselves at the Estate. I, for one, look forward to the enhancement of the Estate's use, continued respect for the neighborhood, and cultivating the Estate as the City's unique jewel. Thank you, in advance, for your consideration and support. Here's wishing you all the joys of the season!

1. Move all traffic and parking out of the downtown area, and create a European style town center.
2. Half of the old parking is gone anyway due to the new hotel. The remaining tiny parking lot is ridiculously inadequate.
3. Make sure outside parking is free to encourage tourism.

Is it time to enter the 21st Century and put the utilities underground? Go Pismo!

1. FIX THE STREETS, as promised when Measure C was approved. Pismo Streets are an embarrassment. They are decaying rapidly and all the city seems to do is spend money on "New" or other infrastructure. For example, the street in front of my house has damage from when the water lines were moved in 1977, along with the overall decay.
2. Stop all building permits until the water issue has been PERMANENTLY resolved. It is not fair
3. to ask the residents to conserve so you can allow the developers to build.

1. Water supply
2. Pismo Preserve – hike/bike in/out before parking lot opens
3. No more freeway lanes! Get rid of Shell Beach truck climbing lane! Keep 101 2 lanes
4. Public transit into SLO –or worker commute Van...reduce cars on 101

1. We live in Pismo and we would like to see the city control dog activity. Loose (off leash) dogs are on the beach and trails like crazy.
2. Another issue is owners leaving their animals remains.
3. We have reminded dog owners of the leash law on numerous occasions and have consistently been scoffed at.
4. I've had an animal bite from a dog who was right by his owner who said his dog was friendly. This is a safety issue. We have so many visitors, so it may not be all locals but enforcement of current law needs to happen. Thank you!

Appendix A: Survey Responses

What are the most important things for the City to focus on over the next two years?

1. Stop the uglification of Pismo Beach
2. Remove parking along center strip of Price St and plant with palm trees then build a parking structure. Current situation slows traffic flow w/cars pulling in and out is a safety risk when people run out from their car into traffic to get to store/restaurant. Plus it's just ugly. Let's be a beautiful beach town!

1. Stop growth. Stop replacing small one story homes with larger two story. Stop adding hotels and condos. Respect small town, respect drought.
2. Idea: have off-site parking structure in downtown Pismo, so that streets are open to pedestrians/bikes only! Model Florence, Italy
3. Have City charges for electric vehicles accessible to residents to encourage RV use.
4. Preserve old shell beach. Do no approve larger bldgs./homes that block ocean and sun.

1. More police presence to try to keep gang/thug types away from beach pier area.
2. More parking and shuttle service to downtown and beach area. Post shuttle times so local know when they run.
3. Downtown revitalization, no more tattoo parlors and businesses that cater to gang and thug types.
4. Beautify Price St. Move the car repair shop- all businesses should keep up their street fronts. Tie in sidewalks like San Luis Obispo.

1. Walking and biking safety – sidewalk under Hwy 1010 at Mattie Road!
2. Enforce no parking in bike lanes during events – car show and 4th of July
3. Pismo preserve open for residents!

1. Better oversight on vacation home rentals; better policy and rules within Shell Beach neighborhoods!
2. Slowing down traffic on Shell Beach Rd and better use of bike lane for kids traveling to and from Shell Beach elementary.
3. Improve signs on Boeker St. indicating a dead-end street. Too many speeders once they have to turnaround.
4. Figure out how to sell Chapman House! Too expensive for City upkeep.

1. People on the beach and trails are not keeping their dogs on their leashes.
2. Dogs crap and don't pick it up. We walk beach and trails daily and see this constantly. Some dog owners put the dog crap in the bags and leave the bags for someone else to dispose of.
3. Post signs with fine posted and ENFORCE!

Appendix A: Survey Responses

What are the most important things for the City to focus on over the next two years?

1. Focus more on residents needs and less on what the tourists want.
2. Stop the construction of new housing and motels.
3. I've lived here 33 years and still have a hold in my sidewalk that was there when I moved in!
4. All utility lines should go underground.

1. Stop medical marijuana dispensaries.
2. Need more free parking at pier
3. Repave James Way

1. Make all utilities/cable/etc. underground...not just for Shell Beach
2. Make the downtown area from Dolliver to the pier (Pomeroy St.) pedestrian traffic only. With outdoor eateries. Also along Cypress off of Pomeroy.
3. Develop bicycle paths throughout Pismo to keep bikes away from motorists. Make Pismo bicycle friendly.
4. If #2 above doesn't work, keep the one-way traffic on Pomeroy but cancel all the Parking and change it to walkway and outdoor eateries.

1. Downtown Parking – Shell Beach Parking
2. No hotel in Shell Beach at Spyglass/Seacliff-moratorium on new construction – drought
3. Hire more police and fire personnel to handle increased population, building and horrific traffic.

1. Pave James Way
2. Sidewalks downtown by Pier- need to be cleaned more often-steamed cleaned
3. Homeless
4. Connect James Way to Price Canyon or Bello St.

1. When are you going to tear down that old City Hall!
2. Enforce tree heights
3. Put utilities underground
4. Enforce residential parking codes and trailers on streets

1. Water long term supply and conservation
2. General plan update-building codes and restrictions
3. Shell Beach development standards
4. Keeping Pismo alive when Diablo closes!

Appendix A: Survey Responses

What are the most important things for the City to focus on over the next two years?

1. More downtown parking!
2. Encourage City or Downtown Merchants to keep the sidewalks clean. They are filthy!
3. Financial support for non-profit organizations that bring in thousands of out-of-towners each year.

1. Restrict growth of homes- high density housing
2. Items on Pier for tourists to take photo with giant clam, etc.
3. Playground equipment on beach is great. Kids remember forever
4. Replace bridge on Bello by corp. yard to increase access to area and for 1st responder.

1. Cleaning seaweed off beach regularly to get rid of flies – beach is gross compared to Orange County beaches.
2. Better bike paths
3. Nicer shops/downtown-no so many souvenir shops
4. See #1 my biggest complaint by far. Beach seems dirty-tractor sand weekly!

1. Downtown revitalization
2. More parking and some free parking
3. Capturing water runoff to refit and reuse for yards and agriculture
4. Explore water & electricity alternatives to lower rates

1. Clean the dirt and mud off the walk way under 1010 where 5 Cities Dr. meets James Way...it's been years!!
2. Give P.B. Residents window sticks for free parking downtown. We already pay too much to City
3. Revive the “old” landscaping on Highland. Kind of weedy and woody!
4. Restrict the use of gasoline powered leaf blowers...too noisy and messy!

1. Enforce the “no smoking” on beach with more signage and enforcement; especially now with legalization of marijuana
2. Ventana Fire Station
3. Lobby state to fix 101 gridlock at Shell Beach by Connecting #3 lane to Spy Glass exit

1. No new taxes
2. No new hotels, motels or apartments
3. More parking downtown

Appendix A: Survey Responses

What are the most important things for the City to focus on over the next two years?

1. Groundwater Management work with other users to develop a groundwater basin management plan.
2. Roads/Traffic Price Canyon is getting busier; how traffic moves through town; parking?
3. Open space acquisition a green belt around Pismo would be awesome; more parks
4. Trash Management on beaches-when the beach gets busy, it gets trashy. How can we do more as citizens to help the City to keep it clean?

1. Enough of larger building hotels, etc. Keep Pismo unique. Quality vs. Quantity. Look at Avila, Morro Bay, Cayucos, Cambria and others.
2. Keeping beaches clean. High visitor times equals much trash left on beach and town. Gotten better through maybe 2 pick-up trash when busy.
3. Signage on beach with rules and keep clean requests. See other beach city signs... Santa Cruz for one.
4. Keep up on graffiti starting up again. Speeding on residential streets

Received After Summary Prepared, But Similar to Previous Concerns

1. No new taxes
2. No new hotels, motels or apartments
3. More parking downtown

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3. Signage on beach with rules and keep clean requests. See other beach city signs... Santa Cruz for one.
4. Keep up on graffiti starting up again. Speeding on residential streets

Appendix A: Survey Responses

What are the most important things for the City to focus on over the next two years?

1. Open Space: Pursue additional open space conservation easements adjacent to the Pismo Preserve
2. Continue to support The Land Conservancy financially above and beyond what the City as pledged in order to facilitate the needed improvements to open the trail system to users. The City stands to benefit the most financially from this amazing gift and should help contribute to the improvements.
3. Homeless camps in open space areas are an issue on many levels within or adjacent to the City. A recent example is the Pismo Lakes Ecological area's recent massive clean up. To help prevent further degradation issues, establish passive trail systems within the above location and other areas such as Chumash Park. Public trails discourage encampments and trash dumping while providing a way for residents and visitors to connect with our natural environment. For example a single track loop trail could be installed at Chumash park to allow for a walk up Mankins road and a hike back to the Park under the oaks. SLOPOST and CCCMB work to install and maintain trail systems at no cost to the land manager.
4. Invest in alternative transportation improvements which will improve the safety for residents while increasing making Pismo a cycling destination/stop over:
 - a) Green bike lane/intersection transition boxes for cyclists at major intersections.
 - b) Re-pave and stripe the pedestrian path that allow for the only legal access across the railroad tracks from South Pismo to Downtown. The current state of the pathway that is heavily used is deplorable.
 - c) Identify the pacific coast bicycle route by installing pacific coast bicycle route signs through town. Many cyclists ride this route and become lost as they make their way through town.
 - d) Explore the potential for a bike share program in partnership with Grover and Avila Beach.

Appendix B: Email

From: Susan Rafian <rafiansusan@gmail.com>
Sent: Monday, January 16, 2017 9:06 AM
To: PismoVoice
Subject: Community Workshop

Hi!

My family and I are relative newcomers to Pismo Beach.

When we received the Pismo Voice brochure, we were impressed that the city was directly contacting residents to invite their input. Thank you!

I attended the Community Workshop at the Vet's hall on Jan. 7th and was further impressed to see how well prepared and well-run the workshop was.

Thanks to city staff for all their work :-D

At the Community Workshop, I mentioned an idea to improve the appearance of the beach stairs near the volleyball nets. Here are a few photos as examples.

The stairs are serviceable but are in much need of some sprucing up. The railings are rusting in spots and the paint is worn. The stairs currently look like this:

Appendix B: Email



With an artist and some paint, the stairs could become a delightful attraction. Here are a few ideas:

Appendix B: Email



Appendix B: Email

This is the simplest design, yet still bright and cheerful:



To learn what painting a mural on the stairs might entail, I contacted Lin Mercer, the artist who painted the murals for Splash Cafe and on a vacation rental house on Pomeroy Ave. She also painted 3 cows for the cow parade in SLO County.

Lin said if the city likes the idea, they would ask for artists to submit ideas with proposals. She also said she's seen projects like this get done with the help of children. That's a great idea!

Thank you for your consideration,

Susan Rafian

Appendix C: Advisory Body and Community Workshops

For each of the workshops, the suggestions generated at each table are provided below. The top vote getters at each table were combined into a common ballot for all participants at the workshop who then voted on the top five using adhesive dots. The summary results are reported in Section 2.

ADVISORY BODY WORKSHOP
December 5, 2016
Combined Suggested Goals
 (entire group – all three tables -- voted on these with “dots”)

Suggested Goals <i>(combination of top suggestions from the various tables)</i>	“Dots”
Downtown Revitalization (elements could include: economic development, restaurant row, public art, landscaping, updating wayfinding signs, more walk-able environment such as converting Pomeroy and Dolliver to pedestrian only to the pier)	11
Extend Pier Promenade to the North	8
Water Conservation and Supply (including new, diversified sources)	8
Shell Beach Development Standards (and related General Plan update)	7
Chapman House (ADA improvements, management)	6
Parking (including implementation of the Walker Study, parking structure, consider annexing county properties for parking)	6
Take Over Highway 1 from Cal Trans (between Mattie and the Butterfly Grove)	6
Circulation Improvements (especially regarding entries/exits to the city and Highway 101 near the Spyglass exit)	5
Downtown Infrastructure Maintenance (streets, sidewalks, gutters, trashcans, and separate maintenance schedule from residential cycle)	3
Pismo Preserve (encouraging its opening to the public)	3
Bike Path from Stimson to Grand	1
Pier Rehab (complete current program)	1
Re-use of Old City Hall	0

Appendix C: Advisory Body and Community Workshops

Advisory Body Workshop Table 1 Results

Suggested Goal	Votes
Circulation (especially ingress/egress to city; circulation study recommendations)	2
Parking (including parking structure, implement the Walker Study, annexation of county property for parking purposes, taking a city-wide focus)	3
Pier Rehab (complete current program)	2
Shell Beach Development Standards	2
Water Conservation and Supply (including in new development and diversifying sources such as de-sal, etc.)	2
Dinosaur Caves Park and Price House Park (complete them)	1
Expand Downtown Promenade (to assist with "Park Once" goal)	1
Increase Community Involvement (regular townhall meetings)	1
PG&E Economic Recovery Plan	1
Public Art (continue the program)	1
Take Over Hwy 1 from Cal Trans	1
Bello Street Corridor (school re-use and tunnel)	
Butterfly Grove Area Parking/Safety	
Chapman Estate	
City Entrance Beautification	
Coastal Trail Connector Entire Length of City	
Enforce Short-term Rental Regulations	
Pismo Preserve (encouraging its opening to the public)	
Shell Beach Streetscape	

Appendix C: Advisory Body and Community Workshops

Advisory Body Workshop Table 2 Results

Suggested Goal	Votes (1)
Downtown Revitalization (elements could include: economic development, restaurant row, public art, landscaping, updating wayfinding signs, more walk-able environment such as converting Pomeroy and Dolliver to pedestrian only to the pier)	4
Extend Pier Promenade to the North	4
Pismo Preserve (encouraging its opening to the public)	4
Shell Beach Development Standards (and related General Plan update)	3
Bike Path from Stimson to Grand	2
Chapman House (more events & marketing; create foundation with tiers)	2
Re-use of Old City Hall	2
Adult Recreation Amenities in Parks	1
Better Beach Trash Clean-up (especially after holidays)	1
Bluff Erosion (proactive approach	1
Create Public Arts Commission	1
Police Best Practices (to focus on increased crimes such as vandalism and burglary; study other beach/tourist communities)	1
Sealing Downtown Sidewalks (2)	1

(1) Note: More than five top suggestions due to tie votes

(2) There was some discussion as to whether or not this goal could be included in Downtown Revitalization or Downtown Infrastructure Maintenance among the top goals

Appendix C: Advisory Body and Community Workshops

Advisory Body Workshop Table 3 Results

Suggested Goal	Top Recommendations *
Chapman Estate (including ADA improvements, property site usage improvements and creation of a foundation)	*
Circulation: Highway 101 merge lane at Spyglass	*
Downtown Infrastructure Maintenance (maintain streets, gutters, trashcans, sidewalks; roads - make the maintenance schedule separate from residential cycle)	*
Shell Beach Development Standards (RRM Design Group Recommendations; completion of streetscape project)	*
Take Over Highway 1 from Cal Trans (Mattie to the Butterfly Grove)	*
Boardwalk Extension North to Radar Tower	
More Walk-able Downtown	
Pismo Preserve (encourage pedestrian access including parking and sidewalks)	
Recreation Facilities Maintenance (regular maintenance at Vets Hall and other recreation facilities)	
Roadways/Bluff Protection at Dinosaur Caves and all of Shell Beach	
Shell Beach Water Runoff (down from Mattie Road)	
Traffic/Downtown Core Traffic Flow Improvements	
Transportation (reliable, efficient transportation for visitors and locals)	
Water (control usage, diversify supply, better enforcement on restrictions)	

Note: This table did not record the number of votes for various items, but simply indicated which from the list were the top recommended priorities.

Appendix C: Advisory Body and Community Workshops

COMMUNITY WORKSHOP NO. 1

January 7, 2017

Suggested Goals

(entire group – at this session there was only one table)

Suggested Goals	“Dots”*
Enhanced Police Presence (specifically in the downtown/pier area)	5
Water Supply (ideas to consider include Diablo Canyon de-sal, recycled wastewater)	5
Shell Beach Road Improvements	4
Encourage Residential Redevelopment (streamline process, apply rules more consistently, better balance recognition of benefits of improved residences/residential areas over concerns of NIMBYs, redeveloping Alex’s is an example)	3
Bello Street Corridor and Re-use of Old City Hall	2
Drainage Improvements (Bello/Hollister and City tennis courts cited as specific examples)	2
Parks Maintenance (including beach accessways)	2
Protect Lopez Lake Watershed	2
Shell Beach Traffic Flow (improve commute bottleneck on Hwys 101, 227, Price Canyon Road, and problems with 101 climbing lane ending at Shell Beach Road ramp)	2
Street Maintenance	2
Downtown Redevelopment (a specific idea is to string lights)	1
Fire Fuel/Vegetation Load Maintenance	1
Outreach/Education to Non-Permanent Residents/Property Owners re: Community Character and Quality (enlist real estate industry in this effort)	1
Plan for Impacts from Diablo Cyn Plant Closure	1
Protect Residential Neighborhoods	1
Sidewalk Maintenance	1
Better Downtown Clean-up (for example, more frequent pick ups, better trash controls, sidewalk steam cleaning)	0
Bike Paths	0
Circulation Element (complete and implement)	0

Appendix C: Advisory Body and Community Workshops

Suggested Goals	“Dots”*
De Anza Trail Improvements	0
Ocean Boulevard Improvements (while protecting local residential neighborhood quality)	0
Parking	0
Senior Center and Increased Senior Activities	0
Shell Beach Elementary Beautification	0

* Because there was only one table, there was no preliminary voting but participants went directly to applying “dots” among the candidate goals suggested at the table.

Appendix C: Advisory Body and Community Workshops

COMMUNITY WORKSHOP NO. 2
January 12, 2017
Combined Suggested Goals
(combined list from both tables)

Suggested Goals	"Dots"
Public Safety	10
Water Supply/Recycled Water	10
Pismo Preserve and Other Parks/Open Space/Trails	7
Affordable Housing	6
Historic Preservation (especially in downtown)	5
Trash Clean-up (especially downtown and Pirates Cove)	5
Working with Local Business (general support, shared promotions, coordinated events, Pomeroy/Price cited as specific location)	5
Shell Beach Streetscape	2

Appendix C: Advisory Body and Community Workshops

**Community Workshop No. 2
Table 1 Results**

Suggested Goals	Votes
Water Supply/Reclaimed Water	5
Pismo Preserve	4
Public Safety	3
Affordable Housing	2
Shell Beach Streetscape	2
Consideration of Bikes into Circulation and Parking	1
Chapman House	1
Increase Off-season Tourism	1
Creative Zoning (Smaller Lots/Tiny Houses)	1
Downtown Revitalization	1
Improve Bike Infrastructure	1
Attend to Homeless	1
Old City Hall	1
Expand Farmers Market	0
Downtown Undergrounding	0
Support Small Business	0
Pier Project	0
Highway 101 Congestion	0
Beach Clean Up	0
Parking	0

(Top goals are shaded)

Appendix C: Advisory Body and Community Workshops

Community Workshop No. 2
Table 2 Results

Suggested Goals	Votes
Affordable Housing	4
Public Safety (increase in petty crime generally, greater presence in downtown and Pirates Cove area)	4
Historic Preservation (especially in downtown)	3
Pismo Preserve and Other Parks/Open Space/Trails	3
Trash Clean-up (especially downtown and Pirates Cove)	3
Working with Local Business (general support, shared promotions, coordinated events, Pomeroy/Price cited as specific location as well as downtown and Shell Beach)	3
Complete Coastal Walking Path in Shell Beach	2
Keep Parking Lots Near Pier Open (uncovered/no structures)	2
More Restaurants and Commercial Activity in Shell Beach	2
Recycled Water (where possible)	2
Curbs/Drainage in "Old" Shell Beach	1
Finish Price Historic Park	1
Parking	1
Address Short-term Vacation Rentals Reducing Quality of Local Residential Neighborhoods	0
Roof Decks: Better Controls/Standards	0

(Top goals are shaded)