



## Work Program

Adopted by the City Council on April 7, 2008;

and

Amended by the City Council on April 6, 2009.

### 1A. Economic Development

Consolidated Work Program for Economic Development:

- (1) Facilitate the completion of the Grover Beach Lodge and Conference Center through the entitlement and review process - *April 2011*
- (2) Develop a City of Grover Beach Economic Stimulus Package - *May 2009 (to Council)*
- (3) Complete and initiate the implementation of an Economic Development Strategy that will include the following elements:
  - (a) A short- and long-term program for business attraction and retention - *August 2009*
  - (b) Continue to complete major infrastructure projects - *Ongoing*
  - (c) Assistance Programs to encourage and assist projects located within the Improvement Agency Areas that will benefit the entire City - *Ongoing*
  - (d) A marketing strategy for all commercial and industrial zones. The marketing strategy is to include the use of Website Technology - *August 2009*
  - (e) Implement an effective plan for the proper development of West Grand Avenue - *October 2009 (Same as 4A.2 below)*
  - (f) Build an improved partnership with the local business community, including the Chamber of Commerce, and give the business community a role in that process - *Ongoing*
  - (g) Increase funding for selected economic development activities - *Ongoing*
- (4) Develop a Way Finding and Directional Program (location of gateway signs on the eastern and western ends of Grand Avenue - *September 2009*)
- (5) Develop a Technology Feasibility Master Plan

### 1A. Streets

- (1) Complete a long-term strategy for funding and rehabilitation of local streets - *June 2009*
- (2) Develop demonstration projects for the narrowing of Longbranch Avenue and Newport Avenue - *July 2009*
- (3) Develop traffic calming projects to improve pedestrian safety (Margarita Avenue, Manhattan Avenue & 10<sup>th</sup> Street, Oak Park Boulevard and Brighton Avenue, and other locations, as appropriate) - *October 2009*

## **2A. Utilities and Infrastructure / Water Supply**

### For Utilities and Infrastructure:

- (1) Construct South Industrial Sewer Trunk Line - *October 2009*
- (2) Identify funding for Storm Drain System along the entire length of West Grand Avenue (from 4<sup>th</sup> Street - eastward).
- (3) Replace remaining 2-inch & 4-inch water mains with 8-inch minimum size mains - *Ongoing*

### For Water Supply:

- (1) Complete the earthquake retrofit of Water Reservoir II to ensure an adequate reserve of potable water for domestic and fire safety purposes in the event of a natural disaster - *June 2009*
- (2) Develop a long-term reliable water source in cooperation with other agencies to support existing and future residential and business growth - *June 2010*

## **3A. Public Safety**

- (1) Continue to work with the City of Arroyo Grande and other partners in the South County to Consolidate South County Fire Services - *Consolidation is expected to be completed in June 2010.*
- (2) Develop a plan to locate a South County Public Safety Training Facility- *June 2010*
- (3) Increase staffing in the Police Department by one Officer in the first year and an additional Officer in the second year, as funding permits.
- (4) Develop a Joint Fire Equipment Replacement Program with the City of Arroyo Grande - *Ongoing*

## **4A. Planning / Land Use**

- (1) Complete the Land Use Element Update of the General Plan - *October 2009*
- (2) Prepare West Grand Avenue Specific Plan to address streetscapes, design, site planning, design guidelines, parking, entry treatments, etc. - *May 2010*
- (3) Complete an Annual Report on the Status of the General Plan to the City Council. - *Completed*

## **5A. Finance**

- (1) Identify uses of the additional voter-approved Sales Tax Initiative and determine split between infrastructure and provision of vital City services, to develop a defined balance between expenditures, revenues, and reserves - *Completed*
- (2) Identify and examine possible revenue sources for the City - *June 2010*
- (3) Complete amendment to Business Tax Certificate Program. - *November 2011*

## **6A. Housing**

- (1) Housing - Use the Redevelopment Agency residential set-aside funds to partner with non-profit affordable housing organizations and break ground on project in fiscal year 2008-09 - *Completed*
- (2) Identify additional site for second Affordable Housing Project - *October 2010*
- (3) Inventory City- owned property/under-developed property for potential affordable housing projects with an emphasis on senior housing. - *June 2009*
- (4) Develop a mobile home conversion ordinance - *June 2009*
- (5) Complete Update to Housing Element (January 2010) and implement Housing Element Programs - *Ongoing*

## **7A. Transportation and Parking**

- (1) Complete the South County Regional Transit Center at Ramona Park. - *Completed*
- (2) Complete Phases II and III of Ramona Specific Plan - *October 2010*
- (3) Complete Site Plan & Initial Environmental Review for Train Station and position project for receipt of Proposition 1B funding - *December 2009*

## **8A. Policy/Administration**

### For Policy/Administration:

- (1) Long Term - Refurbish City Hall
  - a. Short term - complete a City Hall facelift. - *September 2009*
  - b. Consider energy retrofit of City Hall and other facilities with stimulus funding.
- (2) Undertake and update the City Website and related technology to improve the delivery of services to our customers, the citizens, and improve its use as an economic development tool. - *June 2010*

### For City Employees

- (1) Initiate a Work Force Development Committee, consisting of employees from all departments that will be responsible for the following:
  - Develop an employee retention and development program that is practical and cost-effective, increases longevity, and looks at preparing the next generation of City employees
  - Develop employee pride in the City and ensure employees are recognized as valuable assets
  - Develop a program in which the employees could put aside pre-tax money for medical upon retirement
  - Develop an employee recruitment program to attract highly -qualified candidates - *Ongoing*

**9A. Parks**

- (1) Review Parks, Recreation and Beautification Commission recommendations for Cleaver Park and develop an Implementation Plan for the property - *June 2009*
- (2) Develop a structured volunteer program that is reflective of the City's population - *June 2009*
- (3) Develop a Master Bike and Trail Plan for the City, incorporating the Meadow Creek trail and DeAnza Historical Trail - *June 2010*
- (4) Develop a signage program to ensure consistency in design at City parks and major entryways to the City - *September 2009*
- (5) Evaluate and develop an updated City-approved street tree list - *December 2009*
- (6) Complete a feasibility evaluation for the development of a Senior Center to be located near the Downtown Core area - *June 2010*
- (7) Provide on-line registration for Parks and Recreation Programs/classes - *June 2010*
- (8) Increase promotion through marketing venues - *Ongoing*
- (9) Increase public participation for all future planning of Capital Improvement projects - *Ongoing*

###