



**City of Grover Beach**  
**Goals and Work Program, FY 08-09 / 09-10**  
**A Status Report – December 15, 2008**

***Introduction***

Last spring, the City Council adopted a total of ten goals along with an underlying work program. The goals and work program were set by the Council not only to provide direction and form for the development of the two-year budget but also to establish a measurable work effort for the City as a whole. The purpose of this report is to provide the citizens of Grover Beach with a thumbnail sketch on our performance during the first few months of this fiscal year. As you review this report please keep in mind the City continues to be buffeted by the same difficult economics that impact the lives of our citizens. Against this backdrop you will note as I have that the achievements are very remarkable:

<b>GOAL</b>	<u><b>Economic Development</b></u>
	(1) Develop “immediate” short-term economic development objectives to be budgeted and pursued. (2) Develop an intermediate and longer-term economic development strategy.
<b>STATUS</b>	<ul style="list-style-type: none"> <li>• Nearing completion of contract with Pacifica Hotels to construct Lodge and Conference Center on site owned by the State. Pacifica Hotels continues to express strong and active interest despite condition of economy.</li> <li>• Economic Development Strategy formally adopted by the Council consisting of measurable short- and long-term implementation programs.</li> <li>• Retained Economic Development Specialist to staff implementation of Strategy</li> <li>• Inventory of parcels for the Industrial and Commercial Zones is nearing completion.</li> <li>• Initiated visits to local businesses with Chamber of Commerce Executive Director.</li> <li>• Initiated work on West Grand Avenue Master Plan.</li> </ul>

<b>GOAL</b>	<u><b>Streets</b></u> Develop a City street rehabilitation program which provides for smooth traffic and safe pedestrian flow by addressing and developing funding sources for necessary rehabilitation projects and continued maintenance.
<b>STATUS</b>	<ul style="list-style-type: none"> <li>• City Council adopted a Budget that contained \$ 1.2 million in street improvements.</li> <li>• Streets completed this fiscal year:             <ul style="list-style-type: none"> <li>○ North 4<sup>th</sup> Street (from West Grand Avenue to Ocean View Avenue) and</li> <li>○ North 12<sup>th</sup> Street (from El Camino Real to Atlantic City Avenue)</li> <li>○ Ramona Avenue (between North 14<sup>th</sup> Street and 16<sup>th</sup> Street)</li> </ul> </li> <li>• North 4<sup>th</sup> Street (from Ocean View to City limits) will be initiated in December.</li> <li>• Atlantic City Avenue (from Charles Street to 13<sup>th</sup> Street) is out to bid.</li> <li>• Council to reinstate discussion regarding long term strategy in January and Mayor has announced he will conduct neighborhood meetings.</li> <li>• Traffic calming measures for Margarita Avenue under discussion.</li> </ul>

<b>GOAL</b>	<b><u>Utilities and Infrastructure / Water Supply</u></b>
	(1) Provide for a modern utility and infrastructure system, one that anticipates future demands for water distribution, sewerage collection, storm water drainage, and electrical utility undergrounding. (2) Develop plans and funding sources for a long-term water supply adequate to meet current and future community needs.
<b>STATUS</b>	<ul style="list-style-type: none"> <li>• South Industrial Sewer line project design has been completed. Acquisition of necessary easements is underway. Project to be constructed this spring.</li> <li>• Contract has been awarded to retrofit Water Reservoir II.</li> <li>• Staff is preparing a review of long-term water supply options to be reviewed by the Council in January - February 2009.</li> </ul>

<b>GOAL</b>	<b><u>Public Safety</u></b>
	Secure the safety of the community's residents and visitors by providing for adequate police, fire, and communications facilities and personnel.
<b>STATUS</b>	<ul style="list-style-type: none"> <li>▪ Council had endorsed concept of the formation of a Joint Powers Authority (JPA) for the consolidated delivery of Fire Services for Grover Beach, Arroyo Grande and Oceano Community Services District.</li> <li>▪ Oversight Committee has initiated steps towards consolidation.</li> <li>▪ Police Department is working to maintain full staffing, despite budget constraints.</li> </ul>

<b>GOAL</b>	<b><u>Planning / Land Use</u></b>
	Develop plans consistent with the community's vision for the future of the City, for balanced land uses, and for economic and community vitality.
<b>STATUS</b>	<ul style="list-style-type: none"> <li>• Certification of Housing Element of the General Plan has been completed. Staff is initiating process to complete the 2009 update.</li> <li>• Request for Proposal has been issued for re-initiation of Land Use Element Update.</li> <li>• Annual Report on the Status of the General Plan is to be transmitted to Council in February.</li> <li>• Department has begun the process to select a consultant to complete a review of concepts to narrow Longbranch Avenue.</li> </ul>

<b>GOAL</b>	<b><u>Finance</u></b>
	Develop programs and strategies to increase the revenue of the City, to give the City an increased opportunity to address identified issues.
<b>STATUS</b>	<ul style="list-style-type: none"> <li>• Council adopted first two-year budget.</li> <li>• Completed FY 08-09 plan for use of sales tax adjustment proceeds.</li> <li>• Staff work completed on Business Tax Certificate Program, but implementation has been deferred.</li> </ul>

<b>GOAL</b>	<b><u>Housing</u></b> Provide for a variety of housing opportunities to meet citizen needs, including low- and moderate-income and senior housing units.
<b>STATUS</b>	<ul style="list-style-type: none"> <li>• Transfer of Agency-owned property to Habitat for Humanity has been completed.</li> <li>• Inventory of City-owned parcels has been completed.</li> <li>• Presentation on Mobile Home Conversion Ordinance has been scheduled for second City Council meeting in January.</li> </ul>

<b>GOAL</b>	<b><u>Transportation and Parking</u></b> Develop improved means to get residents and visitors into and through the City, by developing and promoting a multi-modal transportation system, addressing related concerns of commerce, accessibility, and parking
<b>STATUS</b>	<ul style="list-style-type: none"> <li>• Completed South County Regional Transit Hub at Ramona Park.</li> <li>• Meadow Creek Bridge Improvements to be completed in December 2008.</li> <li>• Staff has initiated discussions with County and San Luis Obispo Council of Governments (SLOCOG) for improvements at Depot/Bus Facility.</li> </ul>

<b>GOAL</b>	<b><u>Policy/Administration and City Employees</u></b> (1) Develop long-term policies to guide the City in its actions, and administer these policies in an effective and fair manner to benefit the City's citizens and visitors. (2) Develop a caring, motivated, and skilled City work force, increasing the dedication, knowledge, longevity, satisfaction, and contribution of City employees.
<b>STATUS</b>	<ul style="list-style-type: none"> <li>• Council approved an allocation of Community Development Block Grant Funds for access improvements at City Hall.</li> <li>• At the direction of the Council, staff has initiated development of a "Request For Proposal" to upgrade the City website.</li> </ul>

<b>GOAL</b>	<b><u>Parks</u></b> Develop park facilities and recreation programs that will contribute to improving The quality of life for residents and visitors to Grover Beach.
<b>STATUS</b>	<ul style="list-style-type: none"> <li>• Cleaver Park concepts are ready for review by Council.</li> <li>• Parks, Recreation and Beautification Commission has incorporated Bike Ramp Park in Facilities Matrix.</li> <li>• Staff is working to identify options for completing Master Bike and Trail plans.</li> <li>• Staff is working on collecting bids for the Grover Heights restroom project.</li> <li>• In partnership with the Chamber of Commerce, the City hosted its first Farmers' Market and is working on next year's season.</li> </ul>