

**2021-23 GROVER BEACH GOAL-SETTING:
DRAFT SYNTHESIZED GOAL LANGUAGE**

BUILDING AND FACILITY IMPROVEMENTS. Provide for improvements and enhancements to City buildings, parks, and other facilities through a condition assessment, including disability access needs, followed by a funding and implementation plan to ensure that these public assets meet current and future needs; identify and plan for added facilities where our existing inventory falls short.

CITY BEAUTIFICATION AND PUBLIC ART. Enhance the appearance of the City by improving major entryways (e.g., Grand Avenue), ensuring high signage standards, preserving “legacy trees,” and partnering with the community to pursue new public art projects, such as murals.

CODE COMPLIANCE. Continue to strengthen the code compliance program and related code sections to be more proactive in inspecting and addressing such issues as overgrown landscaping, short term rental violations, illegal advertising/business signage, and conflicting right-of-way encroachments; continue monitoring the cannabis industry.

COMMUNITY ENGAGEMENT. Continue a strong commitment to transparency and public participation in our city government through programs, initiatives and events designed to encourage citizen engagement in key community decisions; and formalize our practices by adopting a public participation plan and policy.

ECONOMIC DEVELOPMENT. Develop and implement economic development initiatives that include COVID related economic recovery strategies, business retention and attraction, effective and timely permit processing, and tourism promotion including marketing, attracting hotels along Grand Avenue, and ensuring compatible beach uses.

ENVIRONMENTAL SUSTAINABILITY. Integrate environmentally sustainable principles, practices and projects into City operations and new development plans and standards; increase resource conservation and reduce carbon emissions through initiatives such as Central Coast Blue, Central Coast Community Energy and other technology opportunities to address and off-set climate impacts.

HOUSING AND HOMELESSNESS. Collaborate with developers and non-profits in efforts to increase affordable housing availability; and partner with regional agencies and organizations to address homelessness and related sheltering issues in the city and region.

PEDESTRIAN, BICYCLE AND TRAFFIC SAFETY. Continue efforts to make Grover Beach more pedestrian and bicycle friendly by adding and/or enhancing bicycle lanes, sidewalks, street lights, street and crosswalk striping, and other traffic calming and safety measures.

PUBLIC SAFETY. Ensure quality, contemporary public safety services by providing adequate resources, including training, to meet service demands and growing challenges in such areas as homelessness, mental health, vagrancy, and social justice; and engage with regional agencies, local businesses and the community in these efforts.

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RECREATION AND COMMUNITY PROGRAMS. Provide viable recreation, youth, childcare and special event programs designed to meet current and emerging needs, both directly and in partnership with other providers.

STREET IMPROVEMENTS. Continue improvements to major arterials and local streets, incorporating where feasible related improvements, such as those identified in the Grand Avenue Master Plan (medians, underground utilities, bulb-outs, street trees and other improvements).

Council Goal Candidates & Recommended Synthesized Goal Statements for FY 2021-23

BUILDING AND FACILITY IMPROVEMENTS

Plan and provide for improvements and enhancements to existing facilities & public buildings. Improve City facilities so that they remain safe, adequate and available for the use and enjoyment of residents, visitors and businesses. Prepare a facility condition assessment and ADA Transition Plan for all City-owned buildings, facilities, parks and infrastructure. Review outcomes, determine resource needs, fund and systematically implement necessary repairs and maintenance. Plan and implement strategies to acquire necessary and available land for future municipal uses.

... upgrade and maintain City infrastructure such as City parks, recreation facilities and other public buildings.

BUILDING AND FACILITY IMPROVEMENTS. Provide for improvements and enhancements to City buildings, parks, and other facilities through a condition assessment, including disability access needs, followed by a funding and implementation plan to ensure that these public assets meet current and future needs; identify and plan for added facilities where our existing inventory falls short.

CITY BEAUTIFICATION AND PUBLIC ART

Enhance the look of Grand Ave and other major streets to attract visitors.

Sign ordinance for sight blight.

Make a new public art goal / project now that electric boxes are being completed. Make a program to help engage business owners that may want murals. City could help with funding and finding artists.

Tree preservation program – Tag trees 25 years and older

Through community partnerships, enhance the appearance of the community through landscaping, public art and signage and other potential “pilot” projects.

CITY BEAUTIFICATION AND PUBLIC ART. Enhance the appearance of the City by improving major entryways (e.g., Grand Avenue), ensuring high signage standards, preserving “legacy trees,” and partnering with the community to pursue new public art projects, such as murals.

CODE COMPLIANCE

Continue to strengthen the code compliance program and related Municipal Code sections to be more proactive in inspecting and addressing such issues as overgrown landscaping, short term rental violations, illegal advertising/business signage, conflicting right-of-way encroachments and continued monitoring of the cannabis industry.

Sign ordinance for sight blight.

CODE COMPLIANCE. Continue to strengthen the code compliance program and related code sections to be more proactive in inspecting and addressing such issues as overgrown landscaping, short term rental violations, illegal advertising/business signage, and conflicting right-of-way encroachments; continue monitoring the cannabis industry.

COMMUNITY ENGAGEMENT

Continue transparency of city run programs and initiatives. Make sure to continue consistent and timely outreach to citizens.

Encourage community members to engage with local government and be involved with their community through programs, initiatives and events. Create a Public Participation Plan to establish a model for effective public involvement containing written procedures for including the public in the City's processes to help ensure community needs and concerns are addressed.

Provide opportunities for community members and other interested parties to engage and be involved with their community through programs, initiatives and events. *Through community partnerships, enhance the appearance of the community through landscaping, public art and signage and other potential "pilot" projects.*

COMMUNITY ENGAGEMENT. Continue a strong commitment to transparency and public participation in our city government through programs, initiatives and events designed to encourage citizen engagement in key community decisions; and formalize our practices by adopting a public participation plan and policy.

ECONOMIC DEVELOPMENT & COMMUNITY PROMOTION

Focus on supporting hotel development, especially along Grand Ave., focus on Grand Ave. in general for development. Be active and vocal in protecting the Grover Beach beachfront and be sure Grover Beach is treated fairly if / when Coastal Commission transitions away from ATV riding. Be sure new plans for

beach are good for Grover Beach economy and aesthetic (thinking about traffic congestion from one beach entrance, encouraging use of Grover Beach hotels and restaurants over car camping).

Develop and implement economic recovery and growth strategies to assist businesses and residents through the COVID-19 pandemic. Continue and create programs that support business retention and attraction, enhance the tourism and marketing sectors and generate revenue.

Programs to fast-track permits for Business and building.

City name “Grover Beach” in large letters for selfies.

Incentivize businesses to come to Grover while creating a business-friendly environment that would retain those who are already here.

Continue to develop and implement economic development strategies that support business retention and attraction, tourism marketing and development, revenue generation and effective permit processing. *Advocate to support quality, licensed Childcare providers.*

ECONOMIC DEVELOPMENT. Develop and implement economic development initiatives that include COVID related economic recovery strategies, business retention and attraction, effective and timely permit processing, and tourism promotion including marketing, attracting hotels along Grand Avenue, and ensuring compatible beach uses.

ENVIRONMENTAL SUSTAINABILITY

Integrate environmentally sustainable principles, practices and projects into City operations and new development plans and standards; increase resource conservation and reduce carbon emissions through initiatives such as Central Coast Blue, Central Coast Community Energy and other technology opportunities to address and off-set climate impacts.

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HOUSING AND HOMELESSNESS

Continue to collaborate with developers and non-profits in an effort to increase housing availability, particularly affordable housing units, and partner with

regional agencies and organizations to address homelessness challenges in the city and region.

Collaborate with developers and non-profits in efforts to increase housing availability particularly affordable housing units and partner with regional agencies and organizations to address the challenges of food and housing insecurity in the city and region.

Ensure low-income families and individuals within the city have affordable housing options.

Continue to support 5CHC in their efforts. Be ready to participate in countywide encampment solutions, and be looking for solutions to our regions lack of any homeless shelter due to city's constraints due to Boise Case.

Partner with service providers to ensure families and individuals suffering from homelessness receive the services needed to stabilize and get into housing.

Make a goal to hire at least one or more officers focused on homelessness or mental health.

HOUSING AND HOMELESSNESS. Collaborate with developers and non-profits in efforts to increase affordable housing availability; and partner with regional agencies and organizations to address homelessness and related sheltering issues in the city and region.

PEDESTRIAN, BICYCLE AND TRAFFIC SAFETY

Make Grover Beach a more pedestrian and bicycle friendly community by adding and/or enhancing bicycle lanes, sidewalks, street lights, controlled intersections, street and crosswalk striping, and enhancements, and other traffic calming measures.

Control of large trucks, (semi's) that use 4th St and Oak Park. Only allow them on highway 101 and Grand Ave and Highway 1 and Grand Ave.

Focus on Grand Ave and Oak Park, in addition to residential streets. Include bike lanes in every street project and make a goal of having bike lanes separated from traffic. Fund more sidewalks and pedestrian amenities throughout city with surplus income. Pinpoint areas where we could make "complete" sidewalks and pathways with infill.

Continue improvements to local and major streets using Measure K-14, SB1, General and other funds and resources while incorporating other desirable capital improvements such as W. Grand Avenue Master Plan medians, bulb outs, street trees, utility upgrades and other "complete streets" improvements in the City;

upgrade and maintain City infrastructure such as parks, recreation facilities and public buildings.

PEDESTRIAN, BICYCLE AND TRAFFIC SAFETY. Continue efforts to make Grover Beach more pedestrian and bicycle friendly by adding and/or enhancing bicycle lanes, sidewalks, street lights, street and crosswalk striping, and other traffic calming and safety measures.

PUBLIC SAFETY

Make a goal to hire at least one or more officers focused on homelessness or mental health. Think about being the first city to employ mental health / medical staff or social workers as part of community policing effort. Work with police to assess needs and what other types of professionals could alleviate their workload.

Neighborhood watch program. Maybe create an App, or tie into existing one. i.e., Ring Neighborhood or Nextdoor.

Ensure quality, modern public safety services (police, fire, emergency medical) by providing adequate resources to meet existing and planned future demands; and by engaging businesses and the community in addressing public safety challenges, such as vagrancy problems near commercial areas, neighborhoods and parks.

Continue to ensure quality, contemporary public safety services (police, fire, emergency medical) including judicious, lawful and without prejudice policing consistent with the #8CantWait Recommendations by providing adequate resources to meet existing demands; and by engaging regional agencies, local businesses and the community in addressing public safety challenges such as vagrancy problems near commercial areas, neighborhoods and parks.

PUBLIC SAFETY. Ensure quality, contemporary public safety services by providing adequate resources, including training, to meet service demands and growing challenges in such areas as homelessness, mental health, vagrancy, and social justice; and engage with regional agencies, local businesses and the community in these efforts.

RECREATION AND COMMUNITY PROGRAMS

Bring back All States Picnic.

Keep focusing on supporting and promoting childcare for Grover Beach residents. Find more opportunities to partner with B&G Club and YMCA to provide care. *Start looking at long term plan to build multi-generational facility at 16th street park WITH a pool*

Advocate to support quality, licensed Childcare providers .

Focus on supporting the Cleaver Park Development to completion. Name at least one room or building after Adam Hill.

Start looking at long term plan to build multi-generational facility at 16th street park WITH a pool

RECREATION AND COMMUNITY PROGRAMS. Provide viable recreation, youth, childcare and special event programs designed to meet current and emerging needs, both directly and in partnership with other providers.

STREET IMPROVEMENTS

Continue improvements to local and major streets using Measure K-14, SB1, F-20, General and other funds and resources while incorporating other desirable capital improvements such as W. Grand Avenue Masterplan medians, bulb outs, street trees, utility upgrades and other “complete streets” improvements in the City; *upgrade and maintain City infrastructure such as City parks, recreation facilities and other public buildings.*

Continue street and infrastructure improvements needed throughout the city.

Focus on Grand Ave and Oak Park, in addition to residential streets. Include bike lanes in every street project and make a goal of having bike lanes separated from traffic. Fund more sidewalks and pedestrian amenities throughout city with surplus income. Pinpoint areas where we could make “complete” sidewalks and pathways with infill.

Enhance the look of Grand Ave and other major streets to attract visitors.

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