



CITY COUNCIL STAFF REPORT

TO: Honorable Mayor and City Council **DATE:** March 7, 2022
FROM: Matthew Bronson, City Manager
PREPARED BY: Kristin Eriksson, Deputy City Manager
SUBJECT: Council Goals Workshop

RECOMMENDATION

Receive an update on the mid-year implementation status of the 2021-23 Council Goals and provide direction to staff on potential changes to the goals for FY 2022-23 and particular areas of focus in implementing the goals.

BACKGROUND

On March 8, 2021, the Council adopted a set of Council Goals for FY 2021-23 following a goal-setting workshop conducted by the Council on February 26, 2021. The initial Council Goals were established in March 2017 to determine the highest priorities for the City organization to implement in the upcoming fiscal year 2017-18 and were updated in February 2018. The process was replicated in February 2019 to revise the list of Council Goals followed by another update in 2020.

Prior to the February 26, 2021 workshop, Council Members were asked individually to submit up to seven goal suggestions responding to the following question: *What are the most important, highest priority things for the City of Grover Beach to achieve or advance over the next two years?* These suggestions formed the foundation for the February 2021 goal-setting workshop where individual goal proposals that were similar in nature were captured in synthesized language and stated as one goal while others were revised for clarity. Prior to the Council Members' submissions, public input on City priorities was received in January 2021 through an online survey and City Priorities Community Forum held virtually.

A total of 11 candidate goals were ultimately drafted for the Council's consideration. After reviewing, rating and ranking the candidate goals, the Council adopted a set of collective goals organized into three priority categories:

- *Major City Goals.* These represent the most important, highest priority goals for the City to accomplish over the next two years, and as such, resources to begin achieving them should be included in the FY 2021-23 budget.
 - Economic Development
 - Housing and Homelessness
 - Public Safety
 - Street Improvements

- *Other Important Goals.* Goals in this category are important for the City to accomplish, and resources to begin achieving them should be made available in the FY 2021-23 budget where feasible.
 - Building and Facility Improvements
 - City Beautification and Public Art

- Community Engagement
- Pedestrian, Bicycle and Traffic Safety
- *Address as Resources Permit.* While it is desirable to achieve these goals over the next two years, doing so is subject to current resource availability.
 - Environmental Sustainability
 - Code Compliance
 - Recreation and Community Programs

Attachment 1 shows these three categories of goals along with a descriptive statement for each goal. Following approval of these goals, staff developed FY 2021-23 work programs for each Major City Goal to identify and scope the goal so that appropriate resources are allocated, and progress can be measured in achieving the goal. This step is particularly important since full achievement of these goals typically extends beyond a single fiscal year. The draft Major City Goal work programs were presented to the Council on April 26, 2021 and finalized with the Council’s adoption of the FY 2021-23 budget on June 14, 2021.

Mid-Year Implementation of Council Goals

Attachment 2 is a mid-year implementation report showing the status to date of achieving these goals in FY 2021-22. There has been significant progress in carrying out these Major City Goals along with the Other Important Goals this fiscal year as shown in Attachment 3. Overall, 90% of the tasks identified for this fiscal year for the Major City Goals have been completed or are currently in progress as shown in the chart below categorized by each goal:

Goal	Completed	In Progress	Pending*	Deferred*	Total
Economic Development	2	11	-	1	14
Housing & Homelessness	4	3	-	1	8
Public Safety	1	3	-	-	4
Street & Other Cap. Imp.	4	2	1	-	7
TOTAL	11	19	1	2	33

**Tasks shown as pending are anticipated to be implemented by the end of the fiscal year while tasks shown as deferred will be implemented in the future.*

Below are highlights of this progress:

- Continued contract with South County Chambers of Commerce for economic development services, including business outreach meetings and roundtables
- Implemented second round of the “Buy Local” program to boost spending at local businesses
- Worked with the Chamber to implement the new tourism brand “Visit Grover Beach”, which was named a finalist for the Visit California Poppy Award for Best Overall Destination Brand Identity with a budget of under \$1 million
- Processed additional commercial cannabis business applications with five businesses approved or in process of receiving approval this year
- Approved a reduction in cannabis taxes on distribution and testing laboratories and directed staff to draft an ordinance to allow cannabis lounges at existing retailers
- Updated several Engineering City Standards with coordination of Public Works and Community Development on Development Code updates
- Initiated work to update the City’s Development Code and Land Use Element to implement Housing Element programs

- Conducted public workshops with Council and the Planning Commission on the updates to the Development Code and Land Use Element with planned adoption of the updates in June
- Worked with 5Cities Homeless Coalition (5CHC) and other local agencies to coordinate efforts to update the countywide 10-year plan, provide shelter spaces, and carry out encampment cleaning and outreach.
- Executed the 3rd Amendment to the Five Cities Fire Authority JPA and continued to work with member agencies to maintain services level within budgetary constraints
- Implemented the Racial and Identity Profiling Advisory (RIPA) reporting program for all Police Department contacts in the field
- Expanded Police Department staffing by two officer positions and actively recruiting for vacancies
- Completed numerous Measure K-14 street repair projects including portions of Seabright Avenue, Manhattan Avenue, Trouville Avenue, South 12th Street, South 11 Street, and South 10th Street.
- Completed construction of South Oak Park Boulevard street improvement project which is the first of several improvement projects on major city streets
- Completed construction of a decomposed granite walkway along Trouville Avenue at Mentone Park
- Identified additional Measure K-14 street repair projects and issued additional bonds for those projects
- Design completed for sidewalk infill in three areas from the Council Priority One list.

At the workshop, the staff lead(s) for each Major City Goal will present an overview of the accomplishments within the respective goal area as well as items that have not yet been achieved or deferred due to staff resource, workload constraints, or other factors. Staff will also highlight key policy/operational issues for the Council's consideration and discussion.

Potential Changes to Goals for FY 2022-23

Following presentation and discussion of the implementation of the current Council Goals, staff is seeking Council input and direction in the following areas:

1. *Are there any changes that the Council would like to make to the current goals?* Potential changes could include revisions to the wording or placement of goals within the priority categories, deletion of existing goals, or identification of new ones.
2. *Are there any key items to particularly focus on in FY 2022-23 in implementing the Council Goals?* This direction would be useful for staff in implementing the Major City Goals next year while also framing the implementation of the Other Important Goals.

The Council's guidance in these two areas is important in continuing the benefit of the Council's goal-setting approach in the upcoming fiscal year. From the staff perspective, the list of prioritized Council Goals including a top tier of Major City Goals provides strong clarity of focus and sets expectations of what is most important to carry out to improve the community. These goals link to community priorities expressed through the initial input in early 2021 along with the recent community survey in fall 2021. Staff recommends the Council continue to use the approach of having a prioritized list of Council Goals with a select number of highest priority goals. Pending Council's direction on the goals, staff will update the Major City Goal work programs for FY 2022-23. Drafts of these work programs will be reviewed with the Council this spring prior to finalizing the work programs with the FY 2022-23 Proposed Budget.

FISCAL IMPACT

There is no direct fiscal impact from this agenda item as the cost of implementing specific Council Goals will be presented as part of developing work programs.

ALTERNATIVES

The Council has the following alternatives to consider:

1. Receive an update on the mid-year implementation status of the 2021-23 Council Goals and provide direction to staff on potential changes to the goals for FY 2022-23 and particular areas of focus in implementing the goals; or
2. Provide alternative direction to staff.

PUBLIC NOTIFICATION

The agenda was posted in accordance with the Brown Act.

Attachments

1. FY 2021-23 Council Goals
2. Mid-Year Implementation Status of Major City Goals
3. Implementation Summary of Other Important Goals

MAJOR CITY GOALS

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.

HOUSING AND HOMELESSNESS. Update City codes and standards to encourage housing construction to meet diverse needs; collaborate with developers and non-profits in efforts to increase overall housing stock with a priority on affordable housing availability; and partner with regional agencies and organizations to address homelessness and sheltering issues in the city and region.

PUBLIC SAFETY. Champion contemporary public safety services (police, fire, emergency medical services) by providing leadership and adequate resources, including training, to meet service demands and growing challenges in such areas as homelessness, mental health, vagrancy, and social justice.

STREET IMPROVEMENTS. Continue improvements to major arterials and local streets, incorporating where feasible related improvements, such as utility upgrades and “complete streets” - medians, sidewalks, bicycle lanes, bulb-outs, street trees and other related improvements.

OTHER IMPORTANT GOALS

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, ensuring high signage standards, preserving “legacy trees,” and partnering with the community to pursue new public art projects, such as murals.

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

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.

ADDRESS AS RESOURCES PERMIT

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.

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

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.



MAJOR CITY GOAL FY 2021-22 MID-YEAR IMPLEMENTATION REPORT

ECONOMIC DEVELOPMENT

GOAL STATEMENT

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.

STAFF LEAD: Matthew Bronson, City Manager; Kristin Eriksson, Deputy City Manager; Bruce Buckingham, Community Development Director

TASK	PLANNED	STATUS	MID-YEAR COMMENTS
Business Retention and Attraction			
1. Work with Chamber to conduct outreach with local businesses on key issues facing Grover Beach businesses including periodic meetings and surveys	July 2021	In Progress	City worked with the Chamber on outreach with local businesses with industry group virtual roundtable meetings scheduled for early 2022.
2. Work with Chamber on implementation of data-based business attraction strategy including marketing campaign, leads development, site selection, and other efforts.	July 2021	Deferred	Business attraction work delayed in the first half of the fiscal year given departure of Chamber CEO and hiring of new Deputy City Manager to assist in economic development.
3. Work with Chamber to continue assisting businesses with COVID-19 compliance and recovery efforts such as providing additional grant assistance	July 2021	In Progress	City worked with the Chamber to implement second round of “Buy Local” program and is working on a childcare assistance grant program to launch later this fiscal year. The City also developed a Community Grant Program to provide funding to support nonprofit organizations serving Grover Beach.
4. Work with Chamber to enable businesses to improve their marketing through digital marketing bootcamps in partnership with SLO Partners	July 2021	In Progress	Worked with SLO Partners on digital marketing workforce training including two digital marketing scholarships, two precision manufacturing scholarships, and one software development scholarship thus far this fiscal year.
5. Continue to collaborate with regional partner agencies to identify economic development strategies to support regional economy	July 2021	In Progress	City is working with REACH, Visit SLO Cal, Cal Poly Local Economic Development Committee, and other groups on regional economic development strategies.



MAJOR CITY GOAL FY 2021-22 MID-YEAR IMPLEMENTATION REPORT

ECONOMIC DEVELOPMENT

TASK	PLANNED	STATUS	MID-YEAR COMMENTS
6. Work with Digital West to continue marketing efforts to promote broadband use by businesses	July 2021	In Progress	Marketing to promote broadband use is part of the Chamber's economic development work along with City efforts to enhance communication in mid-late 2022.
Tourism Development			
1. Process building permits for 1598 El Camino Real hotel project upon submittal by developer	December 2021	In Progress	Developer preparing construction plans for City review anticipated in summer 2022.
2. Continue involvement in Grover Beach Lodge project in partnership with lead agency State Parks and issue City permits for initial offsite construction upon plan submittal and approval	June 2022	In Progress	Developer preparing construction plans for State Parks and City review anticipated in summer 2022.
3. Work with Chamber to begin tourism marketing campaign to promote Grover Beach as a desirable tourism destination and assist tourism-related businesses in their marketing efforts	July 2021	Ongoing	City worked with the Chamber to implement new tourism brand "Visit Grover Beach." Brand was named as a finalist for the Visit California Poppy Awards for Best Overall Destination Brand Identity with a budget of under \$1 million.
Commercial Cannabis Activities			
1. Process additional development applications for commercial cannabis businesses	Ongoing	Completed	Five additional cannabis businesses have been approved this or are in process of receiving an entitlement this fiscal year.
2. Review current ordinances, regulatory costs and fees, tax structure, and other policy issues and engage the Council on potential policy or operational changes	June 2022	Completed	Council approved reduction of cannabis taxes on distribution and testing labs in December 2021 and provided direction in January 2022 to draft an ordinance to allow cannabis lounges for existing retailers.
3. Revise ordinances as directed by Council and present revised ordinances for adoption	December 2021	In Progress	Ordinance to allow cannabis lounges scheduled for public hearing on April 11.



MAJOR CITY GOAL FY 2021-22 MID-YEAR IMPLEMENTATION REPORT

ECONOMIC DEVELOPMENT

TASK	PLANNED	STATUS	MID-YEAR COMMENTS
Permit Processing			
1. Complete update of Engineering City Standards and Specifications including items related to business permitting	Ongoing	In Progress	Several City Standards drawings have been updated and Public Works is working with Community Development to develop and implement updates to the Development Code.
2. Continue to implement other recommendations from 2018 development review study to streamline development review process	Ongoing	In Progress	Implementation of recommendations continues while balanced with workload from other projects.

KEY POLICY/OPERATIONAL ISSUES

- Continuation of economic development services contract with the South County Chambers of Commerce to improve business retention, recruitment, and marketing particularly in continuing to emerge from COVID-19 pandemic.
- Continued focus on commercial cannabis industry and hotel development projects given economic activity and development opportunities along with additional tax revenues.
- Need to continue working with Digital West to maximize potential of broadband network for business attraction and retention.
- City's involvement in regional economic development strategies to ensure community economic vitality in the future.



MAJOR CITY GOAL FY 2021-22 MID-YEAR IMPLEMENTATION REPORT

HOUSING AND HOMELESSNESS

GOAL STATEMENT

Update City codes and standards to encourage housing construction to meet diverse needs; collaborate with developers and non-profits in efforts to increase overall housing stock with a priority on affordable housing availability; and partner with regional agencies and organizations to address homelessness and sheltering issues in the city and region.

STAFF LEAD: **Bruce Buckingham, Community Development Director; Matthew Bronson, City Manager**

TASK	PLANNED	STATUS	MID-YEAR COMMENTS
1. Initiate Development Code and Land Use Element updates to implement Housing Element programs	July 2021	Completed	Consultant was hired and the project initiated.
2. Work with 5Cities Homeless Coalition, County of San Luis Obispo, and other agencies and stakeholders on updating 10-year homelessness plan and short-term initiatives to address homelessness	July 2021	In Progress	City is working with 5CHC, County, and other agencies on various initiatives including updating the countywide 10-year plan, providing shelter spaces, and carry out encampment cleaning and outreach.
3. Conduct joint City Council and Planning Commission public workshops on the Development Code and Land Use Element updates	September 2021	Completed	Public workshops conducted in September and October 2021.
4. Work with homelessness partner agencies to finalize plans for South County winter warming center	September 2021	Completed	5CHC set up winter warming center at South County Regional Center in Arroyo Grande in consultation with cities.
5. Provide a draft outline to Council of Development Code and Land Use Element updates for review and direction	October 2021	Completed	Council reviewed draft outline of ordinance revisions and provided direction in November 2021.
6. Hold Planning Commission and City Council public hearings to consider adoption of Development Code and Land Use Element updates	April 2022	In Progress	Public hearings on the updates are scheduled in May 2022.



MAJOR CITY GOAL FY 2021-22 MID-YEAR IMPLEMENTATION REPORT

HOUSING AND HOMELESSNESS

TASK	PLANNED	STATUS	MID-YEAR COMMENTS
7. Adopt Development Code and Land Use Element updates	June 2022	In Progress	Adoption is scheduled for June 2022 with Coastal Commission action scheduled for September 2022.
8. Oversee the start of the building permit process for the development of affordable housing project on South 13 th Street (Clever property)	June 2022	Deferred	Applicant is applying for grant funding. Building permit submittal will occur in 2023.

KEY POLICY/OPERATIONAL ISSUES

- Completion of the Development Code and Land Use Element updates comprises significant focus this year for this work program to implement all the required Housing Element programs. Implementing the updated Development Code and Land Use Element will be a major area of focus for FY 2022-23.
- Housing availability is a significant challenge throughout the region and the City has limitations in responding to this need given staffing and funding as well as the extent to which local government can address the housing market. Changes in housing will take time given the work involved in private sector housing production along with the development of the People's Self-Help Housing/HASLO affordable housing project on South 13th Street.
- Homelessness is one of the most difficult issues facing local government and is an issue that extends beyond the role of cities in addressing it. However, additional funding and City and County focus on homelessness initiatives could lead to tangible results despite difficulty with the complexity and regional nature of this issue



MAJOR CITY GOAL FY 2021-22 MID-YEAR IMPLEMENTATION REPORT

PUBLIC SAFETY

GOAL STATEMENT

Champion contemporary public safety services (police, fire, emergency medical services) by providing leadership and adequate resources, including training, to meet service demands and growing challenges in such areas as homelessness, mental health, vagrancy, and social justice.

STAFF LEAD: John Peters, Chief of Police; Stephen Lieberman, Five Cities Fire Chief

TASK	PLANNED	STATUS	MID-YEAR COMMENTS
1. Begin exploration of more unified approach between public safety departments, County agencies, and homeless service providers on outreach for homeless individuals with mental health issues	July 2021	In Progress	Police Department is currently working with the Five Cities Homeless Coalition (5CHC) and local agencies to coordinate a unified approach to address mental health issues within the unhoused community. Chief Peters is on the countywide committee updating the 10-year homelessness strategic plan.
2. Maintain consistent service delivery levels of Fire and Emergency Medical Services	July 2021	In Progress	Five Cities Fire Authority continues to work with member communities to maintain service delivery levels within budgetary constraints as defined in 3 rd amendment to the JPA
3. Expand Police Department staffing to better address growing concerns in traffic safety and enforcement needs.	July 2021	In Progress	Police Department is actively recruiting for patrol officer vacancies. Traffic enforcement has been increased, but is still limited due to staffing constraints
4. Implement the Racial and Identity Profiling Advisory (RIPA) reporting program for all Police Department contacts in the field.	January 2022	Completed	This program has been implemented and reports are being filed monthly with the California Department of Justice

KEY POLICY/OPERATIONAL ISSUES

- Work with member communities to identify desired service levels and associated investment needed to continue supporting the Five Cities Fire Authority.



MAJOR CITY GOAL FY 2021-22 MID-YEAR IMPLEMENTATION REPORT

PUBLIC SAFETY

- Need for coordination with County Mental Health and Social Services, the Five Cities Homeless Coalition, Public Safety and Public Works on identify opportunities to offer outreach services to those individuals with mental health issues and homelessness.
- Increasing demand from the community for traffic safety improvements through engineering, environmental design, education and enforcement
- Implementation of the RIPA program for law enforcement to report to the State of California personal demographic information on all police contacts in order to comply with new laws.



MAJOR CITY GOAL FY 2021-22 MID-YEAR IMPLEMENTATION REPORT

STREET IMPROVEMENTS

GOAL STATEMENT

Continue improvements to major arterials and local streets, incorporating where feasible related improvements, such as utility upgrades and “complete streets” - medians, sidewalks, bicycle lanes, bulb-outs, street trees and other related improvements.

STAFF LEAD: Greg Ray, Public Works Director/City Engineer; Erin Wiggin, Capital Improvement Projects Manager; Gabriel Munoz-Morris, Senior Engineer

TASK	PLANNED	STATUS	MID-YEAR COMMENTS
1. Complete construction of decomposed granite walkway along Trouville Avenue side of Mentone Park in conjunction with the adjacent Measure K-14 project (CIP 1251)	October 2021	Completed	Walkway completed in fall 2021 with related street repair project.
2. Identify additional Measure K-14 street repair projects for remaining local streets not yet improved and issue additional bond future for future projects	December 2021	Completed	Council provided direction in August 2021 to place remaining local streets into future projects and in December 2021 issued a \$10 million bond for additional project construction.
3. Complete construction of CIP 2295-10 (16 blocks including portions of Seabright Avenue, Manhattan Avenue, Trouville Avenue, South 10 th Street and South 11 th Street)	January 2022	Completed	Project completed in December 2021.
4. Begin construction of CIP 2295-13 (19 blocks including additional portions of Seabright Avenue and Manhattan Avenue and portions of South 12 th Street and South 10 th Street)	January 2022	Completed	Construction started in January 2022 and is currently 30% complete with an expected completion is May 2022.
5. Complete design for sidewalk infill to submit for a CDBG application (CIP 2274)	February 2022	In Progress	CDBG program did not accept new applications and project scope was modified to infill three priority infill areas identified by Council. Project is in design and will go out to bid in March 2022.



MAJOR CITY GOAL FY 2021-22 MID-YEAR IMPLEMENTATION REPORT

STREET IMPROVEMENTS

TASK	PLANNED	STATUS	MID-YEAR COMMENTS
6. Complete sidewalk repairs on Atlantic City Avenue and Grand Avenue (CIP 2275)	March 2022	Pending	Project will go out to bid in March 2022.
7. Complete construction of South Oak Park Boulevard street improvement project (CIP 2284)	June 2022	Completed	Project completed in March 2022.

KEY POLICY/OPERATIONAL ISSUES

- Continuing to achieve accelerated pace of projects within the city's relatively small footprint of approximately two square miles and limited field staff.
- Improved funding availability for improving arterials and major streets given higher General Fund contribution for capital projects though additional funding is still needed given the extent of arterials and major streets that need repair.
- Work program begins annual project to improve a major street segment with South Oak Park Boulevard between West Grand Avenue and Mentone Avenue in FY 2021-22 and West Grand Avenue between 4th Street and 8th Street in FY 2022-23 (which includes \$600,000 in allocated funding in FY 2021-22).
- Incorporating sidewalk infill, traffic calming, and other safety enhancements desired with street improvement work.
- Need to plan for future street maintenance work in future Capital Improvement Programs to maintain the City's recent street rehabilitation efforts.

FY 2021-22 OTHER IMPORTANT COUNCIL GOALS MID-YEAR IMPLEMENTATION REPORT

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.

Key Actions:

- Completed additional City Hall deferred maintenance and facility improvements including office furniture upgrades and interior door safety improvements.
- Completed improvements to the Police Station parking lot, sewer system and replacement of storage lockers and emergency generator upgrades.
- Coordinated painting of the exterior of the Trouville Community Center to take place in March/April 2022.
- Conducted Request for Proposals process to select a firm to develop the final design and construction documents for Ramona Park improvements with Council award scheduled in March 2022.
- Started work on the Corporation Yard Master Plan which will provide design guidance for future improvements.

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

Key Actions:

- Installed new street signs, City limit signs, and visitor wayfinding signs and sold existing street signs to generate funding for community beautification projects.
- Worked on tree planting activity for Arbor Day in April 2022.
- Worked with outside group to present public art concept at Mentone Park basketball court to the Parks, Recreation, and Beautification Commission with additional consideration planned with the Council.

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

Key Actions:

- Began development of a community engagement event called “Grover Beach 101” to educate residents about the City and its services, as well as to encourage participation in Council, advisory committees, commissions and in volunteer opportunities.
- Resumed “Coffee with Council” and “Coffee with a Cop” community engagement programs given improvement in COVID-19 conditions that allow for resuming in-person engagement.
- Continued robust public communication efforts through social media platforms, electronic monthly newsletter, quarterly mailing on parks and recreation activities, and other forums.
- Conducted extensive public engagement effort for the Council districting process including translation of written and electronic materials into Spanish.

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.

Key Actions:

- Restriped West Grand Avenue from 4th Street to 8th Street and 11th Street to Oak Park Boulevard to add dedicated bike lane in both directions connecting to existing bike lane infrastructure on West Grand Avenue and providing a continuous striped bike lane from the western limit of the City to the eastern limit of the City. Work included green bike lane striping at the intersection of 13th Street, the 1700 block of West Grand Avenue, and at the eastbound number two lane at the intersection of Oak Park Boulevard. Completed.
- Restriped Farroll Road from the eastern city limit to South 4th Street to improve bike lane visibility and improve vehicle and bicyclist safety and South Oak Park Boulevard from Mentone Avenue to The Pike to improve bike lane visibility and improve vehicle and bicyclist safety.
- Restriped various faded stop legends and stop bars throughout the city to improve vehicle, bicyclist, and pedestrian safety.
- Established updated cost sharing program for sidewalk infill in conjunction with ongoing Measure K-14 projects that leverages City resources and property owner participation to increase sidewalk infill throughout the city and promote pedestrian safety.