



CITY COUNCIL STAFF REPORT

TO: Honorable Mayor and City Council **DATE:** August 22, 2022
FROM: Matthew Bronson, City Manager
PREPARED BY: Kristin Eriksson, Deputy City Manager
SUBJECT: FY 2021-22 Year-End Council Goals Implementation Report

RECOMMENDATION

Receive information on the year-end implementation status of the Council Goals in FY 2021-22.

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 City began implementation of Council's policy direction including Council Goals with the resources established in the two-year FY 2021-23 budget. The City begins the new fiscal year in a stable financial position with a balanced budget and a positive economic outlook despite the challenges of the COVID-19 pandemic and inflation concerns. The City's budget includes significant investments to address community needs in alignment with Council Goals and has a prudent level of reserves for emergencies or unforeseen events. This financial position underscores the Council's leadership in pursuing economic growth opportunities and community investments and staff's diligence in managing costs and effectively implementing services and projects.

As we begin this new fiscal year, it is worthwhile to report the implementation and progress over the past fiscal year 2021-22 in addressing community needs. There was substantial progress made in implementing Council Goals as shown in Attachment 1. Overall, approximately 94% of the tasks for last fiscal year for the Major City Goals were completed or are currently in progress as shown in the chart below listed by each goal:

Goal	Completed	In Progress	Deferred*	Total
Economic Development	9	4	1	14
Housing & Homelessness	7	-	1	8
Public Safety	3	1	-	4
Street Improvements	6	2	-	8
TOTAL	25	7	2	34

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

Below are highlights of this progress categorized by each of the Major City Goals:

Economic Development

- Continued partnership with the South County Chambers of Commerce on economic development services including business retention and attraction with a focus this past year on the “Buy Local” program, as well as community grants and childcare grants funded with American Rescue Plan Act (ARPA) funds.
- Continued promotion of tourism marketing with the Chamber via the Visit Grover Beach brand, website, and social media platforms. The brand was named as a finalist in the Visit California Poppy Awards for Best Overall Destination Brand Identity (under \$1 million).
- Continued successful implementation of commercial cannabis industry with 29 businesses permitted and 14 currently operating and generating jobs and tax revenue.

Housing and Homelessness

- Continued to work on implementing recommendations from the 2018 development review study, as workload permitted
- Hired a consultant to update the City’s Development Code and Land Use Element to implement housing programs, which was approved by Council in June 2022 and Coastal Commission approval expected in October 2022
- Worked with 5CHC and other local agencies to coordinate a unified approach to address mental health issues within unhoused community
- Worked with 5CHC to set up a winter warming center at the South County Regional Center in Arroyo Grande in consultation with other cities

Public Safety

- 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
- Actively recruited for multiple patrol officer vacancies and increased traffic enforcement

Street and Other Capital Improvements

- Completed numerous street repair projects including portions of Seabright Avenue, Manhattan Avenue, Trouville Avenue, South 12th Street, South 10th Street and South Oak Park Blvd.
- 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.

In addition to these results tied to Major City Goals, staff would highlight various other achievements over the past year shown in Attachment 2 including:

- Completed City Hall and Police Station maintenance and facility improvements, including furniture upgrades, parking lot improvements, generator upgrades, interior door safety improvements and exterior painting
- Completed exterior painting of the Trouville Community Center
- Awarded a contract for design and construction documents for Ramona Park improvements
- Began work on the Corporation Yard Master Plan
- Installed new street signs and visitor wayfinding signs

- Developed a community engagement program called “Grover Beach 101” to educate residents about the City and its services
- Hosted a “Picnic in the Park” event at Ramona Garden Park in May 2022
- Continued robust communications in social media platforms, quarterly mailings and conducted extensive outreach for the Council redistricting process
- Completed restriping projects to create or improve bike lanes and stop bars
- Established a sidewalk infill program in conjunction with the Measure K-14 projects

On behalf of the City staff team, we are proud of these accomplishments over the past year. The investments made by the public over many years reflect this “can do” spirit of the community. Our team looks forward to continuing to meet the opportunities and challenges over this next year in continuing to serve our community and create an even better Grover Beach.

FISCAL IMPACT

There is no fiscal impact to this item.

ALTERNATIVES

The City Council has the following alternatives to consider:

1. Receive information on the year-end implementation status of the Council Goals in FY 2021-22; or
2. Provide alternative direction to staff.

PUBLIC NOTIFICATION

The agenda was posted in accordance with the Brown Act.

Attachments

1. Major City Goals Work Program Year-End Results
2. Other Important Goals Year-End Results



MAJOR CITY GOAL FY 2021-22 YEAR-END 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	YEAR END 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	Completed	The City worked with the Chamber on outreach with local businesses with virtual industry group roundtable meetings and biweekly general business meetings.
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 was delayed given the departure of Chamber CEO and hiring of new Deputy City Manager to assist in economic development. These efforts will be implemented in FY 2022-23.
3. Work with Chamber to continue assisting businesses with COVID-19 compliance and recovery efforts such as providing additional grant assistance	July 2021	Completed	Utilizing ARPA funding, the City worked with the Chamber to implement the second round of the “Buy Local” program and a childcare assistance grant program. The City also developed a Community Grant Program to provide funding for 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	Completed	Worked with SLO Partners on digital marketing workforce training including two digital marketing scholarships, two precision manufacturing scholarships, and one software development scholarship
5. Continue to collaborate with regional partner agencies to identify economic development strategies to support regional economy	July 2021	Completed	The City worked 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 YEAR-END IMPLEMENTATION REPORT

ECONOMIC DEVELOPMENT

TASK	PLANNED	STATUS	YEAR END COMMENTS
6. Work with Digital West to continue marketing efforts to promote broadband use by businesses	July 2021	In Progress	Digital West/Astound is installing its citywide high speed fiber optic broadband network. The City will work with Astound and the Chamber to promote broadband use from an economic development standpoint upon completion of the installation in early 2023.
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 spring 2023.
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 late 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	Completed	The City worked with the Chamber to implement the new tourism brand “Visit Grover Beach”. The brand was named as a finalist in the Visit California Poppy Awards for Best Overall Destination Brand Identity (under \$1 million).
Commercial Cannabis Activities			
1. Process additional development applications for commercial cannabis businesses	Ongoing	Completed	Four additional cannabis businesses have been approved or are in process of receiving an entitlement.
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 manufacturing and distribution in December 2021 to incentivize businesses. Council also provided direction in January 2022 to draft an ordinance to allow onsite consumption areas.



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

ECONOMIC DEVELOPMENT

TASK	PLANNED	STATUS	YEAR END COMMENTS
3. Revise ordinances as directed by Council and present revised ordinances for adoption Permit Processing	December 2021	Completed	Adopted Ordinance amendment to allow on-site cannabis consumption areas, special events, and revisions to regulatory permit renewal process in May 2022.
1. Complete update of Engineering City Standards and Specifications including items related to business permitting	Ongoing	Completed	Several City Standards drawings have been updated in conjunction with the work of Community Development to update 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. Anticipated completion December 2022.

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/Astound 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 YEAR-END 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	YEAR-END 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	Completed	Staff worked with 5CHC, County, and other agencies on a new countywide five-year plan, additional shelter spaces including cabins project on County property and purchase of vacant land on South 4 th Street, and 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	Completed	Public hearings on the updates were held in May 2022.



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

HOUSING AND HOMELESSNESS

TASK	PLANNED	STATUS	YEAR-END COMMENTS
7. Adopt Development Code and Land Use Element updates	June 2022	Completed	Development Code and Land Use Element updates were adopted by Council in June 2022 with Coastal Commission approval for areas in Coastal Zone expected in October 2022.
8. Oversee the start of the building permit process for the development of affordable housing project on South 13 th Street (Cleaver property)	June 2022	Deferred	Applicant is applying for grant funding. Building permit submittal expected in December 2022.

KEY POLICY/OPERATIONAL ISSUES

- Implementation of the Development Code and Land Use Element updates will be a major area of focus for FY 2022-23 following completion of the updates.
- Changes in housing will take time given the time involved in private sector housing production following Development Code and Land Use Element changes aside from the affordable housing project on City property on South 13th Street (Cleaver property)
- Additional funding and further City and County focus on addressing homelessness could lead to tangible results despite continued difficulty given complexity and regional nature of this issue



MAJOR CITY GOAL FY 2021-22 YEAR-END 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	YEAR-END 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	Completed	Police Department worked 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 that recently completed the update to the countywide homelessness strategic plan.
2. Maintain consistent service delivery levels of Fire and Emergency Medical Services	July 2021	Completed	Five Cities Fire Authority continued 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 multiple 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



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

PUBLIC SAFETY

- Failure of Oceano Measure A-22 triggers withdrawal of Oceano from Five Cities Fire Authority and need to review desired service levels and associated investment to provide responsive and effective fire and emergency medical services to the Grover Beach community.
- 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.
- Increasing challenges in maintaining competitive compensation, benefits and work environments for public safety departments to recruit and retain personnel.

**MAJOR CITY GOAL FY 2021-22 YEAR-END 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	YEAR-END 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 completed in April 2022.
5. Complete design for sidewalk infill to submit for a CDBG application (CIP 2274)	February 2022	Completed	CDBG program did not accept new applications and project scope was modified to infill three priority infill areas identified by Council. Project completed in June 2022.



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

STREET IMPROVEMENTS

TASK	PLANNED	STATUS	YEAR-END COMMENTS
6. Complete sidewalk repairs on Atlantic City Avenue and Grand Avenue (CIP 2275)	March 2022	In Progress	Project completed in June 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 YEAR-END 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, interior door safety improvements and exterior painting.
- Completed improvements to the Police Station parking lot, sewer system and replacement of storage lockers and emergency generator upgrades.
- Completed painting of the exterior of the Grover Beach Community Center.
- Council awarded a contract for design and construction documents for Ramona Park improvements.
- 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:

- Led public art activity to beautify Ramona Garden Park fences during Stone Soup Music Festival.
- 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.

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 a community engagement initiative 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.
- Hosted a “Picnic in the Park” event at Ramona Garden Park in May 2022.
- 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, 1700 block of West Grand Avenue, and at the intersection of Oak Park Boulevard.

- Restriped The Pike to provide a continuous bike lane from east to west City limits.
- Restriped Farroll Road from the eastern city limit to South 4th Street 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.