



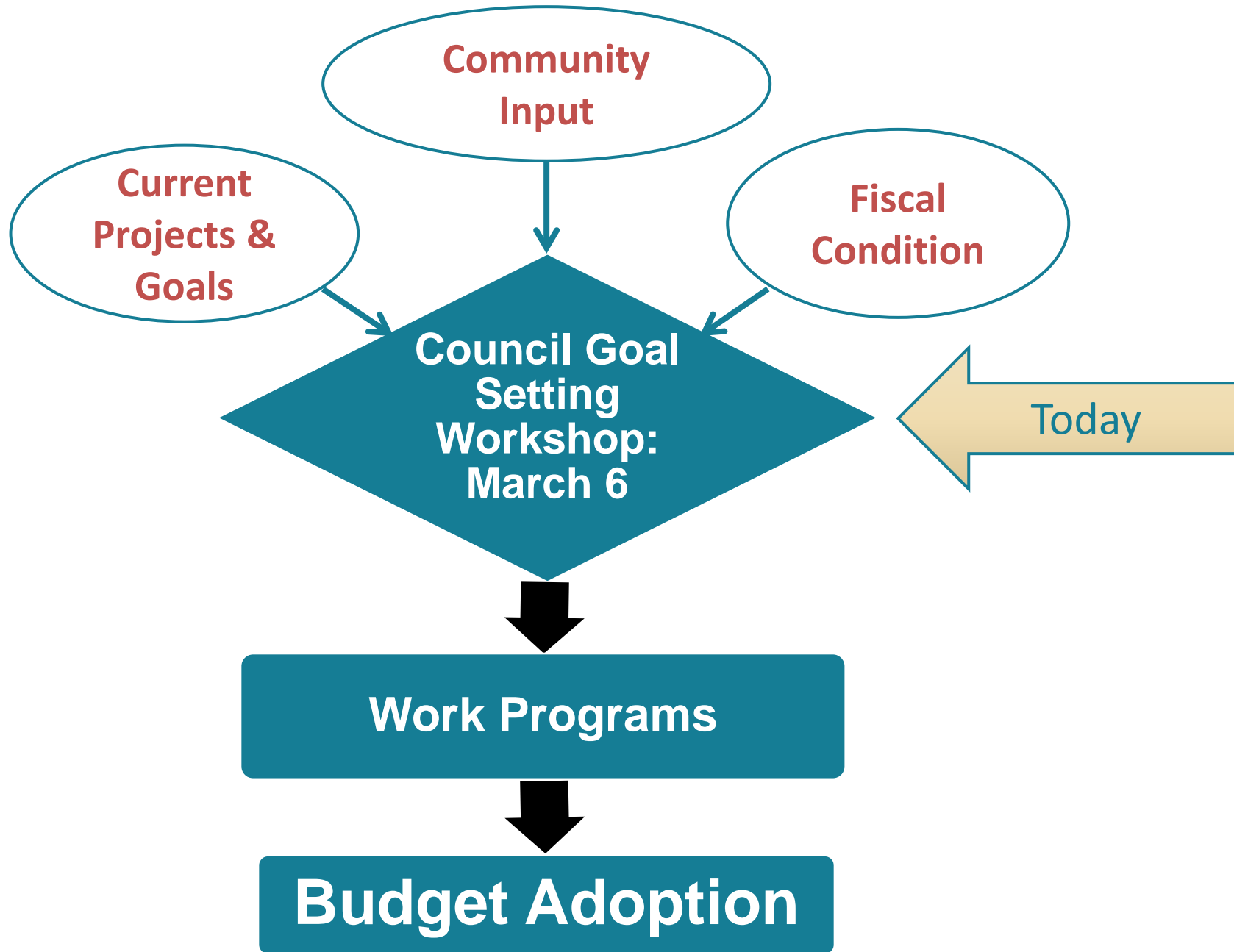
# FY 2023-25 COUNCIL GOAL-SETTING WORKSHOP

*March 6, 2023*



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# Workshop Agenda

- 3:00 - Welcome, workshop purpose
- 3:05 - Public comment
- 3:15 - Overview; process and guidelines
- 3:45 - Review consolidated goals (build goal “ballot”)
- 4:15 - Break (while ballots prepared)
- 4:30 - Goal rating by Council members
- 4:45 - Tabulation of rating and rankings
- 5:15 - Results, proposed tiers
- 5:45 - What’s next in the budget process
- 6:00 - Adjourn



# Today's Process – 5 Steps

1. Start with goals proposed by each Council member, organized by theme
2. Where goals are similar, staff/facilitator will draft proposed “synthesized” goal statements
3. Review draft goals for clarity and understanding
4. Finalize “menu” of proposed goals
5. Weight and rank goals



# 10 Goal Categories (alpha order)

- Building & Facility Improvements
- City and School Partnership
- Code Compliance
- Community Engagement
- Economic Development & Community Promotion
- Environmental Sustainability
- Housing and Homelessness
- Public Safety
- Street Maintenance & Complete Streets
- Water Supply & Resiliency



# Goals navigate the way



Proposed goal statements are concise; drafted to set the course ...

... but not row the boat.

*Note: Added detail will be helpful in drafting work programs*





# Final Ballot & Rating Scale

- ④ Most important, highest priority for the City to focus on over the next 2-3 years
- ③ Important goal to achieve
- ② Address if resources are available
- ① Defer to next two-year budget for consideration
- ① Not a priority goal



Goal Statement	UP TO 4 PER GOAL NO MORE THAN 22
<b>BUILDING AND FACILITY IMPROVEMENTS.</b> Support city programs, operations and assets by ensuring that our public facilities, including parks and buildings, are maintained, improved and expanded to meet community needs into the future; strategically develop priorities and funding plans by evaluating deferred maintenance, safety, health, accessibility, energy, and long-term needs.	
<b>CITY AND SCHOOL PARTNERSHIP.</b> Establish a framework for communication between city officials and local public TK-12 education partners that operate within the city supporting a Community Schools model that improve benefits for our youth, families, and the community 24/7 through more intentional alignment. Maximize each jurisdiction's existing facilities and programs in partnership that benefits all, and discuss potential parallel policy options for shared adoption.	
<b>CODE COMPLIANCE.</b> Strengthen the City's code compliance program to quickly and effectively enforce our existing ordinances, including tree related issues like maintenance and removal permits.	
<b>COMMUNITY ENGAGEMENT.</b> Continue a strong commitment to transparency and public participation in our city government through existing and new programs, initiatives and events designed to encourage citizen engagement in key community decisions; formalize our practices by adopting and implementing a public participation plan and policies.	
<b>ECONOMIC DEVELOPMENT AND COMMUNITY PROMOTION.</b> Strengthen and maintain a business-friendly environment, implement strategies that build upon existing efforts in business retention with a focus on vulnerable sectors and populations, pursue business attraction and commercial development especially on West Grand Avenue, expedite permit processing, and promote tourism and hotel development.	
<b>ENVIRONMENTAL SUSTAINABILITY.</b> Pursue carbon neutral solutions to develop a greener Grover Beach through, for example: conversion to EV fleet for the city and incentivize developers to use green materials and systems in buildings, and planting of trees.	
<b>HOUSING AND HOMELESSNESS.</b> Work with developers and non-profits in efforts to increase housing availability with a focus on affordable housing; continue partnerships with regional agencies and organizations to address homelessness and related sheltering issues in the city and region including supporting completion and operation of temporary shelter facilities in the City.	
<b>PUBLIC SAFETY.</b> Ensure quality police, fire and emergency medical services by providing proper support, including implementation of a new fire services structure and funding, training and leadership development resources to meet service demands and address challenges in such areas as homelessness, mental health	
<b>STREET MAINTENANCE AND COMPLETE STREETS.</b> Continue to complete Measure K-14 street improvements on arterials and local streets; pursue opportunities to design and build safer, more pedestrian and bicycle friendly "complete streets" by incorporating where feasible bicycle lanes, sidewalks, street lights, crosswalks, trees/landscaping and other traffic calming design strategies.	
<b>WATER SUPPLY AND RESILIENCY.</b> Meet existing and long-term water needs through the Central Coast Blue recycled ground water project and other regional efforts and by continuing water conservation; identify other feasible strategies to ensure long-term water resiliency.	
<b>TOTAL</b>	

# Avoiding Rating Inflation



Total points are limited to focus on priorities

2 points per “menu” goal

*With 10 candidate goals, 20 points total*





# Ballot Results

COUNCIL GOAL-SETTING PRIORITIES							
Goal Statement	Mayor Bright	Mayor Pro Temp Miller	Council Member Robert	Council Member Rushing	Council Member Weirick	Total	Average
<b>TOTAL</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	



# Likely Result: 3 Priority Tiers



# 1 Major City Goals

✓ Most important, highest priority goals for City to achieve/advance in the next 2-3 years

✓ Detailed Work Programs developed as part of recommended budget

**MAJOR CITY GOAL WORK PROGRAM**

**GOAL TITLE**

**OBJECTIVE**  
Action statement adopted by the Council (once needed word-crafting clarity for clarity and brevity)

**DISCUSSION**  
Workscope Summary  
Priority Services  
Work Completed  
Concerns/Limitations  
Stakeholders  
Key Assumptions

**ACTION PLAN**

Task	Date
1.	
2.	
3.	

**RESPONSIBLE DEPARTMENT**  
Who is the best department in accomplishing the work program?

**FINANCIAL AND STAFF RESOURCES REQUIRED TO ACHIEVE THE GOAL**

2018-19 Goal Summary	Operating Budget		Capital Improvement Program	
	2018-19	2019-20	2018-19	2019-20
One Item				
Two Items				
Three	50	50	50	50

2018-19 Funding Source	Operating Budget		Capital Improvement Program	
	2018-19	2019-20	2018-19	2019-20
Funding Source				
Funding Source				

**MAJOR CITY GOAL 2017-18 DRAFT WORK PROGRAM**

**PUBLIC SAFETY**

**OBJECTIVE**  
Ensure a robust, comprehensive public safety system (police, fire and emergency services) that provides the resources, training, and equipment needed to respond to the community's needs and to address the city's public safety challenges. Including, reducing emergency response times, increasing resource efficiency and city costs.

**RATIONALE**  
Public safety is one of the core responsibilities of local government. Most members of the staff of a Major City Goal understand the city's commitment to ensuring a safe community. The work program for the Public Safety Major City Goal will consist of the following components:

- Identify key resources needed to maintain a professional, efficient, and cost-effective fire and police services.
- Develop a comprehensive public safety plan for the city.
  - o Public Safety Response (Traffic, Code Enforcement, Crime, Fire, Hazardous)
  - o Public Safety Response (Major)
  - o Response Response (Police)
  - o Social Media (Fire)
- Develop a comprehensive public safety plan for the city that includes a comprehensive public safety plan for the city.
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# Tiers matter ... but all proposals valuable

Tiers/priorities inform the budget process (for Council, staff and community)

Help “break ties” in deciding where time/money goes

All ideas are valuable “grist” for the budget and work plans



# Goal-setting is just the start

Not the end: many added opportunities for community input during the rest of the Council's budget process

***April – Work Program Review***

***June – Budget Presentation/Hearing***

***By June 30 – Budget Adoption***





# Next Steps



1. Review draft statements for clarity
2. Final ballot prepared by staff
3. Rating by council members
4. Break for ranking; recommended tiers
5. Review outcome

## QUESTIONS?





# Rating & Sending (15 minutes)

- ④ Most important, highest priority for the City to focus on over the next 2-3 years
- ③ Important goal to achieve
- ② Address if resources are available
- ① Defer to next two-year budget for consideration
- ① Not a priority goal

20 Total Points

