



CITY COUNCIL STAFF REPORT

TO: Honorable Mayor and City Council **DATE:** March 10, 2020
FROM: Matthew Bronson, City Manager
PREPARED BY: Matthew Bronson, City Manager
SUBJECT: Council Goals Workshop

RECOMMENDATION

Receive an update on the mid-year implementation status of the 2019-21 Council Goals and provide direction to staff on potential changes to the goals for FY 2020-21 and particular areas of focus in implementing the goals.

BACKGROUND

On March 4, 2019, the Council adopted a set of Council Goals for 2019-21 following a goal-setting workshop conducted by the Council on February 22, 2019. 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 in preparation for fiscal year 2018-19. The Council initiated a process in February 2019 to revise the list of Council Goals which included a City Priorities Community Forum and online survey. Information from the forum and survey was provided to the Council who 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 2-3 years?* These suggestions formed the foundation for the February 2019 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.

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 2-3 years, and as such, resources to begin achieving them should be included in the FY 2019-20 budget.
 - Economic Development
 - Environmental Sustainability
 - Public Safety
 - Street and Other Capital 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 2019-20 budget where feasible.
 - City Beautification
 - Code Enforcement
 - Homelessness
 - Pedestrian and Bicycle Safety

- *Address as Resources Permit.* While it is desirable to achieve these goals over the next 2-3 years, doing so is subject to current resource availability.
 - Community Engagement
 - Housing Affordability
 - 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 2019-20 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 15, 2019 and finalized with the Council’s adoption of the FY 2019-20 budget on June 17, 2019.

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 2019-20. There has been significant progress in carrying out these Major City Goals and Other Important Goals this fiscal year as shown in Attachment 3. Overall, nearly 80% 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	3	9	3	3	18
Environmental Sustain.	4	5	1	1	11
Public Safety	5	4	-	-	9
Street & Other Cap. Imp.	6	7	1	3	17
TOTAL	18	25	5	7	55

**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:

- Completed numerous street repair projects including Newport Avenue, various streets in the northwest corner of the city, and South 16th Street and initiated design of next Measure K-14 project and three major street segments.
- Completed grant-funded Train Station Expansion Project to provide a multi-modal regional transportation facility with train and bus service.
- Completed initial phase of Mentone Park improvements along with initiating design of 16th Street Park improvements and starting Ramona Park Master Plan process.
- Continued successful implementation of commercial cannabis industry with 30 businesses permitted and 11 currently operating and generating jobs and tax revenue.
- Processed development application for 1598 El Camino Real project (which includes 176 hotel rooms and seven housing units) in preparation for Council consideration.
- Initiated a partnership with the South County Chambers of Commerce to carry out economic development services for the City.
- Transitioned Reserve Firefighters to Permanent Firefighters at Grover Beach station and added a Police Sergeant position to begin addressing public safety staffing needs.
- Expanded Community Camera Program to add security cameras to parks, schools, and commercial areas.
- Completed preliminary engineering work on the Central Coast Blue recycled water project in partnership with neighboring agencies and developed cost-sharing framework.

- Received approval of the City's participation with Monterey Bay Community Power beginning in 2021 and began serving as South County representatives on the Policy and Operations Boards.
- Approved utility box artwork for City-owned controller cabinets along Grand Avenue with installation scheduled for March 2020.
- Partnered with 5Cities Homeless Coalition to provide rapid rehousing and eviction prevention services through the City's \$500,000 CDBG funds.
- Installed pedestrian and bicycle improvements along Newport Avenue including the City's first green bike lanes and installed pedestrian activated flashing beacons at West Grand Avenue and 3rd Street crosswalk.

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 2020-21

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 2020-21 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 value and benefit of the Council's goal-setting approach in the coming 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. Staff would recommend 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 the coming fiscal year FY 2020-21. Drafts of these work programs will be reviewed with the Council this spring prior to finalizing and implementing the work programs as part of the adopted budget for next year.

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 2019-21 Council Goals and provide direction to staff on potential changes to the goals for FY 2020-21 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. 2019-21 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 strategies that support business retention and attraction, tourism including hotel development, revenue generation and effective permit processing.

ENVIRONMENTAL SUSTAINABILITY. Integrate environmentally sustainable principles and practices into City operations and new development plans and standards; increase resource conservation and reduce carbon emissions through initiatives such as Central Coast Blue, Community Choice Energy and electric vehicle charging stations.

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

STREET AND OTHER CAPITAL IMPROVEMENTS. Continue improvements to major and local streets using Measure K-14 funds, SB1 funds and other resources, incorporating where feasible other desirable capital improvements (e.g. upgrade/maintenance of water, sewer, storm water and curb, gutter and sidewalk); and improve other infrastructure such as City parks, recreation facilities and other public buildings.

OTHER IMPORTANT GOALS

CITY BEAUTIFICATION. Enhance the appearance of the community through tree maintenance and landscaping, utility undergrounding, public art and signage, especially along the Grand Avenue corridor.

CODE ENFORCEMENT. Strengthen the code enforcement program 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.

HOMELESSNESS. Partner with regional agencies and organizations to address homelessness challenges, potentially through joint efforts to provide daytime services, warming stations, transitional housing, shelter, and mental health support.

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

ADDRESS AS RESOURCES PERMIT

COMMUNITY ENGAGEMENT. Provide opportunities for community members to engage and be involved with their community through programs, initiatives and events.

HOUSING AFFORDABILITY. Collaborate with developers and non-profits in efforts to increase affordable housing availability, and pursue other strategies such as State housing density incentives, added accessory dwellings units, and grants that support affordable housing programs/projects.

RECREATION AND COMMUNITY PROGRAMS. Provide viable recreation, youth, and special event programs designed to meet current and emerging needs, while avoiding duplication of programs offered by other providers.



MAJOR CITY GOAL FY 2019-20 MID-YEAR IMPLEMENTATION REPORT

ECONOMIC DEVELOPMENT

GOAL STATEMENT

Strengthen the City’s economic base by implementing an economic development strategy that includes construction of the Grover Beach Lodge and other hotels, establishment of commercial cannabis businesses, implementation of broadband fiber in industrial and commercial areas, and opportunities to generate additional transient occupancy and business tax revenues.

STAFF LEAD: Matthew Bronson, City Manager

TASK	PLANNED	STATUS	MID-YEAR COMMENTS
Business Retention and Attraction			
1. Work with Chamber to meeting periodically with local businesses on key issues facing business community	Ongoing	In Progress	City contracted with the Chamber for economic development services with initial business outreach this spring.
2. Work with Chamber to promote use of new Grover Beach co-working space as business development strategy	Ongoing	In Progress	City is working with Chamber on a location for a co-working space which the Chamber will market as part of their economic development contract.
3. Collaborate with partner agencies to identify economic development strategies to support regional economy	Ongoing	In Progress	City is working with the EVC, Hourglass Project/REACH, Cal Poly Local Economic Development Committee, and others.
4. Work with Digital West on marketing efforts to promote broadband use by businesses as initial service begins	Ongoing	Pending	Marketing to promote broadband use is part of the Chamber’s economic development contract along with work carried out by Digital West and the City.
Tourism Development			
1. Begin oversight and construction management for Urban Commons hotel on El Camino Real	July 2019	Pending	City oversight and construction management will begin once developer begins onsite construction.
2. Process development application for 1598 El Camino Real hotel project for Council consideration and entitlement	August 2019	Completed	Final project deemed complete in December 2019 and reviewed by Planning Commission in February 2020 with Council consideration scheduled for March 2020.



MAJOR CITY GOAL FY 2019-20 MID-YEAR IMPLEMENTATION REPORT

ECONOMIC DEVELOPMENT

<p>3. Finalize plans and issue City permits for Grover Beach Lodge in conjunction with State Parks plan checking and permit issuance</p>	January 2020	In Progress	City will review revised engineering plans once resubmitted to the State in spring 2020 for issuance of offsite utility permits.
<p>4. Initiate discussions regarding formation of a Tourism Business Improvement District (TBID) to promote tourism to Grover Beach</p>	Spring 2020	Pending	Discussions on a possible TBID will begin by end of current fiscal year.
Commercial Cannabis Activities			
<p>1. Continue compliance activities and revenue collection for commercial cannabis businesses</p>	Ongoing	In Progress	Compliance and revenue collection activities underway for 11 commercial cannabis businesses currently operating.
<p>2. Process additional development applications for commercial cannabis businesses</p>	Ongoing	In Progress	30 cannabis businesses have been permitted to date with four under construction and seven currently in plan check.
<p>3. Review current ordinances, regulatory costs and fees, and tax structure and engage the Council on potential changes</p>	April 2020	In Progress	Staff will bring updated regulatory costs and fees to the Council this spring in conjunction with the FY 2020-21 budget.
<p>4. Revise ordinances as directed by Council and present revised ordinances for adoption</p>	June 2020	Deferred	Staff is not intending to bring updated ordinances to the Council at this time given the current focus on implementation.
Permit Processing			
<p>1. Begin update of Engineering City Standards and Specifications</p>	July 2019	Completed	Update of standards and specifications underway following hiring of Assistant Engineer at beginning of the fiscal year.
<p>2. Work with Arroyo Grande to explore opportunities for shared building inspection and plan check resources</p>	July 2019	Deferred	Consideration of shared services on hold given staffing transition in Arroyo Grande and will be reconsidered next year.
<p>3. Complete sign ordinance update with amended ordinance for Council adoption</p>	September 2019	Completed	Updated ordinance adopted by Council in October 2019 and approved by Coastal Commission in December 2019 with implementation beginning this spring.



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ECONOMIC DEVELOPMENT

4. Present additional development code updates to Council for consideration	November 2019	Deferred	Development code updates related to economic development put on hold given focus on code updates related to housing.
5. Complete Engineering City Standards and Specifications	January 2020	In Progress	Update process underway as noted earlier with completion anticipated by end of fiscal year.
6. 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 projects and tasks.

Key Policy/Operational Issues

- Implementation of economic development services contract with the South County Chambers of Commerce to improve business retention, recruitment, and marketing
- Continued focus on commercial cannabis industry and hotel development projects given economic activity and development opportunities along with additional tax revenues.
- Importance of maximizing 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 2019-20 MID-YEAR IMPLEMENTATION REPORT

ENVIRONMENTAL SUSTAINABILITY

GOAL STATEMENT

Integrate environmentally sustainable principles and practices into City operations and new development plans and standards; increase resource conservation and reduce carbon emissions through initiatives such as Central Coast Blue, Community Choice Energy and electric vehicle charging stations.

STAFF LEAD: Matthew Bronson, City Manager; Greg Ray, Public Works Director

TASK	PLANNED	STATUS	MID-YEAR COMMENTS
Central Coast Blue			
1. Finalize benefit sharing framework including agency participation, SSLOCSO participation, and funding strategies	July 2019	In Progress	Draft cost-sharing Memorandum of Agreement presented in January 2020 with final agreement anticipated to be completed by June 2020.
2. Complete preliminary engineering necessary to complete Environmental Impact Report (EIR)	July 2019	Completed	Preliminary engineering work completed with the EIR anticipated to be completed by June 2020.
3. Release EIR Notice of Preparation and Initial Study	July 2019	Completed	Notice released by EIR lead agency (Pismo Beach).
4. Continue working on governance model	Ongoing	In Progress	Governance discussions occurring with cost-sharing agreement.
5. Finalize local groundwater model to identify sea water intrusion threats, benefits of injecting recycled water, and basin management needs	January 2020	Completed	Model completed as part of preliminary engineering.
6. Develop final groundwater management strategy	June 2020	In Progress	Groundwater management strategy in development with other Northern Cities Management Area agencies.
Community Choice Energy			
1. Consider approving participation in Monterey Bay Community Power (MBCP) beginning in January 2021	June 2019	Completed	Council approved City's participation in MBCP which was confirmed by MBCP Board in December 2019.



MAJOR CITY GOAL FY 2019-20 MID-YEAR IMPLEMENTATION REPORT

ENVIRONMENTAL SUSTAINABILITY

<p>2. Begin working with MBCP on community notification efforts about CCE including opt-out provisions pending Council action on participation</p>	<p>January 2020</p>	<p>Pending</p>	<p>Notification efforts will be started at the end of this fiscal year or beginning of subsequent year.</p>
<p>3. Work with other cities in the county to begin involvement with MBCP policy-making and operational processes</p>	<p>June 2020</p>	<p>In Progress</p>	<p>City is representing South County cities on MBCP Policy and Operations Boards for 2020-22.</p>
<p>Environmentally Sustainable Principles and Practices</p>			
<p>1. Begin working on opportunities to purchase greener City vehicles and equipment</p>	<p>July 2019</p>	<p>In Progress</p>	<p>Work will be started with mid-year appropriations and budget process for upcoming fiscal year.</p>
<p>2. Review existing Climate Action Plan to determine needed updates to plan</p>	<p>January 2020</p>	<p>Deferred</p>	<p>Plan review will be deferred to next fiscal year given workload impacts.</p>

Key Policy/Operational Issues

- Relatively limited work program initially for this Major City Goal given staff resource limitations.
- Formalizing the City's costs and governance role with Central Coast Blue recycled water project in partnership with other agencies.
- Climate Action Plan needs to be updated though limited staff capacity given other workload impacts.



MAJOR CITY GOAL FY 2019-20 MID-YEAR IMPLEMENTATION REPORT

PUBLIC SAFETY

GOAL STATEMENT

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

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

TASK	PLANNED	STATUS	MID-YEAR COMMENTS
1. Transition from Reserve (part-time) Firefighters to Permanent Firefighters at Grover Beach station (3 personnel)	July 2019	Completed	Transition of Reserve Firefighters to Permanent Firefighters at Grover Beach station completed while Reserve Firefighter remains at Oceano Fire Station.
2. Continue work on FCFA JPA revisions along with potential reprioritization of Five Cities Fire Authority Strategic Plan	July 2019	Completed	Tasks identified in the JPA Memorandum of Agreement will commence dependent upon the final outcome of Oceano fire tax Measure A-20.
3. Increase Police Department staffing to convert the part-time Property/Records Technician position to permanent full-time, convert part-time Cannabis Detective position to permanent full-time and add a Sergeant position to increase supervision and oversee Detectives (January 2020)	July 2019	Completed	Staffing changes completed with new fiscal year.
4. Implement software programs for Detective Case Management, tracking of citizen complaints, and updating use of force reviews	October 2019	Completed	Programs were interfaced into the daily operations of the department.
5. Increase community engagement by updating the Police Department website capabilities to increase transparency and provide additional information to the community	January 2020	Completed	Police Department website updated as part of citywide website update to improve transparency with the public.



MAJOR CITY GOAL FY 2019-20 MID-YEAR IMPLEMENTATION REPORT

PUBLIC SAFETY

6. Plan for potential FCFA JPA restructuring	March 2020	In Progress	City will engage with other FCFA member agencies about future of FCFA given failure of Oceano fire tax measure.
7. Complete a Police Department Strategic and Succession Plan	June 2020	In Progress	Currently in development.
8. Ensure adequate resources to support commercial cannabis regulatory activities	Ongoing	In Progress	Regulatory resources are in place and will be updated as part of FY 2020-21 budget process.
9. Increase capabilities of Community Camera Program through collaborative partnerships with public/private industries and the addition of cameras to schools, parks and commercial areas	Ongoing	In Progress	Police Department received new cameras and planned installations are underway for multiple parks and commercial zones.

Key Policy/Operational Issues

- Continued difficulty with Police recruitment and retention which leads to low staffing levels responding to high annual volume of service calls
- Increasing demand from the community for traffic safety improvements through engineering, environmental design, education and enforcement
- Increasing costs to provide consistent and responsive fire and emergency services and need for resolution of the future of the Five Cities Fire Authority pending the outcome of the Oceano fire tax Measure A-20



MAJOR CITY GOAL FY 2019-20 MID-YEAR IMPLEMENTATION REPORT

STREET AND OTHER CAPITAL IMPROVEMENTS

GOAL STATEMENT

Continue improvements to major and local streets using Measure K-14 funds, SB1 funds and other resources, incorporating where feasible other desirable capital improvements (e.g. upgrade/maintenance of water, sewer, storm water and curb, gutter and sidewalk); and improve other infrastructure such as City parks, recreation facilities and other public buildings.

STAFF LEAD: **Greg Ray, Public Works Director/City Engineer**

TASK	PLANNED	STATUS	MID-YEAR COMMENTS
1. Continue to identify key streets and intersections for implementation of sidewalk infill, traffic calming and safety enhancements	Ongoing	In Progress	Traffic calming and pedestrian improvements implemented on Newport Avenue and identified by Council for South Oak Park Boulevard.
2. Complete design and begin construction of 16 th Street Park improvements (CIP 1004) including lighting, playground and restroom upgrades	May 2020	In Progress	Design work in progress pending State grant funds and project anticipated to begin by end of the fiscal year.
3. Complete construction of Mentone Basin Park improvements (CIP 1251)	November 2019	Completed	First phase improvements of concrete area near sports courts completed with next phase included in FY 2020-25 CIP.
4. Complete Master Plan and design of Ramona Garden Park improvements (CIP 1258)	December 2019	In Progress	Master Plan process initiated in December 2019 with public outreach and design concepts will be presented this spring.
5. Complete annual construction of Citywide Sidewalk Improvements (CIP 2273)	June 2020	In Progress	Sidewalk infill project near Grover Beach Elementary School designed with construction beginning this spring.
6. Complete design of Major Street Maintenance (CIP 2283) including South Oak Park, West Grand Avenue and North 4 th Street	November 2019	In Progress	75% design completed for these street segments with Council direction to proceed first with South Oak Park Boulevard improvements for final design and construction.
7. Begin construction of first phase of Major Street Maintenance (CIP 2283) on North 4 th	January 2020	Deferred	Deferred by Council to the future to focus major streets work on South Oak Park Boulevard and West Grand Avenue.



MAJOR CITY GOAL FY 2019-20 MID-YEAR IMPLEMENTATION REPORT

STREET AND OTHER CAPITAL IMPROVEMENTS

8. Complete construction of CIP 2295-6 (Newport Avenue)	November 2019	Completed	Project completed in February 2020.
9. Complete construction of CIP 2295-8 (16 blocks in NW quadrant)	July 2019	Completed	Project completed in September 2019.
10. Complete design and begin construction of CIP 2295-9 (South 16 th Street)	November 2019	Completed	Project completed in February 2020.
11. Begin design of CIP 2295-10 (streets in the vicinity of Grover Beach Elementary)	February 2020	Deferred	Deferred by Council as subsequent Measure K-14 project following CIP 2295-11 (N. 8 th , S. 9 th , and 14 th streets).
12. Complete design and begin construction of remaining Facility Monument and Wayfinding Signs (CIP 3001)	April 2020	Completed	Final wayfinding sign of the initial five signs installed at train station with additional signs identified as unfunded need.
13. Begin design of City Corporation Yard Improvements (CIP 3002)	January 2020	Pending	Corporation Yard Master Plan process will begin by the end of the fiscal year to determine most viable design for facility.
14. Begin construction of City Hall Improvements (CIP 3263)	January 2020	In Progress	First phase improvements (Council Chamber) completed with subsequent improvements completed by end of this fiscal year.
15. Complete construction of Train Station Expansion Project (CIP 3312)	September 2019	Completed	Project completed in February 2020 with final improvements related to lighting for the new bus shelter site.
16. Finalize plan for Ramona Square Parking Lot project (CIP 3393) including confirmation of property owner involvement	February 2020	Deferred	Assessment district process for private and public portions of parking lot will begin in FY 2020-21 given current project workload.
17. Complete CDBG water line upgrades (CIP 4267)	June 2020	In Progress	Project currently under construction with anticipated completion in April 2020.



MAJOR CITY GOAL FY 2019-20 MID-YEAR IMPLEMENTATION REPORT

STREET AND OTHER CAPITAL IMPROVEMENTS

Key Policy/Operational Issues

- Funding availability for improving arterials and major streets given limited funds from Gas Tax and Local Transportation Funds.
- Incorporating sidewalk infill, traffic calming, and other safety enhancements desired with street improvement work.
- Addressing deferred maintenance needs with City facilities including City Hall, Police/Fire Stations, Community Centers, and parks.
- Continuing to achieve accelerated pace of improvements with limited engineering and field maintenance staff resources.

**FY 2019-20 IMPLEMENTATION OF OTHER IMPORTANT COUNCIL GOALS
MARCH 10, 2020**

CITY BEAUTIFICATION. Enhance the appearance of the community through tree maintenance and landscaping, utility undergrounding, public art and signage, especially along the Grand Avenue corridor.

Key Actions:

- Approved utility box artwork for City-owned controller cabinets along Grand Avenue with installation scheduled for March 2020
- Partnered with the Chamber on community mural project as part of the Stone Soup Festival
- Improved landscaping around the train station site as part of the train station expansion project
- Improved turf at Costa Bella and Mentone basins and reopened Mentone Basin for seasonal use
- Completed West Grand Avenue tree audit and appropriated \$50,000 as a mid-year project for tree planting at parks, South Oak Park Boulevard median, and West Grand Avenue

CODE ENFORCEMENT. Strengthen the code enforcement program 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.

Key Actions:

- Continued comprehensive code enforcement work through the Code Compliance Officer position.
- Implemented short term rental ordinance to ensure effective and legal operation of permitted rentals and enforcement of violations.
- Development of materials for businesses to implement updated sign ordinance this spring.

HOMELESSNESS. Partner with regional agencies and organizations to address homelessness challenges, potentially through joint efforts to provide daytime services, warming stations, transitional housing, shelter, and mental health support.

Key Actions:

- Continued to work with 5Cities Homeless Coalition (5CHC) and other South County community partners to address homelessness in various ways.
- Authorized Five Cities Ministerial Association to operate a temporary winter warming center at LifePoint Church as part of the church's use permit.
- Participated in countywide policy discussions about developing a regional approach to addressing homelessness.
- Partnered with 5CHC to provide rapid rehousing and eviction prevention services through the City's \$500,000 CDBG funds.

PEDESTRIAN AND BICYCLE SAFETY. Make Grover Beach a more pedestrian and bicycle friendly community by adding and/or enhancing bicycle lanes, sidewalks, streetlights, street and crosswalk striping and enhancements, and other traffic calming measures.

Key Actions:

- Installed pedestrian and bicycle improvements along Newport Avenue including the City's first green bike lanes.
- Developed sidewalk infill project near Grover Beach Elementary School funded by County Safe Routes to Schools funds and City funds with initial construction beginning this spring.
- Incorporating pedestrian and bicycle improvements into the final design of South Oak Park Boulevard major street project.
- Installed pedestrian activated flashing beacons at West Grand Avenue and 3rd Street crosswalk.