



City of Grover Beach

Goals and Work Program - FY 14

Approved by the City Council on April 15, 2013;

Reviewed, Modified, and Approved by the City Council on November 4, 2013

1. ECONOMIC VITALITY

Goal: Develop a strong, vital municipal organization empowered to maximize current and future resources and to work with its partners to deliver quality services to its citizens and improve infrastructure.

1A - ECONOMIC DEVELOPMENT

Goal: Continue to strengthen the City's economic base by promoting the City for business and tourism, cooperatively with economic development organizations and business owners to retain existing jobs, and create employment opportunities.

- **Move the Grover Beach Lodge through the pre-construction process necessary for the issuance of building permits.**
 - Complete and Implement Financing Agreement with Pacifica Companies. (12-30-13)
 - Complete City plan check of construction plans and coordinate plan review with the State. (This will likely occur after July 1, 2014)
 - Modification of Agreement between the City / State and Concessionaire. (02-28-14)
- **Complete Implementation of Municipal Broadband Network.**
 - Complete discussions with Digital West. (11-30-13)
 - Complete installation of the Network. (06-01-14)
 - Establish a marketing plan directed at new businesses and coordinating promotion efforts with partners and agencies within the area. (06-01-14)
- **Maintain the existing marketing program by continuing to support and work collaboratively with local businesses and organizations, focusing on local events and public relations efforts.**
 - Support Savor the Central Coast, Stone Soup / Dune Run Run, Train Day, and Car-free events. (09-30-13)
- **Strengthen the City's economic base by supporting existing businesses, and modifying existing goals and policies to facilitate business development.**
 - Update the Economic Development Strategy to focus on economic efforts based on available resources, identifying one or two project areas. (06-30-14)
 - Continue to implement a program to meet with new businesses in order to acquaint them with services and resources available through the City and other economic development organizations. (ongoing)
 - Make recommendations to City Council regarding revisions to current infrastructure requirements associated with new development. (04-01-14)

1B - FINANCING AND FUNDING

Goal: *Implement a strategy that increases revenues and makes the best use of existing resources to sustain and improve core City services and meet infrastructure funding requirements.*

- **Review current and future revenue options.**
 - Continue to explore options to revise the Business Tax Certificate Program. (05-15-14)
 - Review with the City Council financing options for the Long-term Street Rehabilitation Program for discussion with the public. (08-30-14)
 - Continue solicitation of grant alternatives. (ongoing)
- **Identify and implement best municipal practices to efficiently and prudently use existing resources.**
 - Provide City Council with recommendations for placement of the Charter Measure on the ballot in 2014. (12-16-13)
 - Work with community partners to improve the use of energy resources for public facilities. (ongoing)

2. STREETS, UTILITIES, AND INFRASTRUCTURE

Goal: *Develop and maintain a modern street and infrastructure system that will provide for the safe and continuous movement of traffic and anticipates future demands for water distribution, wastewater, and stormwater collection and drainage.*

- **Continue to implement short- and long-term strategies for the rehabilitation of streets.**
 - Identify proposed program and funding sources for short-term street rehabilitation, including curb, gutter, and sidewalk in FY 14. (12-16-13)
 - Review with the City Council long-term strategy and funding options for street rehabilitation. (12-16-13)
 - Explore alternative methods for improving City streets. (12-16-13)
 - Complete construction of West Grand Avenue Enhancement Project, Phase 3. (06-30-14)
 - Continue to seek funding for the repair of Oak Park Boulevard. (ongoing)
- **Install shadow conduit as a part of all major infrastructure projects where feasible and practical.** (ongoing)
- **Complete final design for the undergrounding of utilities on West Grand Avenue between Highway 1 and the Pacific Ocean.** (03-31-14)
- **Continue to maintain a water system that complies with State health requirements, and maintain sewer and stormwater systems that comply with Regional Water Quality Board requirements.** (ongoing)
 - Update the Stormwater Ordinance. (12-16-13 and 03-31-14)
- **Develop and present to the City Council a program to restore and maintain municipal facilities.** (06-01-14)

3. PUBLIC SAFETY - POLICE DEPARTMENT / FIVE CITIES FIRE JPA

Goal: Maintain a safe community by providing well-trained and equipped public safety / emergency medical services personnel (police and fire).

- **Increase sworn personnel to a full 19-officer complement.**
 - Fill one of the vacant positions, bringing the current complement to 17 sworn officers. (12-30-13)
- **Support Five Cities Fire Authority's effort to establish an additional long-term and stable funding source for the Authority.**
 - Assist Five Cities Fire Authority in the development of a funding mechanism that will ensure the continued delivery of quality services to the public. (06-30-14)

4. COMMUNITY DEVELOPMENT AND HOUSING

Goal: Develop and implement plans consistent with the General Plan and the community's vision for the future of the City, balanced land uses, economic vitality, the creation of a wide range of housing opportunities, and improve the quality of life.

- **Continue the comprehensive update of the Zoning Code, as prioritized by the City Council. Zoning Code sections to be updated include:**
 - Sign Ordinance (Likely to be completed after July 1, 2014)
 - Parking Standards (FY 15)
 - Planned Unit Development Standards (FY 15)
- **Complete State-mandated updates to the following documents:**
 - Housing Element (06-30-14)
 - Climate Action Plan (01-30-14)
 - Building and Fire Codes (11-15-13)
- **Partner with a non-profit organization to develop an affordable housing project.**
(03-31-14)

5. PARKS, RECREATION, AND BEAUTIFICATION

Goal: Maintain existing park facilities and develop new park facilities that will contribute to improving the quality of life for residents and visitors to Grover Beach.

- **Update the City-approved street tree list.**
 - Forward list approved by Parks, Recreation & Beautification Commission to the City Council. (01-30-14)
- **Explore opportunities to partner with community organizations and locate community garden sites throughout the community.** (02-03-14)

- **Update inventory of park facilities and complete Parks, Recreation & Beautification Commission recommendations to the City Council regarding rehabilitation priorities. (01-30-14)**
- **Increase use of online registration and reservations with the ActiveNet Program for park facilities and programs. (06-30-14)**

6. TRANSPORTATION

Goal: Develop a multi-modal transportation system (to include automobile, transit, rail, etc.) and support infrastructure that facilitates the safe movement of goods and people through the community and the South County area.

- **Complete preliminary design and construction plans for expansion of the Train Station. (03-31-14)**
- **Work with South County Area Transit (SCAT) to implement an alternative bus route to improve service from the Ramona Transit Center to the Pismo Beach Outlet Center. (ongoing)**

7. PUBLIC ADMINISTRATION

Goal: Facilitate the implementation of the City Council's vision for the community through the effective and efficient use of City resources and personnel.

- **Reduce employee concessions and budget impacts. (ongoing)**
- **Prepare Charter Measure for consideration by voters. (01-30-14)**

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