



MAJOR CITY GOAL FY 2022-23 WORK PROGRAM

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	DATE
Business Retention and Attraction	
1. Work with Chamber to enable businesses to improve their marketing through digital marketing bootcamps in partnership with SLO Partners	June 2023
2. Work with Chamber to conduct outreach with local businesses on key issues facing Grover Beach businesses including periodic meetings and surveys	July 2022
3. Work with Chamber to enable businesses to improve their marketing through digital marketing bootcamps in partnership with SLO Partners	July 2022
4. Continue to collaborate with regional partner agencies to identify economic development strategies to support regional economy	July 2022
5. Work with Digital West and Chamber to promote citywide fiber broadband expansion as part of Digital West implementation	September 2022
6. Work with Chamber to conduct outreach with local businesses on key issues facing Grover Beach businesses including periodic meetings and surveys	December 2022
Tourism Development	
1. Begin oversight and construction management for hotel site at 950 El Camino Real	January 2023
2. Process building permits for 1598 El Camino Real hotel project upon submittal by developer	January 2023
3. 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	July 2022
4. Work with Chamber to enhance Visit Grover Beach tourism marketing efforts to promote Grover Beach as a desirable coastal destination for a variety of beach uses	July 2022
Commercial Cannabis Activities	
1. Process development and building applications for commercial cannabis businesses upon submittal	July 2022



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2. Process onsite consumption area applications upon submittal by retailers pending adoption of ordinance allowing use	July 2022
West Grand Avenue Improvements	
1. Process development applications for West Grand Avenue housing and mixed-use projects upon submittal by property owners	July 2022
2. Pursue streetscape and other infrastructure improvements to improve the appearance and functionality of the commercial corridor	July 2022
3. Work with Chamber and businesses along West Grand Avenue on outreach and marketing to enhance economic vitality of the corridor.	July 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
- Continued focus on commercial cannabis industry and hotel development projects given economic activity and development opportunities along with additional tax revenues.
- Continue working with Digital West to maximize potential of citywide fiber broadband expansion for attraction of businesses and residents
- Continue City’s involvement in regional economic development strategies to ensure community economic vitality in the future
- Provide greater focus on West Grand Avenue improvements given the level of development interest in housing and mixed-use projects

FINANCIAL RESOURCES REQUIRED

FY 2022-23 Cost Summary	
Economic development agreement with South County Chambers of Commerce	\$70,000
Total	\$70,000

FY 2022-23 Funding Sources	
American Rescue Plan Act funding	\$70,000
Total	\$70,000



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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	DATE
1. Process development applications for West Grand Avenue housing and mixed-use projects upon submittal by property owners	July 2022
2. Oversee the start of the building permit process for the development of affordable housing project on South 13 th Street (Cleaver property)	July 2022
3. Work with 5CHC on the development of a homeless housing facility on City-owned property on South 4 th Street	July 2022
4. Continue to work with 5CHC and surrounding cities to increase the supply of supportive and transitional housing and programs to assist the homeless	July 2022
5. Continue periodic homeless encampment outreach and cleaning activities at affected locations	July 2022
6. Receive Coastal Commission approval of the Local Coastal Program amendments related to the Land Use Element and Development Code updates	October 2022
7. Implement Land Use Element and Development Code updates including development of checklists, website update, staff training, and developer outreach	October 2022
8. Apply for “Pro-Housing Designation” from State Department of Housing and Development to assist with securing State grant assistance	June 2023

KEY POLICY/OPERATIONAL ISSUES

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 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



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HOUSING AND HOMELESSNESS

homelessness initiatives could lead to tangible results despite difficulty with the complexity and regional nature of this issue.

FINANCIAL RESOURCES REQUIRED

FY 2022-23 Cost Summary	
Winter Warming Center and Homeless Support Services	\$400,000
Total	\$400,000

FY 2022-23 Funding Sources	
ARPA funding	\$400,000
Total	\$400,000



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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	DATE
1. Continue 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 2022
2. Work with Five Cities Fire Authority member agencies on future service delivery and governance structure for fire and emergency medical services to implement beginning July 1, 2023.	July 2022
3. Expand the Police Department Community Services Technician program through vacant position reclassification to enhance use of non-sworn personnel on certain tasks	October 2022
4. Enhance the City's emergency management efforts through updating the City's Emergency Operations Plans, implementing staff and Council training and collaborating with other agencies on emergency preparedness and response	December 2022

KEY POLICY/OPERATIONAL ISSUES

- Importance of working with member communities for long-term planning related to the Five Cities Fire Authority and the future service delivery needs and governance structure.
- Need for coordination with other agencies on outreach services to those individuals with mental health issues and homelessness.
- Need to bolster citywide emergency management and preparedness work.
- Finding opportunities to expand Police Department services within existing budget allocation

FINANCIAL RESOURCES REQUIRED

FY 2022-23 Cost Summary	
Emergency Operations Plans Update and Training	\$50,000
Total	\$50,000

FY 2022-23 Funding Sources	
NNP Funding/General Fund	\$50,000
Total	\$50,000



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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	DATE
1. Complete application package to PG&E for the Street Lighting Project (CIP 2003). The first phase is for North Oak Park Boulevard.	July 2022
2. Complete construction of the sidewalk infill with the cost sharing program with the two Measure K-14 projects (CIP 2295-14 and 2295-15) listed below (CIP 2274).	June 2023
3. Complete design and begin construction of the West Grand Avenue Streetscape project from 4 th to 8 th Streets (CIP 2287)	January 2023
4. Complete design and begin construction of CIP 2295-14 (portions of Trouville, S. 7th, Ocean View, Nacimiento, Mono, Owens, Margarita and Angello Terrace)	August 2022
5. Complete design and begin construction of CIP 2295-15 (portions of S. 7th Street, S.10 th , Manhattan Avenue, Seabright Avenue, Charles Street, N. 2 nd Street and N. 6 th Street)	February 2023

KEY POLICY/OPERATIONAL ISSUES

- Continuing to achieve accelerated pace of projects within the City’s relatively small footprint of approximately two square miles without significant inconvenience to residents and with limited field staff available to provide project utility support.
- Improved funding availability for improving arterials and major streets given higher General Fund contribution for capital projects and increase in Local Transportation Funds derived from Gas Taxes though additional funding is still needed given the extent of arterials and major streets that need repair.
- Incorporating sidewalk infill, traffic calming, and other safety enhancements desired with street improvement work.
- Need to continue planning for street maintenance work in future Capital Improvement Programs to maintain the City’s streets rehabilitated in recent years.



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STREET IMPROVEMENTS

FINANCIAL RESOURCES REQUIRED

FY 2022-23 Cost Summary	
CIP 2003	\$100,000
CIP 2274	\$50,000
CIP 2287	\$2,415,000
CIP 2295-14	\$2,620,000
CIP 2295-15	\$680,000
Total	\$5,865,000

FY 2022-23 Funding Sources *	
01 General Fund	\$2,075,000
17 Gas Tax Fund	\$150,000
18 Local Transportation Fund	\$100,000
19 Gas Tax Fund (RMRA)	\$240,000
20 Street Rehab Bond Fund (K-14)	\$3,230,000
81 Water Enterprise Fund	\$70,000
Total	\$5,865,000

*Includes FY 2021-22 Carry Over