



**City Manager Lorie Tinfow contributes a monthly column to the *Pacifica Tribune* to connect with local residents and keep Pacificans informed on issues that are of current interest in the City of Pacifica. Below is the submission for the March 4, 2015 edition of the *Pacifica Tribune*, which focuses on preliminary goals resulting from special City goal setting meetings held in February.**

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In last month's column I highlighted our launch of a new online way for the community to voice opinions called "City Hall Listens". The first question "What do you love about Pacifica?" attracted 163 people to register on the site and garnered 20 comments. Those who commented shared their love for "hiking undeveloped hillsides", "our great schools", "how we treat land like it's our children" and the "small town feel".

I think my favorite "love comment" was from Lynn Adams—she loves that folks "still go 'Ahhhh' when entering our city and seeing the ocean"—I do too! Thank you to everyone who visited the site, whether or not you commented.

We will be using "City Hall Listens" for other questions in the not-too-distant future. If you haven't yet, please visit the site and register so that you will be notified when future questions are posted. We want to hear from you!

On another topic, you might have read in the *Tribune* last week about the City's "goal setting" meetings held on February 27 and 28. These special meetings were designed to help the City Council articulate the community goals that we are trying to achieve. The meetings were open to the public and we had about 25 community members join us at different times during the sessions.

Through a series of activities, the Council and management staff worked together to set the following six ***preliminary*** goals:

- **"Fiscal Sustainability"** includes things like investing in economic development to increase revenues, funding a reserve/emergency fund, and being well prepared for grant opportunities.
- **"A Connected Community"** includes taking actions to restore trust in city government, expanding communication, and building community.
- **"Stewardship of City Infrastructure"** includes repairing/replacing outdated city facilities such as city hall, the libraries, fire stations, etc., improving streets, responding to impacts of sea level rise.
- **"A Healthy and Compassionate Community"** includes addressing affordable housing and mental health services, investigating strategies related to homelessness, and supporting youth services.
- **"Preserve and Enhance Natural Resources"** includes mapping out parks and open space, preserving hillsides and beaches, paying attention to flora and fauna needs, and monitoring air quality, water quality and ocean health.
- **"A Strong Workforce Infrastructure"** includes strategies to address employee retention and attraction challenges, engaging all staff in decision-making, and recognizing staff.

I'm calling these ***preliminary*** goals because we will be taking the, back to the City Council, probably at the end of March, for further evaluation, definition, and even a little wordsmithing. We will also be generating a list of projects, matching each of them to the appropriate goal and asking the Council to prioritize them. Setting community goals and priorities is the primary job of the City Council.

You are invited to join us! You can sign up with the City Clerk's office to receive City Council meeting agendas including notices for meetings like this one. Simply email Kathy O'Connell at [o'connellk@ci.pacifica.ca.us](mailto:o'connellk@ci.pacifica.ca.us) and ask to be added to the distribution list.

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