

# CITY OF PACIFICA CITY COUNCIL AGENDA

MAYOR JULIE LANCELLE  
MAYOR PRO TEM SUE DIGRE  
COUNCILMEMBER PETE DEJARNATT  
COUNCILMEMBER MARY ANN NIHART  
COUNCILMEMBER JIM VREELAND

CITY COUNCIL CHAMBERS  
2212 BEACH BOULEVARD  
PACIFICA, CALIFORNIA 94044

**March 30, 2009**

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## SPECIAL CITY COUNCIL MEETING

5:30 p.m.

Call to Order  
Roll Call  
Salute to the Flag led by Councilmember Vreeland  
Commission Liaisons: None  
Closed Session Report: None

### CONSIDERATION

1. Review the Strategic Plan Update Goals and Objectives as of March 2009 (**Proposed action:** review the annual Strategic Plan Upgrade with Outlined Accomplishments, recommend revisions and provide an opportunity for community input)

### 6:30 p.m. Interviews for Various Commissions and Committees

1. Parks, Beaches & Recreation Commission Interviews
2. Open Space Committee Interviews
3. Planning Commission Interviews

### ADJOURNMENT

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- Governor Arnold Schwarzenegger, State Capitol Building, Sacramento CA 95814 (916) 445-2841
- State Senator Leland Yee, 400 So. El Camino Real, Ste. 630, San Mateo, CA 94402 (650) 340-8840
- Assemblymember Jerry Hill, 1528 So. El Camino Real, Ste 302, San Mateo CA 94402 (650) 341-4319
- Congresswoman Jackie Speier, 400 So. El Camino Real, Ste 410, San Mateo CA 94402 (650) 342-0300
- Senator Barbara Boxer, 1700 Montgomery Street, Ste 240, San Francisco CA 94111 (415) 403-0100
- Senator Dianne Feinstein, #1 Post Street, Ste 2450, San Francisco CA 94104 (415) 393-0710
- President Barack Obama, 1600 Pennsylvania Ave. NW, Washington DC 20500 (202) 456-1111

CITY OF PACIFICA  
CITY COUNCIL AGENDA SUMMARY REPORT

March 30, 2009

AGENDA ITEM NO.1

**SUBJECT:**

Review the Strategic Plan Update Goals and Objectives as of March 2009.

**ORIGINATED BY:**

Administrative Services

**DISCUSSION:**

The City Council, in April 2006, adopted a Strategic Plan with specific plan goals and objectives. The City's Strategic Plan has been a document that provides guidance in the prioritizing, budgeting and planning of City projects and programs to accomplish the broader mission, vision and goals of the City's Strategic Plan.

As part of the strategic plan process, an annual evaluation, revision and review of the plan will insure that plan objectives continue to meet the goals, vision and mission of the City. The City Council requested that the annual update be provided prior to the budget process so that community input and revisions if necessary could be included in the upcoming budget. Staff has summarized the accomplishments to date of the specific objectives by providing ◦ **bold notations** for the 2009 updates and ◦ unbolded notations for the 2007 update in the original 2006 Strategic Plan document.

Staff is not recommending revisions at this time but is requesting public input and Council review. The input and comments will provide supplemental information for staff in the development of the upcoming FY09/10 budget.

**FISCAL IMPACT:**

With the review of the Strategic Plan, staff will begin the process of implementing the plan and coordinating the goals and objectives with the upcoming budget process for the FY 2009/10 budget.

**DOCUMENTS ATTACHMENT:**

City of Pacifica Strategic Plan – Update March 2009

**COUNCIL ACTION REQUESTED:**

Review the annual Strategic Plan Update with outlined accomplishments, recommend revisions and provide an opportunity for community input.

# City of Pacifica Strategic Plan

## Update March 2009

- **2008/09 Accomplishment (bold bullet)**
- 2007 Accomplishment (plain bullet)

# Five Year Community Vision Statement

Pacifica will be:

- economically and ecologically vibrant, fiscally sound and community focused, and
- a beautiful, desirable and safe coastal community in which to live, work, play or conduct business.

# Mission Statement

The coastal community of Pacifica is dedicated/committed to:

- The stewardship of its exceptional natural attributes, and
- Cultivating and sustaining a high and excellent quality of life for residents, businesses and visitors.

# Goals

**(Goals were not prioritized and numbering does not imply prioritization)**

1. Preserve and enhance Pacifica's natural resources and open space to ensure an ecologically vibrant community.
2. Evaluate land use issues to ensure that the goals, policies and programs of the General Plan reflect the community's vision and mission.
3. Maintain, modernize and beautify the City's infrastructure and facilities.
4. Broaden and enhance local revenues to provide stable, reliable, and sufficient revenue sources.
5. Foster a vibrant business climate.
6. Promote cultural arts and community services.
7. Enhance economic development in a manner which emphasizes sustainable urban development, increased public sector revenue, increased investment in the community, and positively impacts the physical environment and quality of life.
8. Maintain a safe community that is prepared for emergencies.
9. Provide efficient, cost effective city government and excellent customer service and administration.
10. Implement measures that improve traffic congestion and enhance safety.

# Goals and Objectives

1. Preserve and enhance Pacifica's natural resources and open space to ensure an ecologically vibrant community.
  - A. Maintain the integrity of our ocean waters and beaches.

Continue to support community stewardship efforts  
Coordinate efforts with clean up groups and volunteers

    - Support of Beach Clean Up with financial contribution and City Council/staff volunteers. **Ongoing 2009**
    - Adopted "Smoke Free Beaches and Pier" Ordinance and placed appropriate educational and ordinance signage with assistance from community and SM County groups.
    - **Police Department acquired an ATV from a grant from TNT to aid and enhance patrolling and regulating activities on the beach.**
    - **Police Department has increased enforcement on off leash dogs in order to protect shorebirds, which has lead to an effort to establish a designated off leash area near Sanchez Center.**
  - B. Review and include as appropriate the recommendations of the Pacifica Open Space Task Force Report.
    - **The Open Space Committee continues to work toward implementation of the OSTFR recommendations.**
  - C. Update the Drainage Master Plan and continue efforts to implement and complete the improvements recommended in the Drainage Master Plan for San Pedro, Rockaway, Calera and Big Inch Creeks and local streams.
    - Completed First Phase Capistrano Fish Passage and Restoration Project
    - Completed Wetlands Construction Planting Project
    - Completed Beverly Place Storm Drainage Project
    - Awarded a contract to update and complete the City's Drainage Master Plan
  - D. Continue to work collaboratively with the GGNRA, Coastal Conservancy, San Mateo County Bicycle and Pedestrian Advisory Committee to complete the Trail and Ridgeline Trails.
    - Secured funding from the Coastal Conservancy for RV Park easement/access
    - **Completed the design of the RV Park Trail and started construction.**



- **Completed the design of the San Pedro Terrace multi-purpose trail.**
  - Grant approved with San Mateo County (BPAC) for bicycle access at San Pedro Terrace
  - **Working with the Coastal Conservancy and GGNRA on the Headlands Trail.**
  - **Completed the reconstruction of the Esplanade Trail.**
- E. Continue efforts for the City to acquire or support acquisition by the Golden Gate Recreation Area of open space and recreational properties.
- Public Access at Lands End (public easement)
  - Continued progress on Cattle Hill Transfer for Open Space
  - Continued progress on transfer of land to GGNRA via PGE
  - Golden Gate National Recreation Area (GGNRA) Advisory Committee has met monthly to enhance articulation between GGNRA and City of Pacifica.
- F. Support community efforts for environmental education including efforts, but not limited to efforts to develop the Ocean Discovery Center.
- **Participated in Earth Day activities and education**
  - **The Open Space Committee continues to present its Open Space Preservation Award at the Council meeting closest to Earth Day.**
  - **Continue to partner with local environmental groups on educational and outreach efforts.**
- G. Utilize all opportunities to create public access to open space.
- Public Access at Lands End (public easement)
  - Continued progress on Cattle Hill Transfer for Open Space
  - Continued progress on transfer of land to GGNRA via PGE
  - Public Access at 400 block of Esplanade and through the RV Park along bluff
  - Golden Gate National Recreation Area (GGNRA) Advisory Committee reviewed and provided input on GGNRA trail signage and maintenance plan.
  - Additional benches were placed along public walkways and damaged benches repaired/replaced.
  - **Public trails have been included in recent developments whenever possible.**
- H. Establish standards for Tree Preservation and Management including Heritage Trees.
- Preliminary Tree Ordinance language complete and City tree survey underway to establish a coordinated Tree Preservation and Management program.

- I. Support the efforts of the Vallemar Conservators and other community groups to plant trees and build community involvement in park enhancement projects.
    - **Support ongoing efforts and provide staff as necessary**
    - **Approved contract for establishing tree planting guidelines**
  
  - J. Develop strategies to remove and prevent the introduction or spread of invasive, undesirable plant species and incorporate best management practices.
    - **Support ongoing efforts and provide staff as necessary**
  
  - K. Support the efforts for a county-wide assessment for parks and recreation maintenance.
    - Adopted resolution of support. Measure failed in November 2006.
    - **Adopted resolution of support. Measure failed again in 2008.**
  
  - L. Encourage use of drought tolerant species.
    - **A standard condition of approval has been developed to include drought tolerant species to the maximum extent feasible in all projects requiring a Planning Commission review.**
2. Evaluate land use issues to ensure that the goals, policies and programs of the General Plan reflect the community's vision and mission.
- A. Revise General Plan as necessary to implement the economic and ecological vision
    - Develop timeline and budget for GP revision for City Council approval
    - **An update of the General Plan is underway (2009)**
  
  - B. Revise Zoning Ordinance to implement General Plan
    - **The Zoning Ordinance will be revised as necessary to implement the updated General Plan. Several revisions are in process to help implement current policies.**
  
  - C. Explore the establishment of Community Garden "zones" in existing neighborhoods where feasible.
    - Continue discussions with Sanchez Garden group
    - **Garden moved to alternate location at Linda Mar elementary school 2007/08.**
  
  - D. Incorporate sustainable green building best practices into City policy and appropriate planning documents.
    - Hosted Council presentation on green building best practices
    - **A Green Building Task Force has been established to develop a Green Building Ordinance.**

- E. Evaluate the benefit of creating 'specific plans' for privately owned areas in concert with the owner and for city owned property.
3. Maintain, modernize and beautify the City's infrastructure and facilities.
- A. Adopt a Landscape and Urban Forestry Master Plan to integrate existing urban forestry practices and incorporate best management practices for urban forests, hazard mitigation and storm water management.
    - Incorporate best management practices for invasive species
    - o Tree ordinance adopted
    - o **Planning to establish a volunteer landscape maintenance program.**
  - B. Develop new entrance features and signs for all entry points into Pacifica that are high quality and convey the pride we have in our community.
    - o Purchased and installed scenic banners for business areas.
  - C. Develop a standardized civic sign policy that consistently directs visitors to points of interest.
    - o **Continue to maintain the visitor kiosk at Rockway Beach.**
  - D. Improve the level of pier, parks, beaches and trails maintenance as funding is available.
    - o Applied and secured a grant for additional maintenance of the Pacifica Pier.
    - o **Completed the resurfacing of Beach Blvd. Promenade.**
  - E. Work with neighborhoods and community groups to develop "adoption" program for parks and smaller landscaped areas. (Similar to objective listed under Goal #1)
    - o Working with youth sports groups to identify opportunities. AYSO has taken responsibility for maintenance of Fairmont field.
    - o **Local youth sports organizations have contributed to maintenance of athletic fields – Sanchez, Fairway Park and Fairmont West. City and Pacifica National Little League renovated the Fairway Park bathroom and building.**
  - F. Improve building and facility maintenance by developing maintenance schedule
  - G. Annually evaluate, implement and update the Capital Improvement Plan.
    - o Annual AB 1600 review and report complete.
    - o Approved and adopted annual Capital Improvement Plan

H. Implement the Pavement Management System (PMS) program as funding is available to preserve and/or repair existing street and improve the condition of local roadways.

- Secured federal funding for Palmetto, Sharp Park, Terra Nova Blvd and Oddstad Park for paving projects. **Completed projects 2008/09.**
- Introduced the comprehensive Pavement Management Program and Budget to insure that the City's infrastructure is maintained over time.
- **Completed design of Monterey Blvd., Manor Drive and Oddstad Paving Program.**

I. Implement the National Pollutant Discharge Elimination System Plan for Pacifica as required.

Provide staff training for NPDES/STOPPP program  
Develop community education and contractor education.  
Provide inspection and enforcement for NPDES.

- Staff attended training and will be implementing education and inspection.
- **Developed a restaurant grease interceptor program.**

J. Develop and recommend to the City Council a strategy for addressing blighted buildings that encourages remodeling, renovation, homeowner repairs and residential design.

K. Continue to enhance telecommunications opportunities by supporting cable television, internet and community telecommunications, which provide information on, and support of city services, public meetings and outreach goals.

- Ongoing discussions with cable franchise and collaborative effort to renegotiate with the Town of Colma. Supported legislative efforts to retain community access and programming.
- **City moved to a State cable franchise (DIVCA)**

4. Broaden and enhance local revenues to provide stable, reliable, and sufficient revenue sources.

A. Locate and secure funding sources for public safety (Police and Fire) that allow for adequate staffing.

- Secured funding for school resource officer (State COPS program).
- **Applied for Federal COPS Grant to fund one officer position in 2009/10.**
- **Worked with Financing City Services Taskforce to propose funding measure for replacement of Fire Assessment.**

B. Explore and recommend funding sources for infrastructure maintenance and improvements, which include sewer rate structure and service/fee schedule.

- Sewer rate review Spring 2007
- Sewer Master Plan update contract approved 2006.
- **Completed State mandated Sewer System Management Plan (SSMP)**
- **Oversaw 100+ private sewer lateral replacements**
- **Completed the Digester Modification Project which allows for high efficiency operation of the Sewer Treatment plant with savings in the cost of energy, chemicals and sludge removal.**
- **Implemented a homeowner sewer lateral replacement grant assistance program.**

C. Review and explore redevelopment funding opportunities and/or possible redevelopment expansion.

- City Council work session on redevelopment March 2007
- **Redevelopment feasibility study and report complete – expansion or new areas not feasible at this time due to change in redevelopment law.**

5. Foster a vibrant business climate.

A. Evaluate, update and adopt an “Economic Development Strategy Plan” based on a thorough assessment of Pacifica’s economic opportunities and constraints. Review and include as appropriate the Economic Development Strategic Plan of 2000 (Chamber of Commerce) and 1997 Economic Development Plan including subheadings of Business Retention, Business Recruitment, Visitor Services, General Plan Element for Economic Development and Sustainable Development.

- City Council work session on Redevelopment opportunities – Spring 2007.
- **City Council is discussing reestablishing an Economic Development Committee to address some of these issues.**

B. Promote the establishment of businesses that serve both residents and visitors alike.

C. Partner with existing retail areas to encourage visitor oriented retail areas that are pedestrian-friendly, landscaped, near recreation access points and provide access or directions to public restrooms.

- Supported efforts of West Sharp Park Advisory Committee which met monthly to address improvements to Palmetto Business District.
- **A Palmetto Avenue Streetscape Plan has been developed and is close to being finalized.**

D. Cluster business development to achieve a critical mass of visitor-serving establishments.

E. Promote business friendly practices.

- o Supported of Pacifica Chamber of Commerce during “Pacifica Open” (Devils Slide) with financial support for advertising.

Initiate process to develop a “One Stop Permitting” process

Working with Caltrans, improve highway signage and directional signs to improve access to business areas and create city identity (Discovery site, Sanchez Adobe, etc)

- o Purchase and installation of scenic banners for business areas.

Develop a standardized civic sign policy that consistently directs visitors to points of interest.

- o Updated visitor kiosk at Rockaway **and continue to maintain kiosk information.**

F. Work with business community to develop a best business practice guide and a list of suggested sign guidelines and placements for businesses including perpendicular placement.

G. Support the creation of city business incentives to attract new businesses.

H. Explore options for an economic, land use and market analysis of business areas to determine effective strategies for economic enhancement.

Determine with study if creation of a town center is feasible and what steps should be recommended for creating a vital business area.

I. Partner with the West Sharp Park Advisory Committee to develop strategies for economic enhancement of the Palmetto Business District and strategies for transition into a pedestrian-friendly, landscaped, visitor oriented retail village near recreation access.

- o West Sharp Park Advisory Committee continues to meet and will make recommendations to City Council in 2007. WSPAC hosted economic development work session in February 2007 to discuss examples of other communities that have successful downtown economic development.
- o **West Sharp Park Advisory Committee has completed its work and a Palmetto Avenue Streetscape Plan is close to adoption.**

J. Encourage the development of an outdoor market, which focuses on local sustainable agricultural products of San Mateo County.

- Implementation of Farmers Market at Linda Mar with community support – Spring 2007.
- **The Farmers Market at Rockaway Beach continues to operate and flourish.**

K. Make Pacifica a visitor/tourist destination using focused marketing. Under the purview of the Chamber of Commerce market Pacifica's Pier, fishing, bike friendly opportunities, surfing, birding, historical sites, recreation and sporting events and cultural arts).

Support the efforts to create a "Day at the Beach" event and continue support of the "Pacifica Fog Fest"  
 Create a strong "Shop Pacifica" campaign  
 Explore local community currencies and/or "Buy Local" discount scrip.

6. Promote cultural, arts, historical activities and community services.

A. Support cultural arts by exploring opportunities in town center, retail villages or civic center plans for arts related functions (museums, Ocean Shore Railroad Car, library)

- Parks, Beaches and Recreation Department supporting efforts of "50<sup>th</sup> Anniversary Celebration" and Pacifica Historical Society.

B. Work with the Pacifica Library Foundation on their implementation of their strategic plan to provide services to the community.

Strategize with the PLF to determine feasible sites for future library facilities.

- Ongoing support and discussion with PLF in strategizing for future library facilities. Presentation of "Great Community Deserves a Great Library: Findings and Recommendations" by PLF at City Council meetings.
- **Continue to attend meetings and support the efforts of PLF in implementation strategies 2009.**

C. Continue to encourage the efforts of local art, cultural and historical groups in their projects.

Support the Pacifica Center for the Arts (Sanchez Art Center) in their efforts to grow and expand, develop collaborative relationships with other agencies and continue to offer opportunities for local artists and community members to produce and exhibit art.

- Continue to meet with the artists and tenants of the Sanchez Art Center. **Ongoing 2009.**

Support the efforts of the Little Brown Church group in renovation and restoration of the Little Brown Church.

- Continue to meet with group regarding renovation and restoration.
- **Little Brown Church renovation and restoration has begun. The Planning Commission has approved permits to allow use of the LBC as a Historical Museum, gift shop and meeting place.**

Support the efforts of Ocean Shore Railroad Car group in their efforts to restore the Ocean Shore Rail Car.

D. Support community and city sponsored activities for teens.

Work with Partnership for a Safe and Healthy Pacifica.

- Parks, Beaches and Recreation Department and Police Department continue to support and are involved in Partnership activities regarding youth access to alcohol and providing alternative recreational activities. **Police Department has one staff member on the Partnership Board.**
- **Police Department co-sponsors a quarterly “Teen Driver Safety Night” with the Partnership and a local insurance business to promote good driving habits for teens.**
- **Collaborating with local community groups and organizations to improve opportunities for youth.**

Collaboratively develop more activities/programs for youth.

- Expanded subsidized preschool programs and funding for after school programs by working with the State of California.
- **Received two additional grants for and preschool programming expanding sites at Vallemar, Sunset Ridge and Fairmont West.**
- Established and expanded LITE program that provides Leader In Training program for 90 teen volunteers each summer. **Continue to offer a comprehensive LITE program.**
- Established contract with Project HOPE to employ through job training program for young adults with disabilities.

E. Expand programs to reinstate adult/family sport programs.

- **Exploring partnership with school districts for additional athletic facilities for programming.**

F. Bring city parks/playgrounds up to standard to facilitate additional recreation programs and community use and provide restrooms at high use parks/play areas.

- Utilize the Davies Trust funds for park and recreation facilities improvements – plans and projects to be completed in 2007.
- **Completed park improvements, community center roof and playground equipment replacement 2008/09.**
- **Work in progress for Skate Park restrooms.**



- G. Provide more afterschool/homework centers collaboratively with the School District and Library.
  - o Continue to support afterschool program at Pacifica Library (Hilton).
  - o Supported local service organizations in the renovation of the Boys and Girls Club facility.
  - o **Operate the afterschool homework center at the Library (Hilton)**
  
- H. Develop programs and enhance buildings at the two City owned facilities/parks (Fairmont), and research the possibility to include a small Teen Center.
  
- I. Continue to address the needs of low-income families, children, and seniors by provision of programs based on need and low cost transportation to and from.
  - o Secured low-income grant funding for an additional State of California licensed preschool program. Preschool opened in January 2007.
  - o Applied for additional after school funding through the "SMART Kids" program to provide subsidizes for low-income families in City's recreation programs.
  - o Secured one year of funding from Alliance and CCAG for free local shuttle **and Sam Trans expanded service was implemented.**
  - o **New route scheduled for Fairmont Recreation/Esther Hall Neighborhood Center.**
  
- 7. Enhance economic development in a manner which emphasizes sustainable urban development, increased public sector revenue, increased investment in the community, and positively impacts the physical environment and quality of life (historical and cultural).
  - A. Implement objectives of Goals 1-6
  - B. Incorporate, in future developments and revisions to the General Plan, affordable housing incentives (mixed use/urban living).
    - o **The Planning Commission continues to approve mixed use projects in appropriate locations.**
    - o **The City Council has adopted an Inclusionary Zoning Ordinance requirement that requires affordable housing in projects of 8 units or more.**
  - C. Continue to explore "green buildings" applications that are appropriate for Pacifica businesses and residents.
    - o Completed installation and operation of photovoltaic system for Sharp Park Waste Water Treatment Plant.
    - o **Completed the solar photovoltaic project at Sharp Park Pump Station.**

- **A Green Building Task Force has been established.**
  - **The City is participating in the County Green Business program that recognizes green building practices.**
  - **The Planning Commission encourages incorporation of green building aspects into all projects it reviews.**
- D. Promote practices that improve indoor air quality and increased energy efficiency in buildings.
- **A Green Building Task Force has been established and is developing an ordinance that will address energy efficiency in buildings and building materials that improve indoor air quality.**
- E. Promote economic diversification for sustainability over time.
- Actively involved in the Livability Project and exploring feasibility of proposed projects and programs.
- F. Promote citizen involvement.
- **City staff continue to explore methods to improve citizen involvement, including increased use of the City's website, publications in local newspapers, and, where appropriate, direct contact with interested parties.**
8. Maintain a safe community that is prepared for emergencies.
- A. Continue to enforce traffic laws and improve citizen education regarding traffic safety
- Hosted neighborhood traffic meetings regarding issues on Crespi Drive and installed a variety of community suggested signs, striping and improvements. Replaced faded stop signs. Painted City's crosswalks and red zones.
  - Adopted a Risk Management Program as part of an ongoing safety program with the Association of Bay Area Governments.
  - Hosted training for all City employees in the National Incident Management System (NIMS) and on Tsunami emergency operations. Provided community emergency training and community fair on emergency preparedness.
  - **Purchased digital speed limit signs through the Office of Traffic and Safety grant program and the LED speed advisory signs are now installed at excessive speed locations in the city.**
  - **Submit regular articles to the local newspaper on traffic safety rules and regulations as part of an ongoing citizen education program.**
  - **Purchased new speed detection devices through the Office of Traffic and Safety grant to assist officers in speed enforcement.**

- **Co-hosted “Teen Driver Safety Night” to educate new drivers and their parents.**
  - **Worked with Senior Housing Manager to develop and adopt an Emergency Evacuation List and Procedures**
  - **Continue to offer American Red Cross CPR and First Aid certification to staff and public**
- B. Enforce vegetation management program to improve fire safety
- Ongoing with annual notification
- C. Evaluate effective code enforcement for neighborhood issues involving nuisance abatement, vehicle abatement and trash.
- **Adopted Administrative Fine process that will increase the effectiveness of code enforcement efforts.**
- D. Determine the most effective strategies for enforcing laws regarding illegal fireworks and promoting community safety and awareness regarding the use of fireworks. Implement strategies.
- Ongoing coordination between Police and Fire Departments and community education.
  - **Established a Fire Works Task Force which developed a new ordinance to restrict use of fireworks.**
  - **Augmented police staffing on the 4<sup>th</sup> of July with deputies from San Mateo County Sheriff’s Office.**
  - **Established an Administrative Fine Policy and Procedure for violators of the fireworks regulations which was successful in the first year of implementation.**
  - **Police Department developed and implemented a public awareness campaign to educate the public about the new administrative fines for possession and use of illegal fireworks. Campaign included signs, media blasts and the use of pre-recorded phone calls to residents in areas of high illegal fireworks usage.**
- E. Continue to study and recommend measures to mitigate wave run up hazards.
- **Completed the Beach Blvd. Rock Revetment Project.**
- F. Complete San Pedro Creek Flood Control Project to prevent flooding of lower Linda Mar.
- Phase I complete.
- G. Implement the Hazard Mitigation Plan for the City of Pacifica as part of the Federal Emergency Management Agency (FEMA – Homeland Security)

- **Updating the current Hazard Mitigation Plan has been approved and all departments will be involved in the revision. Revision to be completed 2009-2010.**
- **Currently completing the details to receive “Storm Ready” status from NOAA. Once completed, becoming Tsunami Ready is the next priority.**

Community education

Host a safety and emergency preparedness fair

- Fair was hosted in December 2006

Develop a community (CERT) training for emergency volunteers (Involve neighborhoods in CERT training).

- **Two CERT classes have been sponsored by the Pacifica Police Department and North County Fire Authority with a total of 40 volunteers trained.**
- **Pacifica CERT volunteers participated in the 2009 Silver Dragon exercise with North County Fire Authority.**
- **Participated in the local Disaster Fair in 2008 that was attended by several hundred citizens.**
- **CERT class is scheduled in Pacifica for 2009.**
- Training offered in November 2006 and additional in 2007.

Educate community about the importance of being prepared for an emergency (CPR training, personal disaster supplies).

- Fair was hosted in December 2006
- Acquired Tsunami emergency warning sirens and signage – to be placed in 2007.
- **Tsunami warning system functional and tested monthly. Signage installed in the Linda Mar area.**
- **Disaster Preparedness Seminar hosted by Police and North County Fire Authority in March 2009.**

Communicate earthquake emergency plan to entire community so that everyone is clear on what to do, where to take injured, and who in their neighborhood is the information contact point.

With the implementation of the Hazard Mitigation Plan and regular training, develop a list of resources and needs for emergency scenarios to determine what assistance the City might request of state or federal government and to ensure that appropriate agencies are aware of Pacifica's needs.

- Trained all City employees in the National Incident Management System (NIMS) and on Tsunami emergency operations. Provided two community emergency training and community fair on emergency preparedness. **Continue trainings and participate in Countywide drills.**
- City, High School District and Pacifica Elementary School District representatives continue to meet to fine tune communications between agencies within Pacifica in the event of a disaster.

- Emergency Preparedness Commission staffed an information booth for the Fog Fest and distributed tsunami and earthquake education materials.
9. Provide efficient, cost effective city government and excellent customer service and administration.
- A. Continue to implement Mitigation Fee Accounting and implementation of Capital Improvement Program to ensure that funding, project development and project completion occur.
- Ongoing
- B. Coordinate all public works projects (i.e. street/pavement rehabilitation/ repair of underground facilities – sewer, storm, power and cable).
- C. Attract and retain high quality professional city staff.
- New labor contracts with all bargaining units 2006.
  - **Negotiated new labor contracts with most units through 2010.**
  - **Encourage professional development through attendance at collaborative, cost effective trainings with San Mateo cities consortium and insurance pools. At no cost, through the City's insurance pool, provided on-line safety and employment risk training for all staff.**
- D. Encourage improved citizen communication and build an inclusive community:
- Enhance the City's web site.
- New website launched February 14, 2006.
  - **Formed a City employee Website Committee to maximize and improve service delivery through the City's website.**
  - **Provide City Council agendas, staff reports and City news on the City's website. Website also provides access to public documents.**
- Research and recommend options for community wireless.
- Signed agreement with Veraloft wireless for community wireless system – completion 2007.
  - **Renegotiated terms of Veraloft agreement to assist in keeping system viable.**
- Support the enhancement of inter-communications infrastructure for City departments, non-profits and community to include wi-fi, community radio, public education and government (PEG) television and internet capabilities.
- Comcast discussion ongoing – one-year extension of franchise agreement granted pending new FCC guidelines. Council support

of community access channel as part of newly adopted FCC guidelines.

Coordinate efforts with other government agencies to develop opportunities for wireless networking.

- City Managers group continues discussions with various wireless providers for Countywide wireless network.

Engage principles of deliberative democracy and dialogue to build trust when confronting difficult community decisions.

- Supported an interactive process for policy and procedure to resolve issues regarding fireworks permits for non-profits.
- **Police Department implemented a “Contact Us” page on their website for citizens to use to communicate non-emergency information to the police department staff.**
- **Police Department routinely contacts individuals who have contacted or used Police services to obtain feedback on the service provided. In 2008, 89.49% of the responses gave an excellent rating, 10.5% good and .49% poor.**

F. Ensure adequate funding for development and maintenance of existing facilities and determine funding sources for on-going maintenance of any new facilities.

#### 10. Implement measures that improve traffic congestion and enhance safety

A. Support the efforts of the San Mateo County Transportation Authority to implement the projects included on the San Mateo County Transportation Authority Expenditure Plan for safety and operational improvements (Highway 1, Manor Drive, San Pedro Creek/Highway 1 Bridge).

- Successfully supported and advocated for \$1.2 million dollars of funding for environmental studies for Calera Creek Parkway Project.
- **Environmental phase has commenced on the Manor Drive Overcrossing project.**

B. Continue to work with local transit providers to improve transit options that promote alternative means of transportation.

Monitor SamTrans regarding route changes

Work with the Alliance regarding public shuttles to transit hubs and seek funding when appropriate.

- Community shuttle – Goldline – started in fall 2006.
- **SamTrans modified and expanded routes based on the Goldline shuttle experience.**
- **Provided and staffed a “refresh” station in Pacifica for Bike to Work Day.**

C. Provide annual bike safety program for children.

- D. Provided funding is available, develop transportation/traffic management plan with mitigation for problem areas.
- E. Work collaboratively with School District, parent groups and community members to develop transportation opportunities for youth and community (bus or shuttle service) in Pacifica.
  - o Community shuttle expansion to meet the needs of school under discussion.
  - o **SamTrans schedules continue to be adjusted to meet needs.**