



Scenic Pacifica
Incorporated Nov. 22, 1957

City of Pacifica Goals

Adopted by the City Council

October 24, 2016

- **“Fiscal Sustainability”** includes 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- **“Stewardship of City Infrastructure”** includes repairing/replacing outdated city facilities such as city hall, the libraries, fire stations, etc., improving streets, and responding to impacts of sea level rise.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 environmental health.
- **“A Strong Workforce Infrastructure”** includes strategies to address employee retention and attraction challenges, engaging staff in decision-making, and recognizing staff.
- **“Maintaining a Safe Community”** includes supporting our first responders (police, fire, public works), responding to storm emergencies, protecting our infrastructure (streets, sidewalks, water), and engaging in emergency preparedness activities.

CITY OF PACIFICA WORK PLAN FY2016-17		Goal Achieved*						Lead Depts.	Lead staff	STATUS	
<i>ADOPTED 10-24-16</i>		FS	CC	SCI	HCC	PENR	SWI	MSC			
Council Priority	PROJECTS & INITIATIVES										
1	Economic Development Program: define our competitive advantage; identify features/resources Pacifica can use to generate reliable revenue streams; enhance tourism; support and retain existing businesses, and attract new business	X							City Manager's Office	Economic Dev. Mgr. (w/ support from other depts.)	PROGRESS UNDERWAY - The Economic Development Program was launched in June 2015. Since then, the Economic Development Manager has focused on marketing the Beach Blvd. project, working with staff to refine the Palmetto Streetscape project to support its success; strengthening the Economic Development Committee (EDC); and developing important relationships with the Chamber of Commerce, the hotels, small businesses, and other key stakeholders. She has also developed a database of commercial properties and taken other steps to gather data to assist with decisionmaking.
2	Palmetto Streetscape Project - Phase 1: transform existing street into Pacifica's "Main Street"; Phase I includes improvements to street to add traffic calming "bulb outs" at intersections, replace existing utility poles with decorative streetlights, install bike lanes and racks, plan for landscaping, repaving, etc. (More info available on City website.)	X	X	X		X			Public Works	Public Works Director / Economic Dev Mgr	PROGRESS UNDERWAY - Phase I estimated to cost \$2.87 mil; \$1 million will come from grant available 10/1/16; City funds for balance identified; plans being refined with Economic Development Mgr & EDC involvement; area outreach underway; bid process to start Oct. 2016. In the meantime, staff will continue to seek out opportunities for additional grant funds and partners for future phases.
3	Beach Boulevard Property Development: transform former waste water treatment plant site located at 2212 Beach Blvd. into hotel/restaurant and new Pacifica Library. (More info available on City website.)	X	X	X					City Manager's Office	Economic Dev. Manager (w/ team.)	PROGRESS UNDERWAY - Following proposal process, Council selected Friend Development Group LLC and directed staff to negotiate an Agreement to Negotiate Exclusively (ANE) for Council approval; process underway now
4	Sea Level Rise: Participate with other agencies in regional planning activities; prepare sea level rise policy by exploring "asset protection" and the role of sand replenishment and beach nourishment; include analysis of replacing Beach Blvd. sea wall vs. rerouting of existing infrastructure.			X		X		X	City Manager's Office/ Public Works	City Manager / Public Works Director	PROGRESS UNDERWAY - Sea Level Rise study session scheduled for 9/27/16; Report back to Council on results 10/10/16 and establish policy direction
5	Complete General Plan Update: Complete community outreach needed to adopt new General Plan; develop implementation plan; consider changing zoning of Beach Blvd.	X	X	X	X	X			Planning Dept.	Planning Director & Public Works Director	PROGRESS SLOWED - Outreach activities conducted at Fog Fest 2015 (& 2016); additional activities planned were delayed by other Council priorities (i.e., rent stabilization and just cause eviction) and other activities (i.e., Pacifica Skies Estates, several appeals/call ups, emergency response to storm damage including Esplanade apartments).
6	Short Term Rentals: Prepare regulations and land use requirements to manage and tax Vacation Rental By Owner (VRBO), AirBNB, and conversion of apts to short term rentals; collect potential transient occupancy tax, other revenue possibilities	X							Planning Dept.	Planning Director / City Attorney's Office	NEW - staff is currently preparing a memo that outlines the issues associated with including short term rentals under our transient occupancy tax authority.

*FS: Fiscal Sustainability; CC:Connected Community; SCI:Stewardship City Infrastructure; HCC: Healthy/Compassionate Community; PENR: Preserve Enhance Natural Resources; SWI: Strong Workforce Infrastructure; MSC: Maintain Safe Community

CITY OF PACIFICA WORK PLAN FY2016-17		Goal Achieved*						Lead Depts.	Lead staff	STATUS	
<i>ADOPTED 10-24-16</i>		FS	CC	SCI	HCC	PENR	SWI	MSC			
Council Priority	PROJECTS & INITIATIVES										
7	Affordable Housing needs: Identify how the City can support the development of affordable housing; update housing related provisions to the zoning ordinance (second units); streamline remodel/home improvement permitting; continue participation in the Homeless Outreach Team.	X			X		X		Planning Dept.	Planning Director / Police Captain	PROGRESS UNDERWAY - Council and staff are participating in various regional efforts to address housing issues; affordable housing strategies contained in General Plan Update and Housing Element implementation delayed (see #5 above); process improvement ongoing. Additional activities planned were delayed by other Council priorities (i.e., rent stabilization and just cause eviction) and other activities (i.e., Pacifica Skies Estates, several appeals/call ups, emergency response to storm damage including Esplanade apartments).
8	Continue planning efforts toward construction of a new Pacifica Library: continue working with Pacifica Library Foundation and San Mateo County Library staff on planning efforts that lead to the construction of new consolidated facility.	X	X	X	X	X Grn Bld			Planning Dept.	Planning Dir. With assist from CM, City Clerk	PROGRESS UNDERWAY - A team of City and County staff, Group 4 Architects, Pacifica Library Foundation, and Pacifica Friends of the Libraries presented a comprehensive update on the City's library planning efforts including an assessment of the existing facilities and recommended next steps to the City Council on November 23, 2015. A new webpage was launched with all information to date including a letter from the California Coastal Commission supporting a library on the planned site. Current efforts focused on supporting new Library Advisory Committee and developing next phase of building design.
9	Establish a Priority Development Area (PDA) that includes West and East Sharp Park: PDAs provide grant funding and assistance for planning purposes.	X			X				Planning Dept.	Planning Dir.	NEW - Action on hold until next application period, anticipated in 2017.
10	Continue working on Employee Recognition & Retention Program: Employee committee formed to organize employee events including an annual recognition of service event; identify ways to retain high quality staff	X			X		X		Police Dept. & Parks, Beaches, and Recreation	Parkes, Beaches & Rec Director / Police Chief	PROGRESS WELL UNDERWAY - The "Ambassadors of Fun" created and organized an employee summer BBQ, Halloween lunch and holiday event; an employee recognition event was held in spring 2016; activities underway to determine appropriate and effective retention strategies.
11	Begin repayment of the \$4 million in loans identified in 2014-15 budget: designate funds to repay loans	X	X	X					City Manager's Office	Assistant City Manager / Financial Services Manager	PROGRESS UNDERWAY: Available documentation has been gathered and organized; analysis underway; report to Council planned

CITY OF PACIFICA WORK PLAN FY2016-17		Goal Achieved*						Lead Depts.	Lead staff	STATUS	
<i>ADOPTED 10-24-16</i>		FS	CC	SCI	HCC	PENR	SWI	MSC			
Council Priority	PROJECTS & INITIATIVES										
12	Introduce Priority-Based Budgeting for FY2017-18: this budgting process shows how City funds are used to meet community priorities by viewing City activities by program rather than department; process begun in 2015.	X	X	X	X	X	X		City Manager's Office	Assistant City Manager/ Financial Services Mgr.	PROGRESS SLOWED - A cross-departmental team of staff attended the Priority-Based Budgeting conference in August 2015 & 2016 to learn about the process; staff has developed a revenue manual and a program inventory; finance staff currently preparing the fiscal health model and the cost allocation information needed; PBB presentation to Council scheduled for January 2016 delayed due to El Nino storm response. Work to resume on this effort fall 2016.
13	Begin to allocate funds to Emergency Reserve Fund: policy is in place; funding needed	X	X						City Manager's Office	City Manager / Assistant City	ON HOLD due to funding needed for local emergency response.
14	Affordable Housing Advisory Committee/Measure: select and convene members of an advisory committee to develop a measure similar to one adopted by the City of Healdsburg and shared with the Council in 2015.				X				Planning Dept.	Planning Director/ Parks, Beaches & Rec Dir	NEW - County mediation organization engaged to provide assistance to staff with committee and process.
15	Conduct community engagement effort related to Highway 1 Widening project: Staff launched the community engagement process July 2015 and various activites have proceeded since then; community meetings still to come.		X						City Manager's Office	City Manager / Public Works Director	PROGRESS UNDERWAY - Outeach activities begun: Tribune column on topic and new webpage with key documents posted launched in July 2015; Fog Fest Sept. 2015; webpage updated with photo simulations; traffic signal timing explored as possible improvement pending response from CalTrans. Additional progress delayed by other Council priorities and local emergency response.
16	Continue work toward improving streets and roadways/increase Pavement Condition Index: PCI Report was presented to Council in spring 2016; Pacifica's average score of 55 on scale of 1-100; ideal is 85	X	X	X					Public Works	Public Works Director	PROGRESS UNDERWAY - PCI Report presented to Council; new funding source needed
17	Equalization Basin: Select site and begin construction; the equalization facility is designed to reduce wet weather peak flows to the pump station; AND Continue improvements to the Sewer Collection System: Comprehensive sewer rehabilitation would be conducted to reduce peak flows sufficiently to levels that could be handled by the existing force main and the Calera Creek Water Recycling Plan	X		X		X			Public Works	Public Works Director	PROGRESS UNDERWAY - City staff has engaged needed expertise, i.e., construction management firm, design services, etc., and confirmed site of the EQ basin to be east side of skate park (community center parking lot). AND the design of collection system improvement for Pedro Pt. and Linda Mar (north area) underway.

*FS: Fiscal Sustainability; CC:Connected Community; SCI:Stewardship City Infrastructure; HCC: Healthy/Compassionate Community; PENR: Preserve Enhance Natural Resources; SWI: Strong Workforce Infrastructure; MSC: Maintain Safe Community

CITY OF PACIFICA WORK PLAN FY2016-17		Goal Achieved*						Lead Depts.	Lead staff	STATUS	
<i>ADOPTED 10-24-16</i>		FS	CC	SCI	HCC	PENR	SWI	MSC			
Council Priority	PROJECTS & INITIATIVES										
18	Complete a Nexus Study needed for adoption of affordable housing impact fees to support and build new home for lower income residents.			X		X			Planning Dept.	TBD	NEW - As part of the 21 Elements multi-jurisdictional effort, a Residential Impact Fee Nexus Study and Commercial Linkage Fee Nexus Study have been prepared. The next step is for the City Council to consider fee adoption.
19	Continue efforts to complete Milagra Off Ramp & Manor Overpass projects: Continue working on the design and apply for encroachment permit with Caltrans to construct the Milagra On-Ramp. Submit LOI with SMCTA for the construction of the Manor Overcrossing ; Improvement Project; pursue grants and other funding.		X	X					Public Works	Public Works Director	LIMITED PROGRESS - Manor Overpass: City applied for TA grant funds but was not selected. Staff will re-apply during the next cycle of the TA's Call for Projects and will also be vigilant in seeking other grant opportunities. Milagra Off Ramp: City consultant presented in-depth plans to various Caltrans divisions. Partial comments received and being worked out.
20	Conduct a Needs Assessment for New City Facilities: Many City facilities are not able to meet a variety of community and employee needs including accessibility challenges, inadequate space for staffing needs, technology incompatibilities, etc., nor achieve maximum efficiency and customer service by combining certain City services into a single location.	X		X			X		Public Works	Public Works Director / City Manager	ON HOLD - prior needs assessment conducted in 2008; report reviewed; further progress on hold due to other Council priorities and local emergency response.
21	Begin planning for the Portola Discovery Anniversary in 2019	X	X						Parks, Beaches, & Recreation	Parks, Beaches & Rec. Dir / Economic Dev. Mgr	NEW - Staff and the Mayor are participating in with local and regional efforts to plan for this milestone event.