



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- **“Stewardship of City Infrastructure”** includes repairing/replacing outdated city facilities such as city hall, the libraries, fire stations, etc., improving streets, and responding to impacts of sea level rise.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 FY2017-18		Goal Achieved*						Lead Depts.	Lead staff	STATUS	
<i>Adopted 2-13-17</i>		FS	CC	SCI	HCC	PENR	SWI	MSC			
Council Priority	PROJECTS & INITIATIVES										
1a and 1b	Rent Stabilization & Just Cause Eviction: Council combined it's interest in revisiting rent stablization/just cause eviction (1a) with the current activities of the Rent Advisory Task Force (1b) to indicate a desire for further discussion.				X				Planning Dept.	Planning Director & PBR Director	DISCUSSION AND DIRECTON NEEDED - Staff is working with County mediation organization to support the Rent Advisory Task Force in developing an advisory measure related to rents; Council indicated interest in reconsidering Task Force's charter and/or giving staff new direction on this topic. At this time, the Task Force is asked to continue its work toward developing a Rent Advisory Measure. In addition, staff will prepare a report on this topic that includes a draft ordinance and place on an upcoming agenda so that Council can discuss in more detail.
2	Economic Development Program: Program focus (1) Support Existing and Prospective Businesses and Commercial Property Owners, emphasizing Hotels/Visitor-Serving uses; (2) Build Partnerships for broad success with Chamber of Commerce, and community organizations; (3) Facilitate Economic Development Committee's recommendations and activities as directed by City Council	X	X						City Manager's Office	Economic Dev. Mgr. (w/ support from other depts.)	PROGRESS UNDERWAY - The Beach Blvd hotel development project advanced to improve Pacifica as a hotel destination; Business support provided as needed; Partnerships for collaboration on elements of Palmetto Streetscape Phases II – IV (w/Pacifica Historical Society, Rotary Club, Sanchez Art Center, etc.). Economic Development Committee (EDC) priorities presented to City Council September 2016: improving web presence, signage related to destinations and services, and using "In Pacifica"; and, EDC and staff launched specific outreach to Palmetto "Main Street" area businesses, as well as general outreach to businesses city-wide. Palmetto Streetscape Phase I Groundbreaking anticipated Spring 2017.
3	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 held on 9/27/16; Results reported to Council and policy direction received from Council on 10/10/16. Adaptation Planning and Local Coastal Land Use Plan Update grant agreement received and under review. City grant applications to the State for repairs to 12 sites successful; City will receive \$1 million; mitigation grant for reinforcement of 300 block of Esplanade Ave. pending; US Army Corp of Engineers accepted three project sites, including the Beach Blvd. sea wall/promenade, for "Federal Interest Determination" as part of its Section 103 program.
4	Implement the Climate Action Plan: The Climate Action Plan (CAP) was developed by citizens' committee, staff and consultant services; adopted by the City Council in 2014; implementation plan presented to Council in 2016 for updating process.		X	X		X			Planning Dept. but will require involvement of all	TBD	NEW - Staff will develop next steps for implementation of the CAP in City activities; Council is especially interested in the public transporation, pedestrian and bicycle mobility elements; the results will be presented to the City Council.
5	Develop and Implement Marijuana Policy and appropriate regulations.	X			X			X	Police Dept. but will require all depts.	Police Chief	NEW - Based on initial direction from Council in January 2017, staff is developing regulatory options and recommendations related to the sale, distribution, delivery, growth, and taxing of cannabis. Staff is also gathering community input. Based on all information, staff will return the the Council for further direction.

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	6 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, others	PROGRESS UNDERWAY - Architecture firm Group 4 retained to prepare schematic design for the library. Bond measure to fund building construction on November '16 ballot received majority support but did not achieve 2/3 threshold. Post election community survey received via City Hall Listens. Staff is preparing summary of survey results. Library Advisory Committee continues to meet and provide valuable feedback. With adoption of the Work Plan 2017-18, staff has scheduled a report on the March 27 agenda so that Council can discuss in more detail.
7	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			X				Planning Dept.	Planning Director / City Attorney's Office	EFFORT STARTED - staff will prepare an informational item for a future City Council agenda to receive direction on policy development.
8	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; an RFP has been issued to retain a consultant to assist staff with Housing Element Action Plan implementation. The Action Plan includes but is not limited to: Reasonable Accommodation Ordinance, update Density Bonus Ordinance to comply with State law, develop ordinance to allow Emergency Shelters and transitional and supportive housing by-right. Staff is working on updating the Municipal Code regarding Accessory Dwelling Units to come into compliance with State law. Streaming remodel/home improvement permitting on-going. Investigating new approaches, i.e., Tiny Houses, SMC Community College District Faculty/Staff housing. Staff augmentation contract under development.
9	Continue work toward improving streets and roadways/increase Pavement Condition Index (PCI): PCI Report was presented to Council in spring 2016; Pacifica's average score of 55 on 2016 PCI Report on scale of 1-100; ideal is 85	X	X	X				X	Public Works	Public Works Director	PROGRESS UNDERWAY - PCI Report presented to Council; new funding sources needed to improve PCI. Staff applied and received \$641,000 in paving money from the One Bay Area Grant (OBAG) 2 Program, to be used to repave Linda Mar Boulevard from Adobe Drive to Alicante Drive as well as Oceana Boulevard from Milagra Drive to Monterey Drive. We will need a total of \$40.7 million within the next 5 years or 8.2million per year to increase the PCI from 55 to 84.

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	10 Highway 1 Widening Alternatives		X	X		X		X	City Manager's Office	City Manager / Public Works Director	PROGRESS UNDERWAY - Outreach 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 adaptive system explored as possible improvement pending response from CalTrans. Additional progress delayed by other Council priorities and local emergency response. Further discussion of this topic has been agendized for March 13, 2017.
11	Airport Noise - giving greater visibility to the City actions to reduce aircraft noise from SFO.		X		X				City Manager's Office	Interim CM	NEW - A City Council member has been serving on the SFO Roundtable to represent Pacifica's concerns about increased aircraft noise. The City has sent a letter to the FAA in concert with the SFO Roundtable participants; Roundtable is awaiting a written response from FAA expected in February. Additional City attention was deemed necessary.
12	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	X	Public Works	Public Works Director / City Manager	RESTARTING - prior needs assessment conducted in 2008; report reviewed; further progress was on hold due to other Council priorities and local emergency response. Council members indicated interest in restarting discussions with other government agencies such as the Pacifica School District, the Jefferson Unified High School District and the North Coast County Water District to explore opportunities for joint facilities that achieve economies of scale and are more convenient for the public.
13	Homeless Issues								Police Dept.	TBD	NEW - More direction from the City Council is needed on this item and can be provided during the discussion of the Work Plan or could be agendized for a later City Council meeting.
14	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 and EcoFest 2016; additional activities planned were delayed by other Council priorities. Will agendize the topic for further Council direction.

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15	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 UNDERWAY - 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. Efforts are underway to develop a PBB model that can be used for the development of the 2017-18 budget. Staff to brief Council on the methodology of the model and the PBB process overall prior to budget presentation and deliberation for FY 2017-18.
16	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.	PENDING - Staff is monitoring the announcement of the next application period, anticipated in 2017. Once announced, staff will prepare the application materials.
17	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				X	Public Works	Public Works Director	LIMITED PROGRESS - Manor Overpass: City applied for 2015 TA grant funds but was not selected. Staff will re-apply during the next cycle of the TA's Call for Projects, scheduled for June 2017. Staff will remain vigilant in seeking other grant opportunities.
18	Begin planning for the Portola Discovery Anniversary in 2019	X	X						Parks, Beaches, & Recreation	Parks, Beaches & Rec. Dir / Economic Dev. Mgr	PROGRESS UNDERWAY - Staff and Councilmember Digre are participating in local and regional efforts to plan for this milestone event. A committee has been formed to focus on Pacifica's role in these efforts.

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