



Scenic Pacifica  
Incorporated Nov. 22, 1957

# City of Pacifica City Council Goals

## *Adopted April 25, 2019*

- **“Fiscal Sustainability”** includes investing in economic development to increase revenues, funding a reserve/emergency fund, and being well prepared for grant opportunities.
- **“An Engaged 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- **“Stewardship of City Infrastructure”** includes repairing/replacing outdated city facilities such as city hall, the libraries, fire stations, etc., improving streets, and responding to impacts of sea level rise.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.
- **“Environmental Sustainability”** includes mapping out parks and open space, preserving hillsides and beaches, paying attention to flora and fauna needs, environmental health, and climate adaptation.
- **“A Strong City 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 people, property, businesses, and our infrastructure (streets, sidewalks, storm and waste water), and engaging in emergency preparedness activities.



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## FY2019-20 City Council Priorities

The following 20 priorities have been adopted by the Pacifica City Council for FY2019-20. This diverse and robust work plan is intended to help fulfill the City Council's broader goals of Fiscal Sustainability, An Engaged Community, Stewardship of City Infrastructure, A Healthy and Compassionate Community, Environmental Sustainability, A Strong City Workforce Infrastructure, and Maintaining a Safe Community. In addition to these major priorities, the City continues to deliver hundreds of on-going programs and services, the totality of which represents the City's commitment to deliver exceptional programs, projects, and services to the Pacifica Community.

1. Begin planning and design phase of the Beach Boulevard Seawall and Promenade Replacement Project.
2. Convene and participate in a Pacifica task force on homelessness and recreational vehicles, and consider task force final recommendations related to City laws, policies, property, programs/operations, or funding.
3. Continue efforts to support affordable housing initiatives, including evaluation of developing an affordable housing impact fee.
4. Complete an update to the Economic Development Plan and continue economic development efforts.
5. Continue efforts toward construction of a new Sharp Park library and a renovated Sanchez library.
6. Complete a comprehensive General Plan update.
7. Complete a Sharp Park Specific Plan.
8. Complete the Local Coastal Program update.
9. Complete an update to the Climate Action Plan and continue implementation of measures to reduce greenhouse gas emissions, including evaluating whether to form a City climate action committee.
10. Complete design of a renovated Public Plaza along Beach Boulevard.
11. Evaluate the potential to expand the Parking In-lieu Fee program.
12. Develop public information guidance materials about the Assessment District formation process.
13. Begin a strategic planning process to articulate a long-term and financially sustainable vision for Pacifica.
14. Complete the preliminary planning study for the Manor Drive Overcrossing.
15. Continue Esplanade Avenue bluff erosion protection projects.

### Other Priorities

16. Pursue on-going advocacy efforts for Council-identified issues of importance to Pacifica but which are not specific City projects.
17. Hold a Bike Park study session with City Council.
18. Hold a Safe and Sane Legal Fireworks study session with City Council.
19. Implement litter-prevention strategy pilot programs.
20. Continue other on-going priority projects from previous years.