

TO: City Council
FROM: James L. App, City Manager
SUBJECT: **Biennial Goal Setting 2007**
DATE: February 9, 2007

Attached is a consolidated listing of all 2007 goal suggestions offered for your consideration.

The listing has been organized around the strategic objectives of your Economic Strategy. This format is ideal as (a) virtually all suggestions were thematically consistent with initiatives of the Strategy, thus (b) they present a community created action plan for its (the Strategy's) implementation.

How to read the list:

- Key objectives from the Economic Strategy are presented in **bold** face type.
- Current adopted City Council goals are shown in *italics*.
- If a listing is both **bold** and *italicized* (i.e., ***bold italics***), then it is both a key objective of the Economic Strategy and a current City Council goal.
- All suggestions have been included, although wording has been modified for conciseness and/or bundled with related suggestions.

From this remarkable listing of ideas, you will select those to receive first attention within the next two to four years.* Nonetheless, all ideas can remain as components of an evolving Economic Strategy Action Plan for future attention (as resources and opportunity develop). This approach will yield not only short-term (2-4 year) goals, but also clear orientation of community energy and City effort to strategic economic objectives, a specific and measurable Economic Strategy action plan, and a guidebook to recognizing important opportunities.

- Also attached is a compressed version of the consolidated listing as an aid to voting. This form will be used during the February 15 Council Meeting/Workshop as your "ballot" for assigning priorities (points) to candidate goals.

PASO ROBLES

City Council Biennial Goal Setting 2007

I. Develop, increase educational attainment, and skills of people.

A. Support a full range of educational opportunities.

A. *Support local schools.*

- Cuesta College:
 - Aid development of the Trade & Technology Building
 - Support creation of a Dental Hygiene Program
 - Encourage expansion of bilingual education
- P.R. Unified School District:
 - Support upgrade & expansion of High School
 - Encourage joint development of Trade/Tech Building & Program with Cuesta College
 - Undertake road, frontage and landscape improvements for the Flamson Main Building project
 - Formulate development plan & budget for the joint Montebello School/Park site.
 - Assure adequate school facility impact mitigation from/by Specific Plan projects.
- First Five Commission
 - Aid in development of the proposed Early Care, Education & Family Resource Center
 - Relocate the Library Study Center to the First 5 facility

B. Expand Library, hours, and service.

C. Work with Cal Poly and the Wine Industry to develop agriculture and viticulture education and information programs

D. Increase City staff cross-training and education.

E. Increase after school education programs.

II. Improve quality of place.

A. Implement development policies for greater infrastructure efficiency.

1. Improve transit.

- **Encourage compact, mixed use & pedestrian oriented development**
- Complete traffic circulation improvement plans:
 - Creston Road Plan Line,
 - HWY 101/46W Intersection,
 - HWY 46E/Airport Road Intersection,
 - 13th St. Bridge/Freeway Overpass & Access Improvements,
 - Southern River Crossing
- *Improve maintenance of streets & alleys (fund the Pavement Mgt. Program)*
- *Increase/improve public transit services*
 - Add downtown trolley service
 - Evaluate light rail service between PR and SLO

2. Preserve energy and natural resources.

- *Complete & implement the Integrated Water Resources Plan*
- **Develop “green” building standards (LEED)**
- *Acquire alternate fuel vehicles*
- *Investigate alternatives to generate electricity*
- Form an Energy Conservation Task Force
 - Perform energy audits
 - Encourage solar power
 - Encourage energy efficiency
 - Adopt US Council of Mayors’ Climate Protection Agreement
- Establish an in-town hazardous waste depository
- Beautify Hwy 101 Corridor
- Expand litter control programs

3. *Develop a technology utility master plan (example – fiber optic cable system)*

B. Develop distinctive design standards.

1. Achieve design excellence.

- *Complete Chandler Ranch Area Specific Plan (CRASP) & Olsen/Beechwood Specific Plans (OBSP), Gateway Standards, and Purple Belt Plan*
- *Revise development & zoning regulations into a form-based code*
- *Complete the 4th Street Master Plan*
- Create infill development design standards
- Develop Historic Resources inventory and preservation plan
- Streamline permit process.
- Establish an Architectural Review Commission

C. Stimulate investment in strategic areas.

1. Improve and expand the Town Centre

- Prepare a Town Centre Expansion/Revitalization Plan
 - *Complete Salinas River Corridor Conceptual Plan*
 - Partner with PREC to master plan Event Center facilities
 - *Master Plan City, Robbins & Pioneer Parks*
 - Master Plan Museums
 - Replace/expand City Park restrooms
 - *Expand the Redevelopment area.*
 - Establish Downtown gateway markers (example: arch)
- *Complete and implement Downtown Parking & Circulation Plan.*
 - Acquire land for expanded parking
- Complete Carnegie and Parking Lot repairs
- *Design and develop new City Hall.*
- *Develop Performing Arts Center Plan*

- Acquire/use the Fox Theatre (for performing arts)
 - Develop a Spring Street Master Plan
2. Revitalize Uptown.
 - Prepare Uptown Plan.
 3. **Develop the Airport**
 - *Prepare a Business Plan*
 - ***Improve and expand infrastructure***
 - Develop gateway & entrance enhancement plan
 - Prepare industrial and aviation development sites
 - *Improve/expand general aviation, commercial & visitor service*
 - Hire an individual to promote development

D. Increase housing.

1. Prepare a comprehensive Housing Strategy
2. Develop workforce & farm worker housing development incentive programs

E. Provide safe & sustainable community environ & services.

1. Maintain and improve public safety
 - *Complete Implementation of the Emergency Services Growth Management Plan*
 - *Maintain police staffing at 1.4-1.6 officers per 1,000 residents.*
 - *Enhance Code Enforcement Program*
 - *Continue clearing the Salinas River*
 - Provide regular disaster preparedness workshops
2. Expand recreation opportunities
 - *Upgrade the Municipal Pool*
 - *Plan for an Aquatics Center*
 - Implement another phase of the Sherwood Park Master Plan

- Improve and expand trails
- Enhance Centennial Park Teen Room
- Expand Senior Services
- Add tennis courts
- Add play fields
- Establish a dog park
- Reduce youth sport fees
- Address needs of disabled and other underserved populations
- Place historic merry-go-round
- Develop pocket parks

4. *Maintain fiscal neutrality and stability*

- *Implement the Information System Strategic Plan*
 - Replace Finance system
 - Expand GIS applications
 - Implement e-commerce
 - Enhance web site
 - Deploy mobile data computers
 - Digitize City records/archives
- *Develop sufficient City staff, succession, and compensation.*
- Expand City facility & infrastructure maintenance capacity
- Install wireless, digital water meters City-wide
- Promote bond measure for civic improvements
- Develop funding for special event support

III. Market the special attributes of the community.

A. Promote viticulture, medical/health/wellness development, and local attractions.

- A. Promote tourism.
- B. Reinvent/restructure tourism promotion effort.

C. *Better utilize (and promote) the P.R. Events Center.*

D. Promote the PR Appellation, wine & vineyards

- Promote special wine events
- Develop wine country signage
- Develop a Wine Center
- Facilitate viticulture investment & industry

E. *Establish economic development point person.*

F. Commit resources to the Economic Strategy.

G. Establish action plans to achieve Economic Strategy.

H. Encourage retail businesses of interest to youth.

I. Develop a hot springs attraction.

J. Establish a Film Commission.

IV. Partner to foster economic growth and improve quality of life.

A. Explore methods to increase citizen participation

1. Expand volunteer opportunities.
 - Develop a community emergency response team (CERT)
 - Develop a park & recreation volunteer program
 - Hire a volunteer coordinator
2. Provide agenda materials one week in advance.
3. Revise budget for ease of reading and reference.
4. Publish contact information for all City Advisory Bodies

B. Collaborate to achieve objectives.

OTHER

- Complete immigration study
- Seek new prison development