

**TO:** City Council  
**FROM:** James L. App, City Manager  
**SUBJECT:** Council Goals for Fiscal Years 2008-2011  
**DATE:** March 6, 2007

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**NEEDS:** For the City Council to confirm top goals for Fiscal Years 2008-2011.

- FACTS:**
1. Every two years, the City Council adopts goals, as well as a two-year budget and four-year financial plan.
  2. A new 2-year budget/4-year financial plan is under development for the 2008-2011 fiscal years.
  3. The budget & financial plan will be oriented around the City Councils' goals.
  4. The Council compiled candidate goals against objectives of the Economic Strategy (Exhibit A).
  5. The candidate goals were ranked in Council vote/point order (Exhibit B).
  6. The City Council may modify or confirm their goals for inclusion in the new 2-year budget and 4-year financial plan.

**ANALYSIS &**

**CONCLUSION:** The City Council developed and considered a list of 84 candidate goals on February 15, 2005. Goal development was the result of individual Councilmember suggestions, previously adopted goals, and extensive public input.

Each Council Member was allotted 75 points to be cast in amounts between 0-5 on individual candidate goals; 5 being the highest. The highest score any individual goal could receive was 25 (e.g., 5 Council Members each allocating 5 points). The total points available for all goals were 375 (e.g., 75 points for each of 5 Council Members).

The point ranking process appears straightforward; however, point awards may be skewed by consideration of previously adopted goals. Specifically, some Council Members may have chosen to limit point awards for previously adopted goals on the premise that the previously adopted goals are still valid and will be completed even if no points are awarded (in the 2007 goal setting). Alternatively, some Council Members may have chosen to underscore the importance of previously adopted goals by awarding points thereto.

The candidate goals fit within the four components of the Economic Strategy (Exhibit A):

- People – increase the educational attainment and skills of, opportunities, and demand for local labor.
- Place – establish distinctive, quality, stable, safe and sustainable physical improvements and attractions.
- Positioning – promote the distinctive character, heritage and attributes of Paso Robles as a destination to visit, shop, invest, work and live.
- Partnership – collaborate to foster economic growth and improve quality of life.

From the Council’s voting:

- 78% (or 292) out of 375 total possible points were cast for goals that promote the establishment of distinctive, quality, stable, safe and sustainable physical improvements and attractions (Place).
- 74 of 84 candidate goals received votes/points. This represents a broad and diverse spectrum of interest, which is further evidenced by:
  - Only 2 goals received more than half of the maximum 25 available to any one goal.
  - Only 4 goals received support from all 5 Council Members.
  - Only 6 more received support from 4 Council Members.
  - 3 of the top 11 goals received support from just 3 Council Members.
  - Just 16 goals received a score of “4” or “5” from any Council Member, and
    - only 5 of the 16 received a “4” or “5” from 2 or more Council Members, and
    - only 6 of the 16 were among the top 11 points getters.

A number of exhibits have been developed to illustrate the Council’s rankings and discussions:

- Exhibit A – Candidate Goal List (in Economic Strategy Format)
- Exhibit B - Goals in Point Rank Order (previously adopted goals shown in **bold print**)
- Exhibit C – Goals in Point Rank Order & Segregated as “Primary”, “Important”, and “Other”
- Exhibit D – Goals Segregated Into Three Categories – “Primary/Previously Adopted”, “Important”, and “Other”.
- Exhibit E – Goals Previously Adopted

*NOTE: Exhibit D incorporates previously adopted goals with “primary” goals to clarify and confirm their near-term priority.*

Clearly, there appears to be a broad and diverse agenda for the future. This provides for the pursuit of many objectives and opportunities, and will do so for a time considerably longer than can be addressed in the upcoming 2/4year budget/financial plan. At the same time, concentration of the near-term allocation of time, energy and resources will require focus.

*NOTE: Exhibit A, the listing of all candidate goals in Economic Strategy format, will be retained, regardless of 2007 goal selection, as the evolving community-defined action plan to implement the Economic Strategy.*

**POLICY**

**REFERENCE:** Council Policies; Economic Strategy; General Plan.

**FISCAL**

**IMPACT:** Varies for each goal; cost estimates will be developed as part of the 2008-2011 budget/financial plan.

**OPTIONS:**

- A. City Council Confirm and Adopt Goals for Fiscal Years 2008-2011.**
- B. Amend, Modify, or Reject the Option Above.**

**Attachments:**

- Exhibit A - Candidate Goal List (in Economic Strategy Format)
- Exhibit B - Goals in Point Rank Order (previously adopted goals shown in **bold** print)
- Exhibit C - Goals in Point Rank Order & Segregated as “Primary”, “Important”, and “Other”
- Exhibit D - Goals Segregated Into Three Categories - “Primary/Previously Adopted”, “Important”, and “Other”.
- Exhibit E - Goals Previously Adopted

*NOTE: Exhibit D incorporates previously adopted goals with “primary” goals to clarify and confirm their near-term priority.*

**Exhibit A**  
**Candidate Goal List**  
(In Economic Strategy Format)



**City of Paso Robles**  
**2008-2011 Goal Setting**

**Economic Strategy - People**

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

<b>A. Support a full range of educational opportunities.</b>		
<b>1.</b>	<b>Support local schools.</b>	
	<ul style="list-style-type: none"> <li>• <b>Cuesta College:</b> <ul style="list-style-type: none"> <li>○ Aid development of the Trade &amp; Technology Building</li> <li>○ Support creation of a Dental Hygiene Program</li> <li>○ Encourage expansion of bilingual education</li> </ul> </li> </ul>	<b>4</b>
	<ul style="list-style-type: none"> <li>• <b>P.R. Unified School District:</b> <ul style="list-style-type: none"> <li>○ Support upgrade &amp; expansion of High School</li> <li>○ Encourage joint development of Trade/Tech Building &amp; Program with Cuesta College</li> <li>○ Undertake road, frontage and landscape improvements for the Flamson Main Building project</li> <li>○ Formulate development plan &amp; budget for the joint Montebello School/Park site.</li> <li>○ Assure adequate school facility impact mitigation from/by Specific Plan projects.</li> </ul> </li> </ul>	<b>6</b>
	<ul style="list-style-type: none"> <li>• <b>First Five Commission</b> <ul style="list-style-type: none"> <li>○ Aid in development of the proposed Early Care, Education &amp; Family Resource Center</li> <li>○ Relocate the Library Study Center to the First 5 facility</li> </ul> </li> </ul>	<b>1</b>
<b>2.</b>	Expand Library, hours, and service.	<b>10</b>
<b>3.</b>	Work with Cal Poly and the Wine Industry to develop agriculture and viticulture education and information programs.	<b>1</b>
<b>4.</b>	Increase City staff cross-training and education.	<b>7</b>
<b>5.</b>	Increase after school education programs.	<b>1</b>

**Exhibit A**  
**Candidate Goal List**  
(In Economic Strategy Format)

<b>Economic Strategy – Place</b> <b>II. Improve Quality of Place</b>		
<b>A.</b>	<b><i>Implement development policies for greater infrastructure efficiency.</i></b>	
1.	Improve transit.	
	• <b>Encourage compact, mixed use &amp; pedestrian oriented development</b>	<b>12</b>
	• Complete traffic circulation improvement plans: <ul style="list-style-type: none"> <li>○ Creston Road Plan Line,</li> <li>○ HWY 101/46W Intersection,</li> <li>○ HWY 46E/Airport Road Intersection,</li> <li>○ 13<sup>th</sup> St. Bridge/Freeway Overpass &amp; Access Improvements,</li> <li>○ Southern River Crossing</li> </ul>	<b>8</b>
	• <i>Improve maintenance of streets &amp; alleys (fund the Pavement Mgt. Program)</i>	<b>6</b>
	• <i>Increase/improve public transit services</i> <ul style="list-style-type: none"> <li>○ Add downtown trolley service</li> <li>○ Evaluate light rail service between PR and SLO</li> </ul>	<b>6</b>
2.	<b>Preserve energy and natural resources.</b>	
	• <i>Complete &amp; implement the Integrated Water Resources Plan</i>	<b>4</b>
	• <b>Develop “green” building standards (LEED)</b>	<b>1</b>
	• <i>Acquire alternate fuel vehicles</i>	
	• <i>Investigate alternatives to generate electricity</i>	<b>1</b>
	• Form an Energy Conservation Task Force <ul style="list-style-type: none"> <li>○ Perform energy audits</li> <li>○ Encourage solar power</li> <li>○ Encourage energy efficiency</li> <li>○ Adopt US Council of Mayors’ Climate Protection Agreement</li> </ul>	<b>4</b>
	• Establish an in-town hazardous waste depository	<b>3</b>
	• Beautify Hwy 101 Corridor	
	• Expand litter control programs	<b>2</b>
3.	<i>Develop a technology utility master plan (example – fiber optic cable system)</i>	
		<b>3</b>

**Exhibit A**  
**Candidate Goal List**  
(In Economic Strategy Format)

<b>Economic Strategy – Place</b> <b>II. Improve Quality of Place</b>		
<b>B.</b>	<b><i>Develop distinctive design standards.</i></b>	
<b>1.</b>	<b>Achieve design excellence.</b>	
	<ul style="list-style-type: none"> <li>• <i>Complete Chandler Ranch Area Specific Plan (CRASP) &amp; Olsen/Beechwood Specific Plans (OBSP), Gateway Standards, and Purple Belt Plan</i></li> </ul>	<b>8</b>
	<ul style="list-style-type: none"> <li>• <i>Revise development &amp; zoning regulations into a form-based code</i></li> </ul>	<b>10</b>
	<ul style="list-style-type: none"> <li>• <i>Complete the 4<sup>th</sup> Street Master Plan</i></li> </ul>	<b>4</b>
	<ul style="list-style-type: none"> <li>• Create infill development design standards</li> </ul>	<b>5</b>
	<ul style="list-style-type: none"> <li>• Develop Historic Resources inventory and preservation plan</li> </ul>	<b>7</b>
	<ul style="list-style-type: none"> <li>• Streamline permit process.</li> </ul>	<b>12</b>
	<ul style="list-style-type: none"> <li>• Establish an Architectural Review Commission</li> </ul>	
<b>C.</b>	<b><i>Stimulate investment in strategic areas.</i></b>	
<b>1.</b>	<b>Improve and expand the Town Centre</b>	
	<ul style="list-style-type: none"> <li>• Prepare a Town Centre Expansion/Revitalization Plan <ul style="list-style-type: none"> <li>○ <b><i>Complete Salinas River Corridor Conceptual Plan</i></b></li> <li>○ Partner with PREC to master plan Event Center facilities</li> <li>○ <i>Master Plan City, Robbins &amp; Pioneer Parks</i></li> <li>○ Master Plan Museums</li> <li>○ Replace/expand City Park restrooms</li> <li>○ <i>Expand the Redevelopment area.</i></li> <li>○ Establish Downtown gateway markers (example: arch)</li> </ul> </li> </ul>	<b>19</b>
	<ul style="list-style-type: none"> <li>• <i>Complete and implement Downtown Parking &amp; Circulation Plan.</i> <ul style="list-style-type: none"> <li>○ Acquire land for expanded parking</li> </ul> </li> </ul>	<b>16</b>
	<ul style="list-style-type: none"> <li>• Complete Carnegie and Parking Lot repairs</li> </ul>	<b>3</b>
	<ul style="list-style-type: none"> <li>• <i>Design and develop new City Hall.</i></li> </ul>	<b>11</b>
	<ul style="list-style-type: none"> <li>• <i>Develop Performing Arts Center Plan</i></li> </ul>	<b>2</b>
	<ul style="list-style-type: none"> <li>• Acquire/use the Fox Theatre (for performing arts)</li> </ul>	
	<ul style="list-style-type: none"> <li>• Develop a Spring Street Master Plan</li> </ul>	<b>4</b>

**Exhibit A**  
**Candidate Goal List**  
**(In Economic Strategy Format)**

<b>Economic Strategy – Place</b> <b>II. Improve Quality of Place</b>		
<b>C.</b>	<b><i>Stimulate investment in strategic areas (continued)</i></b>	
2.	Revitalize Uptown.	
	• Prepare Uptown Plan.	<b>10</b>
3.	<b>Develop the Airport</b>	
	• <i>Prepare a Business Plan</i>	<b>8</b>
	• <b><i>Improve and expand infrastructure</i></b>	<b>10</b>
	• Develop gateway & entrance enhancement plan	<b>3</b>
	• Prepare industrial and aviation development sites	<b>9</b>
	• <i>Improve/expand general aviation, commercial &amp; visitor service</i>	<b>3</b>
	• Hire an individual to promote development	<b>12</b>
<b>D.</b>	<b><i>Increase Housing.</i></b>	
1.	Prepare a comprehensive Housing Strategy	
		<b>8</b>
2.	Develop workforce & farm worker housing development incentive programs	
		<b>3</b>
<b>E.</b>	<b><i>Provide safe &amp; sustainable community environ &amp; services.</i></b>	
1.	Maintain and improve public safety	
	• <i>Complete Implementation of the Emergency Services Growth Management Plan</i>	<b>7</b>
	• <i>Maintain police staffing at 1.4-1.6 officers per 1,000 residents.</i>	<b>5</b>
	• <i>Enhance Code Enforcement Program</i>	<b>1</b>
	• <i>Continue clearing the Salinas River</i>	<b>3</b>
	• Provide regular disaster preparedness workshops	<b>4</b>
2.	Expand recreation opportunities	
	• <i>Upgrade the Municipal Pool</i>	<b>1</b>
	• <i>Plan for an Aquatics Center</i>	<b>2</b>

**Exhibit A  
Candidate Goal List  
(In Economic Strategy Format)**

<b>Economic Strategy – Place II. Improve Quality of Place</b>		
<b>E.</b>	<b><i>Provide safe &amp; sustainable community environ &amp; services. (continued)</i></b>	
2.	Expand recreation opportunities (continued)	
	• Implement another phase of the Sherwood Park Master Plan	<b>6</b>
	• Improve and expand trails	<b>1</b>
	• Enhance Centennial Park Teen Room	<b>1</b>
	• Expand Senior Services	<b>2</b>
	• Add tennis courts	<b>2</b>
	• Add play fields	
	• Establish a dog park	<b>1</b>
	• Reduce youth sport fees	<b>1</b>
	• Address needs of disabled and other underserved populations	<b>3</b>
	• Place historic merry-go-round	<b>4</b>
	• Develop pocket parks	
3.	<i>Maintain fiscal neutrality and stability</i>	
	<ul style="list-style-type: none"> <li>• <i>Implement the Information System Strategic Plan</i> <ul style="list-style-type: none"> <li>○ Replace Finance system</li> <li>○ Expand GIS applications</li> <li>○ Implement e-commerce</li> <li>○ Enhance web site</li> <li>○ Deploy mobile data computers</li> <li>○ Digitize City records/archives</li> </ul> </li> </ul>	<b>11</b>
	• <i>Develop sufficient City staff, succession, and compensation.</i>	<b>5</b>
	• Expand City facility & infrastructure maintenance capacity	<b>2</b>
	• Install wireless, digital water meters City-wide	<b>2</b>
	• Promote bond measure for civic improvements	<b>8</b>
	• Develop funding for special event support	<b>3</b>

**Exhibit A**  
**Candidate Goal List**  
**(In Economic Strategy Format)**

<b>Economic Strategy – Positioning</b>		
<b>III . Market the special attributes of the community.</b>		
<b>A.</b>	<b><i>Promote viticulture, medical/health/wellness development, and local attractions.</i></b>	
1.	Promote tourism.	<b>6</b>
2.	Reinvent/restructure tourism promotion effort.	<b>4</b>
3.	<i>Better utilize (and promote) the P.R. Events Center.</i>	<b>4</b>
4.	<b>Promote the PR Appellation, wine &amp; vineyards</b> <ul style="list-style-type: none"> <li>o Promote special wine events</li> <li>o Develop wine country signage</li> <li>o Develop a Wine Center</li> <li>o Facilitate viticulture investment &amp; industry</li> </ul>	<b>3</b>
5.	Promote medical, health and wellness development and services.	<b>2</b>
6.	<i>Establish economic development point person.</i>	<b>4</b>
7.	Commit resources to the Economic Strategy.	<b>6</b>
8.	Establish action plans to achieve Economic Strategy.	<b>5</b>
9.	Encourage retail businesses of interest to youth.	
10.	Develop a hot springs attraction.	
11.	Establish a Film Commission.	
<b>Economic Strategy – Partnership</b>		
<b>IV. – Partner to foster economic growth and improve quality of life.</b>		
<b>A.</b>	<b><i>Explore methods to increase citizen participation.</i></b>	
1.	Expand volunteer opportunities. <ul style="list-style-type: none"> <li>2. Develop a community emergency response team (CERT)</li> <li>3. Develop a park &amp; recreation volunteer program</li> <li>4. Hire a volunteer coordinator</li> </ul>	<b>8</b>
2.	Provide agenda materials one week in advance.	<b>3</b>
3.	Revise budget for ease of reading and reference.	<b>3</b>
4.	Publish contact information for all City Advisory Bodies	<b>2</b>

**Exhibit A**  
**Candidate Goal List**  
(In Economic Strategy Format)

<b>Economic Strategy – Partnership</b>		
IV. – Partner to foster economic growth and improve quality of life. (continued)		
<b>B.</b>	Collaborate to achieve objectives.	
	<u>OTHER</u>	
	• Complete immigration study	<b>3</b>
	• Seek new prison development	
	<b>Total Points</b> <b>Total Points Value = 375 Points</b>	<b>375</b>

**Goals In Point Rank Order**  
(previously adopted goals shown in **bold** print)

**Exhibit B**

<b>Item</b>	<b>Goal</b>	<b>Strong</b>	<b>Hamon</b>	<b>Nemeth</b>	<b>Picanco</b>	<b>Mecham</b>	<b>Score</b>
1	<b>Prepare a Town Center Expansion/Revitalization Plan</b>	4	4	4	2	5	19
2	<b>Complete and implement Downtown Parking &amp; Circulation Plan</b>	2	5	2	4	3	16
3	Encourage compact, mixed use and pedestrian oriented development.	5	3	4	0	0	12
4	Streamline permit process.	3	5	0	1	3	12
5	Hire an individual to promote development	0	5	0	4	3	12
6	<b>Design and develop new City Hall.</b>	4	1	1	2	3	11
7	<b>Implement the Information System Strategic Plan</b>	5	1	1	0	4	11
8	Expand Library hours and service	5	0	1	1	3	10
9	<b>Revise development and zoning regulations into a form-based code</b>	5	0	3	2	0	10
10	Prepare Uptown Plan	3	2	3	2	0	10
11	<b>Improve and expand infrastructure (Airport)</b>	0	5	3	2	0	10
12	Prepare industrial and aviation development sites	0	5	0	1	3	9
13	Complete traffic circulation improvement plans	3	1	0	0	4	8
14	<b>Complete Chandler Ranch Specific Plan (CRASP), Olsen/Beechwood Specific Plans (OBSP), Gateway Standards, and Purple Belt Plan</b>	2	4	2	0	0	8
15	<b>Prepare a Business Plan</b>	0	3	2	0	3	8
16	Prepare a comprehensive Housing Strategy	0	1	3	1	3	8
17	Promote bond measure for civic improvements	4	1	0	3	0	8

**Goals In Point Rank Order**  
(previously adopted goals shown in **bold** print)

**Exhibit B**

<b>Item</b>	<b>Goal</b>	<b>Strong</b>	<b>Hamon</b>	<b>Nemeth</b>	<b>Picanco</b>	<b>Mecham</b>	<b>Score</b>
18	Expand volunteer opportunities	1	1	1	2	3	8
19	Increase City staff cross-training and education	3	0	2	2	0	7
20	Develop Historic Resources inventory and preservation plan	0	0	3	2	2	7
21	<b>Complete implementation of Emergency Services Growth Management Plan</b>	0	0	3	0	4	7
22	<b>Support Paso Robles Unified School District</b>	0	1	1	1	3	6
23	<b>Improve maintenance of streets &amp; alleys (fund Pavement Management Program)</b>	0	1	2	0	3	6
24	<b>Increase/improve public transit services.</b>	5	0	1	0	0	6
25	Implement another phase of Sherwood Park Master Plan	3	0	1	2	0	6
26	Promote tourism	0	3	3	0	0	6
27	Commit resources to the Economic Strategy	0	3	0	2	1	6
28	Create infill development design standards	0	0	3	2	0	5
29	<b>Maintain police staffing at 1.4 to 1.6 officers per 1,000 residents</b>	0	2	1	2	0	5
30	<b>Develop sufficient City staff, succession and compensation</b>	2	0	2	1	0	5
31	Establish Action Plan to achieve Economic Strategy	0	3	0	2	0	5
32	<b>Support Cuesta College</b>	0	1	1	2	0	4
33	<b>Complete and implement the Integrated Water Resources Plan</b>	3	0	0	1	0	4
34	Form an Energy Conservation Task Force	0	0	0	1	3	4

**Goals In Point Rank Order**  
(previously adopted goals shown in **bold** print)

**Exhibit B**

<b>Item</b>	<b>Goal</b>	<b>Strong</b>	<b>Hamon</b>	<b>Nemeth</b>	<b>Picanco</b>	<b>Mecham</b>	<b>Score</b>
35	<b>Complete the 4th Street Master Plan</b>	3	0	0	1	0	4
36	Develop a Spring Street Master Plan	0	1	1	2	0	4
37	Provide regular disaster preparedness workshops	0	0	1	0	3	4
38	Place historic merry-go-round	0	0	1	2	1	4
39	Reinvent/restructure tourism promotion effort	1	0	0	0	3	4
40	<b>Better utilize (and promote) the Paso Robles Events Center</b>	0	1	3	0	0	4
41	<b>Establish economic development point person</b>	0	0	1	3	0	4
42	Establish an in-town hazardous waste depository	0	0	0	1	2	3
43	<b>Develop a technology utility master plan</b>	2	0	0	1	0	3
44	Complete Carnegie and Parking Lot repairs	0	1	2	0	0	3
45	Develop gateway and entrance enhancement plan	0	3	0	0	0	3
46	<b>Improve/expand general aviation, commercial &amp; visitor service (Airport)</b>	0	2	0	1	0	3
47	Develop workforce and farm worker housing development incentive programs	1	1	0	1	0	3
48	<b>Continue clearing the Salinas River</b>	0	0	0	1	2	3
49	Address needs of disabled & other underserved populations	0	0	2	1	0	3
50	Develop funding for special event support	0	0	0	1	2	3
51	Promote the PR appellation, wine and vineyards	0	0	3	0	0	3

**Goals In Point Rank Order**  
(previously adopted goals shown in **bold** print)

**Exhibit B**

<b>Item</b>	<b>Goal</b>	<b>Strong</b>	<b>Hamon</b>	<b>Nemeth</b>	<b>Picanco</b>	<b>Mecham</b>	<b>Score</b>
52	Provide agenda materials one week in advance	1	0	0	2	0	3
53	Revise budget for ease of reading and reference	3	0	0	0	0	3
54	Other-complete immigration study	0	0	1	0	2	3
55	Expand litter control programs	0	0	0	0	2	2
56	<b>Develop Performing Arts Center Plan</b>	0	0	1	1	0	2
57	<b>Plan for an aquatics center</b>	0	0	0	0	2	2
58	Expand Senior services	0	0	1	1	0	2
59	Add tennis courts	0	1	0	1	0	2
60	Expand City facility & infrastructure maintenance capacity	0	0	1	1	0	2
61	Install wireless, digital water meters city-wide	2	0	0	0	0	2
62	Promote medical, health & wellness development & services	0	0	1	1	0	2
63	Publish contact information for all city advisory bodies	0	0	0	2	0	2
64	<b>Support First Five Commission</b>	0	0	1	0	0	1
65	Work with Cal Poly and the Wine Industry to develop agriculture and viticulture education and information programs.	0	1	0	0	0	1
66	Increase after school education programs.	0	1	0	0	0	1
67	Develop "green" building standards (LEED)	0	0	1	0	0	1
68	<b>Investigate alternatives to generate electricity</b>	0	0	0	1	0	1

**Goals In Point Rank Order**  
(previously adopted goals shown in **bold** print)

**Exhibit B**

<b>Item</b>	<b>Goal</b>	<b>Strong</b>	<b>Hamon</b>	<b>Nemeth</b>	<b>Picanco</b>	<b>Mecham</b>	<b>Score</b>
69	<b>Enhance Code Enforcement Program</b>	0	0	0	1	0	1
70	<b>Upgrade the Municipal Pool</b>	0	0	0	1	0	1
71	Improve and expand trails	0	1	0	0	0	1
72	Enhance Centennial Park Teen Room	0	0	1	0	0	1
73	Establish a dog park	0	1	0	0	0	1
74	Reduce youth sport fees	0	0	0	1	0	1
75	<b>Acquire alternate fuel vehicles</b>	0	0	0	0	0	0
76	Beautify Highway 101 Corridor	0	0	0	0	0	0
77	Establish an Architectural Review Commission	0	0	0	0	0	0
78	Acquire/use the Fox Theatre (for performing arts)	0	0	0	0	0	0
79	Add play fields	0	0	0	0	0	0
80	Develop pocket parks	0	0	0	0	0	0
81	Encourage retail businesses of interest to youth	0	0	0	0	0	0
82	Develop a hot springs attraction	0	0	0	0	0	0
83	Establish a film commission	0	0	0	0	0	0
84	Other-see new prison development	0	0	0	0	0	0
		75	75	75	75	75	375

Goals In Point Rank Order Segregated as "Primary", "Important" and "Other"

Exhibit C

Item	Goal	Strong	Hamon	Nemeth	Picanco	Mecham	Score
<b>Primary Goals</b>							
1	<b>Prepare a Town Center Expansion/Revitalization Plan</b>	4	4	4	2	5	19
2	<b>Complete and implement Downtown Parking &amp; Circulation Plan</b>	2	5	2	4	3	16
<b>Important</b>							
3	Encourage compact, mixed use and pedestrian oriented development.	5	3	4	0	0	12
4	Streamline permit process.	3	5	0	1	3	12
5	Hire an individual to promote development	0	5	0	4	3	12
6	<b>Design and develop new City Hall.</b>	4	1	1	2	3	11
7	<b>Implement the Information System Strategic Plan</b>	5	1	1	0	4	11
8	Expand Library hours and service	5	0	1	1	3	10
9	<b>Revise development and zoning regulations into a form-based code</b>	5	0	3	2	0	10
10	Prepare Uptown Plan	3	2	3	2	0	10
11	<b>Improve and expand infrastructure (Airport)</b>	0	5	3	2	0	10
12	Prepare industrial and aviation development sites	0	5	0	1	3	9
13	Complete traffic circulation improvement plans	3	1	0	0	4	8
14	<b>Complete Chandler Ranch Specific Plan (CRASP), Olsen/Beechwood Specific Plans (OBSP), Gateway Standards, and Purple Belt Plan</b>	2	4	2	0	0	8
15	<b>Prepare a Business Plan</b>	0	3	2	0	3	8

Goals In Point Rank Order Segregated as "Primary", "Important" and "Other"

Exhibit C

Item	Goal	Strong	Hamon	Nemeth	Picanco	Mecham	Score
16	Prepare a comprehensive Housing Strategy	0	1	3	1	3	8
17	Promote bond measure for civic improvements	4	1	0	3	0	8
18	Expand volunteer opportunities	1	1	1	2	3	8
<b>Other</b>							
19	Increase City staff cross-training and education	3	0	2	2	0	7
20	Develop Historic Resources inventory and preservation plan	0	0	3	2	2	7
21	<b>Complete implementation of Emergency Services Growth Management Plan</b>	0	0	3	0	4	7
22	<b>Support Paso Robles Unified School District</b>	0	1	1	1	3	6
23	<b>Improve maintenance of streets &amp; alleys (fund Pavement Management Program)</b>	0	1	2	0	3	6
24	<b>Increase/improve public transit services.</b>	5	0	1	0	0	6
25	Implement another phase of Sherwood Park Master Plan	3	0	1	2	0	6
26	Promote tourism	0	3	3	0	0	6
27	Commit resources to the Economic Strategy	0	3	0	2	1	6
28	Create infill development design standards	0	0	3	2	0	5
29	<b>Maintain police staffing at 1.4 to 1.6 officers per 1,000 residents</b>	0	2	1	2	0	5
30	<b>Develop sufficient City staff, succession and compensation</b>	2	0	2	1	0	5
31	Establish Action Plan to achieve Economic Strategy	0	3	0	2	0	5

Goals In Point Rank Order Segregated as "Primary", "Important" and "Other"

Exhibit C

Item	Goal	Strong	Hamon	Nemeth	Picanco	Mecham	Score
32	Support Cuesta College	0	1	1	2	0	4
33	Complete and implement the Integrated Water Resources Plan	3	0	0	1	0	4
34	Form an Energy Conservation Task Force	0	0	0	1	3	4
35	Complete the 4th Street Master Plan	3	0	0	1	0	4
36	Develop a Spring Street Master Plan	0	1	1	2	0	4
37	Provide regular disaster preparedness workshops	0	0	1	0	3	4
38	Place historic merry-go-round	0	0	1	2	1	4
39	Reinvent/restructure tourism promotion effort	1	0	0	0	3	4
40	Better utilize (and promote) the Paso Robles Events Center	0	1	3	0	0	4
41	Establish economic development point person	0	0	1	3	0	4
42	Establish an in-town hazardous waste depository	0	0	0	1	2	3
43	Develop a technology utility master plan	2	0	0	1	0	3
44	Complete Carnegie and Parking Lot repairs	0	1	2	0	0	3
45	Develop gateway and entrance enhancement plan	0	3	0	0	0	3
46	Improve/expand general aviation, commercial & visitor service (Airport)	0	2	0	1	0	3
47	Develop workforce and farm worker housing development incentive programs	1	1	0	1	0	3
48	Continue clearing the Salinas River	0	0	0	1	2	3

Goals In Point Rank Order Segregated as "Primary", "Important" and "Other"

Exhibit C

Item	Goal	Strong	Hamon	Nemeth	Picanco	Mecham	Score
49	Address needs of disabled & other underserved populations	0	0	2	1	0	3
50	Develop funding for special event support	0	0	0	1	2	3
51	Promote the PR appellation, wine and vineyards	0	0	3	0	0	3
52	Provide agenda materials one week in advance	1	0	0	2	0	3
53	Revise budget for ease of reading and reference	3	0	0	0	0	3
54	Other-complete immigration study	0	0	1	0	2	3
55	Expand litter control programs	0	0	0	0	2	2
56	<b>Develop Performing Arts Center Plan</b>	0	0	1	1	0	2
57	<b>Plan for an aquatics center</b>	0	0	0	0	2	2
58	Expand Senior services	0	0	1	1	0	2
59	Add tennis courts	0	1	0	1	0	2
60	Expand City facility & infrastructure maintenance capacity	0	0	1	1	0	2
61	Install wireless, digital water meters city-wide	2	0	0	0	0	2
62	Promote medical, health & wellness development & services	0	0	1	1	0	2
63	Publish contact information for all city advisory bodies	0	0	0	2	0	2
64	<b>Support First Five Commission</b>	0	0	1	0	0	1
65	Work with Cal Poly and the Wine Industry to develop agriculture and viticulture education and information programs.	0	1	0	0	0	1

Goals In Point Rank Order Segregated as "Primary", "Important" and "Other"

Exhibit C

Item	Goal	Strong	Hamon	Nemeth	Picanco	Mecham	Score
66	Increase after school education programs.	0	1	0	0	0	1
67	Develop "green" building standards (LEED)	0	0	1	0	0	1
68	<b>Investigate alternatives to generate electricity</b>	0	0	0	1	0	1
69	<b>Enhance Code Enforcement Program</b>	0	0	0	1	0	1
70	<b>Upgrade the Municipal Pool</b>	0	0	0	1	0	1
71	Improve and expand trails	0	1	0	0	0	1
72	Enhance Centennial Park Teen Room	0	0	1	0	0	1
73	Establish a dog park	0	1	0	0	0	1
74	Reduce youth sport fees	0	0	0	1	0	1
75	<b>Acquire alternate fuel vehicles</b>	0	0	0	0	0	0
76	Beautify Highway 101 Corridor	0	0	0	0	0	0
77	Establish an Architectural Review Commission	0	0	0	0	0	0
78	Acquire/use the Fox Theatre (for performing arts)	0	0	0	0	0	0
79	Add play fields	0	0	0	0	0	0
80	Develop pocket parks	0	0	0	0	0	0
81	Encourage retail businesses of interest to youth	0	0	0	0	0	0
82	Develop a hot springs attraction	0	0	0	0	0	0

Goals In Point Rank Order Segregated as "Primary", "Important" and "Other"

Exhibit C

Item	Goal	Strong	Hamon	Nemeth	Picanco	Mecham	Score
83	Establish a film commission	0	0	0	0	0	0
84	Other-see new prison development	0	0	0	0	0	0
		75	75	75	75	75	375

**Goals Segregated into Three Categories  
"Primary/Previously Adopted", "Important", and "Other"**

**Exhibit D**

<b>Item</b>	<b>Goal</b>	<b>Strong</b>	<b>Hamon</b>	<b>Nemeth</b>	<b>Picanco</b>	<b>Mecham</b>	<b>Score</b>
<b>Primary and Previously Adopted Goals</b>							
1	Prepare a Town Center Expansion/Revitalization Plan	4	4	4	2	5	19
2	Complete and implement Downtown Parking & Circulation Plan	2	5	2	4	3	16
3	Design and develop new City Hall	4	1	1	2	3	11
4	Implement the Information System Strategic Plan	5	1	1	0	4	11
5	Revise development and zoning regulations into a form-based code	5	0	3	2	0	10
6	Improve and expand infrastructure (Airport)	0	5	3	2	0	10
7	Complete Chandler Ranch Specific Plan (CRASP), Olsen/Beechwood Specific Plans (OBSP), Gateway Standards, and Purple Belt Plan	2	4	2	0	0	8
8	Prepare a Business Plan	0	3	2	0	3	8
9	Complete implementation of Emergency Services Growth Management Plan	0	0	3	0	4	7
10	Support Paso Robles Unified School District	0	1	1	1	3	6
11	Improve maintenance of streets & alleys (fund Pavement Management Program)	0	1	2	0	3	6
12	Increase/improve public transit services	5	0	1	0	0	6
13	Maintain police staffing at 1.4 to 1.6 officers per 1,000 residents	0	2	1	2	0	5
14	Develop sufficient City staff, succession and compensation	2	0	2	1	0	5
15	Support Cuesta College	0	1	1	2	0	4

**Goals Segregated into Three Categories  
"Primary/Previously Adopted", "Important", and "Other"**

**Exhibit D**

<b>Item</b>	<b>Goal</b>	<b>Strong</b>	<b>Hamon</b>	<b>Nemeth</b>	<b>Picanco</b>	<b>Mecham</b>	<b>Score</b>
16	Complete and implement the Integrated Water Resources Plan	3	0	0	1	0	4
17	Complete the 4th Street Master Plan	3	0	0	1	0	4
18	Better utilize (and promote) the Paso Robles Events Center	0	1	3	0	0	4
19	Establish economic development point person	0	0	1	3	0	4
20	Develop a technology utility master plan	2	0	0	1	0	3
21	Improve/expand general aviation, commercial & visitor service (Airport)	0	2	0	1	0	3
22	Continue clearing the Salinas River	0	0	0	1	2	3
23	Develop Performing Arts Center Plan	0	0	1	1	0	2
24	Plan for an aquatics center	0	0	0	0	2	2
25	Support First Five Commission	0	0	1	0	0	1
26	Investigate alternatives to generate electricity	0	0	0	1	0	1
27	Enhance Code Enforcement Program	0	0	0	1	0	1
28	Upgrade the Municipal Pool	0	0	0	1	0	1
29	Acquire alternate fuel vehicles	0	0	0	0	0	0

**Goals Segregated into Three Categories  
"Primary/Previously Adopted", "Important", and "Other"**

**Exhibit D**

<b>Item</b>	<b>Goal</b>	<b>Strong</b>	<b>Hamon</b>	<b>Nemeth</b>	<b>Picanco</b>	<b>Mecham</b>	<b>Score</b>
<b>Important Goals</b>							
<b>30</b>	Encourage compact, mixed use and pedestrian oriented development.	<b>5</b>	<b>3</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>12</b>
<b>31</b>	Streamline permit process.	<b>3</b>	<b>5</b>	<b>0</b>	<b>1</b>	<b>3</b>	<b>12</b>
<b>32</b>	Hire an individual to promote development	<b>0</b>	<b>5</b>	<b>0</b>	<b>4</b>	<b>3</b>	<b>12</b>
<b>33</b>	Expand Library hours and service	<b>5</b>	<b>0</b>	<b>1</b>	<b>1</b>	<b>3</b>	<b>10</b>
<b>34</b>	Prepare Uptown Plan	<b>3</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>0</b>	<b>10</b>
<b>35</b>	Prepare industrial and aviation development sites	<b>0</b>	<b>5</b>	<b>0</b>	<b>1</b>	<b>3</b>	<b>9</b>
<b>36</b>	Complete traffic circulation improvement plans	<b>3</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>4</b>	<b>8</b>
<b>37</b>	Prepare a comprehensive Housing Strategy	<b>0</b>	<b>1</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>8</b>
<b>38</b>	Promote bond measure for civic improvements	<b>4</b>	<b>1</b>	<b>0</b>	<b>3</b>	<b>0</b>	<b>8</b>
<b>39</b>	Expand volunteer opportunities	<b>1</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>8</b>
<b>Other Goals</b>							
<b>40</b>	Increase City staff cross-training and education	<b>3</b>	<b>0</b>	<b>2</b>	<b>2</b>	<b>0</b>	<b>7</b>
<b>41</b>	Develop Historic Resources inventory and preservation plan	<b>0</b>	<b>0</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>7</b>
<b>42</b>	Implement another phase of Sherwood Park Master Plan	<b>3</b>	<b>0</b>	<b>1</b>	<b>2</b>	<b>0</b>	<b>6</b>
<b>43</b>	Promote tourism	<b>0</b>	<b>3</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>6</b>

**Goals Segregated into Three Categories  
"Primary/Previously Adopted", "Important", and "Other"**

**Exhibit D**

<b>Item</b>	<b>Goal</b>	<b>Strong</b>	<b>Hamon</b>	<b>Nemeth</b>	<b>Picanco</b>	<b>Mecham</b>	<b>Score</b>
44	Commit resources to the Economic Strategy	0	3	0	2	1	6
45	Create infill development design standards	0	0	3	2	0	5
46	Establish Action Plan to achieve Economic Strategy	0	3	0	2	0	5
47	Form an Energy Conservation Task Force	0	0	0	1	3	4
48	Develop a Spring Street Master Plan	0	1	1	2	0	4
49	Provide regular disaster preparedness workshops	0	0	1	0	3	4
50	Place historic merry-go-round	0	0	1	2	1	4
51	Reinvent/restructure tourism promotion effort	1	0	0	0	3	4
52	Establish an in-town hazardous waste depository	0	0	0	1	2	3
53	Complete Carnegie and Parking Lot repairs	0	1	2	0	0	3
54	Develop gateway and entrance enhancement plan	0	3	0	0	0	3
55	Develop workforce and farm worker housing development incentive programs	1	1	0	1	0	3
56	Address needs of disabled & other underserved populations	0	0	2	1	0	3
57	Develop funding for special event support	0	0	0	1	2	3
58	Promote the PR appellation, wine and vineyards	0	0	3	0	0	3
59	Provide agenda materials one week in advance	1	0	0	2	0	3

**Goals Segregated into Three Categories  
"Primary/Previously Adopted", "Important", and "Other"**

**Exhibit D**

<b>Item</b>	<b>Goal</b>	<b>Strong</b>	<b>Hamon</b>	<b>Nemeth</b>	<b>Picanco</b>	<b>Mecham</b>	<b>Score</b>
60	Revise budget for ease of reading and reference	3	0	0	0	0	3
61	Other-complete immigration study	0	0	1	0	2	3
62	Expand litter control programs	0	0	0	0	2	2
63	Expand Senior services	0	0	1	1	0	2
64	Add tennis courts	0	1	0	1	0	2
65	Expand City facility & infrastructure maintenance capacity	0	0	1	1	0	2
66	Install wireless, digital water meters city-wide	2	0	0	0	0	2
67	Promote medical, health & wellness development & services	0	0	1	1	0	2
68	Publish contact information for all city advisory bodies	0	0	0	2	0	2
69	Work with Cal Poly and the Wine Industry to develop agriculture and viticulture education and information programs.	0	1	0	0	0	1
70	Increase after school education programs.	0	1	0	0	0	1
71	Develop "green" building standards (LEED)	0	0	1	0	0	1
72	Improve and expand trails	0	1	0	0	0	1
73	Enhance Centennial Park Teen Room	0	0	1	0	0	1
74	Establish a dog park	0	1	0	0	0	1
75	Reduce youth sport fees	0	0	0	1	0	1

**Goals Segregated into Three Categories  
"Primary/Previously Adopted", "Important", and "Other"**

**Exhibit D**

<b>Item</b>	<b>Goal</b>	<b>Strong</b>	<b>Hamon</b>	<b>Nemeth</b>	<b>Picanco</b>	<b>Mecham</b>	<b>Score</b>
<b>76</b>	Beautify Highway 101 Corridor	0	0	0	0	0	0
<b>77</b>	Establish an Architectural Review Commission	0	0	0	0	0	0
<b>78</b>	Acquire/use the Fox Theatre (for performing arts)	0	0	0	0	0	0
<b>79</b>	Add play fields	0	0	0	0	0	0
<b>80</b>	Develop pocket parks	0	0	0	0	0	0
<b>81</b>	Encourage retail businesses of interest to youth	0	0	0	0	0	0
<b>82</b>	Develop a hot springs attraction	0	0	0	0	0	0
<b>83</b>	Establish a film commission	0	0	0	0	0	0
<b>84</b>	Other-see new prison development	0	0	0	0	0	0
		<b>75</b>	<b>75</b>	<b>75</b>	<b>75</b>	<b>75</b>	<b>375</b>



**CITY OF PASO ROBLES**  
**Adopted Council Goals**  
**Fiscal Years 2006 – 2009**

ITEM	GOAL DESCRIPTION
<b>MAJOR GOALS</b>	
1	Plan for a new City Hall/Civic Center (including examination of a Performing Arts/Conference Center & Superior Court)
2	Master Plan all parks beginning w/City Park
3	Continue development & growth of Public Safety Services
4	Increase supply of adequate & affordable housing
5	Develop the Airport (prepare/implement business, capital improvement & development plans)
6	Improve Senior transportation
7	Complete previous goals ( <i>see next page</i> )
<b>ADDITIONAL/PREVIOUS GOALS</b>	
8	Increase funding for downtown/west side alley repairs
9	Identify Economic Development point person (w/Chamber of Commerce)
10	Determine a balanced approach to traffic mitigation (implement Traffic Calming Program)
11	Develop downtown parking
12	Enhance the Code Enforcement Program
13	Study expansion of redevelopment area east of Highway 101 (include Ferro Lane, Paso Robles St. & the Salinas River)
14	Continue development of all water resource related projects
15	Continue developing the Salinas River Corridor Plan
16	Maintain fiscal neutrality and stability
17	Complete Specific Plans
18	Beautify City exits, entrances, & Highway 101 corridor
19	Plan for an Aquatic Center
20	Explore methods to increase citizen participation
21	Complete 4th Street Property Master Plan
22	Develop Design Guidelines – improve/complete development, metal building and zoning standards and building codes

Adopted at City Council Meeting of March 1, 2005



**CITY OF PASO ROBLES**  
**COUNCIL GOALS**  
**FISCAL YEARS 2006 - 2009**

Item	Goal Description	Status
	<p><b><u>Goal 7:</u> Complete previous goals (not included on the new/current list of goals).</b></p> <p><b>A. Develop plan for sufficient City staff, key staff succession, and proper compensation</b></p> <p><b>B. Upgrade the Municipal Pool</b></p> <p><b>C. Support local schools</b></p> <p><b>D. Continue clearing the Salinas River</b></p> <p><b>E. Better utilize Mid State Fair facilities</b></p> <p><b>F. Acquire alternate-fuel public transit vehicles</b></p> <p><b>G. Implement Information System Strategic Plan</b></p> <p><b>H. Develop a technology utility master plan (community-wide fiber optics)</b></p> <p><b>I. Investigate alternatives to generate electricity</b></p>	