



CITY OF EL PASO DE ROBLES

"The Pass of the Oaks"

CITY COUNCIL AGENDA ADJOURNED REGULAR MEETING AND PUBLIC WORKSHOP

Saturday, February 3, 2007 9:00 AM

**MEETING LOCATION: PASO ROBLES LIBRARY/CITY HALL
CONFERENCE CENTER, 1000 SPRING STREET**

CALL TO ORDER – Downstairs Conference Center

ROLL CALL Councilmembers John R. Hamon, Jr., Gary Nemeth, Duane Picanco, Fred Strong, and Mayor Frank Mecham

PUBLIC COMMENTS

This is the time the public may address the Council on items other than those scheduled on the agenda. **PLEASE SPEAK DIRECTLY INTO THE MICROPHONE AND BEGIN BY STATING YOUR NAME AND ADDRESS. EACH PERSON AND SUBJECT IS LIMITED TO A 3-MINUTE DISCUSSION.** Any person or subject requiring more than three minutes may be scheduled for a future Council meeting or referred to committee or staff.

1. **2007 Council Goal Setting**
J. App, City Manager & John Dunn, Facilitator

A public workshop to formulate City goals.

OPTIONS:

- a. Consider public input and establish community and city-organization goals for 2007-2009.
- b. Amend, modify, or reject one of the above option.

ROLL CALL VOTE

ADJOURNMENT: to THE REGULAR MEETING AT 7:30 PM ON TUESDAY, FEBRUARY 6, 2007, AT THE LIBRARY/CITY HALL CONFERENCE CENTER, 1000 SPRING STREET

All persons desiring to speak on an agenda item are asked to fill out **Speaker Information Cards** and place them at the Staff Table prior to public discussion of that item. Each individual speaker will be limited to a presentation total of three (3) minutes per item.

AMERICANS WITH DISABILITIES ACT Any individual, who because of a disability needs special assistance to attend or participate in this meeting, may request assistance by contacting the City Clerk's Office (805) 237-3960. Whenever possible, requests should be made four (4) working days in advance of the meeting.

**THE DEADLINE FOR SUBMITTING ITEMS FOR THE NEXT
REGULAR COUNCIL MEETING IS FEBRUARY 9, 2007**

**Workshop Agenda &
City Manager Memo 1-24-07
Section 1**

**General Plan Goal Summary
Section 2**

**Economic Strategy Objectives
Section 3**

**Current Council Goals
Section 4**

**Goal Progress Report
Section 5**

**City Council Member Goal
Suggestion Summary
Section 6**

**City Council Member Goal
Suggestions (Individual)
Section 7**

**Council Advisory Body
Suggestions
Section 8**

**Community Group
Suggestions
Section 9**

**Citizen Suggestions
Section 10**

**City Staff Suggestions
Section 11**

**City Manager Suggestions
Section 12**

AGENDA

February 3, 2007

9:00 AM – 3:00 PM (approximately)

INTRODUCTION AND BACKGROUND

1. Mayor Frank Mecham – Introductory Remarks

- Welcome
- Thoughts on the day
- Why pursue goal-setting
- Introduction of Councilmembers, staff and facilitator

2. City Manager Jim App

- 2006 – 2009 Goals Progress Report

3. Facilitator John Dunn

- The agenda for the day
- The purpose of Council goal-setting
- Suggested ground rules for the day
- Council questions

4. Goal-setting (Preview Council Suggestions)

- Results of Council's "homework assignment"
- A starting point – other ideas can be added
- Council comments

5. Public Comment

- What should the Council/City do to improve Paso Robles?
(PLEASE LIMIT COMMENTS TO SUGGESTING CITY GOALS FOR THE CITY COUNCIL TO CONSIDER.)

THE MAIN EVENT

6. City Council determines goals for next 2 years

7. City Council prioritizes goals

8. Celebrate the spirit of the day

- Council comments
- Mayor's concluding comments

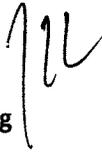
Refreshments will be provided throughout the day

Breaks will be called by the Mayor, as needed

A small lunch will be served around noon to those in attendance

There will be an afternoon break to allow for calculation of Council priorities

TO: City Council
FROM: James L. App, City Manager
SUBJECT: 2007 City Council Goal Setting
DATE: January 24, 2007



As an aid to your preparation for the February 3 Goal Setting Workshop, attached you will find:

- General Plan Goal Summary
- Economic Strategy Objectives
- Current Council Goals
- Goal Progress Report
- City Council Member Goal Suggestion Summary*
- City Council Member Goal Suggestions (individual; anonymous)
- Council Advisory Body Suggestions
- Community Group Suggestions
- Citizen Suggestions**
- City Staff Suggestions
- City Manager Suggestions

* The Summary is an attempt to provide a concise, consolidated list of individual Council Member suggestions – for easy reference.

** A number of citizen suggestions have been received – while there are numerous suggestions, two tend to repeat: (a) energy conservation, alternative energy, environmental consciousness and (b) dog parks.

Attachments

General Plan Goals, Adopted 16 December 2003

Overall City Goals:

GOAL 1: In order to enhance Paso Robles' unique small town character and high quality of life, the City Council supports the development and maintenance of a balanced community where the great majority of the population can live, work and shop.

GOAL 2: Strengthen the City's economic base through business retention and recruitment, including provisions for "head-of-household" jobs and increased retail sales, transient occupancy taxes, and property tax revenues.

GOAL 3: Establish Paso Robles as the North County commercial retail center, based on providing neighborhood and service commercial development in proportion to population growth, downtown commercial revitalization, and regional commercial development.

GOAL 4: Strive to ensure that City services and facilities are maintained at current levels and/or in accordance with adopted standards.

Land Use Element Goals:

GOAL LU-1: Land Uses. Strive to maintain a balanced community, where the majority of residents can live, work, and shop.

GOAL LU-2: Image/Identity. Maintain/enhance the City's image/ identity.

Goal LU-3: (there is no Goal with this number in the adopted document)

GOAL LU-4: Public Services and Facilities. Maintain/improve the quality of life enjoyed by residents.

Circulation Element Goal:

GOAL CE-1: Establish a safe, balanced, and efficient circulation and pedestrian system serving all segments of the community, preserving the City's small town character and quality of life, and planning for anticipated growth.

Housing Element Goals:

GOAL H-1: Facilitate the development of a range of housing types, densities, and affordability levels to meet the diverse needs of the community, maintaining a balanced supply of ownership and rental units.

GOAL H-2: Preserve the City's housing stock and neighborhoods in a safe and decent condition and eliminate the causes and spread of blight.

GOAL H-3: Mitigate or remove potential governmental constraints to housing production and affordability.

GOAL H-4: Ensure choice of housing types and locations to all persons regardless of race, creed, age or sex.

GOAL H-5: Encourage energy efficient design of housing units and residential neighborhoods.

Conservation Element Goals:

GOAL C-1: Utilities and Infrastructure. Ensure that public utilities, facilities, and services are designed to meet existing and planned land uses, and ensure that provisions are made for continued operation maintenance, and updates as necessary.

GOAL C-2: Air Quality. Seek to maintain air quality by taking actions to reduce traffic congestion, vehicle miles traveled, and air pollutant emissions.

GOAL C-3: Biological Resources. As feasible, preserve native vegetation and protected wildlife, habitat areas, and vegetation, through avoidance, impact mitigation, and habitat enhancement.

GOAL C-4: Mineral Resources. Oversee/manage mineral resources.

GOAL C-5: Visual Resources. Enhance/upgrade the City's appearance.

GOAL C-6: Cultural Resources. Strive to preserve/protect important historic and archeological resources.

GOAL C-7: Energy Conservation. Encourage the conservation of energy resources.

Opens Space Element Goal:

GOAL OS-1: Preserve/expand the amount and quality of open space in and around Paso Robles

Noise Element Goal:

GOAL N-1: Minimize exposure to noise and generation of noise.

Safety Element Goal:

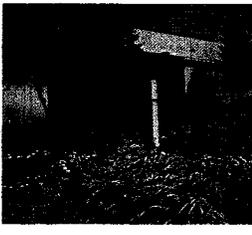
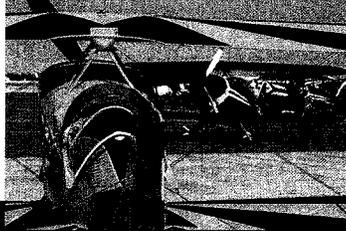
GOAL S-1: Minimize exposure to natural and manmade hazards.

Parks & Recreation Element Goal:

GOAL PR-1: Optimize the use and development of parks and recreation facilities to serve the existing and projected population.

*A
strategy
that promotes
and charts
a course
to realize
these ideals
is offered.*

*People
Place
Positioning
Partnership*

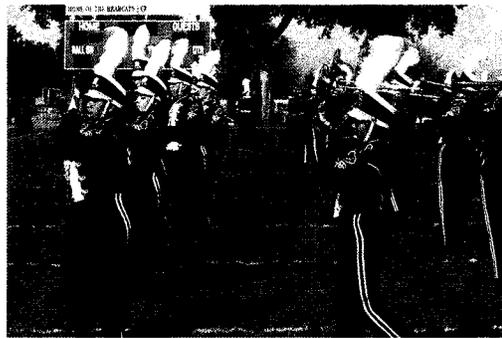


PEOPLE

Develop people to power the knowledge economy. Increase educational attainment and skills of, opportunities, and demand for local labor force.

Promote and support a full continuum of education opportunities.

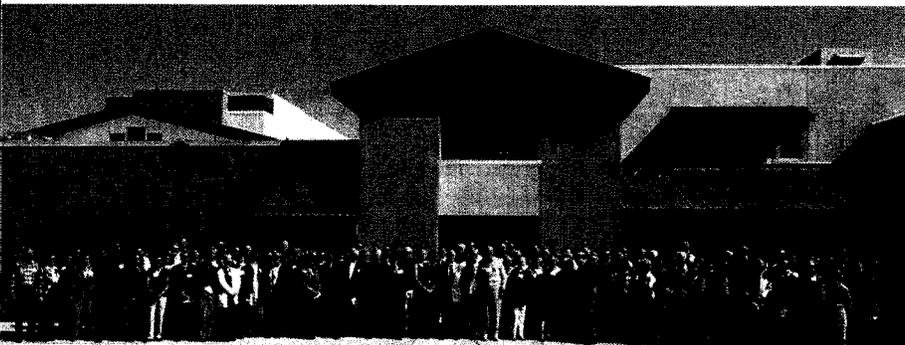
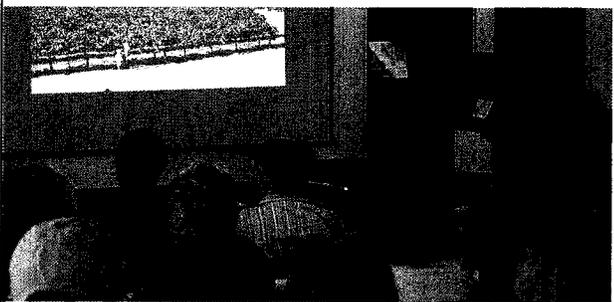
- Encourage bilingualism and honor cultural diversity;
- Support delivery of basic literacy and numeracy programs;
- Promote quality, relevant education and training programs;
- Recognize academic achievement (of individuals and institutions);
- Establish information clearinghouse of available education and training programs;
- Recognize and promote programs providing youth with relevant work experience.



Recognize and increase community and business investment in, and commitment to, education.



⌘ ACTIONS ⌘



- Support long-term education facility and program funding alternatives.

- Support development of specialized education/vocational training, baccalaureate, and graduate degree programs and facilities.

- Develop, implement, and promote bilingual learning programs for residents and businesses.

- Expand and promote basic literacy and numeracy programs to residents and businesses.

- Business and education jointly expand and develop work experience/ apprentice programs.

- Establish joint City/business/labor endowment fund and scholarship program for all education levels.

PLACE

Improve quality of place to attract investment and knowledge workers stimulate investment by establishing distinctive, quality, stable, safe and sustainable physical improvements and attractions that welcome industry, commerce, tourism, employment, and wealth necessary to maintain and enhance quality of life.

Implement development policies to achieve more efficient use of infrastructure.

- Encourage community development in live/work, mixed use, and compact, pedestrian oriented forms to accommodate all income levels and lifestyles;
- Prepare road, utility, and communications infrastructure to facilitate private investment;
- Establish stable, long-term funding for infrastructure;
- Increase labor force residents in the City.

Develop distinctive design standards and invest in design excellence to:

- Create inspiring and memorable places;
- Emphasize the appearance and qualities of the public realm;
- Create streetscapes, pathways, and public spaces of beauty, interest, and functional benefit to pedestrians;
- Encourage adaptive reuse of historic buildings;
- Preserve energy and natural resources.

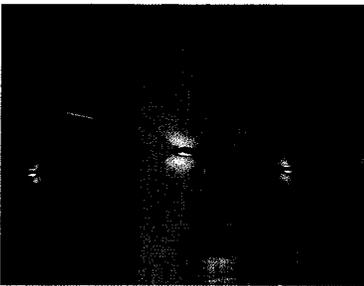
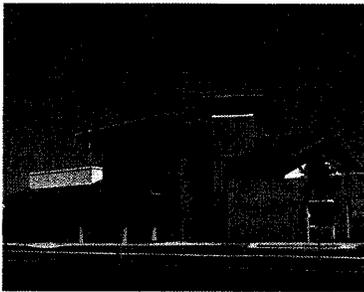
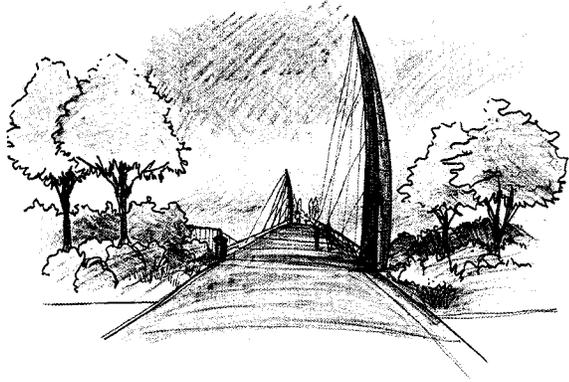
Stimulate investment in strategic areas and under-utilized sites.

- Develop the Salinas River as a signature landscape and attraction;
- Enhance and expand the downtown to a mixed use dining, entertainment, culture and shopping destination featuring a new river front;
- Allocate public resources to support and promote arts, culture, and conferencing;
 - Develop a downtown center for the arts, culture and conferences,
 - Encourage and recognize business investment and involvement in the arts, culture and major events.
- Prepare the Airport for high quality business, transportation, and visitor investment and activity.

Support agriculture as a viable industry and visitor attraction by featuring it as the distinguishing community environment.

Increase intensification, supply, and range of housing to attract and accommodate a skilled labor force.

⌘ ACTIONS ⌘



- Develop and implement form based code and architectural design, “green” building, and historic preservation/reuse standards.

- Prepare and implement target area vision/plans including Downtown Center – Salinas River Corridor Plan, Downtown Expansion Plan, Civic Center Plan, City Park Master Plan; and, Airport – Master Plan.

- Develop a Culture Plan to establish and support facilities for the arts and culture.

- Develop, fund and implement the “purple belt” plan.

- Identify and evaluate alternatives to increase the labor force resident in the City.

- Develop design for, and invest in, transportation and utility infrastructure for targeted areas – downtown/civic center/river front and Airport – to create development ready sites and attract private investment.

- Identify, evaluate and seek out long-term infrastructure funding alternatives.

POSITIONING

Develop and market the unique character, heritage and special attributes of the community as the region's destination to visit, shop, invest, work and live.

Promote the City as a center of high value agriculture and industry.

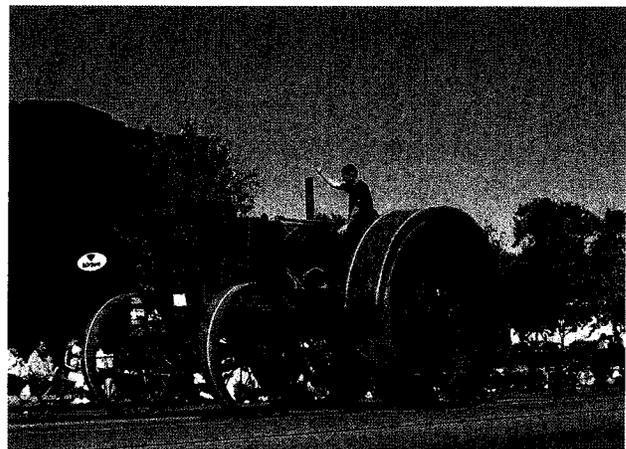
- Showcase the Paso Robles wine appellation and industry as the emerging center of world class wines;
- Promote viticulture investment/business opportunities in winery production, tasting, equipment research/design/production/sales/service, marketing and sales, and end-destination attractions;
- Develop and promote year-round and special events that highlight viticulture, olive oil, and equestrian attractions.

Market Paso Robles as an ideal setting for the emergence and convergence of value-added medical, health and wellness services.

- Encourage public/private partnerships to develop integrated medical research/business/destination facilities – to host medical research and promote technology transfer/commercialization to specialized medical interventions, rehabilitation clinics, and health and wellness spas;
- Promote health and wellness service/facility investment/business opportunities in end destination medical and visitor attractions;
- Entice investment in, and showcase, natural hot springs as a unique Paso Robles asset and cornerstone to health and wellness visitor destination attractions.

Promote local industry, products, services and destinations.

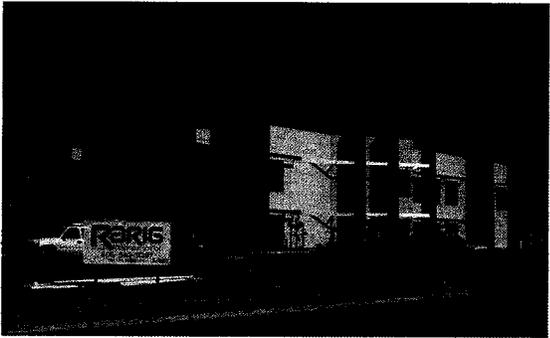
- Identify and feature the interests of industry clusters;
- Develop web-based links to local industry and commerce;
- Implement high visibility business recognition and appreciation programs;
- Attract major events and conferences that focus attention on Paso Robles' assets;
- Expand and diversify hotel products, including end destination full-service resorts;
- Encourage and expand tourism attractions that highlight Paso Robles' unique identity and heritage (agricultural/equestrian education and entertainment – Paso Robles Event Center, historical and cultural sites, collections, and events).



ACTIONS



- Develop and advance cluster group common interests and action plans to address human resource needs, technical and professional development necessities, infrastructure requirements, supply chain gaps, research and development challenges, and business incubation opportunities.



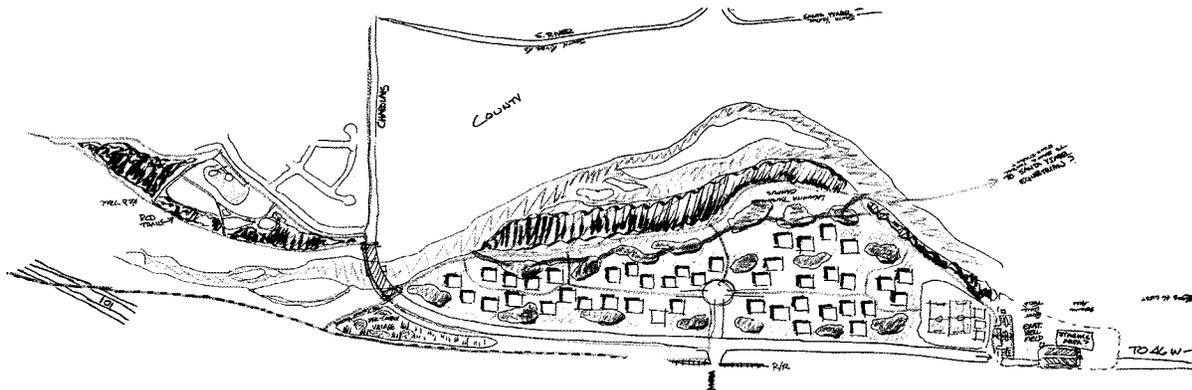
- Develop and implement web-based industry cluster and business information system and linkages to attract investment, expand markets, and sell local goods.



- Develop trade shows to showcase industry clusters, investment opportunities, and expand their markets.

- Implement business retention program to showcase businesses and identify/link common industry needs.

- Develop high visibility business recognition program.



PARTNERSHIP

Create an alignment of strategic intent to collectively foster economic growth and improve the quality of life.

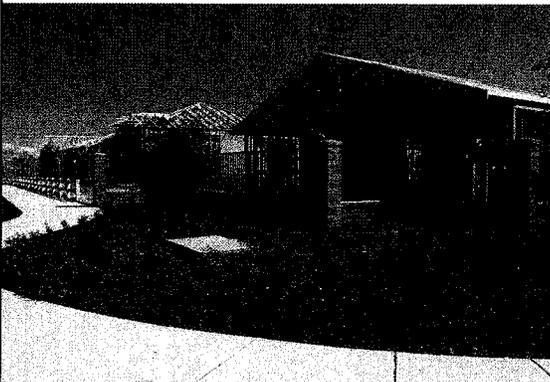
Establish a common economic vision with a broad base of support.

Mobilize public, private, and community resources to improve competitive position through partnership.

- Continually forge closer working relations with Cal Poly, Cuesta College, and local schools for:
 - increased/improved educational opportunities,
 - innovations in technology, design, programs and services,
 - joint beneficial development and application of services and resources.
- Intensify public/private collaboration to expand and enhance the unique flavor of downtown.
- Support regional marketing efforts that recognize and promote Paso Robles':
 - unique assets, heritage and distinctive character,
 - as a great place to visit, shop, invest, work and live,
 - as a year round dining, entertainment, event and conference destination,
 - as an emerging center of entrepreneurial, commercial, and business opportunity.



≡ ACTIONS ≡



- Establish community economic development roundtable to facilitate on-going public/private involvement in policy and program development, business outreach and recognition, and investment and market development.

- Improve linkages between industry clusters and education to address specialized labor requirements.

- Identify and encourage school and college joint development/use of education facilities and programs.

- Encourage synergy amongst and between, and reinvest in, attractions that showcase Paso Robles' unique identity and heritage including the Paso Robles Event Center, Pioneer and Historical Museums, historic buildings, agriculture, local artisans and culture, historic downtown, and the river front.

- Attract conventions that promote Paso Robles industry clusters and assets (to generate mid-week visitor demand, lure investment, and expand markets).

- Support regional cooperative marketing efforts and initiate joint marketing programs.

- Provide adequate, stable funding for tourism marketing and economic development.



CITY OF PASO ROBLES

COUNCIL GOALS

FISCAL YEARS 2006 - 2009

ITEM	<u>EXHIBIT A</u> GOAL DESCRIPTION
MAJOR GOALS	
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 (see Exhibit B).
ADDITIONAL/PREVIOUS GOALS	
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.

2/18/05



CITY OF PASO ROBLES

COUNCIL GOALS

FISCAL YEARS 2006 - 2009

Item	Goal Description	Status
	<p style="text-align: center;"><u>EXHIBIT B</u></p> <p>Goal 7: Complete previous goals <i>(not included on the new/current list of goals)</i>.</p> <ul style="list-style-type: none"> A. Develop plan for sufficient City staff, key staff succession, and proper compensation. B. Upgrade the Municipal Pool. C. Support local schools. D. Continue clearing the Salinas River. E. Better utilize Mid State Fair facilities. F. Acquire alternate-fuel public transit vehicles. G. Implement Information System Strategic Plan. H. Develop a technology utility master plan (community-wide fiber optics). I. Investigate alternatives to generate electricity. 	



CITY OF PASO ROBLES

COUNCIL GOALS

FISCAL YEARS 2006 – 2009

ITEM	EXHIBIT A GOAL DESCRIPTION	CURRENT GOAL STATUS
MAJOR GOALS		
1	Plan for a new City Hall/Civic Center (including examination of a Performing Arts/Conference Center & Superior Court).	<ul style="list-style-type: none"> • City Hall financial planning underway for the upcoming budget. • City Hall & Arts/Conference Center site analysis will be part of a Town Centre Plan. • Town Centre Plan will be initiated in 2007. • Superior Court project is ready to construct.
2	Master Plan all parks beginning w/City Park.	<ul style="list-style-type: none"> • City, Pioneer & Robbins will be included in Town Centre Plan
3	Continue development & growth of Public Safety Services.	<ul style="list-style-type: none"> • Over the past 2 years, Police staffing has been increased to maintain a 1.4/1000 population ratio, command and field supervision improved, & operating systems updated. • Fire staffing increased by 3 plus a Battalion Chief. • Fire Station 2 has been rehabilitated and improved. • Annual business fire inspections will begin 2007.
4	Increase supply of adequate & affordable housing.	<ul style="list-style-type: none"> • 137 units each of affordable family & senior rentals have been/are being developed. • A comprehensive Housing Strategy is under development.
5	Develop the Airport (prepare/implement business, capital improvement & development plans).	<ul style="list-style-type: none"> • Completed Master Plan. • Extended leases for 2 major employers. • Reviewing Airport industrial expansion potential for consideration in upcoming budget.
6	Improve Senior transportation	<ul style="list-style-type: none"> • Added mid-day shuttle and Atascadero Loop. • Improved signage & information Guides.
7	Complete previous goals (see Exhibit B).	See Exhibit B

ADDITIONAL/PREVIOUS GOALS		
8	Increase funding for downtown/west side alley repairs.	<ul style="list-style-type: none"> Formally included alleys as eligible Gas tax funded street maintenance projects.
9	Identify Economic Development point person (w/Chamber of Commerce).	<ul style="list-style-type: none"> New Economic Strategy adopted. Asst. City Mgr. informally identified as City point person.
10	Determine a balanced approach to traffic mitigation (implement Traffic Calming Program).	<ul style="list-style-type: none"> Completed 13th St. (Rader) Bridge project. Completed Union Road improvements to Kleck. Developed Union Road Plan line. Developing Creston Road Plan Line. Preparing design of various major road & highway intersection improvements. Developed angles parking and bulb-outs downtown.
11	Develop downtown parking.	<ul style="list-style-type: none"> 135 spaces added. In Lieu fee program adopted. Revised downtown parking standards. Will complete downtown parking plan/program in 2007.
12	Enhance the Code Enforcement Program.	<ul style="list-style-type: none"> Cleared River campsites. Employed & trained 2 FTE in PD. Program options to be presented 2007.
13	Study expansion of redevelopment area east of Highway 101 (include Ferro Lane, Paso Robles St. & the Salinas River).	<ul style="list-style-type: none"> Will be evaluated in conjunction with development of the Town Centre Plan.
14	Continue development of all water resource related projects.	<ul style="list-style-type: none"> Integrated Water Resource Plan complete in early 2007. Naci project construction in 2007/8. Arsenic treatment in 2007. Water storage tank project(s) in 2009.
15	Continue developing the Salinas River Corridor Plan.	<ul style="list-style-type: none"> Anticipate completion of concept plan 2007. Full Plan development will be part of Town Centre Plan to be initiated in 2007. River Parkways Trail complete. Gateway standards will address integration of river front private and corridor development
16	Maintain fiscal neutrality and stability.	<ul style="list-style-type: none"> All development service and impact fees have been updated to offset costs of development impacts. CFD has been implemented to offset impacts to City services. City financial performance continues to be strong – FY 06 finished with a significant surplus.
17	Complete Specific Plans.	<ul style="list-style-type: none"> CRASP could be completed in 2007 OBSP probably in 2008. Town Centre & Uptown Plans will be initiated in 2007.

ITEM	EXHIBIT A GOAL DESCRIPTION	CURRENT STATUS
ADDITIONAL PREVIOUS GOALS (continued)		
18	Beautify City exits, entrances, & Highway 101 corridor.	<ul style="list-style-type: none"> • Gateway standards anticipated in 2007.
19	Plan for an Aquatic Center.	<ul style="list-style-type: none"> • Future project.
20	Explore methods to increase citizen participation.	<ul style="list-style-type: none"> • Council & Planning Commission Agendas & staff reports available on City web site. • Intensified recruitment efforts for Planning Commission. • Established liaison with PREC & PRWCA.
21	Complete 4th Street Property Master Plan.	<ul style="list-style-type: none"> • First building nearly complete. • Plan completion in 2007.
22	Develop Design Guidelines – improve/complete development, metal building and zoning standards and building codes.	<ul style="list-style-type: none"> • Specific Plans, gateway standards will include new standards. • Anticipate new (form-based) code development will follow – perhaps commencing 2008.
	EXHIBIT B GOAL DESCRIPTION	CURRENT STATUS
GOAL 7: Complete previous goals (not included on the new/current list of goals).		
	A. Develop plan for sufficient City staff, key staff succession, and proper compensation.	<ul style="list-style-type: none"> • Increased staff levels 12%. • Key staff succession completed in Public Works, Community Development, & Library & Recreation Services Departments. • Position classification & compensation examined & adjusted in 2006. • New 4-yr labor agreements orient compensation to market.
	B. Upgrade the Municipal Pool.	<ul style="list-style-type: none"> • Main pool house rehab completed. • Therapy pool rehab in 2007.
	C. Support local schools.	<ul style="list-style-type: none"> • High School Bond Measure. • Reduced costs for school use of City resources. • Initiated joint project planning for Flamson, Montebello, Chandler & Olsen Beechwood. • Partner with C.O.E. & First 5 Commission to develop a Family Resource & Pre-School Center. • Partner with P.S.H.H. to establish after-school tutoring program for residents of Canyon Creek & students of pat Butler Elementary & Flamson Middle School.

	EXHIBIT B GOAL DESCRIPTION	CURRENT STATUS
	D. Continue clearing the Salinas River.	<ul style="list-style-type: none"> • Cleared campsites. • Thru RCD constructed a River Trail • Permittable annual vegetation abatement program continues to be pursued.
	E. Better utilize the P.R.E.C. (Mid-State Fair) facilities.	<ul style="list-style-type: none"> • Established liaison with PREC. • Partnering with PREC to master plan the facilities. • Supported attraction of major equestrian events.
	F. Acquire alternative-fuel public transit vehicles.	<ul style="list-style-type: none"> • Future City vehicle acquisition will be flexible fuel equipped commencing 2007.
	G. Implement Information System Strategic Plan.	<ul style="list-style-type: none"> • Implemented G.I.S. • Engaged web analyst to effect e-commerce. • New Finance/accounting system to be selected 07/08. • Anticipate mobile data for public safety in 2008.
	H. Develop a technology utility master plan (community-wide fiber optics).	<ul style="list-style-type: none"> • Future project.
	I. Investigate alternatives to generate electricity.	<ul style="list-style-type: none"> • Initiated informal, internal examination of fuel generating opportunities at municipal landfill and wastewater plant. • Anticipate more study 07-09.

2007 GOALS

City Council Member Suggestion Summary

Develop Airport

- Improve and expand infrastructure
- Hire an individual to promote development
- Prepare industrial and aviation development sites
- Improve/expand general aviation, commercial & visitor service

Economic Development

- Engage community partners and define roles to collectively pursue strategic objectives
- Establish action plans/programs to achieve Economic Strategy objectives
- Commit resources to pursue Economic Strategy
- Establish economic development “point person”
- Streamline permitting process
- Promote local tourism

Planning

- Complete Specific Plans, Salinas River Corridor, Park Master Plans, Gateways, Downtown Circulation & Parking, and Purple Belt Plan
- Revise development & zoning regulations into a form-based code
- Develop Historic Resources inventory and preservation plan
- Prepare Town Centre and Uptown Plans
- Expand Redevelopment Area

Downtown

(including expansion and improvement objectives to be identified in the Town Centre Plan and Circulation & Parking Plan)

- Complete Carnegie and Library Parking Lot repairs
- Encourage mixed use & pedestrian orientation
- Replace/expand City Park restrooms
- Acquire land for expanded parking
- Develop Performing Arts Center

Community Involvement

- Provide agenda materials one week in advance on web site
- Revise budget document for ease of reference/reading
- Provide regular disaster preparedness workshops
- Expand volunteer opportunities

2007 GOALS

City Council Member Suggestion Summary

Transportation

- Improve maintenance of streets & alleys
- Traffic circulation improvements (including Southern River crossing, HWY 46E & Airport, etc.)
- Increase/improve public transit services

Various

- Eliminate graffiti
- Complete immigration study
- Complete utility improvement plans
- Improve service levels in Library & Public Safety
- Increase City employee cross training and education
- Expand recreation service (including tennis courts @ Sherwood Park; public area safety monitoring cameras)

Paso Robles City Council Goal Suggestions 2007 – 2010 Goal Setting Workshop

Adopt the Salinas River Corridor Plan

Seriously look at expansion of the Redevelopment Area

Establish "action plan" or programs to accommodate the adopted Economic Strategy

Finish the plans currently underway – for example; Downtown Parking and Circulation, Downtown Park Master Plan, Gateway Design Plans, etc.

Strongly pursue the completion, or at least the bidding, for the Carnegie and the parking lot fix.

Establish quarterly public awareness workshops for "disaster preparedness." Hold them at City Hall, Centennial, Senior Center and possibly the north end of the city.

Strong focus on graffiti elimination and cleaning up the city... alleys, city entrances, etc.

Establish a clear partnership arrangement with Wine Country Alliance, Events Center, Chamber and Main Street. Define their role and what and how we intend to accomplish these roles and establish a strategic plan for these partnerships.

Complete the discussion regarding planning and permit processes and hold a workshop that will include builders and the development community.

Look strongly toward repairing, removing or building new bathroom facilities in the downtown park.

Complete the study for evaluating the issues surrounding illegal immigration.

Enlarge Redevelopment Area east of Highway 101 to include Paso Robles Street, Creston Road Corridor to Ferro Lane.

Improve Downtown City Park Restrooms and sewer line.

Economic Development Point Person.

Identify and purchase additional parking property.

Street and alley maintenance (improvements and programs).

Traffic circulation improvements.

Paso Robles City Council Goal Suggestions 2007 – 2010 Goal Setting Workshop

Invest in the Airport

1. Install additional Infrastructure
2. Appoint or hire an individual to specifically promote development possibilities.
 - Explore a partnership for a Wine & Vine Institute
 - Provide private a hangar facility
 - Provide incentives for corporate relocations

Invest in Downtown

1. Acquire additional property for future parking lot or structure.
 - Consider “timed” downtown parking to be implemented
2. Consider an additional new look for the Park - Partner with Cuesta College or a private organization to build a Performing Arts / Conference Center
 - Consider a multifunctional cultural center of same design as the Carnegie, together with historical society area, council chambers, public bathrooms

Invest in Paso Robles Economic Development Strategy

1. Partner with Chamber of Commerce or other organization to activity manage and promote the Paso Robles VCB
2. Promote a local BID to support the tourism trades
3. Make Planning, Engineering, and Building Departments easier to work with
 - Make it less time consuming
 - Friendlier more sincere customer service in moving projects forward
 - Review our relationship with California Code Check

Invest in City Recreation

1. Construct additional tennis courts at Sherwood
2. Install monitoring cameras at ball fields, parks, and skate parks similar to the 13th street bridge camera to dissuade graffiti problems

Airport

1. Industrial Site Improvements – evaluate and establish a strategy for City investment and development of expanded industrial and commercial properties (tailored to niche markets)
2. Service Enhancements – improve and enhance general aviation, commercial opportunities and visitor experience at the airport.
3. Airport Capitol Improvement Planning – establish the next 2-6 priority list for on-airport capitol improvements (including consideration of where next FBO site should be located)

Paso Robles City Council Goal Suggestions 2007 – 2010 Goal Setting Workshop

Economic Strategy

1. Devote resources to realize the identified economic strategy and manage collaborative relationships by identifying concrete objectives and action steps, facilitation of business opportunities, and pursuit of innovative approaches to investment in community health and welfare and develop new community blueprints (such as the Town Center Plan, Salinas River Corridor Plan and Uptown Plan)
2. Economic Development
Actively engage all community partners; Chamber of Commerce, Main Street, Paso Robles Wine Country Alliance, Paso Robles Event Center, the Paso Robles School District, etc. in the discussions.

Community Development

1. Update the City's Inventory of Historic Resources, develop a Historic Preservation Ordinance and develop a set of design standards (adding form based codes to the mix) to ensure high quality development in areas of neighborhood design, multi-family/condominium development, mixed use, infill, commercial/industrial design, treatment of historic properties, gateways, signage and lighting, incorporating LEED (Leadership in Energy & Environmental Design) principles.
2. Prepare a Comprehensive Development Code Update of our current development regulations including Zoning, Subdivision, Signage, Grading, Landscaping, Historic Preservation, and Stormwater Management in a single form-based development code.

Downtown

The pedestrian-oriented environment should be developed to offer convenient access, a garden-like setting, and human-scale buildings. The architecture shall capture the best of the City's past while integrating new buildings into a coherent and visually appealing downtown. It is a multicultural place, attracting all sectors of the community, and serving as a meeting place for families, children, elderly, office workers, retailers, shoppers and visitors, as well as those living in the downtown and surrounding neighborhoods. A range of housing types should be integrated into the downtown. This urban-density housing provides both market-rate and affordable units, and expands the immediate market for downtown goods, services and public transportation. A strong network of public and private open spaces (streets, sidewalks, public parks, plazas, passageways, alleys and courtyards) that create a socially active and pedestrian-oriented downtown core should be emphasized. Downtown should be predominantly pedestrian in nature: movement should be carefully structured to reinforce the character of the downtown. Pedestrian, bicycle, and transit access to the downtown should be enhanced. Parking in the downtown core should attempt to maximize shared use. At least one if not two multistory parking structures should be developed with a mixed use in mind. One multistory structure could be developed in the City Hall/Library parking lot with City Hall moving out of the library and into the upper level of the structure.

Paso Robles City Council Goal Suggestions 2007 – 2010 Goal Setting Workshop

The Paso Robles downtown must continue to function as a place of commerce, culture, and recreation: which would include a *Performing Arts and/or Civic Center*, a place that people choose to go to meet friends; a place that naturally and spontaneously accommodates civic events as well as informal gatherings; and a place where people live and work. The creation of a rich environment and a balanced mixture of land uses that are mutually reinforcing will be critical in achieving such a place.

The quality and mix of businesses in the downtown will significantly contribute to the diversity and number of people who will come to the downtown. Such an approach can encourage mix uses and will promote multiple visitations; the coordination of business hours; the marketing of the downtown as a single destination; and the programming of special events. In order to remain competitive with other shopping and dining areas downtown needs to be perceived as a unique destination that is convenient and comfortable to pedestrians, motorists, and bicyclists. Ground-level use downtown should be controlled to ensure that retail continuity is maintained. Our downtown must be more than a place to conduct business; it should also be a place where Paso Robles naturally gather to meet, to see live theater and movies, to hear music, to enjoy the children's museum, to be entertained, and to dine. The perception of downtown in general, should be a place of diverse activity. In addition, entertainment and cultural uses, (theaters, galleries, nightclubs, park activities) are encouraged to provide a richer and more diverse experience to the visitor, and to allow the downtown to be the principal stage for the artistic expression of the community.

The use of sidewalk extension zones (e.g. outdoor cafes, markets, etc.), setbacks at key points, courtyards, and passages will also reinforce and enrich the overall open space network of the downtown. The design guidelines should call for buildings that respect the incremental pattern of development in the downtown and that are reflective of the charm and lifestyle of downtown. Buildings that have a unique rhythm and variation created by elements including balconies, trellises, bay windows and roof gardens; buildings that extend and enhance the public realm with courtyards, setbacks, but reflect the environment and are energy efficient. The guidelines should not recommend a single architectural style as a predominant theme, but rather emphasizes a humanistic scale and warmth that provides a common vocabulary.

Ongoing or "to be completed" Goals:

1. Specific Plans that are in various stages of completion, such as Chandler Ranch, Olsen Ranch/Beechwood, Northeast (24th to northern city limits/101 to western city limit), Town Center (Southern City limits to 18th Street/ 101 to Chestnut).
2. Ordinance amendments re. Form Based Zoning & General Plan Update.
3. Complete and implement Purple Belt Plan, Economic Strategy elements, GIS, ADA Study, traffic mitigation and improvement, transit and Parking plans.

Paso Robles City Council Goal Suggestions 2007 – 2010 Goal Setting Workshop

4. Utility infrastructure and Capital Improvement plans, especially long term waste water, drainage and water storage and delivery items.
5. Improve levels of service in Library, Public Safety and recreation areas.

New Goals:

1. City Hall/Library Parking lot plans (possibly including a new City Hall and parking structure).
2. Additional Airport development including utility and traffic infrastructure (Highway 46E and Airport Rd.).
3. Additional planning and/or implementation for improved transit opportunities in Specific Plans, new development proposals, implementation of the Economic Strategy.
4. Specific plans and preliminary work for a Southern River crossing and connection to Highway 101.
5. Urban Core upgrade and enhancement in alleys, Paso Robles Event Center, Pioneer Park and Museum, public meeting and event facilities.
6. Salinas River enhancement and tie in with Town Center: possible inclusion in an expanded Redevelopment area (including an area east of the river).

Organizational Improvements:

1. A Budget document that includes easily understood narratives regarding City and department goals, past and present goal achievement and future target opportunities.
2. A more participatory City Council agenda and advance staff reports. One week lead time with full documentation on the web site in an interactive manner.
3. Cross training of personnel for career improvement and advancement, as well as improved subsidies for work or City career related educational opportunities, with appropriate controls.
4. Exploration of additional volunteer opportunities in the City services areas, including capital improvement projects (ie. sports facilities, parks, medians, etc.).

Memorandum

To: Jim App
From: Meg Williamson
Date: December 15, 2006
Re: Airport Advisory Committee Recommendation to City Council

At their December 14, 2006 meeting, the Citizen's Airport Advisory Committee discussed goal setting for 2007-2009. The Committee unanimously supported the following recommendation to City Council based on its consistency with both General Plan and Economic Strategy goals:

Prepare the Airport for high-quality business, transportation and visitor investment and activity, which should include:

- Service Enhancements – improve and enhance general aviation and visitor experience at the airport.
- Business Plan – formulate updated short, mid, and long-range strategies on how we develop the airport area, including future revenue and funding sources, hangar facilities, fuel, and update of lease policy and pricing.
- Industrial Site improvements – evaluate and establish a strategy for City investment and development of expanded industrial lease properties (tailored to niche markets).
- Gateway and Entrance Enhancements – establish a plan for enhanced entry at south end of airport (Dry Creek Road and Airport Road area) and enhanced signage and location signs.

Jim App

From: Meg Williamson
Sent: Monday, December 18, 2006 5:10 PM
To: Cathy David; Chip Visci; Dee Lacey ; Dick Willhoit; Floyd Olsen; Frank Mecham; Fred Strong; Jim App; Jim Reed; John Dunn; Larry Werner; Meg Williamson; Mike Gibson; Mike Manchak; Mike Ryan; Nancy Flamm; Neil Roberts; Pam Lyon; Patrick Sayne; Rachel Hamilton; Rick Lyons ; Robert Gilson; Sandee McLaughlin; Stacie Jacob; Sue Ellen Smith; Tom Jones
Subject: Task Force Goals
Economic Strategy Roundtable

Hello all,

Thank you for your time and patience last Friday afternoon in articulating goal recommendations for City Council consideration.

The following goals were gleaned from the discussion and input received (and from Sandee's good note taking):

1. Commitment to Economic Strategy –

Devote resources to realizing the identified Economic Strategy goals and to managing collaborative relationships related to those goals.

2. Create an Implementation Plan for the Economic Strategy –

Identify concrete objectives and action steps for implementation of goals already existent in the Strategy.

3. Opportunity and Impediment Analysis –

Determine areas of the Economic Strategy that might be in discord with existing City policies and work to reduce those impediments, while actively seeking out new opportunities to implement the Economic Strategy Goals.

Please let me know if you feel these don't accurately represent the discussion. If I don't hear otherwise, I will be forwarding them for Council's consideration as written.

Thank you again to each of you who attended.

Happy Holidays!

Meg Williamson
Assistant City Manager
(805) 237-3888 voice
(805) 237-4032 facsimile

INTEROFFICE MEMORANDUM

TO: JIM APP
FROM: ANNIE ROBB
SUBJECT: LIBRARY BOARD RECOMMENDATIONS TO CITY COUNCIL
DATE: 12/15/2006
CC: CHARLOTTE GORTON, JULIE DAHLEN

At their December 14, 2006 meeting, the Library Board of Trustees discussed goal setting for 2007-2009. The Board voted to forward the following recommendations to City Council:

1. LIBRARY EXPANSION

Amend City Council's previous first priority goal to read "Plan for a new city hall and Civic Center complex including a Performing Arts, Conference Center and Superior Court. Expand library operations to 2nd floor of building when new city hall is complete."

2. LIBRARY HOURS

Expand library hours of operation with a goal of being open 10 a.m. – 10 p.m. 7 days a week. As the first phase, establish Sunday hours.

3. EAST SIDE SERVICE

Expand library service to east side of city.

INTEROFFICE MEMORANDUM

TO: JIM APP
FROM: ANNIE ROBB
SUBJECT: PASO ROBLES LIBRARY FOUNDATION RECOMMENDATIONS TO CITY COUNCIL
DATE: 12/15/2006
CC: JULIE DAHLEN, CHARLOTTE GORTON

At their December 6, 2006 meeting, the Paso Robles Library Foundation discussed City Council goal setting for 2007-2009. The Foundation Board voted to forward the following recommendations (in priority order) to City Council:

1. LIBRARY EXPANSION

Amend previous first priority goal to read "Plan for a new city hall and Civic Center complex including a Performing Arts, Conference Center and Superior Court. Expand library operations to second floor of building when new city hall is complete."

2. LIBRARY HOURS

Expand library hours of operation with a goal of being open 10 a.m. – 10 p.m. 7 days a week.

3. LIBRARY STUDY CENTER

Support relocation of Library Study Center operations to new Family Resource Center facility adjacent to Georgia Brown School.

INTEROFFICE MEMORANDUM

TO: JIM APP
FROM: ANNIE ROBB
SUBJECT: PARKS AND RECREATION ADVISORY COMMITTEE RECOMMENDATIONS TO CITY COUNCIL
DATE: 12/15/2006
CC: DOUG MONN, CHARLOTTE GORTON, JULIE DAHLEN

At their December 12, 2006 meeting, the Parks and Recreation Advisory Committee discussed goal setting for 2007-2009. The Committee voted to forward the following recommendations to City Council:

1. Carry out master planning process for all city parks.
2. Implement Salinas River corridor and riverfront enhancements.
3. Allocate funds to identify needs of disabled and other underserved populations, and to provide staff and programs to meet those needs.
4. Maintain and augment city parks and recreation programs and facilities. Pursue joint use agreements, implement a parks and recreation volunteer programs under the supervision of a paid coordinator, pursue grants with the assistance of a professional grants writer, and explore other options that will maximize the use of city resources.

INTEROFFICE MEMORANDUM

TO: JIM APP
FROM: ANNIE ROBB
SUBJECT: REC FOUNDATION RECOMMENDATIONS TO CITY COUNCIL
DATE: 12/15/2006
CC: CHARLOTTE GORTON, FREDA BERMAN, JULIE DAHLEN

At their December 13, 2006 meeting, REC Foundation discussed goal setting for 2007-2009. The Committee voted to forward the following recommendations to City Council:

1. Carry out master planning process for all city parks.
2. Implement Salinas River corridor and riverfront enhancements.
3. Implement an additional phase of Sherwood Park master plan.

Memorandum

To: Mayor and Council

From: Jim App, City Manager

By: Ronald Whisenand, Community Development Director 

CC: Planning Commission

Date: 11/30/2006

Re: Planning Commission's Biennial Goal Recommendations

The Planning Commission met on November 28, 2006 to formulate their recommendations for the City Council's biennial goal setting process. Using the General Plan and Economic Strategy as their foundation, the Commission recommends the following goals for Council's consideration:

1. Historic Preservation – Update the City's Inventory of Historic Resources and develop a Historic Preservation Ordinance and Historic Preservation Design Standards.

Note: due to overlapping objectives, Council could choose to combine historic preservation update efforts as part of community-wide design standards (recommendation 4 below)

Policy Basis – General Plan Policies LU-2C, H-2, C-6A and Economic Strategy Policies on "Place"

2. Westside Street and Alley Maintenance – Develop and provide funding for a Pavement Management Program that will begin the systematic maintenance of Westside streets and alleys in need of repair.

Policy Basis – General Plan Policies LU-4A, CE-1A and Economic Strategy Policies on "Place"

3. Workforce Housing – Develop programs that will offer incentives and density bonuses for the development of workforce housing

Policy Basis – General Plan Policies H-1A, -1B, -3B and Economic Strategy Policies on "Place"

4. Design Standards – Develop a set of Design Standards to ensure high quality development in the areas of neighborhood design, multi-family/condominium development, mixed-use, infill development, commercial/industrial design, treatment of historic properties, gateways, signage, lighting, etc.

Policy Basis – General Plan Policies LU-2B, -2C, -2I, H-5, C-1C, -5A, 5B, N-1A and Economic Strategy Policies on “Place”



PROJECT AREA COMMITTEE MINUTES

Wednesday, December 6, 2006
5:30 P.M.

MEETING LOCATION: CITY HALL/LIBRARY CONFERENCE CENTER (DOWNSTAIRS)
1000 SPRING STREET, PASO ROBLES

CALL TO ORDER AT 5:38P.M.

- ROLL CALL** Committee Members Bob Burgess James Cole, Norma Duncan, Nick Gilman, David Hanush, Christine Requa-Hines, and Chuck Treach.
- ABSENT** Pat Crawford, Matt Masia, Pat McMahan, and Chuck Sawyer (arrived at the beginning of the second agenda item)
- GUESTS** Scott Smith and Carol Brown of Peoples' Self-Help Housing Corp., Norma Moyo of Paso Robles Main Street, and Mike Menath, Planning Commission representative
- CITY STAFF** Ed Gallagher and Jennifer Sorensen

PUBLIC COMMENTS

This is the time the public may address the Committee on items other than those scheduled on the agenda. **PLEASE SPEAK CLEARLY AND BEGIN BY STATING YOUR NAME AND ADDRESS. EACH PERSON AND SUBJECT IS LIMITED TO A 3-MINUTE DISCUSSION.** Any person or subject requiring more than three minutes may be scheduled for a future Committee meeting or referred to committee or staff. Those persons wishing to speak on any item scheduled on the agenda will be given an opportunity to do so at the time that item is being considered.

PUBLIC COMMENT

There was no public comment

DISCUSSION

1. Canyon Creek Apartments: Termination of Payment in Lieu of Taxes Agreement
Ed Gallagher, Housing Programs Manager

Scott Smith and Carol Brown of Peoples Self-Help Housing Corp. gave a presentation on the proposed Education Enhancement Program to be operated at Canyon Creek Apartments, which will serve both Canyon Creek residents and the general public.

It was moved by Nick Gilman, seconded by Christine Requa-Hines, and passed unanimously to recommend that the City Council suspend the Payment In Lieu of Taxes Agreement subject to the condition that payments in lieu of taxes under the Agreement shall be resumed if Peoples Self-Help Housing Corp. or their successors cease to operate the Education Enhancement Program.

2. Redevelopment Annual Report
Jennifer Sorensen, Accounting Manager

The Draft Annual Report on Redevelopment activities for Fiscal Year 05/06 was presented to the Project Area Committee, which acknowledged the report without comments or recommendations to the Redevelopment Agency.

3. City Council Goals
Ed Gallagher, Housing Programs Manager

It was moved by Bob Burgess, seconded by David Hanush, and passed unanimously to recommend that the City Council consider the following four goals:

1. Establish a Housing Strategy for the community that implements a key goal of the General Plan to "maintain a balanced community where the majority of residents can live, work, and shop."
2. Begin efforts to expand and improve a mixed use downtown, including incorporation of the Salinas River Corridor and Paso Robles Event Center area, by preparing and adopting a Town Center Specific Plan and implementing "form-based" development code for the area.
3. Continue efforts to address parking in the downtown and look for long-term strategies to fund infrastructure for a expanding downtown.
4. Begin redevelopment efforts in the northern end of town by preparing and adopting an Uptown Specific Plan.

4. Minutes of Project Area Committee of June 21, 2006.

It was moved by David Hanush, seconded by Bob Burgess, and passed unanimously, to approve the minutes of the June 21, 2006 meeting as presented.

5. Adjournment

The meeting was adjourned at 7:02 pm.

INTEROFFICE MEMORANDUM

TO: JIM APP
FROM: ANNIE ROBB
SUBJECT: SENIOR CITIZEN ADVISORY COMMITTEE RECOMMENDATIONS TO CITY COUNCIL
DATE: 12/15/2006
CC: LYNDA HOLT, JULIE DAHLEN, CHARLOTTE GORTON

At their December 11, 2006 meeting, the Senior Advisory Committee discussed goal setting for 2007-2009. The Committee voted to forward the following recommendations to City Council:

1. Continue to improve public transportation to points within the city as well as throughout the county.
2. Encourage state of the art medical treatment facilities in Paso Robles.
3. Expand senior services and facilities to accommodate the growth of senior population.
4. Provide affordable housing.

INTEROFFICE MEMORANDUM

TO: JIM APP
FROM: ANNIE ROBB
SUBJECT: YOUTH COMMISSION RECOMMENDATIONS
DATE: 12/15/2006
CC: JULIE DAHLEN, CHARLOTTE GORTON

At their December 5, 2006 meeting, the Youth Commission discussed City Council goal setting for 2007-2009. After lively discussion, the commissioners voted to forward the following recommendations (in priority order) to City Council:

1. DEVELOPMENT

- a. Avoid sprawl by using existing space for commercial development
- b. Work with school district to replace high school portables with permanent buildings
- c. Encourage energy efficiency in new and existing businesses and city operations – efficient lighting, hybrid vehicles, biodiesel or other alternative fuel, pedestrian friendly environment
- d. Encourage businesses of interest to youth, balancing local business with national chains – Gap, Pac Sun, Charlotte Russe, Old Navy.
- e. Provide efficient, convenient, affordable public transportation to and from developed areas.

2. TEEN SPACE

- a. Enhance use of new teen room at Centennial Park, open late evening hours. Create a space for teens that includes arcade games, food, and music. Entry should be free but amenities (i.e. arcade games) could be fee based. Occasional programming (i.e. bands) is encouraged, but primary use is informal drop-in.
- b. Provide efficient, convenient, affordable public transportation to and from teen space.

3. DOG PARK

- a. Develop an off leash dog park.



The President's Office

To: The Honorable Frank Mecham Fax: 237-6565
From: Todd Frederick Date: Friday, January 12, 2007
Re: Paso Robles Critical City Goals Pages: 2 (includes cover)

Urgent For review Please comment Please reply Please recycle

Dear Mayor Mecham,

Attached, please find the San Luis Obispo County Community College District's response to your letter dated November 10, 2006, regarding the request for suggestions for important city goals.

The Board of Trustees approved the attached response at their last Regular Board meeting, which was held on Wednesday, January 10. A hard copy was sent under separate cover.

Please contact Sandee McLaughlin, Executive Dean, North County Campus and South County Centers regarding any questions, at 805-591-6220.

Sincerely,

Todd Frederick
Executive Assistant to the Superintendent/President
and the Board of Trustees
U.S. Marine Corps (Ret)
805-546-3118
tfrederi@cuesta.edu



SAN LUIS OBISPO COUNTY COMMUNITY COLLEGE DISTRICT

Where Lifelong Learning Happens

January 10, 2007

The Honorable Frank R. Mecham
Mayor of Paso Robles
1000 Spring Street
Paso Robles, CA 93446

Dear Mayor Mecham,

Thank you for your letter of November 10, 2006 requesting our suggestions regarding important goals for the community. We appreciate the opportunity to be involved in this important endeavor. Our Executive Dean, North County Campus and South County Centers, Sandee McLaughlin has enjoyed participating on the Economic Strategy Task Force.

Please find our enclosed endorsement of the Economic Strategy Task Force proposed city goals. We have added specific examples to these goals as they relate to the college.

Sincerely,

Angela Mitchell
President, Board of Trustees

Encl: Endorsement of City Goals

C: Sandee McLaughlin
Exec Dean, NCC & SCC

**Cuesta College Endorsement of the Economic Strategy Task Force
Proposed City Goals**

Task Force Goal 1: Commitment to Economic Strategy – Devote resources to realizing the identified Economic Strategy goals and to managing collaborative relationships related to those goals.

Cuesta College Example: *Identify specific programs and/or facility projects on the Cuesta College North County Campus that will promote quality, relevant education and training, as identified in the Paso Robles Economic Strategy 2006 and that will require financial partnerships to implement such as the Dental Hygiene Program and the development of the Trades and Technology Building (see Goal 2.).*

Task Force Goal 2: Create an Implementation Plan for the Economic Strategy- Identify concrete objectives and action steps for implementation of goals already existent in the Strategy.

Cuesta College Example: *Continue to meet with Cuesta College representatives for the purpose of collaborative development of the next permanent building on the Cuesta College North County Campus – the Trades and Technology Building, which will provide a workforce training facility for agriculturally related businesses including the wine industry.*

Task Force Goal 3: Opportunity and Impediment Analysis – Determine areas of the Economic Strategy that might be in discord with existing City policies and work to reduce those impediments, while actively seeking out new opportunities to implement the Economic Strategy Goals.

Cuesta College Examples: *(1) Invite a shared conversation with Cuesta College about mutual interest in a Performing Arts Building as identified in the Cuesta College Master Plan for the North County Campus and as stated in the City's previous goals. (2) Invite a shared conversation with Cuesta College about the current programs and future plans for providing bi-lingual (English, Spanish) education and the delivery of basic literacy and numeracy programs- as identified under "People" in the 2006 Paso Robles Economic Strategy, in preparation for the continuing shift in demographics and the projected growth in the Latino population.*

Encl 1

January 11, 2007

Mayor Frank R. Mecham
City of El Paso de Robles
1000 Spring Street
Paso Robles, CA 93446

Dear Mayor Mecham and City Council:

Thank you for your letter asking for input from the Board of Directors of the 16th District Agricultural Association (Paso Robles Event Center/California Mid-State Fair) on priority goals for the City of Paso Robles to consider that would be important to this community in the next two (2) to four (4) years.

Under discussion during the December 20, 2006 Board of Directors Meeting, we respectfully submit the following three (3) goals for you and the Council to take into consideration:

1. *City of Paso Robles to partner with the Paso Robles Event Center to expand and enhance visitor / events facility.*
2. *Participate in a coordinated development of the Salinas River corridor.*
3. *Develop economic strategies to promote the Paso Robles Event Center.*

We feel these aforementioned goals are most critical and can be paramount in the further development and enhancement of our common goal ... allowing the City of Paso Robles to be the absolute best! We, like all of you, are very proud of our great City and want to be a major partner in the economic strategy and long-range master plan.

Please feel free to contact me at any time with any questions. Again, thank you, and please know how appreciative we are for the opportunity to provide our thoughts to the City Council.

Good luck in your goal-setting process!

Warmest regards,


Vivian Robertson
CEO

cc Jim App, City Manager

Home of the California Mid-State Fair

Post Office Box 8, Paso Robles, CA 93447 805/239-0655 fax 805/238-5308



The Sixteenth District
Agricultural Association

A California State Agency

DIRECTORS:

RICO BARNES
Paso Robles

TINA BAXLEY
San Miguel

STEVE BONESO
San Miguel

MARK BORJON
Creston

CHRIS DARWAY
Arroyo Grande

DEE LACEY
Paso Robles

DIANE TAYLOR
Arroyo Grande

KARL WITTSTROM
Paso Robles

VIVIAN ROBERTSON
Chief Executive Officer

Downtown Paso Robles Main Street Association

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Park Cinemas)

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Dale Gustin
Eschwig & Gustin Atty

Sally Loucks
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Lisa Marlow
Marlow Interiors

Matt Masia
Adelaide Inn

John Roush
Park Cinemas

Nick Sherwin
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EXECUTIVE ASSISTANT

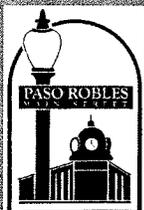
835 12th St., Suite D
Paso Robles, CA 93446

Phone: 805-238-4103

Fax: 805-238-4029

E-mail:

mainstreet@tcsn.net
pasoroblesdowntown.org



January 9, 2007

James App, City Manager
City of El Paso de Robles
1000 Spring Street
Paso Robles, CA 93446

Dear Mr. App,

The Downtown Paso Robles Main Street Association met at great length on December 11, 2006, and wish to present to you the following priority items suggested by our board for the city's goals:

1. CITY PARK MASTER PLAN

Because we partner with many organization, eg., Historical Society, Olive Industries, Wine industry, Fair Grounds, Recreation Department, Chamber/Visitors & Conference Bureau, etc.) that feature events that take place in the downtown City Park, the park is, therefore, our main focus.

This would include: Restrooms, Electrical, Code Enforcement, Carnegie Library Repair, Trash Cans, Benches/Lighting.

2. DOWNTOWN SPECIFIC PLAN

This should include signage, making downtown the Town Center, tie into the River Walk, parking, alley repairs, making the proposed Civic Center part of Downtown, performing arts, streetscapes (benches, lighting, signage), developing alleys with commercial, and an Alley Master Plan).

3. EXPANSION OF DOWNTOWN

North and South to include integration of proposed River Walk.

To implement these three goals, Main Street will reach out and expand existing and create new partnerships with the City, Rec, Inc., Fair board, arts foundations, wine and olive industries and the Chamber/Visitors & Conference Bureau.

For Better Downtowns Everywhere. . .

A handwritten signature in black ink that reads "Norma Moye". The signature is fluid and cursive, with a small flourish at the end.

Norma Moye Executive Director

NM:sca

Jim App

From: Jim App
Sent: Tuesday, January 16, 2007 8:58 AM
To: Jim App
Subject: Goals for City Council - Suggestions from PRWCA

From: Stacie Jacob [mailto:sjacob@pasowine.com]
Sent: Friday, January 12, 2007 3:20 PM
To: Cathy David
Subject: RE: Goals for City Council

Here is feedback from our board of directors for the city goals planning session. Is

Stacie

Feedback from Justin Baldwin:

- 1) Affordable housing
- 2) Efficient infrastructure
- 3) Signage for the wine industry (directional, introductory, etc.)
- 4) Assistance with the county in issuing tasting room, B @ B , dinning, meeting, event and other winery related permits
- 5) Continued use of public facilities and grounds as appropriate
- 6) Assistance with a Wine Center (land, tax easements, funding assistance, zoning)
- 7) Participation in key events with high level city officials (mayor, city manger, etc.)
- 8) Parking structure
- 9) More hotel/motel rooms
- 10) High end retailers, restaurants
- 11) Tie – ins with Cuesta for labor for events, harvest, etc.

Feedback from Ric Fuller:

Stacie: I would think that as we discussed in the meeting with Jim App, there are several things that immediately come to mind and these are of course the topics of conversation at the table; ie,

- the possible use of city owned land at the airport to create a turn key winery development site to attract wineries to our area and streamline the permitting process. That would undoubtedly be a boon to getting more wineries into our area. There may be other city owned areas that would be suitable as well. I would think that there are a number of industries that have fled Paso Robles in the past in search of cheaper wages and taxes. That is not as much as a possibility with wineries because they tend to be more identified with an area and not to relocate. The point being , the city needs to know that investing in wineries as an industry is good business.
- Then we also discussed the situation at the Midstate Fair Event Center in regards to maybe creating a food and wine center, or perhaps some center that we as a community could use that would showcase us as a major premium wine producing area and provide the space for those functions that need a large seating area combined with state of the art kitchen facilities. Having the city, the fair, and our industry behind the

project would go a long way in the community to seeing this project come to fruition. I don't think at this point I would support remodeling their existing facility.

- One of the things we did not touch on is the more thorny issue of affordable farm worker housing. I don't know if we want to go there, but it certainly is an issue with those of us who have employees and listen to them talk about trying to find housing in town. High rents always lead to high numbers of people living in the same house, and it is always Agriculture that gets held up as the cause.
- The only other issue I can think of is that there are a great number of people in town who do not have roots in agriculture and do not know a thing about what we do. Sometimes the local people hear of new developments with our industry and have questions on how it may impact them and their lives. It would be nice if we had liaison with the city and could answer those questions before they get the answer from the local press. I realize that you have been fielding those questions quite well, but does the city know to use you as a resource when they get questioned? Ric

The El Paso de Robles Area HISTORICAL SOCIETY



January 11, 2007

**Paso Robles City Council
Mayor Frank Mecham
Councilmen John Hamon, Gary Nemeth, Duane Picanco, Fred Strong**

On behalf of The El Paso de Robles Area Historical Society, we feel it is of the utmost importance that you place the repair and restoration of the Carnegie Library as one of your Number One goals to be commenced in 2007.

As primary historians of our area, and active in the maintenance and preservation of the Carnegie prior to the December, 2003 earthquake, we are aware of the issues facing the City in the restoration, repair, and legal concerns involved with the reconstruction of this historical landmark. However, the Carnegie is the center of our historic town, drawing and holding everything together – its architecture, activities, restaurants, shops, period homes, hotels, and the home of its history. It needs to be restored as soon as possible.

Records show that the cornerstone of the Carnegie was set on January 29, 1908. Wouldn't it be fitting to be able to place a second cornerstone 100 years later, in 2008 – to show the interest and dedication of a community in preserving its history for all to see.

We sincerely appreciate your serious consideration in preserving the history of the City of El Paso de Robles.

Sincerely,

**Susie Apkarian and Tom Apkarian
Co-Presidents
The El Paso de Robles Area Historical Society**

**SIERRA BONITA VILLAGE
HOMEOWNERS' ASSOCIATION, INC.**

**POST OFFICE BOX 3345
PASO ROBLES, CA 93447
TEL/FAX (805)238-9249**

Council Goals
City Clerk
1000 Spring Street
Paso Robles CA 93446

Re: Recommendations for 2-4 year Goals – Specifically “Dog Parks”

It is our hope that the City Counsel when reviewing suggestions for future goals will take a cautious look before opening any of the city's parks for on-leash dog use for a number of reasons – mostly health and safety related. It would seem that a facility such as that proposed by Parks-4-Pups would be better suited for an area not adjacent to or adjoining any established residential areas.

Early in 2006 the Parks-4-Pups group considered Turtle Creek Park to be ideal for an on-leash dog park on a trial basis with the ultimate end of converting it to an off-leash park. We submitted a petition opposing such usage to several members of the City Council as well as the Parks and Recreation Advisory Board. That petition was signed by 300 plus residents who would be directly impacted by opening Turtle Creek Park to on or off-leash dogs

The existing park is in the front yard of many of our residents most of them in their 70's or 80's and is used by them as a safe place to walk and socialize. The influx of strangers and their dogs of all sizes and the related vehicular traffic will definitely compromise their safety and ultimately take away the sense of security and quiet enjoyment of their properties.

On behalf of the senior residents surrounding Turtle Creek Park, we request that Turtle Creek Park not be considered for an on or off-leash dog park.

Thank you for your consideration

Board of Directors, Sierra Bonita Village HOA, Inc



Thomas T Webb, President

:ew

Cathy David

From: Sue Aiken [saiken001@charter.net]
Sent: Friday, January 12, 2007 5:45 PM
To: CouncilGoals
Subject: City Goals Survey

Below is the result of your feedback form. It was submitted by Sue Aiken (saiken001@charter.net) on Friday, January 12, 2007 at 17:44:36

Address: 617 Nicklaus

City: Paso Robles

Comments: Goal C-7 Add:
Form an Energy Conservation Task Force to develop a plan of action including becoming a Cool City and signing on to the Mayor's Initiative for reducing global warming.

Goal OS-1 Add:
Formulate a set of guidelines for new development to preserve open space with the intent of increasing trails and bike paths

x: 15

y: 2

Cathy David

From: Teresa Allen [tallen@calpoly.edu]
Sent: Saturday, January 13, 2007 10:12 AM
To: CouncilGoals
Subject: City Goals Survey

Below is the result of your feedback form. It was submitted by Teresa Allen (tallen@calpoly.edu) on Saturday, January 13, 2007 at 10:11:54

Address: 2247 villa lane

City: paso robles

Comments: i would like to continue discussions about making certain paso parks open to dogs on lease. in addition, i am concerned about the status of dogs at the city open space area off the creek (and behind penny's). this has been an unofficial dog area with very conscientious owners picking up after their dogs. now that this area is being quickly developed with benches and bridges, a small core of dog people are concerned that a "no dogs" sign is fast approaching. I would like to propose that, in the spirit of heilman park in atascadero, this area be open to dogs and that a fenced dog park also be established here. i am willing to spend the time to help make this work. i'm also willing to address the council, alongside many other paso dog owners, at the next meeting.

sincerely, teresa allen

x: 26

y: 8

Cathy David

From: Emily Beebee [ebeebee@charter.net]
Sent: Wednesday, January 10, 2007 4:17 PM
To: CouncilGoals
Subject: City Goals Survey

Below is the result of your feedback form. It was submitted by Emily Beebee (ebeebee@charter.net) on Wednesday, January 10, 2007 at 16:17:24

Address: 69 Fresno Street

City: Paso Robles,

Comments: Please let us have a park for our best friends. This is a special interest but a much less expensive one than a skateboard park or the totally overdone Sherwood Forest. My 85 year old neighbor needs a place to let her dog run and play as she is too old to walk the dog.

Also, let us take our dogs on leashes on some trails and in some parks.

We need parking downtown--especially handicap spaces on the city park.

x: 6

y: 7

Cathy David

From: Judith Bernstein [tallulah97219@yahoo.com]
Sent: Wednesday, January 10, 2007 11:58 AM
To: CouncilGoals
Subject: City Goals Survey

Below is the result of your feedback form. It was submitted by Judith Bernstein (tallulah97219@yahoo.com) on Wednesday, January 10, 2007 at 11:57:53

Address: 625 Nicklaus Drive

City: Paso Robles

Comments: Goal: In order to reduce the City's impact on global warming and improve efficiency, hire a consultant to conduct an energy use audit and develop a Plan for Efficient Energy Use.

Goal: Work with developers to find innovative ways to build single and also multi-family affordable housing.

Goal: Encourage developers/builders to install solar energy systems as well as other "green building" methods by offering financial incentives.

x: 14

y: 6

Cathy David

From: Laura K. Clark [famclark49@sbcglobal.net]
Sent: Monday, January 08, 2007 6:29 PM
To: CouncilGoals
Subject: City Goals Survey

Below is the result of your feedback form. It was submitted by Laura K. Clark (famclark49@sbcglobal.net) on Monday, January 8, 2007 at 18:29:24

Address: 335 Rosemary Drive

City: Paso Robles

Comments: 1. The River Plan is a fabulous concept. Please keep it high in the priorities.

2. Please re-visit the possibility of creating 101 access via bridge to Charolais Road.

3. The Carnegie Library needs to be restored.

Thank you for soliciting input for Paso Robles goals. Paso Robles city and the community are awesome.

x: 21

y: 9

Cathy David

From: Jim Cole [jim.cole@charter.net]
Sent: Friday, January 12, 2007 11:32 AM
To: CouncilGoals
Subject: City Goals Survey

Below is the result of your feedback form. It was submitted by Jim Cole (jim.cole@charter.net) on Friday, January 12, 2007 at 11:32:19

Address: 647 Nicklaus Street

City: Paso Robles, CA 93446

Comments: I encourage the City Council to give a high priority to the Conservation Element Goals, including C-1, C-2, C-3 and C-7.

I am a member of the City Project Area Committee. I plan on attending the Feb 3 public workshop and request an opportunity to make a brief oral remarks about specific action-oriented recommendations regarding the technical and economic potential to use solar-generated electricity in City buildings and recreational facilities, in cooperation with PG&E.

My solar electricity and related energy efficiency recommendations are based on my recent experiences in working with my condominium community, Oak Creek Commons (OCC), at 635 Nicklaus in Paso Robles, in installing a 14 kilowatt solar electricity system in January of 2007, which will generate 21,000 kilowatt hours per year and save the OCC community \$4,000 per year in electricity costs.

My OCC neighbor, Larry Miller, and I offer to share our engineering and financial analyses and expertise in evaluating the cost-saving benefits of installing solar electricity in City buildings with the City Council, City Manager and staff on a volunteer basis at no cost to the City. I am a former Director and currently a Senior Advisor of the California Institute for Energy and Environment (CIEE), an organized research unit of the University of California. Larry and I are both employed by CIEE and work with the California Energy Commission on the development of new energy technologies.

Governor Arnold Schwarzenegger is encouraging business, local governments and individuals to install solar electric systems, as a practical cost-effective means to reduce dependence on vulnerable imported energy sources and reduce greenhouse gas (GHG) emissions. The Governor and California Legislature are currently providing economic incentives to encourage the use of solar electricity as a means to achieve a 25% reducing in the State's GHG emissions to 1990 over the next 10 years (see Assembly Bill 32).

I believe the City Council should encourage the City Manager and staff to learn how to exploit growing opportunities to reduce rising electricity costs using solar electricity. This could be done in partnership with the City School District, both as a learning experience for students and as a means to create local jobs for its graduates and other City residents.

A starting point in this effort could be a commitment by the City of Paso Robles to install a 10 kilowatt or greater system on a City building or City school in 2007, interconnected with the PG&E grid, as a specific learning experience.

x: 15

y: 7

Cathy David

From: Sonja Eriksson [sonja805@charter.net]
Sent: Friday, January 12, 2007 1:56 PM
To: CouncilGoals
Subject: City Goals Survey

Below is the result of your feedback form. It was submitted by Sonja Eriksson (sonja805@charter.net) on Friday, January 12, 2007 at 13:56:07

Address: 615 Nicklaus Street

City: Paso Robles, CA 93446

Comments: Establish a goal to promote energy efficiency. A start could be to appoint a task force to look into the city's current practices and recommend overall goals and areas for improvement, such as energy-efficient cars and green building materials and practices.

x: 25

y: 2

Cathy David

From: Carolyn Fergoda [cmfergoda@earthlink.net]
Sent: Friday, January 12, 2007 1:13 PM
To: CouncilGoals
Subject: City Goals Survey

Below is the result of your feedback form. It was submitted by Carolyn Fergoda (cmfergoda@earthlink.net) on Friday, January 12, 2007 at 13:12:49

Address: 657 Nicklaus Street

City: Paso Robles,

Comments: Goal # 1: Audit the city's energy use in order to reduce energy use and emissions.

Goal #2: Change from gas burning city cars to electric or hybrid cars or electric bicycles; and

Goal #3: Create a healthier more "walkable city" with better planned streets (and developments), safer intersections and more traffic calming measures so that people will not use their cars as much.

Thank you.

x: 22

y: 12

Cathy David

From: Louise M. French [lmfrench@tcsn.net]
Sent: Sunday, January 07, 2007 11:17 AM
To: CouncilGoals
Subject: City Goals Survey

Below is the result of your feedback form. It was submitted by Louise M. French (lmfrench@tcsn.net) on Sunday, January 7, 2007 at 11:16:35

Address: 14140 Chimney Rock road

City: Paso Robles

Comments: Goals for 2006:
Change city ordinance to allow dogs in designated areas of city parks.

Establish a dogs-off-leash city park area.

Establish planning criteria that will encourage mixed use development so that householders can walk or bicycle short distances to stores/shops to meet basic needs. Fuel costs will continue to rise, and alternates to private cars must be included in plans. Golf cart lanes? housing above shops? taxis? Think outside present ideas. Some streets parking restriped for mini-vehicles?

x: 15

y: 3

Cathy David

From: Michael Harmon [mharmon@slocog.org]
Sent: Friday, December 15, 2006 11:54 AM
To: CouncilGoals
Subject: City Goals Survey

Below is the result of your feedback form. It was submitted by Michael Harmon (mharmon@slocog.org) on Friday, December 15, 2006 at 11:53:39

Address: 1449 Stoney Creek Road

City: Paso Robles

Comments: I appreciate the opportunity to provide my input via email. My first suggestion is for the City to work with SLOCOG on the upcoming North County Route 101 Operational Improvements Study. A priority should be given to providing a NB aux lane between the Route 46 W IC and the S. Spring St. IC. In general, a priority should be given to improving traffic circulation between Paso Robles and areas to the south. In general I think the City is doing a great job and I love living here.

x: 23

y: 8

Cathy David

From: Angela Hollander [golforun@aol.com]
Sent: Saturday, January 06, 2007 8:43 AM
To: CouncilGoals
Subject: City Goals Survey

Below is the result of your feedback form. It was submitted by Angela Hollander (golforun@aol.com) on Saturday, January 6, 2007 at 08:43:01

Address: 510 Larkfield Place

City: Paso Robles

Comments: 1) Continued emphasis on serving all of our citizens (ages 0 to 100) through our recreational and library service programs. Ann Robb and her staff do an excellent job in serving a diverse clientele.
2) Continued support from the City Manager's office to partner with our school district and supporting its goals. Mr. App has shown great leadership and vision through his recognition that a rigorous educational program prepares Paso's leaders of tomorrow. Bringing business, city government and educational stakeholders together in such an effort will assure a prosperous and secure future for our city.
3) Continue the process of beautifying our city corridors. Our south, 13th street entrances to the city are noteworthy but there is still much to be done with our northern entrance in the city's redevelopment zone. I would like to see this be one of our goals. If we beautify this entrance it will provide a sense of pride for the families who live in that part of our community and empower them through a sense that the city cares. Please involve them in the process through the advocates that work with them.

x: 26

y: 9

Cathy David

From: Gerald Manata [gmanata2003@yahoo.com]
Sent: Friday, January 05, 2007 7:04 PM
To: CouncilGoals
Subject: City Goals Survey

Below is the result of your feedback form. It was submitted by Gerald Manata (gmanata2003@yahoo.com) on Friday, January 5, 2007 at 19:04:06

Address: 661 Nicklaus

City: Paso Robles

Comments: Sign and implement the U.S. Mayors Climate Protection Agreement. Research the possibility of establishing a light rail rapid transit line linking Paso Robles, Templeton, Atascadero and S.L.O.

x: 16

y: 10

Cathy David

From: Steven Mihelic [mihelic@pacbell.net]
Sent: Tuesday, January 16, 2007 10:17 PM
To: CouncilGoals
Subject: City Goals Survey

Below is the result of your feedback form. It was submitted by Steven Mihelic (mihelic@pacbell.net) on Tuesday, January 16, 2007 at 22:16:50

Address: 542 Maple St

City: Paso Robles

Comments: In general, we need to focus on youth activities and try to increase the number of parks. Specifically I would like to see the Fields at Sherwood Park leveled and maintained better. I would like to see lights put on some fields for soccer and football (Barney Schwartz doesn't count due to the many limitations on the uses there). I would also like to see more soccer fields for both youth and adult players.

x: 28

y: 8

Cathy David

From: Dorothy Miller [dorothymiller@mindspring.com]
Sent: Wednesday, January 03, 2007 4:15 PM
To: CouncilGoals
Subject: City Goals Survey

Below is the result of your feedback form. It was submitted by Dorothy Miller (dorothymiller@mindspring.com) on Wednesday, January 3, 2007 at 16:15:22

Address: 655 Nicklaus Street

City: Paso Robles

Comments: Dear Council

Two Council Goals I would like to be considered for action is to open the city parks to dogs on-leash, and develop an off-leash dog park.

Thank you,

Dorothy Miller

x: 24

y: 6

Cathy David

From: Paula O'Farrell [ofarrell@tcsn.net]
Sent: Friday, January 05, 2007 11:50 AM
To: CouncilGoals
Subject: City Goals Survey

Below is the result of your feedback form. It was submitted by Paula O'Farrell (ofarrell@tcsn.net) on Friday, January 5, 2007 at 11:49:44

Address: P.O. Box 795

City: Paso Robles

Comments: 1) Build a Performing Arts Center in downtown.

2) Hire a full-time volunteer services coordinator to expand and optimize volunteer, internship, and grant opportunities for new city programs.

3) Build a premier off-leash dog park that would be the envy of every city on the central coast.

x: 18

y: 6

Cathy David

From: Colleen Runyen [runyen534@earthlink.net]
Sent: Saturday, January 13, 2007 10:43 AM
To: CouncilGoals
Subject: City Goals Survey

Below is the result of your feedback form. It was submitted by Colleen Runyen (runyen534@earthlink.net) on Saturday, January 13, 2007 at 10:43:15

Address: 843 Vine Street

City: Paso Robles

Comments: I would like to see the City of Paso Robles take an active and positive role in designating an area for dog walking and play. Currently I walk my dog along the river behind Kohl's. Although it seems to be available to all uses, motocros, four wheeling trucks and war games (which leave behind small plastic balls in the sand), I fear it's only a matter of time before rules are in place banning these freedoms.

Providing doggie bags for dog owners who forgot to carry them encouraging pick up of dog waste. Having an area for ball playing and running free keeps activities separated from one another that may cause conflict (i.e. trucks in riverbed versus walking dogs).

Another area I would like to City to take the lead in is using environmentally sound products on public grounds. Non toxic chemicals are available and can prove to be cheaper. We could lead the way educating residents in using products that are healthy for us and do the job needed, such as fertilizing plants or killing weeds.

Thank you for the opportunity to contribute my ideas.

x: 18

y: 4

909 Torrey Pines Dr.
Paso Robles, Ca 93446

Dear City Council Members,

My suggestions regarding future city planning:

Rescind the anti dog ordinance in at least one or two parks.

Go forward with a Paso Robles Dog Park.

And lastly, restore and improve our neglected city trails. Specifically, the one bordering Rambouillet Street between Wade and Charolais making it one continuous path.

Thank you,

A handwritten signature in black ink, appearing to read "Nancy Tyner". The signature is fluid and cursive, with a large loop at the end.

Nancy Tyner

Cathy David

From: Scott Whalls [swhalls@earthlink.net]
Sent: Friday, January 12, 2007 9:08 PM
To: CouncilGoals
Subject: City Goals Survey

Below is the result of your feedback form. It was submitted by Scott Whalls (swhalls@earthlink.net) on Friday, January 12, 2007 at 21:07:44

Address: 10330 B Circle Oak

City: Atascadero

Comments: I have lived in SLO county since 1968.

I will be purchasing a home in Paso Robles in the near future and the quality of the growth of the city is important to me.

I have two recommendations.

The first and more important one is, Paso Robles should work to get one of the new prisons that the Governor is proposing. There is a tremendous amount of space for a prison out Highway 46. 46 will provide easy access to the prison and the prison provides high paying jobs (\$70,000 to over \$100,000/yr). The prison will easily provide several hundred jobs at this pay scale, as well as many at higher pay levels (administration and medical). Wouldn't this quality of job provide not only an initial stimulus to the local economy but an ongoing stimulus that will benefit the whole community? Do the youth of the Paso area deserve this kind of job opportunity? I think they do. Do the administrators of the city and the citizens deserve to have the increased tax base? Again, I think they do.

My second recommendation is Paso should take advantage of their natural hot springs and work to develop the hot springs in downtown and on the periphery of town to stimulate tourism in the colder months. Paso could become a destination for spa tourism. The spa's would also support the image of the city and support the quality of the tourists experience to Paso for the Wine Fest, Olive Fest, Car Shows, Fair, etc.

x: 26

y: 9

Cathy David

From: Rosalie Wolff [westwolff653@yahoo.com]
Sent: Thursday, January 11, 2007 8:37 PM
To: CouncilGoals
Subject: City Goals Survey

Below is the result of your feedback form. It was submitted by Rosalie Wolff (westwolff653@yahoo.com) on Thursday, January 11, 2007 at 20:37:29

Address: 653 Nicklaus Street

City: Paso Robles

Comments: Create Energy Task Force composed of department and citizen leaders to assess current status and make recommendations in the following areas:

Prepare for City growth needs in energy, target alternative energy sources.

Recognize and target financial savings that can be achieved by energy conservation and alternatives.

Promote responsible energy practices that enhance quality of life (e.g. reduce asthma rate)

Understand possibilities of bringing responsible energy industries to Paso Robles (alternative fueling stations, solar and geothermal energy industries).

Educate the public/raise public awareness.

Encourage development of energy efficient homes and public buildings.

Incorporate energy efficiency and alternative possibilities into building planning/codes.

Take advantage of State and Federal funding available for the above purposes.

x: 15

y: 7

Memorandum

To: Jim App
From: Meg Williamson
Date: December 15, 2006
Re: Department Goals for City Council consideration

Based on the combination of on-going service needs, goals in process, and both the General Plan and Economic Strategy, the following goals are recommended for consideration relative to operations in the City Manager's Office:

1. **Resource Support of the Economic Strategy** – including direct staff support of partnering efforts, development of new community blueprints (such as the Town Centre Plan, Salinas River Corridor Plan and Uptown Plan), facilitation of business opportunities, and pursuit of innovative approaches to investment in community health and welfare.
2. **Continue Implementation of the Information Systems Strategy** – including new finance system, central document management, expansion of the City's web services to include e-commerce, GIS program development, Disaster Recovery strategies and development of a technology utility master plan.
3. **Continue Support of Staff Development and Succession Planning** – including programs for training and career development, bilingual education opportunities and recruitment process enhancements.
4. **Prepare the Airport for Business Development** – including service enhancements, business and lease plan updates and feasibility exploration of industrial site development for niche markets.
5. **Complete Master Plan efforts** – for Salinas River Corridor Plan and 4th and Pine Street Master Plan.

COUNCIL GOAL SUGGESTIONS

Administrative Services Department

2008-2011

Department Goals for Fiscal Year 2008 – 2011

1. Demolish Paso Robles Mini Self Storage – to provide increased opportunity for retail/commercial development. Extends existing retail/commercial development southward to eliminate blight and increase municipal revenue opportunities.
2. Upgrade financial management software – to improve capital project reporting, GL account coding flexibility, budgeting interface and revenue reporting.
3. Convert existing manual read water meters to new wireless meter reading technology to improve customer service, increase revenues, reduce meter reading costs and improve water consumption data gathering.

**Community Development Department
Recommended Council Goals
2007-09**

A. Recommended Goals

1. **Complete Prior City Council Goals and Work Programs:** Finalize the Purple Belt Program, Chandler Ranch Specific Plan, and Olsen Beechwood Specific Plan as previously directed by Council. Final steps in the Purple Belt Program involve completion of a final draft to be acted on by the City Council including establishing a list of implementation measures. The Chandler Ranch and Olsen Beechwood Specific Plans still require negotiation of Development Agreements, final environmental review, and Council action on the Specific Plans. Work pursuant to this goal will also include processing development related entitlements for properties within the Specific Plan Areas.
2. **Town Centre Specific Plan:** Develop a Specific Plan covering the downtown area between 1st Street to the south, 24th Street to the north, Vine Street to the west, and including the Salinas River to the east. The goal is to plan for the future growth of the downtown encouraging mixed-use development and fostering a compact, pedestrian-oriented area for an appropriately scaled and economically healthy center focus and incorporation of a revitalized and restored Salinas River corridor as a town centre draw/amenity.
3. **Uptown Specific Plan:** Develop a Specific Plan covering the area between 24th Street to the south, the Spring Street/101 off-ramp to the north, Vine Street to the west, and Highway 101 to the east. The goal of the plan is to encourage long-term use/redevelopment of properties to develop a quality neighborhood that has a recognizable image or "center," includes mixed land uses and a range of housing types/densities, improves circulation including becoming more pedestrian friendly, and offers new public spaces and recreational facilities.
4. **Housing Strategy:** Set forth a strategy for providing and maintaining a diverse inventory of housing and neighborhoods for the workforce of our community that is healthy, safe, attractive, and attainable.
5. **Develop/Update City Design Standards Including Adoption of a Historic Preservation Ordinance:** Update and create a series of development standards for commercial/industrial development, downtown development, treatment of historic properties, multi-family residential/condominium development, residential neighborhood design using LEED (Leadership in Energy & Environmental Design) principles,

lighting, water conservation, and energy conservation. Work will also include updating the City's Inventory of Historic Resources and develop a Historic Preservation Ordinance that addresses historic determinations, restoration criteria, and incentives.

B. Other Goals

- **Prepare a Comprehensive Development Code Update:** Consolidate and update our current development regulations including Zoning, Subdivision, Signage, Grading, Landscaping, Historic Preservation, and Stormwater Management in a single form-based development code utilizing LEED and neighborhood design principles.
- **Permit Streamlining/Customer Service Improvements:** Implement a series of steps aimed at providing prompt service to the community while meeting Council policies and goals of accomplishing quality development for Paso Robles. Streamlining improvements include Zoning Regulation amendments that will result in better and more accurate review of development proposals.
- **Continue Traffic Calming Efforts/Circulation Improvements:** Continue work on the Creston Rd. Corridor study and look for other opportunities for traffic calming and circulation improvements that accommodate growth envisioned in the General Plan.
- **Implement an Application/Plan Records Digitizing and Storage Program:** Create space and easy access to historical permit information by implementing a records digitization program.

Other Goals

Goal Description	Policy Reference *	Consultant Services Required	Staff Resource Implications
<p>◆ Prepare a Comprehensive Development Code Update: Consolidate and update our current development regulations including Zoning, Subdivision, Signage, Grading, Landscaping, Historic Preservation, and Stormwater Management in a single form-based development code utilizing LEED and neighborhood design principles.</p>	<p>LU-2I, S-1D, ES-Place</p>	<p>Yes</p>	<p>Staffing will be needed to manage the preparation of the Code Update.</p>
<p>◆ Permit Streamlining/Customer Service Improvements: Implement a series of steps aimed at providing prompt service to the community while meeting Council policies and goals of accomplishing quality development for Paso Robles. Streamlining improvements include Zoning Regulation amendments that will result in better and more accurate review of development proposals.</p>	<p>LU-1A, ES-Positioning</p>	<p>Possible. A majority of the ordinance modifications can be handled by existing staff.</p>	<p>Yes. Additional planning and engineering staffing will be needed to provide timely processing of development applications, staff the Zoning Administrator process, and provide timely response to Building Permit applications.</p>
<p>◆ Continue Traffic Calming Efforts/Circulation Improvements: Continue work on the Creston Rd. Corridor study and look for other opportunities for traffic calming and circulation improvements that accommodate growth envisioned in the General Plan.</p>	<p>LU-2D, CE-1, -1F, C-2A, -2B, ES-Place</p>	<p>Yes</p>	<p>Possible supplemental engineering staffing may be necessary</p>
<p>◆ Implement an Application/Plan Records Digitizing and Storage Program: Create space and easy access to historical permit information by implementing a records digitization program.</p>		<p>Possible</p>	<p>Yes initially, but staff savings by having easy access to records could reduce staff time.</p>

- *LU = General Plan Land Use Element
- CE = Circulation Element
- HE = Housing Element
- C = Conservation Element
- OS = Open Space Element
- N = Noise Element
- S = Safety Element
- PR = Parks and Recreation Element
- ES = Economic Strategy

To: James L. App, City Manager
 From: Ken Johnson, ES Chief 
 Date: December 15, 2006
 Subject: City Council Goal Setting

The following information is intended to assist the City Council in developing organizational priorities for the next several years. Resources needs fall into the following categories:

- Personnel
 - Firefighters – staffing to meet target level (exhibit A). 3 needed in FY '07 and 3 in FY '08.
 - Training Officer – knowledge and experience is gained through call activity or training. The limited diversity of call types requires a greater investment in the training component.
 - Fire Inspector – code enforcement activity exceeds current resources. This condition also precludes the ability to develop internal capacity in specialized areas (e.g., sprinkler reviews and inspections).
 - Community Preparedness Coordinator – citizen education, coordination, and support for disaster-type response requires a designated individual (similar to a volunteer coordinator).
 - EMS Quality Assurance Coordinator (contract) – EMS represents largest portion of service requests and highest liability.
- Equipment
 - Mobile data computers – information to expedite the response and increase operational efficiency.
 - Replacement accrual – no account currently exists for the replacement of costly equipment (e.g., air compressor, defibrillators, and self-contained breathing apparatus).
- Other
 - Graphical Information System (GIS) applications – information to improve both response and planning capabilities.

Identified department needs are basically limited to those areas found in the Economic Strategy, General Plan, and/or Emergency Growth Management Plan (departmental strategic plan). The following lists those plan elements pertaining to the department and their current state.

Economic Strategy

The Economic Strategy is intended to provide a vision in achieving economic vitality in a changing environment, while maintaining a high quality of life.

Strategy Elements	Progress
<i>People</i> <ul style="list-style-type: none"> • Develop, implement, and promote bilingual learning programs for residents and businesses 	<ul style="list-style-type: none"> • Initiated Spanish lessons for responders to be able to communicate with a substantial percentage of the customer base
<i>Positioning</i> <ul style="list-style-type: none"> • Develop and implement web-based links to local industry and commerce 	<ul style="list-style-type: none"> • Basic information regarding regulatory processes put on-line, significant improvements/additions slated for 2007
<i>Partnership</i> <ul style="list-style-type: none"> • Intensify public/private collaboration 	<ul style="list-style-type: none"> • Initiated substantial assistance for large-scale community events (Mid-State Fair, Heritage Oaks Fun Run, Wine Festival) within existing financial resources

General Plan

The General Plan is the fundamental land use policy document of the City. It defines the framework by which the City's physical and economic resources are to be managed.

Plan Elements	Progress
<p><i>Provide hazard education</i></p> <ul style="list-style-type: none"> Distribute informational handouts Provide citizen awareness and response support training Sponsor exhibits and presentations 	<ul style="list-style-type: none"> Public fire prevention education is occurring, but is limited by resource availability No community disaster preparedness education is occurring Exhibitions and presentations are conducted on a request basis—several times per year
<p><i>Ensure adequate disaster response</i></p> <ul style="list-style-type: none"> Develop an emergency operations plan Maintain mutual/auto aid agreements Review/update Emergency Services Growth Management Plan periodically Incorporate fire prevention measures in new development 	<ul style="list-style-type: none"> Emergency Operations Plan (EOP) completed EOP training for all City staff incomplete Growth Management Plan to be updated in 2007 ES now fully integrated in community development process
<p><i>Hazardous Exposure Minimization</i></p> <ul style="list-style-type: none"> Maintain .8 – 1.3 Firefighters per 1,000 population Report on staffing requirements, station location needs, and response times as a part of specific plans 	<ul style="list-style-type: none"> Current ratio: <ul style="list-style-type: none"> Firefighters .72 / 1,000 residents All sworn .83 / 1,000 residents ES involved in planning elements of specific plans; CFD's enacted to support additional resource needs

Emergency Services Growth Management Plan

The Growth Management Plan was commissioned by the City Council in 1999 and adopted in 2000. This is a strategic planning document intended to serve as the roadmap in developing sufficient capacity to meet community emergency response needs in the areas of medical, rescue, and fire suppression.

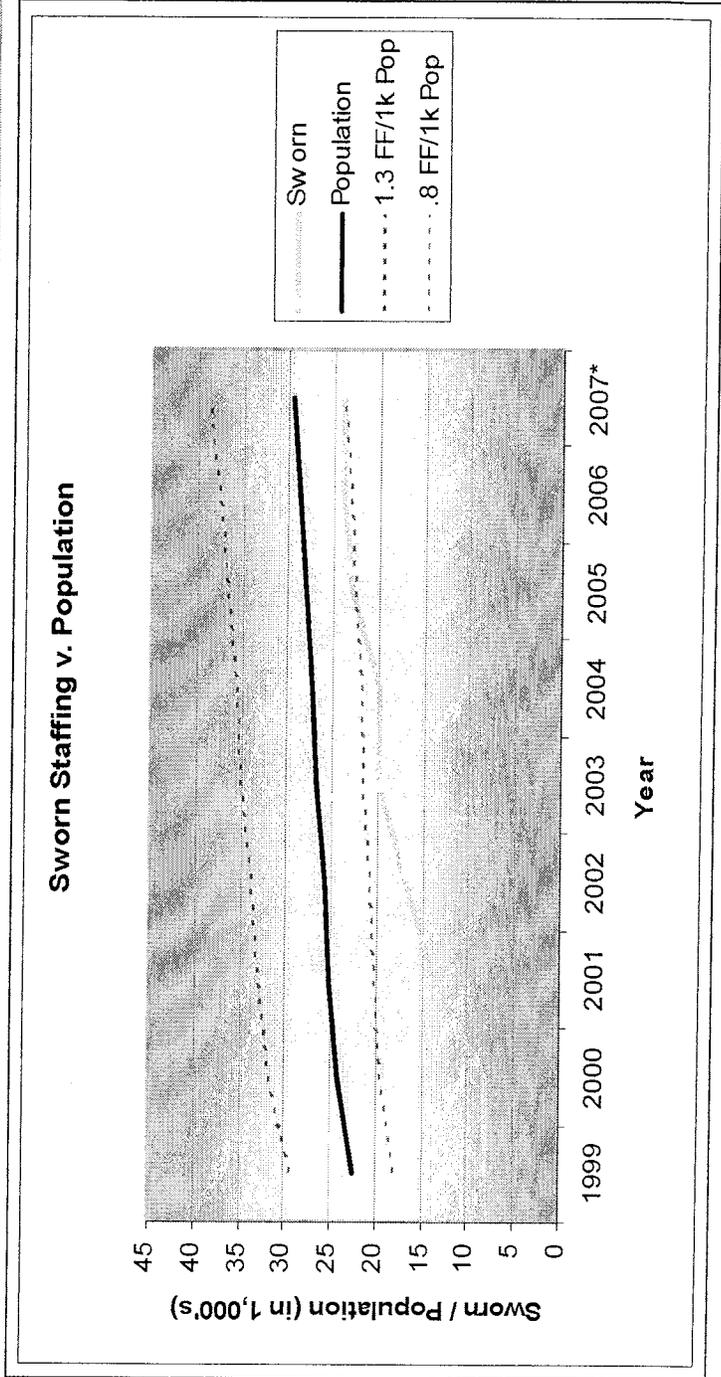
Plan Recommendation	Progress
<p><i>Improve the quality and promptness of emergency response through increases in personnel and funding</i></p> <ul style="list-style-type: none"> Staff at a ratio of 1 Firefighter per 1,000 residents Staff 1 “quick response” with 2 firefighters Provide a 4 minute response to 90% of all calls for service 	<ul style="list-style-type: none"> 3 Firefighters added in 2005 1 staff position added in 2006 Current ratio: <ul style="list-style-type: none"> Firefighters .72 / 1,000 residents All sworn .83 / 1,000 residents Overall funding has been commensurate with the staffing Response time is currently 4 minutes to 68% of all calls for service
<p><i>Reduce risk through active mitigation efforts</i></p> <ul style="list-style-type: none"> Comprehensive fire sprinkler ordinance Conduct building safety inspections Provide public safety education 	<ul style="list-style-type: none"> No progress on sprinkler ordinance Building safety inspection program to be initiated in January 2007 Public education is occurring, but is limited by resource availability No community preparedness education is occurring
<p><i>Reduce the growth of emergency medical response demand</i></p> <ul style="list-style-type: none"> Accident prevention programs Initial care and treatment education 	<ul style="list-style-type: none"> No comprehensive programs or delivery systems have been developed due to resource limitations
<p><i>Improve the quality of training program management</i></p> <ul style="list-style-type: none"> Employ a training officer or contract the work out 	<ul style="list-style-type: none"> Improvements have been minor and limited to decentralizing this function among existing resources Measurable gains will require additional staff

Plan Recommendation	Progress
<p><i>Improve the quality of training—facility and training resources</i></p> <ul style="list-style-type: none"> • Develop training facilities 	<ul style="list-style-type: none"> • The City owns a suitable site, but no improvements have been initiated • ES began discussions with PD on the development of a joint-use facility • Grant funding sources are being sought
<p><i>Improve emergency dispatch service</i></p> <ul style="list-style-type: none"> • Improve staffing in PD dispatch center 	<ul style="list-style-type: none"> • Very modest gains have been made with the addition of part-time type positions • A full-time compliment of 2 dispatchers will be required to demonstrate substantial gains
<p><i>Improve capital asset management</i></p> <ul style="list-style-type: none"> • Develop facilities management plan • Develop apparatus management plan 	<ul style="list-style-type: none"> • Facility improvements and maintenance responsibilities have been assumed by PW • While a vehicle replacement plan exists, nothing has been established for the replacement of other costly assets

POPULATION / SWORN STAFFING RATIOS - Historic & Projected

(General Plan target ratio of .8 - 1.3 Firefighters / 1,000 residents)

<u>YEAR</u>	<u>POPULATION</u>	<u>SWORN STAFF</u>	<u>SWORN / RESIDENT RATIO</u>	<u>SWORN / RESIDENT RATIO PROJECTIONS</u>
1996	21,450	9	0.42	
1997	21,650	9	0.42	
1998	22,050	9	0.41	
1999	22,500	8	0.36	
2000	24,300	8	0.33	
2001	25,200	14	0.56	
2002	25,800	17	0.66	
2003	26,900	20	0.74	
2004	27,200	20	0.74	
2005	28,000	23	0.82	
2006	29,000	24	0.83	
2007	29,800	24	0.81	
2008	30,550	24	0.79	27 / 0.88
2009	31,300	24	0.77	30 / 0.98
2010	32,000	24	0.75	30 / 0.96
				33 / 1.03
				42 / 1.31



COUNCIL GOAL SUGGESTIONS
Department of Library & Recreation Services
2008-2011

5 Priority Goals for Budget 2007-2009

- Master plan parks, particularly City Park
- Phase in additional Library hours of operation. At end of Phase 3A, library would be open 7 days per week 10:00 a.m. – 10:00 p.m. Study Center open 5 days per week 2:30 p.m. – 8:00 p.m.
 - Phase 1 – Sundays 10 a.m. – 5 p.m.
 - Phase 2 – Monday – Friday 8 p.m. – 10 p.m.
 - Phase 2A – Study Center Monday – Thursday 5:30 p.m. – 8 p.m.
 - Phase 3 – Saturday, Sunday 5 p.m. – 10 p.m..
 - Phase 3A – Study Center Friday 2:30 p.m. – 8 p.m.
- Restructure & expand youth recreation programs. This would entail pulling current coordinator out of Oak Park and putting her in charge of all youth programs. Backfill staff at Oak Park. Do some rehab work on George Stephan Center to bring it up to higher standard. Combine some of current Oak Park and Library Study Center activities in new location at Family Resource Center. Develop mobile recreation program that would serve all city parks (and possible schools and other areas) on rotating basis. Promote new Centennial Park amenities (teen room and roller hockey court).
- Move Library Study Center to new Family Resource Center and expand operations there to include circulating library.
- Meet technology needs – One new laptop computer, 6 new desktop computers (one in library workroom, one in library office, one at Centennial front desk, one at each of pools, one in library study center), add 2 existing donated computers to fleet for replacement/maintenance. Establish wireless capability for library patrons.

TO: James L. App, City Manager

FROM: Dennis J. Cassidy, Chief of Police
Lisa Solomon, Captain

SUBJECT: Police Department Input to City Council Biennial Goal Setting

DATE: November 30, 2006

The Police Department has prepared the following for your consideration in response to your request for our input on organizational priorities for the upcoming biennial goal setting session of the City Council. These priorities, while they are suggested in support of current police department needs, are closely aligned with established City Council goals and long term City planning documents.

The Police Department's mission statement, in summation, focuses on working with the community to identify and solve problems related to crime and social disorder. This mission is grounded in a community policing service model which requires time for police staff to develop significant relationships with the community and capitalize on those relationships as resources for resolving community issues that impact quality of life. This mission is an important element that is woven through the Council's overarching vision for Paso Robles to be a "place where most people can live, work and shop." Achieving this vision relies primarily on sufficient people resources and efficient and progressive technology. This is the focus of the Police Department's needs for the future.

STAFFING:

The public safety element of the City's General Plan calls for staffing ratios of sworn personnel to fall in the range of 1.4 to 1.6 officers per 1,000 residents. Exhibit A reflects both historic and projected staffing ratios for the Police Department; while Exhibit B provides data which relates to the impact of this growth on the community, in terms of both crime and service levels. Both of these have an affect on a Police Department's ability to engage in a community policing service delivery model which requires time for relationship-building efforts, long-term problem solving and traditional enforcement oriented tactics. Review of both Exhibits and our ongoing read of internal and industry trends leads us to conclude that although serious / violent crime remains at a decade low, service demands are on the rise. It is the increase in service demands (i.e. misdemeanor reports, vandalism, juvenile crime, drug activity, traffic problems) reported on a daily basis that command a significant amount of officer time; thereby reducing the attention that may be given to more significant criminal matters as they arise. This trend has the potential for "catching up to us" in the reported serious / violent crime area over time. Having the resources to attend to the "small stuff" and engage in preventive measures is the way to maintain our established safe, hometown quality and charm that contributes significantly to the Paso Robles "darn near paradise" reputation. This level of service requires staffing levels at the high end of the General Plan's public safety staffing ratios. The Police Department can provide minimal public safety services to the community with 1.4 officers per 1,000 residents; however, to be able to truly realize all the benefits of a community - police partnership, whereby all services are provided with an ingrained community policing philosophy, such that sufficient time is given to all facets of policing (i.e. prevention, education, traditional enforcement efforts and special target investigations) the 1.6 officers per 1,000 residents staffing ratio range must be achieved.

The Police Department is interested in utilizing new sworn staff positions in a variety of assignments to better address community identified problems and to provide appropriate

management and supervision of personnel. The following will be brought forward for consideration in future budgets to provide a structured context for what we hope to accomplish with proposed increases in sworn staff:

- Expand the Traffic Safety Program
- Re-deploy the Special Enforcement Team (S.E.T.)
- Retain the recently created Captain's position
- Civilianize the Records / Communications Supervisor position in order to redeploy the Sergeant to supervise expanded patrol services programs (i.e. traffic, S.E.T., etc.)
- Expand operational management / supervision positions to provide a Lieutenant and Sergeant on each shift

Sworn staff is complimented by a strong non-sworn contingent of employees who provide associated safety services, prevention / intervention programs, logistical and clerical support. Our budgeted full-time equivalent of Non-sworn staff is currently 17.5 personnel. This is above the .5 non-sworn staffing ratios identified in the General Plan. It is important to remember, however, a percentage of these positions provide services closely related to that of a sworn police officer, i.e. Code Enforcement. An emphasis on staffing Code Enforcement services has been made due to highly prioritized Council goals in this area, and we will continue to suggest staffing levels that support a strong and active program to accomplish same. We will also work to maintain non-sworn staff at sufficient levels to continue to support the growth of the organization and the community, and to address special public safety needs such as the Code Enforcement solution and other mission critical areas, such as the Communications Center.

EQUIPMENT & TECHNOLOGY:

The people resources in policing are expensive, and they are subject to physical and psychological stresses on a daily basis. They are highly valuable and incredibly vulnerable, given the challenges they face in providing the services expected. For these reasons, it is most important to protect and maximize our investment in people resources. Quality equipment and technology help to achieve this goal. For years, the Police Department has aggressively pursued hi-tech solutions to maximize officer safety and efficiency, and we will continue to do so. Examples of technology acquired in the last decade toward this end are; improved bullet resistant armor, SWAT team associated equipment / high-powered weaponry, Tasers, AR-15 deployment, bean-bag shotguns, paperless reporting, state-of-the-art facility and Communications Center, in-car video systems, etc. It is our plan to continue to invest in quality equipment and technology. The following will be brought forward for consideration in future budgets to provide opportunities to improve the safety and efficiency of our people resources.

- Deploy Mobile Data Computers
- Maintain high standards in Officer-assigned safety equipment w/ increased personnel
- Consider hi-tech Traffic Safety devices as enforcement alternatives in identified problem areas
- Consider deployment and active use of video policing equipment in public places
- Procure hi-tech investigative tools for better response to special problems (i.e. camera systems, GPS tracking devices and surveillance equipment)

The Police Department appreciates the Council's consideration of these public safety needs in formulating future plans for creating a Paso Robles that best meet the needs of our citizens.

Attachments: Exhibit A Population / Staffing Ratios - Historic & Projected
Exhibit B Crime Statistics / Service Demands Analysis

POPULATION / STAFFING RATIOS - Historic & Projected

<u>YEAR</u>	<u>POPULATION</u>	<u>SWORN STAFF</u>	<u>POLICE / RESIDENT RATIO</u>	<u>POLICE / RESIDENT RATIO PROJECTIONS</u>
1996	21,450	32	1.49	
1997	21,650	32	1.47	
1998	22,050	36	1.63	
1999	22,500	36	1.60	
2000	24,300	36	1.48	
2001	25,200	36	1.42	
2002	25,800	36	1.39	
2003	26,900	36	1.34	
2004	27,200	37	1.36	
2005	28,000	37	1.32	
2006	29,000	40	1.38	
2007	29,800	41	1.38	
2008	30,550	41	1.34	42 / 1.37 44 / 1.44 46 / 1.57 48 / 1.64
2009	31,300	41	1.31	44 / 1.40 46 / 1.47 48 / 1.53 50 / 1.60
2010	32,000	41	1.28	46 / 1.44 48 / 1.50 50 / 1.56 52 / 1.63

EXHIBIT B

CRIME STATISTICS / SERVICE ANALYSIS

Year	Population	Total UCR Crimes	Total Calls for Service	* Total Events	Crimes per 1,000	Calls per 1,000	Events per 1000
1996	21,450	875	13,078	**	40.79	**	**
1997	21,650	693	15,572	**	32.00	**	**
1998	22,050	709	14,310	**	32.15	**	**
1999	22,500	699	15,001	**	31.06	**	**
2000	24,300	898	15,720	**	36.95	**	**
2001	25,200	834	15,799	**	33.09	**	**
2002	25,800	956	17,805	28,644	37.05	690	1110
2003	26,900	1,032	18,875	31,056	38.36	702	1154
2004	27,200	777	20,150	35,077	28.56	741	1290
2005	28,000	770	22,418	36,206	27.50	801	1293

* Includes calls and all officer initiated activity

** Data unavailable

TO: Doug Monn, Public Works Director
FROM: Dennis Fansler, Maintenance Services Superintendent
SUBJECT: Maintenance Services Goals
DATE: November 30, 2006

As requested we (supervisory team) have met and formulated a list of goals. Each numbered goal is general in nature with more specific needs (a,b,c etc.) noted beneath:

1. Improvement of Pavement infrastructure

- a. Additional funding for yearly overlay/slurry seal program
- b. Equipment necessary to patch more effectively (hot patch equipment).
- c. Additional funding for yearly road marking/painting program.
- d. Staff to facilitate painting and repair/patching.
- e. Additional street sweeper and operator to improve quality and to bring City into compliance with Storm Water Management mandates.
- f. Additional funding for drain cleaning, preventative maintenance.
- g. Additional funding to build walkway crossings/bridges and to slurry seal or overlay walking paths.

2. Improvement of Concrete infrastructure

- a. Additional funding for yearly sidewalk repair/replacement program
- b. Equipment necessary to grind or do other concrete repairs in house.
- c. Additional funding to bring sidewalks into ADA compliance (ramps, truncated domes etc.)
- d. Additional funding for concrete cross gutter installations/upgrades.
- e. Staff to do concrete repair and maintenance of sidewalks.

3. Improvement of Buildings infrastructure

- a. Additional funding large maintenance projects (painting, roofing, HVAC).
- b. Replace contract janitorial with City staff janitorial crew.
- c. Staff roving maintenance crews responsible for quick repairs to buildings located in parks, at utility sites, street lighting and other.
- d. Add graffiti abatement crew (two full time staff persons)
- e. Funding of long term CIP type swimming pool maintenance and repairs such as filter replacement, plaster replacement, deck replacement, fence replacement and other.
- f. Maintenance funding for currently unfunded facilities i.e. Information Services program 120, Fire Station #2 program 158, Fire Station #3 program 159, Streets and Utilities program #160.

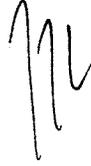
4. Improvement of Landscape and open space related maintenance

- a. City crew to attend to medians and parkways maintenance currently done with unfunded contract maintenance.
- b. Staff to maintain and repair new landscapes i.e. Rader Bridge landscape, Niblick Road, Union Road, Sherwood Forest.
- c. staff and resources to address Landscape and Lighting District management needs.

5. Funding of Special events

- a. Funding of all special event labor and materials needs currently being subsidized by maintenance funds because of lack of budgetary allocation. Funding of this program would directly affect the ability of Public Works to do other non event related maintenance that is currently being deferred because funds are being used for special events.

TO: City Council
FROM: James L. App, City Manager
SUBJECT: 2007 Goal Suggestions
DATE: January 24, 2007



- **Promote and support a full range of educational opportunities:**
 - First Five Commission Pre-School & Family Resource Center,
 - Joint City/School District School/Park projects, and
 - Construction of Cuesta College's Trade & Technology Building;

- **Stimulate investment in strategic assets** through the creation of a:
 - Salinas River Corridor Plan,
 - Town Centre/Downtown expansion plan,
 - Paso Robles Event Center facility revitalization plan, and
 - Historic Site Preservation Plan

- **Increase the supply of quality, pedestrian-oriented neighborhoods and housing** by completing distinctive plans for the development of:
 - Chandler Ranch,
 - Olsen/Beechwood area,
 - Uptown (24th Street north to City limits), and
 - A long-term Housing Strategy;

- **Enhance quality of life** by:
 - Efficiently using and preserving natural resources through construction of the Nacimiento Water Project, implementation of water conservation programs, and developing means to recycle used water,
 - Changing the manner people and goods are transported so there is less congestion and speeding by completing innovative plans to improve the HWY 101/46W intersection, 13th overpass/16th & 24th Street freeway ramps, Creston Road Corridor, and Airport Road/HWY 46E intersection, and
 - Preserving agricultural lands that surround the City by implementation of the Purple Belt Plan.

- **Promote the area as a center for value-added agriculture and medical/wellness industries** by:
 - Actively encouraging viticulture investment, business, and tourism, and
 - Supporting establishment of Mee Cancer Center and Twin Cities Hospital Joint Replacement Center;

- **Market the area to investors and visitors** by reinventing and intensifying public and private promotion efforts to focus on Paso Robles Appellation's world class wines and vineyards, distinctive agricultural environs, special events, and development of year-round attractions at the Paso Robles Event Center.