



MEMORANDUM

TO: City Council

FROM: Matthew Downing, City Manager

SUBJECT: Update on City Council Goals and Priorities

DATE: February 27, 2024

SUMMARY OF ACTION:

Update regarding the progress made toward meeting the City Council's Goals and Priorities for Fiscal Years 2023-25 (July 1, 2023 through June 30, 2025). (Goals and Priorities for FY 2023-25).

IMPACT ON FINANCIAL AND PERSONNEL RESOURCES:

There are no financial impacts associated with receipt of the update regarding progress toward meeting the Goals and Priorities for FY 2023-25.

RECOMMENDATION:

Receive an update regarding progress toward the Goals and Priorities for FY 2023-25.

BACKGROUND:

Every two years, staff and the City Council prepare a Biennial Budget document, which commits government resources and services to accomplish the City's mission of making Arroyo Grande the best place possible for everyone who lives, works, and visits here. As part of the budgeting process, the City utilizes a thoughtful process to establish the City's focus and priorities, culminating in the City Council determining goals for the following two-year period. These goals become the foundation upon which staff prepare the Biennial Budget.

On [March 2, 2023](#), the City Council considered and approved a list of Goals and Priorities for FY 2023-25 to help direct the work of the City Council and staff during the biennial budget cycle. The identified Goals and Priorities are outlined below. This report provides an update regarding the City's progress on completing the identified Goals and Priorities for FY 2023-25. This also provides an opportunity for the public to learn of the City's progress and share input with the City Council on any of the Goals and Priorities and share input with the City Council for consideration of any additional direction to staff.

Item 11.a.

City Council
Update on City Council Goals and Priorities
February 27, 2024
Page 2

Major City Goals

The City Council has set four goals for the City for FY 2023-25.

Goal #1: Funding – Support a thriving community through fiscal responsibility, economic development efforts, and additional and alternative revenue streams.

Strategies for the next two years:

- Economic Development
- Pursue Potential Revenue Measure
- Evaluate Potential to Enable Cannabis Businesses within the City

Goal #2: Fire Services – Implement operational and fire emergency service delivery improvements through the Five Cities Fire Authority, and complete the transition of services to Oceano due to its exit from the Authority.

Strategies for the next two years:

- Work with Regional Partners on Fire Services in 5 Cities
- Funding for Fire Services

Goal #3: Infrastructure – Invest in and complete critical infrastructure projects throughout the City through the strategic prioritization of projects based on available resources.

Strategies for the next two years:

- Pursue Alternative Funding Sources for Infrastructure Needs
- Work with Regional Partners on Infrastructure Projects
- Prioritize Key Infrastructure Projects

Goal #4: General Plan Update – Prioritize and complete major work efforts for the comprehensive General Plan update to provide a vision and framework for future development within the city.

Strategies for the next two years:

- Public Outreach
- Diversity, Equity, Inclusivity, and Justice Lens
- General Plan Elements
- Baseline Analysis of Existing and Future Business Needs
- Climate Action Plan
- Code Update
- Environmental Impact Report
- Objective Design Standards

ANALYSIS OF ISSUES:

While each of the goals are large and complex, staff is pleased to report that substantial progress has been made in many areas. Below is additional information and detail of each goal accompanied by major accomplishments toward meeting those goals. Additional information regarding the status of work toward meeting the Goals and Priorities is included as **Attachment 1**.

Review of Major City Goals

Goal #1: Funding

Strategy: Economic Development

- Administration of the Arroyo Grande TBID was successfully transferred from the South County Chambers of Commerce to City staff.
- Resolution No. 5308 was adopted, which modified the bylaws and advisory board structure of the Arroyo Grande TBID.
- Following City Council approval, staff purchased and implemented decorative concrete barriers for the long-term parklet program.
- Staff have worked with consultants to continue identification of paths forward for the disposition and development of the City-owned site located at 400 W. Branch Street.

Strategy: Pursue Revenue Measure

- Following the development and issuance of a request for proposals, the City Council entered into an agreement with CliffordMoss for voter opinion polling and public outreach and education services for a potential future ballot measure.
- Results of the voter opinion poll were presented to the City Council and direction was provided for continued public outreach and education services.

Goal #2: Fire Services

Strategy: Work with Regional Partners on Fire Services in 5 Cities

- Staff worked with partner agency staff to establish a new Joint Powers Authority between the City and the City of Grover Beach.
- Staff have engaged in contract negotiations with the County of San Luis Obispo to provide fire service to the community of Oceano.

Strategy: Funding for Fire Services

- Fire and EMS services were determined to be among service priorities through the potential revenue measure feasibility study.
- The City entered into a Fire Prevention Agreement with the Five Cities Fire Authority for the City to conduct fire inspection services within the city.

Goal #3: Infrastructure

Strategy: Pursue Alternative Funding Sources for Infrastructure Needs

- Staff have worked with representatives of Federal Emergency Management Agency for the reimbursement of funds as a result of damage associated with the January – March 2023 storms.
- Staff secured federal Community Project Funding/Congressionally Directed Spending funds for the Swinging Bridge Retrofit Project.
- Staff worked with the San Luis Obispo Council of Governments for additional funding for street paving and construction of the Halcyon Road Complete Streets Project.
- Infrastructure funding needs were determined to be among service priorities through the revenue measure feasibility study.

Strategy: Work with Regional Partners on Infrastructure Projects

- Following City Council authorization, staff submitted an application for Water Infrastructure Finance and Innovation Act funding in support of Central Coast Blue (CCB) project costs.
- Staff continued to work with CCB member agencies and the JPA to continue progress toward the implementation of the project.

Strategy: Prioritize Key Infrastructure Projects

- The City Council approved a contract for concrete repair work, including sidewalk repairs, throughout the city.
- The City Council approved a Conditional Use Permit for debris removal and bank stabilization of Corbett Creek by the Coastal San Luis Resource Conservation District.
- The City Council approved the Halcyon Road Complete Streets Plan.
- Staff continued work with design and right-of-way consultants in support of the Traffic Way Bridge Replacement Project.
- The City contracted with consultants for Right-of-Way Services for the Traffic Way Bridge Replacement Project.
- Contract services were utilized to remove fallen and undermined trees and other debris from Arroyo Grande Creek.
- The City entered into a contract and initiated the construction of the Public Safety Camera System Project.
- Preconstruction activities have commenced for the Swinging Bridge Rehabilitation Project.

Goal #4: General Plan Update

Strategy: Public Outreach

- On [August 22, 2023](#), the City Council conducted a Study Session regarding the General Plan Update project.
- On October 5, 2023, a community workshop was held to provide the community a brief overview of the update process and conduct activities for community members to identify assets, issues, and opportunities in the city.
- The Community Engagement Summary Report was prepared and released for public information.

Strategy: Diversity, Equity, Inclusivity, and Justice Lens

- A Diversity, Equity, Inclusion, and Justice consultant was retained to assist staff through the General Plan Update Project.

Other Administrative Accomplishments

In addition to making substantial progress on the City Council's goals, staff has made noteworthy progress in other administrative areas, including:

- The City Council levied various assessments on Landscape and Lighting Assessment Districts within the city.
- The lease for the Car Corral was extended through July, 2028.
- The City Council authorized use of the Affordable Housing Trust Fund in support of 64 affordable housing units at 700 Oak Park Boulevard.
- City staff secured grant funding for traffic safety programs, including DUI enforcement, and alcoholic beverage sales education and enforcement.
- The City supported the 5Cities Homeless Coalition Winter Shelter.
- The City's purchasing policies were updated in response to increased costs of goods and services.
- The City Council held a study session regarding formula businesses in the Village. Revised formula business regulations were developed and prepared for City Council adoption.
- Updated user and Development Impact Fees for various City regulatory activities, programs, services and new development.
- The City Council adopted updated regulations regarding irrigated turf.
- The City Council approved an agreement for the Council Chamber Audio/Video System Upgrade Project.
- The Annual Comprehensive Financial Report was issued and another clean audit was completed.
- City staff increased public engagement with the development of a City mobile app for easier access to information, critical information push notifications, bill payment, registration for classes, and more.

City Council
Update on City Council Goals and Priorities
February 27, 2024
Page 6

- City staff launched a citywide newsletter, following an 8-year hiatus, providing the public more information about City operations, projects, and opportunities to connect.

ALTERNATIVES:

The following alternatives are provided for the Council's consideration:

1. Receive an update regarding progress toward the Goals and Priorities for FY 2023-25; or
2. Provide other direction to staff.

ADVANTAGES:

Receiving the status report on the Goals and Priorities for FY 2023-25 provides an update to the City Council and the public on the City's efforts toward completing and accomplishing a number of vital work efforts.

DISADVANTAGES:

There are no disadvantages at this time.

ENVIRONMENTAL REVIEW:

No environmental review is required for this item.

PUBLIC NOTIFICATION AND COMMENTS:

The Agenda was posted at City Hall and on the City's website in accordance with Government Code Section 54954.2.

ATTACHMENTS:

1. Updated Goals and Priorities for FY 2023-25