

City of Pacific Grove

City Council Goals and 5-Year Workplan

Goals (fleshed out a bit from what the Council adopted on 11/7/09 for clarity and actionability)

1. Achieve significant and sustained economic development that achieves the appropriate community-friendly and tourist-friendly balance
2. Achieve long-term financial stability; increase revenue; adopt balanced budgets that include adequate reserves, as well as asset maintenance and replacement; resolve all CalPERS issues
3. Protect and enhance the city's natural/physical environment and coastline, housing stock, and infrastructure
4. Protect and enhance public health and safety
5. Enhance the public image and trust by: making sound and consistent decisions; providing high-quality services consistent with our financial resources; maintaining effective 2-way communication with our citizens; and operating in an open and ethical manner.

Workplan

Milestones and Metrics to Accomplish During Next 12 Months		By Nov 2012	By Nov 2014	
1. Achieve significant and sustained economic development that achieves the appropriate balance between community friendly and tourist friendly				Lead
Develop through the EAC a fully effective working relationships with the Chamber, BID, HID, and other groups	Sustain/enhance those relationships			Tom
	Place revised Measure C on Nov '12 Ballot			Lynn
Secure approval of Lover's Point Bath-house and grant funding of Park improvements	Construction of both completed			Sarah
Initiate Zoning Code clean-up to help clarify regulations and streamline permitting processes	Adopt changes that balance government regulation and private incentives to do the right thing			Sarah
	Initiate specific plan for ATC redevelopment	Initiate ATC redevelopment		Lynn
Develop expanded set of more dynamic special events	At least one major event ea. month			Jim
Plan the downtown's future, not leaving the nature of its revival to chance by initiating a downtown specific plan process, including consideration of a Holman Bldg proposal and consideration of a rezone to allow a wine tasting shop or pub in the downtown	Approve downtown specific plan and associated EIR, place possible C-1-T zone change on Nov '12 Ballot, and conduct planning permit review of a specific Holman Bldg proposal	Holman Bldg applicant secures project entitlements based on City approvals		Sarah
Initiate Phase I of downtown improvements	Complete Phase I of downtown improvements	Initiate Phase II of downtown improvements		Celia
Fully decide on our brand. Decide on our major new destination (e.g., a Chautauqua Festival)	Complete Phase I of branding implementation	Open our new destination		Andrew /Jim
Achieve re-accreditation of Museum	Museum seen as major destination			Lori
	Franchise ordinance review			Lynn

2. Achieve long-term financial stability; increase revenue; adopt balanced budgets that include adequate reserves, as well as asset maintenance and replacement; resolve all CalPERS issues			Lead
Develop plan for \$3M more revenue/yr	Receive \$1M more per year	Receive \$3M more per year	Jim
Achieve CCC approval of more parking meters			Karen
Set up a grant-finding effort	Be fully functional in submitting grants		Cathy
Secure approval of 50¢ admissions tax or equivalent			Tom
Approve short-term rental ordinance			Sarah
Complete comprehensive list of future liabilities, both funded and unfunded			Jim
Run simplified, focused budget process	Continue to develop budget process to be fast and flexible		Jim
Complete and implement golf marketing plan			Joe
Meet and confer with unions to gain approval of alternative retirement provisions, including 2-tiered PERS			Tom
Double volunteer hours (2x)	Double them again (4x)	And again (8x)	Ann
Upgrade Clubhouse lease for night use through consideration of use permit amendment and liquor license			Karen
Determine how to better utilize and generate revenue from our facilities (e.g., Chautauqua Hall, Youth Center, Community Center, tennis courts)			Don

3. Protect and enhance the city's natural / physical environment and coastline, housing stock, and infrastructure			Lead
BNRC charged to develop and does submit for Council approval an overall status report by July '10			Celia
Clarify/update window guidelines			Karen
Initiate needed repairs of Shoreline Park/coastal trail; maintain at level that at least prevents further deterioration	Attract funds necessary to complete coastal trail	Finish coastal trail	Celia
	Initiate LCP/Land Use Plan update and implementing regulations	Secure full CCC certification of our LCP	Lynn/ Sarah
Code enforcement program development			Dave
Approve revised tree ordinance			Celia
Approve CIP plan			Tony
Approve alternative water sources ordinance, incl.: gray water; cisterns; etc.			John
		Golf course, cemetery, schools, parks, and ball fields fully sufficient with non-potable water	John
	Adopt Green Building Ordinance		John
Initiate plan for lighthouse restoration	Complete Phase I	Complete restoration	Daniel
	Adopt updates to historic preservation ordinance	Implement historic preservation ordinance	Lynn
		Update specific Plan for Forest Hill	Sarah

4. Protect and enhance health and safety			Lead
Approve plan for pedestrian safety, including completing sidewalks & ramps	Complete first half of installation	Complete installation	Celia
Approve bicycle lane plan	Complete first half of installation, including Pine Avenue	Complete installation	Malcolm
Approve Housing Element update and secure state certification	Adopt zoning amendments to implement new Housing Element		Sarah
Approve plan for becoming again the safest city in the county	See significant results	Demonstrate that we are securely repositioned as safest City	Darius
Enhance traffic enforcement, including movable photo radar; Drive Friendly campaign			John
Restart CERT			Dave B.
Fire JPA			Sam
		ADA Plan update	Sarah
Hold Library Summit	Adopt an exciting plan for PG's Library of the Future	Implement phase I of the plan	Lisa
Fully trained staff in EOC response			Darius
Develop plan for retention of storm water	Secure funding for engineering	Initiate construction	Sarah
Reach agreement with Cal Am on reclaimed water			Tom
		Achieve voluntary 50% reduction in residents' use of potable landscaping	Sarah

5. Enhance the public image and trust by: making sound and consistent decisions; providing high-quality services consistent with our financial resources; maintaining effective 2-way communication with our citizens; and operating in an open and ethical manner.			Lead
Identify improvements needed to provide more effective leadership and management Initiate Council & Board Development Initiate Staff Development Control the agenda ...			Tom
Restructure and provide charters and charges for all boards and commissions			Tom et al.
Enhance two-way communication with citizens, using: Constant Contact Web site: one focus on residents, one focus on visitors Ears to the street: get out and listen Presentations by Councilmembers and staff to community groups ...			Jim