

City of Morro Bay

City Council Agenda

Mission Statement

The City of Morro Bay is dedicated to the preservation and enhancement of the quality of life. The City shall be committed to this purpose and will provide a level of municipal service and safety consistent with and responsive to the needs of the public.

**CITY COUNCIL/PLANNING COMMISSION
JOINT MEETING
TUESDAY FEBRUARY 22, 2011
VETERANS MEMORIAL HALL - 5:00 P.M.
209 SURF ST., MORRO BAY, CA**

- I. ESTABLISH QUORUM AND CALL MEETING TO ORDER
- II. PLEDGE OF ALLEGIANCE
- III. DUTIES AND RESPONSIBILITIES
Pursuant to the Municipal Code Section 2.28.120 D., the Planning Commission shall meet with City Council twice each year to discuss proposed policies, programs, goals and objectives, budgeting, future planning, or any other planning matter requiring joint deliberation.
- IV. PUBLIC COMMENT PERIOD - Members of the audience wishing to address the Council and Planning Commission on matters on this special meeting agenda may do so at this time.
- V. JOINT MEETING DISCUSSION ITEMS
 - Staff presentation regarding the status Local Coastal Plan/General Plan and Zoning Ordinance
 - City Attorney Presentation of Informational Material Distributed to the Planning Commissioners
 - Discussion of Planning Commission Roles and Responsibilities
- VI. ADJOURNMENT – This meeting will adjourn to the regularly scheduled City Council meeting.

**REGULAR CITY COUNCIL MEETING
TUESDAY, FEBRUARY 22, 2011
VETERANS MEMORIAL HALL - 6:00 P.M.
209 SURF ST., MORRO BAY, CA**

ESTABLISH QUORUM AND CALL TO ORDER

MOMENT OF SILENCE

PLEDGE OF ALLEGIANCE

MAYOR AND COUNCILMEMBERS ANNOUNCEMENTS & PRESENTATIONS

CLOSED SESSION REPORT

PUBLIC COMMENT PERIOD - Members of the audience wishing to address the Council on City business matters (other than Public Hearing items under Section B) may do so at this time.

To increase the effectiveness of the Public Comment Period, the following rules shall be followed:

- When recognized by the Mayor, please come forward to the podium and state your name and address for the record. Comments are to be limited to three minutes.
- All remarks shall be addressed to Council, as a whole, and not to any individual member thereof.
- The Council respectfully requests that you refrain from making slanderous, profane or personal remarks against any elected official, commission and/or staff.
- Please refrain from public displays or outbursts such as unsolicited applause, comments or cheering.
- Any disruptive activities that substantially interfere with the ability of the City Council to carry out its meeting will not be permitted and offenders will be requested to leave the meeting.
- Your participation in City Council meetings is welcome and your courtesy will be appreciated.

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the City Clerk, (805) 772-6205. Notification 24 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting.

A. CONSENT CALENDAR

Unless an item is pulled for separate action by the City Council, the following actions are approved without discussion.

A-1 APPROVAL OF CITY COUNCIL MINUTES FOR REGULAR MEETING OF FEBRUARY 8, 2011; (ADMINISTRATION)

RECOMMENDATION: Approve as submitted.

A-2 RESOLUTION NO. 14-11 ADOPTING MEMORANDUM OF UNDERSTANDING WITH THE MORRO BAY POLICE OFFICERS ASSOCIATION; (ADMINISTRATIVE SERVICES)

RECOMMENDATION: Adopt Resolution No. 14-11.

A-3 RESOLUTION NO. 15-11 AUTHORIZING THE EXAMINATION OF SALES OR TRANSACTIONS AND USE TAX RECORDS; (ADMINISTRATIVE SERVICES)

RECOMMENDATION: Adopt Resolution No. 15-11.

A-4 RESOLUTION RECOGNIZING THE MONTEREY CYPRESS AS THE OFFICIAL CITY TREE; (PUBLIC SERVICES)

RECOMMENDATION: Adopt Resolution No. 18-11.

A-5 AUTHORIZATION FOR ATTENDANCE AT THE C-MANC ANNUAL WASHINGTON D.C. MEETING; (HARBOR)

RECOMMENDATION: Approve authorization for a two-person delegation to attend the California Marine Affairs and Navigation Conference Washington Week meetings scheduled for March 22 - March 24, 2011.

A-6 ADOPT RESOLUTION NO. 16-11 APPROVING SUBMISSION OF PROPOSITION 1B PUBLIC TRANSPORTATION MODERNIZATION, IMPROVEMENT AND SERVICE ENHANCEMENT ACCOUNT GRANT APPLICATION; (PUBLIC SERVICES)

RECOMMENDATION: Adopt Resolution No. 16-11.

A-7 PROCLAMATION DECLARING FEBRUARY 2011 AS "GRAND JURY AWARENESS MONTH"; (ADMINISTRATION)

RECOMMENDATION: Adopt Proclamation.

B. PUBLIC HEARINGS, REPORTS & APPEARANCES

B-1 APPROVAL OF RESOLUTION 17-11 DESIGNATING \$500,000 IN PARKING IN-LIEU FUNDS FOR FORTY (40) PARKING SPACES AT 714 EMBARCADERO; (CITY ATTORNEY)

RECOMMENDATION: Adopt Resolution No. 17-11.

C. UNFINISHED BUSINESS

- C-1 UPDATE ON MORRO BAY TRANSIT AND APPROVE REVISING CALL-A-RIDE ELIGIBILITY POLICY; (PUBLIC SERVICES)

RECOMMENDATION: Receive the update on Morro Bay Transit; and approve revising the Call-A-Ride eligibility policy to include all members of the general public, effective February 23, 2011.

D. NEW BUSINESS

- D-1 APPROVE PARTNERSHIP WITH MORRO BAY COMMUNITY FOUNDATION TO SELL TROLLEY ADVERTISING FOR THE 2011 SEASON AND AMEND MASTER FEE SCHEDULE; (PUBLIC SERVICES)

RECOMMENDATION: Approve entering into the trolley advertising program partnership with the Morro Bay Community Foundation; and, amend the Master Fee Schedule.

- D-2 APPROVAL TO SEND LETTER TO THE CITY SELECTION COMMITTEE RECOMMENDING THE SELECTION OF MARY ANN REISS AS THE NOMINEE FOR APPOINTMENT TO THE CALIFORNIA COASTAL COMMISSION; (CITY COUNCIL)

RECOMMENDATION: Approve sending recommendation letter to San Luis Obispo County City Selection Committee.

E. DECLARATION OF FUTURE AGENDA ITEMS

F. ADJOURNMENT

THIS AGENDA IS SUBJECT TO AMENDMENT UP TO 72 HOURS PRIOR TO THE DATE AND TIME SET FOR THE MEETING. PLEASE REFER TO THE AGENDA POSTED AT CITY HALL FOR ANY REVISIONS OR CALL THE CLERK'S OFFICE AT 772-6200 FOR FURTHER INFORMATION.

MATERIALS RELATED TO AN ITEM ON THIS AGENDA SUBMITTED TO THE CITY COUNCIL AFTER DISTRIBUTION OF THE AGENDA PACKET ARE AVAILABLE FOR PUBLIC INSPECTION AT CITY HALL LOCATED AT 595 HARBOR STREET; MORRO BAY LIBRARY LOCATED AT 625 HARBOR STREET; AND MILL'S COPY CENTER LOCATED AT 495 MORRO BAY BOULEVARD DURING NORMAL BUSINESS HOURS.

AGENDA NO: A-1

MEETING DATE: 02-22-11

MINUTES - MORRO BAY CITY COUNCIL
CLOSED SESSION – FEBRUARY 8, 2011
CITY HALL CONFERENCE ROOM - 5:00 P.M.

Mayor Yates called the meeting to order at 5:00 p.m.

PRESENT:	William Yates	Mayor
	Carla Borchard	Councilmember
	Nancy Johnson	Councilmember
	George Leage	Councilmember
	Noah Smukler	Councilmember
STAFF:	Robert Schultz	City Attorney

CLOSED SESSION

MOTION: Councilmember Johnson moved the meeting be adjourned to Closed Session. The motion was seconded by Councilmember Smukler and unanimously carried. (5-0)

Mayor Yates read the Closed Session Statement.

CS-1 GOVERNMENT CODE SECTION 54956.8; REAL PROPERTY TRANSACTIONS. Instructing City's real property negotiator regarding the price and terms of payment for the purchase, sale, exchange, or lease of real property as to one (1) parcel.

- Property Lease Site 75-77/75W-77W; 699 Embarcadero
Negotiating Parties: Morro Bay Marina, Inc. and City of Morro Bay
Negotiations: Lease Terms and Conditions

The meeting adjourned to Closed Session at 5:00 p.m. and returned to regular session at 5:30 p.m.

MOTION: Councilmember Borchard moved the meeting be adjourned. The motion was seconded by Councilmember Smukler and unanimously carried. (5-0)

The meeting adjourned at 5:30 p.m.

MINUTES - MORRO BAY CITY COUNCIL
REGULAR MEETING – FEBRUARY 8, 2011
VETERANS MEMORIAL HALL - 6:00 P.M.

Mayor Yates called the meeting to order at 6:00 p.m.

PRESENT:	William Yates	Mayor
	Carla Borchard	Councilmember
	Nancy Johnson	Councilmember
	George Leage	Councilmember
	Noah Smukler	Councilmember
STAFF:	Robert Schultz	City Attorney
	Bridgett Kessling	City Clerk
	Eric Endersby	Harbor Operations Manager
	Susan Lichtenbaum	Harbor Business Manager
	Rob Livick	Public Services Director
	Tim Olivas	Police Chief
	Mike Pond	Fire Chief
	Susan Slayton	Administrative Services Director
	Kathleen Wold	Planning Manager
	Joe Woods	Recreation & Parks Director

ESTABLISH QUORUM AND CALL TO ORDER

MOMENT OF SILENCE

PLEDGE OF ALLEGIANCE

MAYOR AND COUNCIL MEMBERS REPORTS, ANNOUNCEMENTS &
PRESENTATIONS

CLOSED SESSION REPORT - City Attorney Robert Schultz reported the City Council met in Closed Session and took action on Lease Site 75-77/75W-77W located at 699 Embarcadero. The City Council granted the written request from Morro Bay Marina, Inc. that the City receives monthly rental payments.

PUBLIC COMMENT

Anthony Hoffa and representatives of the Morro Bay Gorilla Gardening Club offered the City Council plants and thanked the City for supporting the City's urban forest and urban gardeners.

Rick and Claire Grantham stated for public information that a fire started in their clothes dryer which was caused by a dirty vent.

MINUTES - MORRO BAY CITY COUNCIL
REGULAR MEETING – FEBRUARY 8, 2011

D’Onna Kennedy stated the Central Coast Veterans Support Group will be meeting at the Eagles Lodge on February 22nd at 6:00 p.m. She also announced a variety of free services are available to lower-income households throughout San Luis Obispo County through the Energy Conservation Services.

Barbara Doerr referred to Closed Session Item CS-2 of the January 11th City Council meeting, and Item D-1 of the January 25th City Council meeting, both relating to lease negotiation discussions where a specific council member attended the January 11th Closed Session meeting and stepped down due to a conflict of interest at the January 25th meeting. Ms. Doerr asked if this council member had a conflict of interest when he participated in the Closed Session item at the January 11th meeting.

Betty Winholtz addressed Item D-4 (Discuss Options for Amending Parking Requirements for North Morro Bay) stating all streets perpendicular and intersecting North Main Street are residential streets. She said to reduce off-street parking requirements would push business parking onto these residential streets, which already have limited parking for its residents and visitors. Ms. Winholtz stated new development should be considered; however, due to the lack of statistical information regarding the current situation, this item should be continued and heard after more important planning issues such as the Sign Ordinance or General Plan update.

Janice Peters announced the 4th Annual Fundraiser Follies will be held on February 25th and 26th at 7:00 p.m. and will be held at the Morro Bay Community Center.

Andrea Klipfel announced the team fundraiser for Relay for Life will be a Bunco “Against Cancer” Party held on March 16th at 6:00 p.m. at St. Timothy’s Church; there will be a Community Kick-Off on March 24th at 6:00 p.m. at the Embarcadero Grill; and the Relay for Life event is the first weekend in August at Morro Bay High School.

Richard Margesten expressed concern regarding Brown Act violation due to the lack of public comment allowed on all agenda items at City Council and Morro Bay/Cayucos JPA meetings.

Mayor Yates closed the hearing for public comment.

MINUTES - MORRO BAY CITY COUNCIL
REGULAR MEETING – FEBRUARY 8, 2011

A. CONSENT CALENDAR

Unless an item is pulled for separate action by the City Council, the following actions are approved without discussion.

A-1 APPROVAL OF CITY COUNCIL MINUTES FOR REGULAR MEETINGS OF JANUARY 11, 2011 AND JANUARY 25, 2011; (ADMINISTRATION)

RECOMMENDATION: Approve as submitted.

A-2 APPOINTMENT OF VOTING DELEGATES TO THE CALIFORNIA JOINT POWERS INSURANCE AUTHORITY; (ADMINISTRATION)

RECOMMENDATION: Appoint Mayor Yates as the City's representative of the California Joint Powers Insurance Authority, and appoint the City Manager and City Attorney as alternates.

A-3 ADOPTION OF ORDINANCE NO. 565 AMENDING SECTION 2.08.010 OF THE MORRO BAY MUNICIPAL CODE REGARDING COUNCIL MEETINGS TIME AND DATE; (CITY ATTORNEY)

RECOMMENDATION: Adopt Ordinance No. 565.

A-4 ADOPTION OF ORDINANCE NO. 566 AUTHORIZING AMENDMENT OF SECTION 20475 (DIFFERENT LEVEL OF BENEFITS; SECTION 21363.1 (3% @ 55 FULL FORMULA); AND SECTION 20037 (THREE-YEAR FINAL COMPENSATION) FOR NEW SWORN HIRES IN THE FIRE DEPARTMENT; (ADMINISTRATIVE SERVICES)

RECOMMENDATION: Adopt Ordinance No. 566.

A-5 2010 ANNUAL WATER REPORT; (PUBLIC SERVICES)

RECOMMENDATION: Adopt Resolution No. 12-11.

Councilmember Borchard pulled Item A-2 of the Consent Calendar.

MOTION: Councilmember Borchard moved the City Council approve the Consent Calendar with the exception of Item A-2. The motion was seconded by Councilmember Johnson and carried unanimously. (5-0)

MINUTES - MORRO BAY CITY COUNCIL
REGULAR MEETING – FEBRUARY 8, 2011

A-2 APPOINTMENT OF VOTING DELEGATES TO THE CALIFORNIA JOINT
POWERS INSURANCE AUTHORITY; (ADMINISTRATION)

Councilmember Borchard stated since the Mayor does not attend the CJPIA Risk Management meetings, she would prefer to keep it consistent and appoint the City Manager and/or the City Attorney as the designated representative of the City.

MOTION: Councilmember Borchard moved the City Council appoint the City Manager and/or the City Attorney as the official representative(s) of the City of Morro Bay on the California Joint Powers Insurance Authority. The motion was seconded by Councilmember Johnson and carried unanimously. (5-0)

B. PUBLIC HEARINGS, REPORTS & APPEARANCES – NONE.

C. UNFINISHED BUSINESS – NONE.

D. NEW BUSINESS

D-1 PRESENTATION & FORMAL RECOGNITION OF THE “OFFICIAL CITY
TREE OF MORRO BAY” VOTE; (COUNCIL)

Councilmember Smukler stated nearly 500 citizens voted for what tree they thought represented the City of Morro Bay. The Volunteer Tree Committee came up with five trees with strong historical significance in Morro Bay. The Cypress got more than double the votes of any other tree, 194 votes. Second place went to the tree we call the Red Flowering Eucalyptus, which is now called *Corymbia ficifolia* and was planted a few decades ago as the premier street tree in the Downtown Business District. Designation of an official city tree or city flower recognizes their special connection to the community and creates an opportunity to publicize and market these specimens with pride. Councilmember Smukler stated based on the final results of the public voting process, the Morro Bay Volunteer Tree Committee proposes the Council vote to formally recognize the Cypress *Cupressus macrocarpa* as the official City tree of Morro Bay.

Council received a presentation from the Morro Bay Volunteer Tree Committee.

MOTION: Councilmember Smukler moved the City Council accept the results as presented and identify the Monterey Cypress as the official City tree for Morro Bay; and, direct staff to return with a resolution adopting the Monterey Cypress as the official City tree and to include the vote tally in the resolution. The motion was seconded by Councilmember Johnson and carried unanimously. (5-0)

MINUTES - MORRO BAY CITY COUNCIL
REGULAR MEETING – FEBRUARY 8, 2011

D-2 REPORT FROM THE CITIZENS OVERSIGHT COMMITTEE PURSUANT TO MORRO BAY MUNICIPAL CODE (MBMC) SECTION 3.22.120; (ADMINISTRATIVE SERVICES)

Administrative Services Director Susan Slayton stated pursuant to Morro Bay Municipal Code Section 3.22.120, the Citizens Oversight Committee met on December 8, 2010 to review the 2009/10 unaudited transactions and 2010/11 year-to-date transactions for the District Transaction Tax (Measure Q ½ cent sales tax) Fund. The Committee was very pleased with the 2009/10 uses of Measure Q funds, and had no issues/adjustments with any of the expenditures. The members did provide a letter with comments, and one, in particular, needs further explanation/background, the debt service for Fire Station #1 Administrative Building. Ms. Slayton recommended the City Council accept the report, and take action as necessary.

Barbara Spagnola, representing the Citizens Oversight Committee, reported on the Committee's findings and conclusions to the City Council for their review.

MOTION: Mayor Yates moved the City Council: 1) accept the recommendations of the Citizens Oversight Committee; 2) direct staff to implement the recommendations as stated in the Committee's report; and, 3) direct staff to develop an informational kiosk, and bring recommendations back to Council. The motion was seconded by Councilmember Smukler and carried unanimously. (5-0)

Mayor Yates called for a break at 7:03 p.m.; the meeting resumed at 7:13 p.m.

D-3 RESOLUTION NO. 13-11 ADOPTING THE MID-YEAR BUDGET AMENDMENTS; (ADMINISTRATIVE SERVICES)

Administrative Services Director Susan Slayton presented the 2010/11 mid-year performance reports along with requested budget amendments, noting the economy is stabilizing, and Morro Bay is more fortunate than the other cities in the County, as we have not suffered similar sales and property tax losses due to our uniqueness (no "big box" stores, no auto dealers). The City has weathered this recession with very little financial loss, again compared to other areas in the County, State and nation. Ms. Slayton recommended the City Council adopt Resolution No. 13-11 authorizing the budget amendments as proposed in the staff report.

Council discussed the 2010/11 mid-year performance reports along with requested budget amendments, and made the following motions:

MINUTES - MORRO BAY CITY COUNCIL
REGULAR MEETING – FEBRUARY 8, 2011

MOTION: Mayor Yates moved the City Council approve the Police Department funding of \$9,000 from Measure Q funds, and approve Fire Department funding of \$38,000 from Measure Q funds. The motion was seconded by Councilmember Smukler and carried unanimously. (5-0)

MOTION: Councilmember Borchard moved the City Council defer discussion on the energy upgrades to buildings to the June 2011 budget meeting and look at alternative sources for funding. The motion was seconded by Councilmember Johnson and carried with Mayor Yates voting no. (4-1)

MOTION: Mayor Yates moved the City Council direct staff to identify funding from various travel account funds and the balance from General Fund Reserves in order to send the Planning Commission and two staff members to the League of California Cities Planners Institute Conference. The motion was seconded by Councilmember Borchard and carried with Mayor Yates voting no. (4-1)

MOTION: Mayor Yates moved the City Council deny funding the transit fund an additional \$21,500. The motion was seconded by Councilmember Borchard and carried unanimously. (5-0)

MOTION: Mayor Yates moved the City Council authorize the Harbor Department to amend its budget for \$7,000 with the goal of folding that into their budget but if needed they can take it from unallocated funds. The motion was seconded by Councilmember Johnson and carried unanimously. (5-0)

MOTION: Councilmember Borchard moved the City Council adopt Resolution No. 13-11 approving all the additional changes to the mid-year budget as stated in the staff report. The motion was seconded by Councilmember Leage and carried unanimously. (5-0)

D-4 DISCUSS OPTIONS FOR AMENDING PARKING REQUIREMENTS FOR NORTH MORRO BAY; (PUBLIC SERVICES)

Planning Manager Kathleen Wold stated recently there have been a few instances where vacant buildings located in the North Main Street area have had difficulty establishing new business. One issue when establishing a new business has been the requirement to provide additional parking if the new use is more intense and therefore requires additional parking. At the December 13, 2010 City Council meeting, Councilmember Borchard requested staff provide a report on the status of parking in the North Main Street area to include options for modifications or amendments to City requirements which would

MINUTES - MORRO BAY CITY COUNCIL
REGULAR MEETING – FEBRUARY 8, 2011

address buildings where the number of stalls is nonconforming to today standards. This report gives a broad overview of the situation occurring in the North Main Street area and a few of the possible solutions to the problem. Ms. Wold recommended the City Council consider the issue and direct staff accordingly.

MOTION: Councilmember Borchard moved the City Council direct staff to create a specific area map with boundaries in the North Morro Bay area for an exemption to Section 17.44.020 of the Morro Bay Municipal Code. The motion was seconded by Councilmember Johnson and carried unanimously. (5-0)

Mayor Yates called for a break at 8:34 p.m.; the meeting resumed at 8:44 p.m.

D-5 DISCUSSION ON THE PREPARATION OF A BIG BOX ORDINANCE WHICH WOULD REGULATE THE SIZE AND APPEARANCE OF BIG BOX STORES; (PUBLIC SERVICES)

City Attorney Robert Schultz stated the City Council directed staff to bring back a report on a “big-box ordinance.” A big-box ordinance basically regulates the size and appearance of big-box stores and the amount of nontaxable (grocery) items the store is permitted to sell. While the development of big-box businesses may provide an economical and timesaving convenience to shoppers and increased tax revenues to cities, if they are not regulated, big-box businesses may have potential negative community impacts such as: urban blight, lower employee wages, the reduction of smaller local businesses and changes to the aesthetics of neighborhoods. This issue was once reviewed by City Council in 1998; however, no further action was taken.

The City Council requested this item be placed on the City Council Agenda Tracking List as a “pending” item.

No further action was taken on this item.

D-6 DISCUSSION OF TOPICS TO BE DISCUSSED AT THE JOINT CITY COUNCIL/PLANNING COMMISSION MEETING, FEBRUARY 22, 2011; (PUBLIC SERVICES)

Public Services Director Rob Livick stated in anticipation of the joint City Council/ Planning Commission meeting on February 22, 2011, the Planning Commission discussed potential topics at their February 7, 2011 meeting, which he presented to the City Council. Mr. Livick recommended the City Council also consider and discuss potential topics for the joint meeting.

MINUTES - MORRO BAY CITY COUNCIL
REGULAR MEETING – FEBRUARY 8, 2011

Council agreed to the following topics for the joint meeting with the Planning Commission:

- Staff presentation regarding the status on the Local Coastal Plan/General Plan and Zoning Ordinance; and
- City Attorney Presentation of Informational Material Distributed to the Planning Commissioners
- Discussion of Planning Commission Role and Responsibilities.

No further action was taken on this item.

E. DECLARATION OF FUTURE AGENDA ITEMS

Councilmember Smukler requested to agendize a budget workshop report focused on priorities to give staff direction; Council concurred.

Councilmember Smukler requested to agendize a quarterly budget report to be placed on the Consent Calendar; Council concurred.

Councilmember Smukler requested to agendize a discussion on the Call-a-Ride Expansion Concept; Council concurred.

Councilmember Johnson requested to agendize a discussion on granny units; Council concurred.

ADJOURNMENT

The meeting adjourned at 9:39 p.m.

Recorded by:

Bridgett Kessling
City Clerk



AGENDA NO: A-2

MEETING DATE: February 22, 2011

Staff Report

TO: Honorable Mayor and City Council **DATE:** February 14, 2011
FROM: Susan Slayton, Administrative Services Director
SUBJECT: Resolution No. 14-11 Adopting Memorandum of Understanding with
the Morro Bay Police Officers Association

RECOMMENDATION

Staff recommends the City Council adopt Resolution No. 14-11 approving an agreement with the Morro Bay Police Officers Association. The term of the agreement is from July 1, 2010 through June 30, 2011.

FISCAL IMPACT

The approximate fiscal impact of the contract is as follows:

FY 10/11 - the total increase in uniform allowance is approximately \$1,500 for sworn and \$ 500 for non-sworn.

FY 10/11 - with the addition of Senior Officer Assignments (up to 4 total) and Detective Assignments (up to 2 total); compensation for those officers assigned will mean an increase of no more than a 5% above base pay for the duration of the assignment. These assignments have yet to be filled; as such, we do not know who will occupy these spots, making it impossible to determine the total cost. This impact to FY 10/11 could be seen as early as March, 2011.

SUMMARY:

The attached MOU includes the following changes:

- Effective July 1, 2010, Compensatory Time Off (CTO) may be accrued up to a maximum of 120 hours (the current cap is 100 hours).
- The sick leave to vacation conversion will be modified to allow for irregular schedules (8 hours/ 10 hours and 12 hours).
- Effective the pay period containing July 1, 2010, the uniform allowance will increase to \$1,000 for sworn and \$700 for non-sworn.
- The addition of Senior Officer Assignment(s) and a Detective Assignment(s) language and pay structure.

The agreement has been ratified by the Morro Bay Police Officers Association.

Prepared By: SSLAYTON

Dept Review: _____

City Manager Review: _____

City Attorney Review: _____

DISCUSSION:

The contract with the Police Officers Association expired on June 30, 2010. Negotiations for a successive contract have been continued on and off, since that time. The POA, recognizing the City's financial status, should be commended on their approach to this process. They have been very patient with our conservative approach as well as understanding as to the lack of monies available for their originally proposed negotiation items. Working with them was again, a very pleasant and positive encounter.

RESOLUTION NO. 14-11

**RESOLUTION RELATING TO THE CLASSIFICATION, COMPENSATION
AND TERMS OF EMPLOYMENT OF POLICE EMPLOYEES
OF THE CITY OF MORRO BAY**

**THE CITY COUNCIL
City of Morro Bay, California**

WHEREAS, in accordance with the provisions of the California Government Code Section 3500 et. seq. and Resolution No. 74-69 of the City of Morro Bay, the City's representatives have met and conferred in good faith pertaining to the subject of wages, benefits and conditions of employment with Morro Bay Peace Officers Association; and

WHEREAS, the meetings between the Morro Bay Peace Officers Association and the City have resulted in a mutual agreement and understanding to recommend that the employees represented by Morro Bay Peace Officers Association accept all of the terms and conditions as set forth in a Memorandum of Understanding, an agreement attached and made a part of this resolution herewith; and

WHEREAS, the City now desires to provide said salaries, benefits and conditions to said police employees of the City of Morro Bay.

NOW, THEREFORE, BE IT RESOLVED that the Morro Bay City Council does hereby approve and adopt in full the Memorandum of Understanding for the period July 1, 2010 through June 30, 2011 as attached and made a part of this resolution.

BE IT FURTHER RESOLVED that the City Manager is hereby authorized to execute the Memorandum of Understanding on behalf of the City.

PASSED AND ADOPTED by the Morro Bay City Council at a meeting thereof held this 22nd day of February, 2011 by the following vote:

AYES:

NOES:

ABSENT:

ATTEST:

WILLIAM YATES, Mayor

BRIDGETT KESSLING, City Clerk



AGENDA NO: A-3

MEETING DATE: 02/22/2011

Staff Report

TO: Honorable Mayor and City Council **DATE:** February 15, 2011
FROM: Susan Slayton, Administrative Services Director/City Treasurer
SUBJECT: Resolution No. 15-11 Authorizing the Examination of Sales or Transactions and Use Tax Records

RECOMMENDATION:

Council to approve Resolution No. 15-11.

FISCAL IMPACT:

None

SUMMARY:

The City of Morro Bay has an established relationship the State Board of Equalization that needs to be updated to add/delete positions within the City that are authorized to examine sales and transactions and use tax records. This Resolution accomplishes that goal.

DISCUSSION:

The State Board of Equalization requires a Resolution to be in place that names specific positions within the City as well as outside contractors that are authorized to examine highly confidential sales tax records. Due to the movement of the Business License function from Finance to Public Services, it has become functionally necessary to add both the Permit Technician as well as the Senior Accounting Technician to that list. The existing Resolution 44-02 lists the Director of Finance, City Manager, City Treasurer, Mayor and Council Members as authorized examiners. To my knowledge, elected officials are not normally allowed access to such sensitive material. Therefore, Staff has prepared Resolution No. 15-11 to add the Permit Technician and Senior Accounting Technician, rename the Finance Director to Administrative Services Director, and remove the elected official designation.

Prepared By: _____

Dept Review: _____

City Manager Review: _____

City Attorney Review: _____

RESOLUTION NO. 15-11

**A RESOLUTION OF THE CITY COUNCIL OF
THE CITY OF MORRO BAY, CALIFORNIA,
AUTHORIZING THE EXAMINATION OF SALES
OR TRANSACTIONS AND USE TAX RECORDS**

**THE CITY COUNCIL
City of Morro Bay, California**

WHEREAS, pursuant to Ordinance No. 519, the City of Morro Bay entered into a contract with the State Board of Equalization to perform all functions incident to the administration and collection of local sales and use taxes; and

WHEREAS, pursuant to Resolution No. 44-02 the City of Morro Bay entered into a contract with the State Board of Equalization to perform all functions incident to the administration and collection of local transactions and use taxes; and

WHEREAS, the City Council of the City of Morro Bay deems it necessary for authorized representatives of the City to examine confidential sales and transactions and use tax records of the Board pertaining to sales and transactions and use taxes collected by the Board for the City; and

WHEREAS, Section 7056 of the California Revenue and Taxation Code sets forth certain requirements and conditions for the disclosure of Board records and establishes criminal penalties for the unlawful disclosure of information contained in, or derived from sales or transactions and use tax records of the Board; and

WHEREAS, Section 7056 of the California Revenue and Taxation Code requires that any person designated by the City shall have an existing contract to examine the City's sales and transactions and use tax records.

NOW, THEREFORE IT IS RESOLVED AND ORDERED AS FOLLOWS:

Section 1. That the City Manager, Administrative Services Director, City Treasurer, Senior Accounting Technician and Permit Technician, or other officer or employee of the City designated in writing by the City Manager or Administrative Services Director to the State Board of Equalization (hereafter referred to as Board) is hereby appointed to represent the City with authority to examine all of the sales or transactions and use tax records of the Board pertaining to sales or transactions and use taxes collected for the City by the Board of Equalization pursuant to the contract between the City and the Board under the Bradley-Burns Uniform Local Sales and Use Tax Law or the Transactions and Use Tax Law. The information obtained by examination of Board records shall be used only for purposes related to the collection of City sales or transactions and use taxes by the Board pursuant to the contract.

Section 2. That Hinderliter, de Llamas and Associates is hereby designated to examine the sales and transactions and use tax records of the Board pertaining to sales and transactions and use taxes collected for the City by the Board. The person or entity designated by this section meets all of the following conditions:

- a) has an existing contract with the City to examine sales and transactions and use tax records;
- b) is required by that contract to disclose information contained in, or derived from those sales and transactions and use tax records only to the officer or employee authorized under Section 1 (or Section 2) of this resolution to examine the information;
- c) is prohibited by that contract from performing consulting services for a retailer during the term of that contract;
- d) is prohibited by that contract from retaining the information contained in, or derived from those sales and transactions and use tax records after that contract has expired.

The information obtained by examination of Board records shall be used only for purposes related to the collection of City's sales and transactions and use taxes by the Board pursuant to the contracts between the City and the Board of Equalization.

Section 3. That this Resolution supersedes all prior sales and transactions and use tax Resolutions of the City of Morro Bay adopted pursuant to subdivision (b) of Revenue and Taxation Section 7056.

PASSED AND ADOPTED by the City Council of the City of Morro Bay, at a regular meeting thereof held on the 22nd day of February 2011, by the following vote:

AYES:
NOES:
ABSENT:

WILLIAM YATES, MAYOR

BRIDGETT KESSLING, CITY CLERK

RESOLUTION NO. 18-11

**RESOLUTION OF THE CITY COUNCIL
OF THE CITY OF MORRO BAY
RECOGNIZING THE MONTEREY CYPRESS
AS THE OFFICIAL CITY TREE**

**THE CITY COUNCIL
City of Morro Bay, California**

WHEREAS, the City of Morro Bay has been an official “Tree City” for over 21 years; and

WHEREAS, many Tree Cities have established an Official City Tree; and

WHEREAS, City of Morro Bay supports information, education, and social events to honor the natural beauty of Morro Bay; and

WHEREAS, the Morro Bay Citizens Tree Committee and Morro Bay Beautiful facilitated by the “Bay News” conducted a city wide poll; and

WHEREAS, the Citizens of Morro Bay voted for what tree they thought represented the City of Morro Bay; and

WHEREAS, nearly 500 Citizens of Morro Bay voted for the following trees as candidate for City Tree:

Monterey Cypress	193
Red Flowering Eucalyptus	83
Avocado	71
Channel Island Oak	67
Blue Gum Eucalyptus	28
Canary Island Date Palm	19
Write-ins:	
Coastal Redwood	3
Arbutus Marina	2
Monterey Pine	2
Coast Live Oak	1
Sequoia Redwood	1
Fremontia	1
Ginko	1
Total Votes	472

WHEREAS, the Monterey Cypress is a coastal California Native, was planted by the City’s founding fathers, and is found throughout the city and surrounding countryside; and

WHEREAS, having an official City Tree does not mean the City of Morro Bay will plant that Monterey Cypress throughout the City, as a street tree or on public property; and

WHEREAS, the City will provide maintenance for those Official City Tree within the City's Rights of Way as stipulated in Chapter 12.08 of the Municipal Code for the City of Morro Bay;

NOW THEREFORE, BE IT RESOLVED, Based on the final results of the public voting process, and the recommendations of Morro Bay Volunteer Tree Committee, the City Council of doe hereby recognize the Monterey Cypress (*Cupressus macrocarpa*) as the Official City Tree of Morro Bay;

PASSED AND ADOPTED by the City Council of the City of Morro Bay at a regular meeting thereof held on the 22nd day of March 2011 by the following vote:

AYES:

NOES:

ABSENT:

WILLIAM YATES, MAYOR

ATTEST:

BRIDGETT KESSLING, CITY CLERK



AGENDA NO: A-5

MEETING DATE: 2/22/2011

Staff Report

TO: Honorable Mayor & City Council

DATE: 2/22/2011

FROM: Harbor Business Manager

SUBJECT: Authorization for attendance at the C-MANC Annual Washington D.C. Meeting

RECOMMENDATION:

Staff recommends that the City Council approve authorization for a two-person delegation to attend the California Marine Affairs and Navigation Conference (C-MANC) Washington Week meetings. This year's meetings are scheduled for March 22 - March 24, 2011.

FISCAL IMPACT:

Total costs for airfare, hotel, and monetary contribution to the Golden State Reception for the Washington Week meeting is estimated at \$7,000. We estimate \$1,500 in staff time for preparation of documents and associated administrative tasks. Funding will be through the Harbor Fund. The City has applied for a grant of \$7,000 from the Central Coast Joint Cable Fisheries Liaison Committee for reimbursement of the actual travel and attendance costs.

BACKGROUND:

The City of Morro Bay is a long-standing member of C-MANC and for the past 18 years has sent representatives to the Washington Week meetings. At this annual event C-MANC members host the Golden State Reception attended by over 500 elected and appointed Washington officials. Additional meetings are scheduled including office visits to federal agencies such as OMB, EPA, U.S. Fish and Wildlife, Army Corps of Engineers, U.S. Coast Guard, NOAA, and to congressional offices regarding the proposed FY 11-12 budget appropriations.

CONCLUSION:

As the federal budget has become more constricted in recent years and with this year's cuts to the Energy & Water Appropriations expected to be at least 15%, the opportunity for face-to-face meetings with our representatives' staffs to stress the critical need to fund navigational and entrance dredging is a high priority.

Prepared By: _____ Dept Review: _____

City Manager Review: _____

City Attorney Review: _____



AGENDA NO: A-6

MEETING DATE: February 22, 2011

Staff Report

TO: Honorable Mayor and Council **DATE:** February 16, 2011

FROM: Janeen Burlingame, Management Analyst

SUBJECT: Adopt Resolution No. 16-11 Approving Submission of Proposition 1B Public Transportation Modernization, Improvement and Service Enhancement Account Grant Application

RECOMMENDATION:

Staff recommends the City Council adopt Resolution No. 16-11 approving submission of a Proposition 1B Public Transportation Modernization, Improvement and Service Enhancement Account (PTMISEA) grant application for the corporation yard modernization project.

FISCAL IMPACT:

There is no fiscal impact to applying for the Prop 1B PTMISEA grant. The grant request is for \$289,382 and the City would use its FY 2010/2011 local share allocation of \$10,618 for the project as well, comprising 15% of the total project cost coming from transit. The remaining funding for the project would come from other areas that also use the facility (combination enterprise, Measure Q and general fund at levels yet to be allocated).

BACKGROUND:

The PTMISEA program was created by Proposition 1B, the Highway Safety, Traffic Reduction, Air Quality, and Port Security Bond Act of 2006. Of the \$19.925 billion available to Transportation, \$3.6 billion dollars was allocated for PTMISEA to be available to transit operators over a ten-year period.

Funds may be used for transit rehabilitation, safety or modernization improvements, capital service enhancements or expansions, new capital projects, bus rapid transit improvements, or rolling stock (buses and rail cars) procurement, rehabilitation or replacement.

DISCUSSION:

The PTMISEA funds are issued after bond sales. The State previously has delayed bonds sales due to the economy, but recently announced a sale for the fall. As such, approximately \$1.2M – \$3.6M in PTMISEA Transit discretionary funding is available for competitive distribution to the San Luis Obispo region in FY 10/11 for distribution. In late January, the San Luis Obispo Council of Governments (SLOCOG) issued a Call for Projects for the FY 2010/2011 PTMISEA Transit discretionary funds with a one week turn around time for applications. Applications were to include an authorizing resolution from Council; however, as applications were due February 4, the City had to submit its application before the Council meeting to adopt the resolution.

Prepared By: J. Burlingame

Dept Review: _____

City Manager Review: _____

City Attorney Review: _____

SLOCOG staff indicated that authorizing resolutions could be submitted after the application deadline because of timing issues when applications were due and when cities could place the item for consideration on their Council agendas. Should the Council decide to not adopt the resolution, staff would withdraw the Prop 1B PTMISEA grant application from SLOCOG that was submitted by the February 4 deadline.

The project is for the modernization of the City's corporation yard including re-paving the entire site to preserve the lifespan of the vehicles that travel within the site on a daily basis. This project was identified as a result of work preparing for the Wastewater Treatment Plant project due to issues with the facility for Collections and oxidation ditches. A Corporation Yard Master Plan was developed in 2008.

Modernization of the corporation yard would result in the complete renovation, and in some cases replacement, of deteriorated facilities that would improve the functionality of the vehicle maintenance, fueling and vehicle/equipment storage areas while also making the facility safer for personnel to work in and vehicles to be stored in. Transit and trolley vehicles would be better protected from the marine environment that has resulted in shorter life spans due to the detrimental effects of wind, sun, sand, and salt air on vehicle exteriors and undercarriage. Currently, there is not enough space to store the transit vehicles undercover and are exposed to all the elements while the trolleys have limited protection from the sun and wind.

Currently the maintenance bays are not large enough to accommodate the transit and trolley vehicles as the bays and roll up doors are too narrow to accommodate the width of the transit vehicles and too shallow to accommodate the length of the trolleys. In addition, the lift capacity is not adequate for the trolley. Modernization of the maintenance bays would allow for the transit and trolley vehicles to be fully enclosed when being serviced and enable vehicle lifts to accommodate the full size of the trolley rather than the current state where the vehicle sticks halfway out of the building or has to be worked on outside of the building and the mechanic has to lay down under the vehicle to access the underside.

Modernization would remedy code deficiencies that exist to create a safer working environment, update to more efficient heating systems, replace the main electrical system to accommodate needed expansion, improve drainage systems in the maintenance bays which currently run to unknown locations, repave the site so storm water can properly drain from the site to the storm water drain system, improve the vehicle washing area to improve treatment of the wastewater and accommodate taller vehicles, such as the trolley, and improve lighting conditions where vehicles are stored and create a safer environment for drivers and other personnel during times of the year and day when it is dark or limited light during twilight and dusk to safely park vehicles and perform pre/post trip inspections.

The grant request is for transit's portion of cost for the corporation yard modernization project. Attached is the grant application submitted by the deadline.

CONCLUSION:

Staff recommends the City Council adopt Resolution No. 16-11 approving submission of a Proposition 1B Public Transportation Modernization, Improvement and Service Enhancement Account (PTMISEA) grant application for the corporation yard modernization project.

RESOLUTION NO. 16-11

**RESOLUTION OF THE CITY COUNCIL
OF THE CITY OF MORRO BAY, CALIFORNIA
APPROVING SUBMISSION OF PROPOSITION 1B PUBLIC TRANSPORTATION
MODERNIZATION, IMPROVEMENT AND SERVICE ENHANCEMENT
ACCOUNT GRANT APPLICATION**

**THE CITY COUNCIL
City of Morro Bay, California**

WHEREAS, the Public Transportation Modernization, Improvement, and Service Enhancement Account Program (PTMISEA) was created by Proposition 1B, the Highway Safety, Traffic Reduction, Air Quality, and Port Security Bond Act of 2006; and

WHEREAS, of the \$19.925 billion available to Transportation, \$3.6 billion dollars was allocated to PTMISEA to be available to transit operators over a ten-year period; and

WHEREAS, funds in this account are appropriated annually by the Legislature to the State Controllers Office (SCO) for allocation in accordance with Public Utilities Code formula distributions: 50% allocated to Local Operators based on fare-box revenue and 50% to Regional Entities based on population; and

WHEREAS, the Regional Entities share of PTMISEA funds are distributed by the San Luis Obispo Council of Governments (SLOCOG) on a competitively basis; and

WHEREAS, in January 2011, the SLOCOG issued a Call for Projects for the FY 2010/2011 through FY 2013/2014 Regional Entities share of funding; and

WHEREAS, PTMISEA funds may be used for transit rehabilitation, safety or modernization improvements, capital service enhancements or expansions, new capital projects, bus rapid transit improvements, or rolling stock (buses and rail cars) procurement, rehabilitation or replacement.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Morro Bay, California, that the Public Services Director or his designee is authorized to submit an application for PTMISEA funds for the City's Corporation Yard Modernization project.

PASSED AND ADOPTED by the City Council of the City of Morro Bay at a regular meeting thereof held on the 22nd day of February, 2011 on the following vote:

AYES:
NOES:
ABSENT:

WILLIAM YATES, MAYOR

ATTEST:

BRIDGETT KESSLING, CITY CLERK

FY 2010/11 Project Nomination Application
“Proposition 1B Transit” & “Safety & Security” Grant Programs
~ 5.2M in “Transit” & \$213K in “Safety & Security” Available

1. Name and Contact:

Name of Project: Corporation Yard Modernization Project

Prop 1B Program (check one): “Transit” or “Safety & Security”

Jurisdiction: City of Morro Bay

Contact Person: Janeen Burlingame Phone #: (805) 772-7273

2. Threshold Criteria (please explain):

- a) **Board Approval:** Is the project supported by your agency's Governing Board?
(Please attach approval resolution, meeting minutes, or the date approval is expected – must be prior to SLOCOG action.)

This item will be scheduled for the February 22, 2011 City Council meeting.

- b) **Public Transportation Capital; 10-Year Useful life:** Does the project result in a public transportation capital improvement that has a 10 year or more useful life?

Yes. The useful life for the project will be a minimum of 30 years.

- c) **Plan Consistency:** Is the project consistent with local and regional plans? (Short Range Transit Plan, Regional Transportation Plan, Long Range Transit Plan, etc.)

At the time the current Short Range Transit Plan was adopted, this project was not part of the plan as it was identified as a result of the Waste Water Treatment Plant Upgrade project that would require changes to be made to the existing Corporation Yard. In 2008, a Corporation Yard Master Plan document was prepared.

3. Project Description (Please provide a written description with the funding request and project schedule with milestones).

Funding Request

Fund Type	Total	Prior	10/11	11/12	12/13	PA&ED	PS&E	RW	CON
1. Prop 1B (local share)	10,618	0	10,618	0	0	0	0	0	10,618
2.- Prop 1B (regional)	289,382	0	289,382	0	0	0	0	0	289,382
TOTAL	300,000	0	300,000	0	0	0	0	0	300,000

The Corporation Yard includes vehicle maintenance, fueling, water, collections, parks, desalination, and streets facilities as well as housing the City's vehicles and equipment, which include transit and trolley vehicles. The Yard is located in between the Wastewater Treatment Plant, an existing concrete plant and a trailer storage facility with the space constrained by the adjacent uses which have limited the City's ability to expand the facility in response to operational needs of the various departments and divisions that are serviced by the facility. The existing building and structures range in age and condition due to exposure from the marine environment and need to be replaced to increase functionality and safety. The project is for the modernization of the City's Corporation Yard which would involve all of the buildings at the site to, at a minimum, be extensively renovated, or in some cases be rebuilt, to meet both current building and accessibility code standards. The project would also include re-paving the entire site to preserve the lifespan of the vehicles that travel within the site on a daily basis.

Project Schedule

Design, engineering, environmental and permitting
Construction bid process and award
Construction

Begin Spring/Summer 2012
Early 2013
2013-2015

4. **Evaluation Criteria (60 Points):**

a) **Need for the Project (give rationale):** 15 points

What are the benefits of this project? Are they local? regional? multi-regional?
Please describe how this transit capital project benefits transit users.

Modernization of the Corporation Yard would result in the complete renovation, and in some cases replacement, of deteriorated facilities that would improve the functionality of the vehicle maintenance, fueling and vehicle/equipment storage areas while also making the facility safer for personnel to work in and vehicles to be stored in. Transit and trolley vehicles would be better protected from the marine environment that has resulted in shorter life spans due to the detrimental effects of wind, sun, sand, and salt air on vehicle exteriors and undercarriage. Currently, there is not enough space to store the transit vehicles undercover and are exposed to all the elements while the trolleys have limited protection from the sun and wind.

Currently the maintenance bays are not large enough to accommodate the transit and trolley vehicles as the bays and roll up doors are too narrow to accommodate the width of the transit vehicles and too shallow to accommodate the length of the trolleys. In addition, the lift capacity is not adequate for the trolley. Modernization of the maintenance bays would allow for the transit and trolley vehicles to be fully enclosed when being serviced and enable vehicle lifts to accommodate the full size of the trolley rather than the current state where the vehicle sticks halfway out of the building or has to be worked on outside of the building and the mechanic has to lay down under the vehicle to access the underside.

Modernization would remedy code deficiencies that exist to create a safer working environment, update to more efficient heating systems, replace the main electrical system to accommodate needed expansion, improve drainage systems in the maintenance bays which currently run to unknown locations, repave the site so storm water can properly drain from the site to the storm water drain system, improve the vehicle washing area to improve treatment of the wastewater and accommodate taller vehicles, such as the trolley, and improve lighting conditions where vehicles are stored and create a safer environment for drivers and other personnel during times of the year and day when it is dark or limited light during twilight and dusk to safely park vehicles and perform pre/post trip inspections.

b) **Safety and Security Improvements:** 10 points

Does the project mitigate an existing safety and/or security deficiency?

The existing building and structures at the Corporation Yard range in age and condition. Many are in various stages of decay due to exposure to the marine environment. Over the years, the exposure to wind, sand, and the salt air has caused the buildings, structures and equipment to slowly deteriorate resulting in a compromised ability of these buildings and structures to provide a safe working environment for personnel and protection of City equipment, which includes the transit and trolley vehicles.

The project would remedy code deficiencies that exist to create a safer working environment, update to more efficient heating systems, replace the main electrical system to accommodate needed expansion, improve drainage systems in the maintenance bays which currently run to unknown locations, repave the site so storm water can properly drain from the site to the storm water drain system, improve the vehicle washing area to improve treatment of the wastewater and accommodate taller vehicles, such as the trolley, and improve lighting conditions where vehicles are stored and create a safer environment for drivers and other personnel during times of the year and day when it is dark or limited light during twilight and dusk to safely park vehicles and perform pre/post trip inspections.

c) **Cost-Effectiveness of the Project:** 10 points

Please describe how the project meets industry standards for effectiveness. Is the project economical? Does it save operating costs or increase them?

The project would be replacing/relocating building and structures that are in various stages of decay, bringing them up to code, including improvements to electrical, heating, and lighting designed to eliminate building and accessibility code and safety issues. The project would not increase operating costs, and any cost savings from upgrading the facilities would be inconsequential.

d) **Project Readiness:** 10 points

Is the project "ready to go"? Is environmental clearance secured?

Environmental, permitting and design for the project have not been completed. This project will not begin design and construction until the Waste Water Treatment Plant Upgrade project completes its permitting and design process and is near to begin construction which is scheduled to occur in spring/summer 2012.

e) **Local Match/Leverage:** 15 points

Identify source(s) of matching funds (if applicable).

To what degree are other funding resources complementing the project?

100% (1:1) = 15 points
≥50% = 10 points,
<50% = up to 4 points.

The requested Prop 1B regional share is 14.5% of the total \$2,000,000 project cost estimate. The remaining 85.5% of funding for the project would be a combination of Prop 1B local operator share, general funds, local Measure Q, Water and Wastewater enterprise funds.

Are other "public transit" funding sources (TDA, FTA) being fully utilized to advance this project?

The FY 2010/2011 local operator share of Prop 1B will be utilized to advance this project.

Additional Criteria (no points):

SLOCOG will use additional criteria for funding consideration once scoring is complete.

- a) **Equitability:** Does it provide an equitable distribution of funds? Is it fair to all concerned? If not, modify to ensure a fair distribution of funding.
- b) **Funding Suitability:** Is the project better suited for other transit funding (TDA, Federal)?

Signature: *Yaneer P. Brizgame* Date: 2/3/11

Please fill out a separate form for each project and return to SLOCOG via Email to tgillham@slocog.org by Friday February 4th at 4:00 p.m. *(must be followed by originals).*

AGENDA NO: A-7

MEETING DATE: 02/22/11

**A PROCLAMATION OF THE CITY COUNCIL
OF THE CITY OF MORRO BAY
DECLARING FEBRUARY 2011 AS
“GRAND JURY AWARENESS MONTH”**

**CITY COUNCIL
City of Morro Bay, California**

WHEREAS, the Civil Grand Jury consists of a panel of 19 citizens that serves the citizens of the County of San Luis Obispo for one-year period after selection; and

WHEREAS, the individual Grand Jurors are selected from a list of 30 volunteer applicants who have been screened and qualified by the judges of the Superior Court, with final selection obtained by random drawing; and

WHEREAS, the jurisdiction of the Grand Jury extends to all activities of local government within the geographic limits of San Luis Obispo County, and that its primary function is to provide independent oversight into the efficiency, effectiveness, honesty and impartiality of government; and

WHEREAS, it is believed that public awareness of the Grand Jury’s function and purpose can be furthered by governmental declarations of awareness.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Morro Bay does hereby proclaim February 2011 as “**Grand Jury Awareness Month**” in order to give attention to the Grand Jury’s public reports and to encourage public participation in the Grand Jury process.

IN WITNESS WHEREOF I have
hereunto set my hand and caused the
seal of the City of Morro Bay to be
affixed this 22nd day of February 2011

WILLIAM YATES, MAYOR
City of Morro Bay, California



AGENDA NO: B-1

MEETING DATE: February 22, 2011

Staff Report

TO: Honorable Mayor and City Council **DATE:** February 16, 2011
FROM: Rob Schultz, City Attorney
SUBJECT: Approval of Resolution 17-11 Designating \$500,000. In Parking In Lieu Funds for Forty (40) Parking spaces at 714 Embarcadero

RECOMMENDATION:

Staff requests that Council adopt Resolution No. 17-11.

FISCAL IMPACT:

None if Resolution No. 17-11 is adopted. If Resolution No. 17-11 is not adopted than \$500,000. will have to be repaid to the Parking In Lieu Fund.

DISCUSSION:

Parking In-Lieu Fees were established, codified as Morro Bay Municipal Code Section 17.44.020 A7, as a means through which public parking can be provided where it is unfeasible to provide such parking as part of on-site development projects.

In 2001, the City purchased the property located at the Northeast Corner of Market Avenue and Pacific Street for \$500,000 using parking in lieu funds. The property at the Northeast Corner of Market Avenue and Pacific Street provided the City with 40 public parking spaces.

In 2002, the City purchased the property located at 714 Embarcadero which currently provides the City with 60 parking spaces. The funds for this purchase, however, were not taken from the Parking In Lieu Fund since the City was not sure ultimately what the long term use for this property would be.

Prepared By: _____ Dept Review: _____
City Manager Review: _____
City Attorney Review: _____

In 2009, the City Council determined that the property at the Northeast Corner of Market Avenue and Pacific Street was underutilized because of its location away from the Embarcadero and Downtown area and has recently sold the property. Now that the property at the corner of Pacific and Market has been sold, it is necessary to designate a project for the use of the \$500,000 In-Lieu Parking Fee Fund consistent with the requirements of said section 17.44.020 A7 and Government Code section 66001(d).

Since the property located at 714 Embarcadero was purchased using general funds and currently provides the City with 60 parking spaces that are unencumbered by the Parking In Lieu Fund the City can designate 40 parking spaces at 714 Embarcadero as a project for Parking In Lieu Funds. Resolution 17-11 accomplishes that task.

CONCLUSION:

Staff recommends Council review and approve Resolution 17-11.

RESOLUTION NO. 17-11

**RESOLUTION OF THE CITY COUNCIL
OF THE CITY OF MORRO BAY, CALIFORNIA
DESIGNATING \$500,000 IN PARKING IN LIEU FUNDS
FOR FORTY (40) PARKING SPACES AT 714 EMBARCADERO**

**THE CITY COUNCIL
City of Morro Bay, California**

WHEREAS, In-Lieu Parking Fees were established, codified as Morro Bay Municipal Code Section 17.44.020 A7, as a means through which public parking can be provided where it is unfeasible to provide such parking as part of on-site development projects; and

WHEREAS, the property located at the Corner of Pacific and Market Street was purchased by the City using \$500,000 Parking In Lieu Funds and was dedicated as a parking lot with 40 parking spaces. Subsequently, the City determined that this property was underutilized because of its location away from the Embarcadero and Downtown area and has recently sold the property; and

WHEREAS, now that the property at the Corner of Pacific and Market has been sold, it is necessary and appropriate to designate a project for the use of the \$500,000 In-Lieu Parking Fee Fund consistent with the requirements of said section 17.44.020 A7 and Government Code section 66001(d); and

WHEREAS, the property located at 714 Embarcadero was purchased by the City in 2002 using general funds and currently provides the City with 60 parking spaces that are unencumbered by the Parking In Lieu Fund; and

WHEREAS, monies accumulated in said Parking-In-Lieu Fund are to be used for designated public parking tasks and the designation of 40 parking spaces at 714 Embarcadero is a good and valuable use of Parking in Lieu Funds.

NOW, THEREFORE, BE IT RESOLVED, by the City Council, City of Morro Bay, California that the real property located at 714 Embarcadero is hereby designated as a Parking In Lieu Fund project in the amount of \$500,000 and includes forty (40) parking spaces.

PASSED AND ADOPTED by the City Council of the City of Morro Bay at a regular meeting thereof held on the 22nd day of February 2011 by the following vote:

AYES:

NOES:

ABSENT:

WILLIAM YATES, MAYOR

ATTEST:

BRIDGETT KESSLING, CITY CLERK

For the period July 1, 2010 through January 31, 2011, total ridership was 7,212 with average daily ridership being 50 riders per day and the average riders per vehicle service hour being 5 riders per hour. Fixed route trips made up 90% of total Morro Bay Transit trips with CAR making up the other 10%.

One cannot make an apples to apples comparison to the former dial-a-ride service since it and the flex fixed route operate very differently, however, the new fixed route and CAR service operates half of the service hours that were operated under the former transit service and with half of the vehicles (from 2 to 1), and the average daily ridership is about half what it had been prior to July 1, 2010 when the transition to the new service took place.

Ridership Breakdown by Fare Category

FY 2010/2011 - July 2010 through January 2011

Fixed Route		CAR	Day Pass		Punch Pass			Free				RTA Pass		Total Riders
\$1.25	\$0.60	\$2.50	Reg	Disc	Reg	Disc	CAR	VIP	Child	Free	Aide	31 day	1 day	
1236	1933	418	3	6	195	2005	312	14	405	178	5	261	241	7212
17%	27%	6%	0%	0%	3%	28%	4%	0%	6%	2%	0%	4%	3%	

Rider Category Breakdown

Fixed Route	74%
CAR	10%
Free	8%
RTA	7%

Fixed Route Breakdown

Fixed Route Trips	5369
Fixed Route Regular	27%
Fixed Route Discount	73%

Based on the past 8 months of actual Morro Bay Transit operations, it has become apparent that assumptions used for developing ridership estimates to calculate fare revenue for the budget of the new transit service have not borne out, the reason which are varied.

The number of Call-A-Ride trips provided is less than originally estimated due to:

- Some riders becoming ADA certified and using the regional Runabout service.
- The constraints on who can use Call-A-Ride (currently senior, disabled and K-12 only). There are some former regular Dial-A-Ride riders who are not using the fixed route because he/she lives up steep streets in north or south Morro Bay but could use the Call-A-Ride service if allowed by policy.
- Some riders are splitting trips, using fixed route for the outgoing trip and the Call-A-Ride for the return trip (loss of fare is \$1.90 per round trip).
- Some riders may not be using the service because the Call-A-Ride fare is felt to be too high.

The breakout between regular and discount riders shifted from the nearly even split under the old dial-a-ride service to a nearly 1 in 4 split. It is unclear of the underlying reasons as to why this may be occurring, but it may be a combination of regular riders living in hilly areas that do not want to walk the steep hill to the fixed route and do not qualify for a Call-A-Ride trip, lower number of school trips taken, riders who had been paying the regular fare under the old Dial-A-Ride service now saying they are disabled and pay the discount fare, rider using a car now or carpooling with another.

Staff is developing a survey that will be sent to all Morro Bay postal customers regarding Morro Bay Transit, not just transit users, and will also be made available on the City's transit website to fill out

and return electronically. The survey will help to identify some of the reasons why the regular to discount rider breakdown has changed so much as noted above. The survey is intended to learn what people think of the fare, especially the CAR fare, as well as if individuals use the fixed route and or CAR and if not, what the reasons are for not riding (fare too high, use own car, could not schedule a ride, etc...) that may create a barrier to using the transit system.

Results from the survey will be used to determine if modifications to service or fares should be made that could lead to increases in ridership and fare revenue. The survey is tentatively scheduled to go out the end of February/beginning of March with a request to return surveys by the first of April in order to give staff enough time to tally and evaluate results to determine if recommendations for changes would need to be brought to the Council for consideration and be included when developing the FY 2011/2012 budget.

Call-A-Ride Eligibility Policy

When the local transit service changed from dial-a-ride to the flex fixed route (fixed route and CAR service), the Council established a policy for who would be eligible to access CAR service. Concerned about potential capacity issues for individuals who needed the more specialized door to door service and might not be able to schedule a ride if all members of the public were allowed to use CAR, the Council established a policy whereby seniors, disabled individuals and K-12 students would be eligible to use CAR. Those 18 to 64 would only be able to use the local fixed route.

In reviewing how CAR service has operated since July 1, 2011 and after discussions with the drivers and manager who schedules the CAR trips, it is recommended that the eligibility policy be revised to include all members of the general public. At present, only 27% of the CAR trip capacity that is available is currently being used by seniors, disabled individuals and K-12 students. In addition, there are individuals who, under the current policy are not eligible to use CAR, have had to be turned down for CAR service requests. Many of these individuals are former dial-a-ride users who live in areas with steep streets such as Nutmeg or Kings area making it difficult for walking to the nearest fixed route stop. Expanding the eligibility policy to include all members of the general public will increase CAR ridership and fare revenue and provide service to a target group that once had been provided service with the former dial-a-ride but now does not have access to transit service because of the CAR eligibility policy.

Transit Efficiencies Group Update

This group was initiated in 2009 at the direction of San Luis Obispo Council of Government (SLOCOG) Board to its staff to see if there could be cost savings/efficiencies identified through better coordination or consolidation of transit functions/services. The group broke down into service regions and began meeting to discuss issues specific to each area.

For the North Coast region, several meetings have occurred with SLOCOG, RTA, City staff and former Mayor Janice Peters which resulted in a service concept put together by SLOCOG staff that offered a shared fixed route and dial-a-ride concept between Morro Bay and Los Osos:

- RTA Route 12A service between Morro Bay and Los Osos would be eliminated (and replaced with local service described below); instead of going to Los Osos hourly, Route 12 would extend to Cayucos hourly;
- Local Fixed Route Connector Service: a one bus local fixed route between Morro Bay and Los Osos would be established, Monday through Friday, on an hourly headway (Los Osos would effectively see no reduction in fixed route service from what it has under Route 12A,

but Morro Bay would have 2 loops on alternating hours go to 3 or 4 stops before going back to Los Osos);

- Local Dial-A-Ride Service: a one bus local dial-a-ride service would be available to Morro Bay 2 days a week, to Los Osos 2 days a week and a 5th day shared between both communities and Cayucos.

When looking at the fixed route and dial-a-ride service Morro Bay would receive, it was inadequate with the whole of north Morro Bay past the high school left out completely and service in the south end of town focusing on the State Park, that was not really served under the former dial-a-ride service, and downtown with those in residential areas having to walk down hills long distances to the fixed route or limit outings to dial-a-ride 2 days a week (with one vehicle) or one shared day between Morro Bay, Los Osos and Cayucos.

The timing of when this service concept came out to staff for review became problematic because of the service deficiencies to Morro Bay and the lack of time necessary to see if those deficiencies could be resolved, an acceptable service concept be developed to bring to the Council, RTA and Board of Supervisor's for consideration and if approved, go through all that would be needed to transition to/advertise and begin the service concept before July 1, 2010 with the new fiscal year City budget and lowered TDA allocations from the state were to take effect.

As such, the City asked SLOCOG that the efficiencies group work on the service concept be suspended until after the new fiscal year began because the City was going to have to figure out what kind of local transit service could be provided with the state funding we would receive, the result of which was the deviated fixed route.

It was the City's intent to resume work on the efficiencies group service concept to see if one of two things would happen: 1) the deficiencies could be worked out to where there would be an acceptable concept to bring to the Council for consideration whether or not to implement; or 2) the deficiencies could not be worked out, there would not be an acceptable concept to bring to Council for consideration and the City's participation in the efficiencies group would end.

In January 2011, meetings resumed with SLOCOG, RTA and City staff to discuss the proposed concept and see if modifications could or could not be made to the concept to remedy the deficiencies. Timing of the fixed route was discussed as was the reduced number of days for local use of the dial-a-ride. Another meeting has been scheduled for the end of February to continue those discussions.

CONCLUSION:

Staff recommends the City Council:

1. Receive the update on Morro Bay Transit; and
2. As there is adequate capacity available for CAR use, approve revising the CAR eligibility policy to include all members of the general public, effective February 23, 2011.

MORRO BAY TRANSIT

Bus stop times are shown in minutes on the hour during service hours.

Days and Hours
Monday through Friday
6:40 a.m. - 5:30 p.m.

Fixed Route Stops

1. Main at Spencer's Market
2. Main at Sequoia
3. Main at Jamaica
4. Main at Tahiti
5. Beachcomber at Mindoro (stairs to campground)
6. Sandalwood at San Jacinto (beach access)
7. Atascadero at 200 Block (Teen Center; High School)
8. Quintana at Cookie Crock
9. Quintana at Albertson's
10. City Park at Harbor
11. Piney Way at Anchor
12. Market at Morro Bay Blvd. (Centennial Stairway)
13. City Park at Harbor
14. Main at Errol
15. Main at Bonita

It is recommended catching the fixed route bus at the designated bus stops. You may board or leave the bus at any point along the route where the driver can make a safe stop.

Call-A-Ride ~ 772-2744

Call-A-Ride curb-to-curb service is available to K-12, senior and disabled individuals. The fixed route bus will flex off route up to 3/4 of a mile to pick up/drop off the rider, then return on route before the next scheduled stop. **Be ready when the bus arrives by being out at the curb at your scheduled pick up time.**

To schedule a Call-A-Ride trip, call between the hours of 8 a.m. to 10 a.m., Monday through Friday, to schedule a ride for the next day. Monday trips will need to be scheduled on the Friday before.

Transit Connections

The Fixed Route connects with the Regional Transit Authority Route 12 at City Park. In addition, during the trolley season, the Fixed Route connects with trolley routes at City Park and at the Centennial Stairway on Market Street.

Holidays

Fixed Route and Call-A-Ride service is not available on City observed holidays.

Bag Limit

Due to limited space in the bus, each passenger may bring either 2 paper or 3 plastic bags on board the bus.

Bicycle Racks

The bus is equipped with a bicycle rack for your use. Space is on a first come, first served basis. Passengers are responsible for both loading and unloading the bicycle from the rack.

Please signal to the driver that you will be loading your bicycle. Also, when exiting the bus, remind the driver that you will be unloading your bicycle from the rack.

The City is not responsible for bicycles left on or for damages arising from bicycles not properly affixed to the rack.

No bicycles will be allowed inside the bus.

morro-bay.ca.us/transit
(805) 772-2744



FARE INFORMATION
Fare is on a per ride basis
Fixed Route - \$1.25
Discount Fixed Route* - \$0.60
Call-A-Ride - \$2.50

*Seniors (65 & over) and disabled individuals are eligible for the discount fare.

Children under 5 years old ride the fixed route free with a fare paying adult (limit 2).

PASS INFORMATION
Day Pass:
Fixed Route - \$4
Discount Fixed Route - \$2

Punch Pass: 11 rides
Fixed Route - \$12.50
Discount Fixed Route - \$6
Call-A-Ride - \$25

The Fixed Route will accept RTA Regional Day and 31 Day Passes.



AGENDA NO: D-1

MEETING DATE: February 22, 2011

Staff Report

TO: Honorable Mayor and Council **DATE:** February 16, 2011

FROM: Janeen Burlingame, Management Analyst

SUBJECT: Approve Partnership with Morro Bay Community Foundation to Sell Trolley Advertising for the 2011 Season and Amend Master Fee Schedule

RECOMMENDATION:

Staff recommends the City Council:

1. Approve entering into the trolley advertising program partnership with the Morro Bay Community Foundation (MBCF) as outlined in the staff report and Attachment 1; and
2. Amend the Master Fee Schedule as outlined in Attachment 2.

FISCAL IMPACT:

The City and MBCF would split the net revenue from the advertising sales evenly. With the proposed changes to the advertising dimensions and rates, there is the potential to generate \$24,000 if all spaces are sold, of which the City would receive \$12,000; however, the City would receive a minimum of \$6,000 to maintain current budget advertising revenues if not all spaces are sold. The number of spaces may increase if additional advertising rails are added to spaces on the vehicle where none exist, such as the wheelchair lift door, which would increase the amount of revenue that could be generated.

BACKGROUND:

The City received a proposal from the MBCF to form a partnership to sell trolley advertising for the 2011 season. Over the years, the trolley advertising program has been managed by a combination of City, Chamber of Commerce and MV Transportation staff. At different times, the City had partnerships with the Chamber of Commerce and MV Transportation to garner advertisers for the trolley with the revenue generated split evenly between the City and the agency involved with managing the advertising program. Other work related commitments limited the effectiveness of being able to sell all advertising spaces available on the trolleys and management of the advertising program eventually came back to City staff that also had other commitments that limited the ability to sell all spaces. The result has been the loss of potential revenue to the trolley program that could be used to offset general fund expenditures for operations.

DISCUSSION:

In January, City staff received a proposal from the MBCF and met with members of the organization to discuss the proposal to form a partnership to sell trolley advertising for the 2011 season whereby advertising revenue generated would be split evenly between the City and

Prepared By: J. Burlingame

Dept Review: _____

City Manager Review: _____

City Attorney Review: _____

MBCF. The MBCF is an organization whose mission is to assist children from financially challenged families to participate in recreation programs offered by the Recreation and Parks Department.

The MBCF recognized that in the past City staff commitments limited the effectiveness of being able to sell trolley advertising spaces with the result being loss of potential revenue for the trolley program because aside from a phone call to past advertisers regarding renewal and a letter to businesses and restaurants describing the advertising opportunity available, no other follow up or face to face contact to generate interest occurred. In addition, with the staffing reorganization that occurred in the Public Services Department for FY 2010/2011, additional duties have been added to the workload of the staff member responsible for managing the trolley advertising program and that limited effectiveness would still exist.

The MBCF's proposal would be for the City and the MBCF to form a partnership, in which the MBCF would manage the trolley advertising program, sell the advertising spaces, arrange to have ad signs created, and coordinate with City staff to have signs placed on the trolleys. Revenue generated from advertising sales would be split evenly between the MBCF and the City. In addition, the City would be guaranteed at least \$6,000 in revenue, which is the current budget amount for advertising revenue with the potential to increase that amount should the MBCF be successful in selling more advertising spaces than has historically been sold.

The MBCF believes this would be an opportunity to generate an additional revenue stream to expand on its existing assistance levels to Morro Bay families. As such, there is an incentive for the MBCF to aggressively pursue selling the advertising spaces because the more spaces that sell, the more funding is generated for and can be distributed through its assistance program to the youths of Morro Bay.

The MBCF proposal also outlines draft advertising rates for the trolleys based on previous rates charged and standardizing sign size. There are two rate categories: rate with existing sign and rate with sign supplied by the MBCF. To make the process easy for a prospective advertiser who does not already have a sign made, a rate has been developed that includes the advertising space and creation of a sign that would be handled by the MBCF. As such, the difference between the prices in the two rate categories is for the cost of the sign.

CONCLUSION:

Staff believes the proposal from the MBCF offers a more effective way to sell trolley advertising spaces than has been done in the past due to the incentive for the MBCF to actively pursue the sale of all spaces to generate more revenue for the organization to further their mission to assist children from financially challenged families to participate in recreation programs offered by the Recreation and Parks Department. Because of this, there is the potential to increase the amount of advertising revenue for the trolley program.

As such, staff recommends the City Council approve entering into the trolley advertising program partnership with the MBCF as outlined in their proposal in Attachment 1, including the advertising rates proposed and approve revising the Master Fee Schedule as outlined in Attachment 2 to reflect the approved advertising rate changes.

Attachment 1

Proposal

Form a partnership between the Morro Bay Community Foundation and the City of Morro Bay to sell trolley advertising for the 2011 season.

Recommendation

Authorize the city staff to enter into a partnership with the Morro Bay Community Foundation (MBCF) to sell trolley advertising for the 2011 season.

Fiscal Impacts

The city would split the net revenue from the advertising sales with the MBCF. Because of the need to maintain transit revenue, the city would receive a minimum of \$6,000.

Background

The trolleys advertising sales are currently being managed by the city staff. The marketing efforts consist of a solicitation letter and follow up phone calls to previous advertisers. New advertisers are solicited by postings on the city's website and public announcements. Staff's other commitments do not allow for door to door solicitations.

Over the years the trolley advertising has been managed by Chamber of Commerce, the contractor who operates the trolley service, and the city, therefore a precedent for this partnership exists.

Discussion

The MBCF's mission is to assist children from financially challenged families to participate in the recreation programs that the city's Recreation and Parks Department offers. In an effort to expand the Foundation's existing assistance levels, the MBCF Board of Directors felt that developing this partnership with the city to sell trolley advertising had the potential to generate a consistent revenue stream that could be counted on each year.

Allowing the MBCF the opportunity to sell trolley advertising is a win-win for the city. As a result of a more aggressive sales effort, it is anticipated that advertising revenue will increase. Even though the city will be sharing the revenue the total revenue should be in excess of half of the existing revenue. Also as a side benefit, with the exception of minor costs for fund raising activities, all of the MBCF revenue goes to offset the cost of city's recreation programs for disadvantage families. Therefore, the number of participants in these programs increases which helps the Recreation and Parks Department meet their cost recovery goals.

The current procedure for trolley advertising requires the advertiser to design and purchase his/her own sign. In an effort to make the process easier for the new advertisers the MBCF plans to include the sign in the pricing structure. Existing advertisers will continue to use their signs from prior years. In addition the MBCF intends to reduce the number of price points that are currently being offered. Since the trolley advertising is included in the Master Fee Schedule, the Master Fee Schedule will need to be amended. Attached are the 2010 price list (A) and a proposed price list (B) for the 2011 season.

Draft 1/18/11

2011 Trolley Advertising Rates

Morro Bay Community Foundation working in partnership with the city

All routes

	With existing sign	MBCF supplied sign
Exterior		
Side of trolley (aprox. "36 X 20")	\$350.00	400.00
Rear of trolley (aprox. " 24 X 20")	300.00	350.00
Interior		
Standard (aprox. 26" X 12")	150.00	175.00

Special Offers

Buy two exterior or interior signs and get second sign @ 10% off

Buy three exterior or interior signs and get third sign @ 20% off

Buy three exterior signs and get one interior sign @ 50% off

Attachment 2

**City of Morro Bay
Draft Master Fee Schedule
For the 2010/11 Fiscal Year**

**Transit
(See Notes)**

Fixed Route:

Regular fare, per ride	\$	1.25
Discount fare, per ride	\$	0.60
Regular punch pass (11 rides for the price of 10)	\$	12.50
Discount punch pass (11 rides for the price of 10)	\$	6.00
Regular day pass		4.00
Discount day pass		2.00

Call-A-Ride:

Fare, per ride	\$	2.50
Call-A-Ride punch pass (11 rides for the price of 10)	\$	25.00

Trolley :

Fares:

Per ride	\$	1.25
Per ride, 5-12 years old	\$	0.50
All day pass	\$	3.00

Advertising:

Sign Rates:

Exterior - Side (approx. 36" x 20") - with existing sign	\$	350.00
Exterior - Side (approx. 36" x 20") - without existing sign	\$	400.00
Exterior - Rear (approx. 24" x 20") - with existing sign	\$	300.00
Exterior - Rear (approx. 24" x 20") - without existing sign	\$	350.00
Interior (approx. 26" x 12") - with existing sign	\$	150.00
Interior (approx. 26" x 12") - without existing sign	\$	175.00

Special Offers:

- Buy two exterior or interior signs and get second sign at 10% off
- Buy three exterior or interior signs and get third sign at 20% off
- Buy three exterior signs and get one interior sign at 50% off

Waterfront route:

Curbside (36" x 20"), per space	\$ — 340.00
Curbside by door (36" x 20"), per space	\$ — 350.00
Street side (36" x 20"), per space	\$ — 340.00
Street side (25" x 20"), per space	\$ — 275.00
Rear (32" x 20"), per space	\$ — 350.00
Interior (27.5" x 12.5"), per space	\$ — 150.00

Downtown route:

Curbside (36" x 20"), per space	\$ — 340.00
Curbside by door (36" x 18.5"), per space	\$ — 350.00
Street side (36" x 20"), per space	\$ — 340.00
Street side by driver (36" x 18.5"), per space	\$ — 320.00
Street side rear (32" x 20"), per space	\$ — 340.00
Street side rear (14" x 20"), per space	\$ — 200.00
Rear (24" x 20"), per space	\$ — 340.00
Interior (26" x 12"), per space	\$ — 150.00

North Morro Bay route:

Curbside (36" x 20"), per space	\$ — 340.00
Curbside by door (36" x 17.25"), per space	\$ — 350.00
Curbside by rear (24" x 20"), per space	\$ — 300.00
Street side (36" x 20"), per space	\$ — 340.00
Street side by driver (36" x 17.25"), per space	\$ — 320.00
Street side rear (32" x 20"), per space	\$ — 340.00
Street side rear (14" x 20"), per space	\$ — 200.00
Rear (24" x 20"), per space	\$ — 340.00
Interior (26" x 12"), per space	\$ — 150.00

Combined spaces:

One Curb or Street side space can be combined with space next to it to make one 60" x 20" space, per combined space	\$ — 640.00
One Curb or Street side space can be combined with space next to it to make one 72" x 20" space, per combined space	\$ — 680.00



AGENDA NO: D-2

MEETING DATE: 2/22/11

Council Report

TO: City Council

DATE: February 17, 2011

FROM: Mayor William Yates

SUBJECT: Approval to Send Letter to the City Selection Committee Recommending the Selection of Mary Ann Reiss as the Nominee for Appointment to the California Coastal Commission

RECOMMENDATION:

Approve sending recommendation letter to San Luis Obispo County City Selection Committee.

FISCAL IMPACT: None.

BACKGROUND:

Pismo Beach Councilmember Mary Ann Reiss has served as the Central Coast representative on the California Coastal Commission (CCC) since December 2010 after being appointed by former Governor Schwarzenegger. Previously, she was the alternate for Katcho Achadjian.

As alternate, Councilmember Reiss has participated in several CCC meetings, and has often appeared before the CCC on behalf of Pismo Beach issues. Her long time experience in Pismo Beach city government and with coastal issues makes her an ideal candidate to continue to represent the Central Coast.



City of Morro Bay

Morro Bay, CA 93442

(805) 772-6200

February 23, 2011

San Luis Obispo County City Selection Committee
1055 Monterey Street
County Government Center
San Luis Obispo, CA 93408

Dear City Selection Committee Members:

The City of Morro Bay acknowledges the service of Pismo Beach City Councilmember Mary Ann Reiss as the Central Coast representative on the California Coastal Commission.

We would like to continue that quality of local representation by recommending Councilmember Mary Ann Reiss as nominee for commissioner for the Central Coast, as we feel her knowledge of coastal issues will serve our county well.

Very truly yours,

Mayor William Yates
For the Morro Bay City Council