

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.

REGULAR MEETING – TUESDAY, SEPTEMBER 27, 2011

**CLOSED SESSION – TUESDAY, SEPTEMBER 27, 2011
CITY HALL CONFERENCE ROOM - 5:00 P.M.
595 HARBOR ST., MORRO BAY, CA**

CS-1 GOVERNMENT CODE SECTION 54957; PERSONNEL ISSUES

Discussions regarding Personnel Issues including two (2) public employees regarding evaluation, specifically the City Attorney and the City Manager.

CS-2 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 at least one (1) parcel:

- Property: Chorro Valley Property.
Negotiating Parties: Chorro Valley Property Owners and City of Morro Bay.
Negotiations: Water rights.

**IT IS NOTED THAT THE CONTENTS OF CLOSED SESSION MEETINGS
ARE CONFIDENTIAL AND EXEMPT FROM DISCLOSURE.**

**PUBLIC SESSION – TUESDAY, SEPTEMBER 27, 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 MINUTES FOR REGULAR CITY COUNCIL MEETING OF SEPTEMBER 13, 2011; (ADMINISTRATION)

RECOMMENDATION: Approve as submitted.

A-2 RESOLUTION NO. 66-11 AUTHORIZING PAYING AND REPORTING THE VALUE OF EMPLOYER PAID MEMBER CONTRIBUTIONS (EPMC) FOR THE SERVICE EMPLOYEES INTERNATIONAL UNION (SEIU), LOCAL 620, EMPLOYEES; (ADMINISTRATIVE SERVICES)

RECOMMENDATION: Adopt Resolution No. 66-11.

A-3 RESOLUTION NO. 67-11 ACCEPTANCE OF AN OFFER OF DEDICATION OF PUBLIC PEDESTRIAN EASEMENT FOR SIDEWALK PURPOSES ON ERROL STREET FOR TACO BELL (1700 MAIN ST.); (PUBLIC SERVICES)

RECOMMENDATION: Adopt Resolution No. 66-11.

A-4 ADOPTION OF ORDINANCE NO. 570 AMENDING THE CITY OF MORRO BAY MUNICIPAL CODE TITLE 13 PUBLIC UTILITIES, CHAPTER 13.04 WATER SERVICE AND RATES, SECTION 13.04.070 APPLICATION FOR REGULAR SERVICE - TO REQUIRE IDENTIFICATION; (ADMINISTRATIVE SERVICES)

RECOMMENDATION: Adopt Ordinance No. 570.

A-5 ADOPTION OF ORDINANCE NO. 571 AMENDING THE CITY OF MORRO BAY MUNICIPAL CODE TITLE 3 REVENUE AND FINANCE, CHAPTER 3.30 UNCLAIMED MONEY AND PROPERTY, SECTION 3.30.080 PROCEEDS TO BE DEPOSITED IN GENERAL FUND TO READ DISPOSITION OF PROCEEDS; (ADMINISTRATIVE SERVICES)

RECOMMENDATION: Adopt Ordinance No. 571.

A-6 ADOPTION OF ORDINANCE NO. 572 REPEALING CHAPTER 2.28 OF THE MORRO BAY MUNICIPAL CODE RELATED TO THE PLANNING COMMISSION AND IMPLEMENTING INSTEAD THE PLANNING COMMISSION BY-LAWS; (CITY ATTORNEY)

RECOMMENDATION: Adopt Ordinance No. 572.

A-7 REPORT ON THE FINDINGS RELATING TO THE MORRO BAY MARKETING WORKSHOP; (ADMINISTRATION)

RECOMMENDATION: Review the findings from the Marketing Workshop.

A-8 PROCLAMATION DECLARING OCTOBER 2011 AS "RIDESHARE MONTH"; (ADMINISTRATION)

RECOMMENDATION: Adopt Proclamation.

B. PUBLIC HEARINGS, REPORTS & APPEARANCES

B-1 CONSIDERATION OF ESTERO BAY TRANSIT SERVICE PROPOSAL;
(PUBLIC SERVICES)

RECOMMENDATION: Review the Estero Bay Transit Service proposal from the San Luis Obispo Council of Governments, review the Public Works Advisory Board meeting discussion and direct staff accordingly.

B-2 RESOLUTION NO. 68-11 ACCEPTING \$100,000 GRANT FROM THE STATE OF CALIFORNIA CITIZENS OPTION FOR PUBLIC SAFETY (COPS) PROGRAM; (POLICE)

RECOMMENDATION: Adopt Resolution No. 68-11.

B-3 ORDINANCE NO. 573 AMENDING SECTION 2.06 OF THE MORRO BAY MUNICIPAL CODE FROM COUNCILMEN TO COUNCILMEMBERS AND ADDING SECTION 2.06.040 REGARDING APPOINTMENT OF BOARDS AND COMMISSIONS - FIRST READING/INTRODUCTION; (CITY ATTORNEY)

RECOMMENDATION: Approve Ordinance No. 573 for first reading and introduction by number and title only.

C. UNFINISHED BUSINESS

C-1 REPORT ON THE FINDINGS OF THE MORRO BAY VISITORS CENTER WORKSHOP AND DISCUSSION OF OPTIONS FOR CONTINUED OPERATIONS; (ADMINISTRATION)

RECOMMENDATION: Based on the progress and changes made to date with the Visitors Center as well as the information gleaned from the Visitors Center Workshop, staff recommends the City Council continue to contract with the Morro Bay Chamber of Commerce for the operations of the Visitors Center, extending their contract through June 2012.

D. NEW BUSINESS – NONE.

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 DURING NORMAL BUSINESS HOURS OR AT THE SCHEDULED MEETING.

MINUTES - MORRO BAY CITY COUNCIL
CLOSED SESSION – SEPTEMBER 13, 2011
CITY HALL CONFERENCE ROOM - 4:00 P.M.

Mayor Yates called the meeting to order at 4:00 p.m.

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

CLOSED SESSION

Mayor Yates adjourned the meeting to Closed Session and read the Closed Session Statement.

Mayor Yates read the Closed Session Statement.

CS-1 GOVERNMENT CODE SECTION 54957.6; CONFERENCE WITH LABOR NEGOTIATOR. Conference with City Manager, the City’s Designated Representative, for the purpose of reviewing the City’s position regarding the terms and compensation paid to the City Employees and giving instructions to the Designated Representative.

The meeting adjourned at 4:50 p.m.

This meeting adjourned to the Joint City Council/Planning Commission meeting beginning at 5:00 p.m. and located at the Veterans’ Memorial Hall, 209 Surf Street, Morro Bay, California.

MINUTES - MORRO BAY CITY COUNCIL
REGULAR MEETING – SEPTEMBER 13, 2011
VETERANS MEMORIAL HALL - 6:00 P.M.

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	Robert Schultz	City Attorney
	Bridgett Kessling	City Clerk
	Eric Endersby	Harbor Operations Manager
	Susan Lichtenbaum	Harbor Business Manager
	Tim Olivas	Police Chief
	Mike Pond	Fire Chief
	Susan Slayton	Administrative Services Director
	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 no reportable action under the Brown Act was taken; this item will be heard under Item B-1 of tonight's agenda.

PUBLIC COMMENT

Keith Taylor announced the groundbreaking ceremony for the Fire Station 53 Project will be held on February 14th at 12:30 p.m.; he gave thanks to those who voted for Measure Q in order to make this happen.

Gregg Cobarr, owner of Cal Coast Trade, stated his organization is made up of owners of businesses who trade their products and services, and through the internet, they are also able to place their trade funds into difference accounts. He said this organization is a part of a network of 50,000 businesses around the United States. Mr. Cobarr stated one of his goals is to bring awareness of what Morro Bay has to offer to these business owners and perhaps feature a function here in Morro Bay.

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MINUTES - MORRO BAY CITY COUNCIL
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Hank Roth stated September 18-24th is “Child Passenger Safety Week”. He said there will be a Child Safety Seat Belt Check on Saturday, September 24th at Target in San Luis Obispo.

Paula Hewlett, Pastor for Estero Bay United Methodist Church, announced there will be a Hunger Walk on Sunday, September 25th and all donations will go to the Food Bank Coalition.

Lexie Bell, Assistant Director of the National Estuary Program, stated they are updating the Estuary Management Plan, and will be holding a public meeting on September 29th at the Sea Pines Golf Resort to discuss and give an update on the Plan.

Hunter Fitzpatrick announced the Harbor Festival is three weeks away and reviewed the music headliners and scheduled events.

Craig Schmidt, Chamber of Commerce CEO, stated the first annual Chamber of Commerce tri-mixer is scheduled on Thursday, September 15th with Morro Bay, Cayucos and Los Osos Chambers meeting at the Boatyard in Morro Bay. He also announced the fifth annual Avocado/Margarita Festival will be held on Saturday, September 17th.

Linda Winters stated there is a new campaign to save the State Parks from closing in California. She requested people go onto the website (Save-State-Park.org) and sign the e-petition to save the State Parks, and also sign for passage of AB-42.

Taylor Newton, Member of the Tree Committee, announced fall is upon us and it is a good time to plant a tree. He also announced the “Adopt-a-Tree” campaign in Morro Bay, and citizens can sign up to adopt a tree in the City and be responsible for its maintenance.

Melissa Peters, County Tobacco Control Coalition, congratulated Morro Bay for its ban on smoking on public beaches and t-piers. She said the Tobacco Control Program thanks the City of Morro Bay for providing its citizens with a smoke-free community.

Katy Lot, County Tobacco Control Coalition, recognized the Duncan Group who has provided a healthier environment with smoke-free living properties.

Betty Winholtz addressed Item A-4 (Request to Approve a Response to the Grand Jury Regarding Rate-Setting as a Water Conservation Tool), and referred to Grand Jury Recommendation #6 “.... Morro Bay... Should consider revising sewer bills to show that water usage affects sewer charges”.

MINUTES - MORRO BAY CITY COUNCIL
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Ms. Winholtz stated that changing the rates is a policy decision. She said this recommendation should be implemented now because the City's current policy is to increase the rates a certain percentage every year until the Wastewater Treatment Plant upgrade. Ms. Winholtz noted the Grand Jury states there is no reference to the rate in the sewer bills, which is not informative. She said conservation is the City's #1 method to water management. By not implementing a change in the bills now, the City is not fulfilling its own approved Water Management Plan. Ms. Winholtz encouraged the City Council to change the City's response to Grand Jury Recommendation #6 in order to implement this policy by the end of this year.

Mayor Yates closed the hearing for public comment.

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 THE MINUTES FOR THE REGULAR CITY COUNCIL MEETING OF AUGUST 23, 2011; (ADMINISTRATION)

RECOMMENDATION: Approve as submitted.

A-2 RESOLUTION AUTHORIZING THE CITY OF MORRO BAY TO ENTER INTO 2011/2012 ABANDONED WATERCRAFT ABATEMENT FUND CONTRACT WITH THE DEPARTMENT OF BOATING AND WATERWAYS; (HARBOR)

RECOMMENDATION: Adopt Resolution No. 63-11.

A-3 CONSIDERATION OF APPROVAL FOR A SUBLEASE ON A PORTION OF LEASE SITE 110-112/110W-112W AND 111.5W, LOCATED ADJACENT TO 1185 EMBARCADERO, BETWEEN GREAT AMERICAN FISH COMPANY, INC. AND VIRG'S LANDING, INC.; (HARBOR)

RECOMMENDATION: Adopt Resolution No. 64-11.

A-4 REQUEST TO APPROVE A RESPONSE TO THE GRAND JURY REGARDING RATE-SETTING AS A WATER CONSERVATION TOOL; (ADMINISTRATION)

RECOMMENDATION: Direct staff to send a letter to the Presiding Judge of San Luis Obispo County Superior Court responding to the Grand Jury reports entitled "Rate-Setting as a Water Conservation Tool".

MINUTES - MORRO BAY CITY COUNCIL
REGULAR MEETING – SEPTEMBER 13, 2011

A-5 CONSIDERATION OF AN ADVISORY BOARD MIXER;
(ADMINISTRATION)

RECOMMENDATION: Direct staff to arrange an Advisory Board Mixer in late January/early February 2012.

A-6 APPOINTMENT OF ALTERNATE MEMBER TO THE AIR POLLUTION
CONTROL DISTRICT; (MAYOR)

RECOMMENDATION: Appoint the Mayor as the alternate member to the Air Pollution Control District.

Mayor Yates pulled Item A-3 from the Consent Calendar; Councilmember Smukler pulled Item A-4.

MOTION: Councilmember Johnson moved the City Council approve the Consent Calendar with the exception of Items A-3 and A-4. The motion was seconded by Councilmember Borchard and carried unanimously. (5-0)

A-3 CONSIDERATION OF APPROVAL FOR A SUBLEASE ON A PORTION OF
LEASE SITE 110-112/110W-112W AND 111.5W, LOCATED ADJACENT TO
1185 EMBARCADERO, BETWEEN GREAT AMERICAN FISH COMPANY,
INC. AND VIRG'S LANDING, INC.; (HARBOR)

Councilmember Leage stepped down from this item due to a conflict of interest.

MOTION: Councilmember Borchard moved the City Council approve Item A-3 of the Consent Calendar. The motion was seconded by Councilmember Smukler and carried unanimously. (4-0-1)

A-4 REQUEST TO APPROVE A RESPONSE TO THE GRAND JURY REGARDING
RATE-SETTING AS A WATER CONSERVATION TOOL; (ADMINISTRATION)

Councilmember Smukler suggested implementing an amendment to Responses #3 and #6 to the Grand Jury request regarding rate-setting as a water conservation tool to enhance awareness that citizens are able to gather on their water bills. He referred to Response #3: ***“The City Council will consider this issue when water rates are revised.”*** Councilmember Smukler suggested the response state: ***“The City Council will implement this change.”***

City Manager Andrea Lueker stated this amendment could create a problem with the City’s billing software and how the bills are generated.

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Consensus of the majority of Council was to maintain Response #3 as written.

Councilmember Smukler referred to Response #6: *“The City Council will consider this issue when sewer rates are reviewed,”* and suggested amending this response as another form of conservation awareness. He suggested the Response be amended to read: *“The City Council will implement this issue as soon as feasible or when sewer rates are revised.”*

MOTION: Councilmember Smukler moved the City Council approve Item A-4 of the Consent Calendar with the amendment to Response #6. The motion was seconded by Councilmember Borchard and carried unanimously. (5-0)

Mayor Yates called for a break at 6:45 p.m.; the meeting resumed at 7:00 p.m.

B. PUBLIC HEARINGS, REPORTS & APPEARANCES

B-1 RESOLUTION NO. 65-11 APPROVING THE ADOPTION OF THE TERMS AND CONDITIONS OF EMPLOYMENT FOR THE SERVICE EMPLOYEES INTERNATIONAL UNION, LOCAL 620, AND THE CITY OF MORRO BAY; (ADMINISTRATION)

City Manager Andrea Lueker stated the contract with the SEIU employees expired on June 30, 2011. Contract negotiations began February 3, 2011, with the final of five meetings held on July 21, 2011. Unable to come to any mutual settlement, Impasse was declared by SEIU. Per the City’s Impasse Procedures, SEIU waived the initial meeting with the City Manager, and requested to move directly to a meeting with the State-appointed Mediator. On August 26th, the State Mediator met with the SEIU Local 620 Chief Negotiator, Mike Woods, SEIU Local 620 negotiation team, the City’s Chief Negotiator, Bill Avery, and Human Resources Analyst Jamie Boucher. No agreement was able to be reached, and as a result, staff is presenting to the City Council Resolution No. 65-11, requesting unilateral adoption of the compensation and working conditions for the SEIU, Local 620 employees for the period of September 13, 2011 to June 30, 2012, consistent with the direction provided by the City Council. Ms. Lueker recommended the City Council adopt Resolution No. 65-11, which establishes the compensation and working conditions for the SEIU, Local 620 employees of the City of Morro Bay for the term of September 13, 2011 through June 30, 2012.

Mike Woods, SEIU Local 620 representative, stated at the last negotiation meeting, the City representatives gave the SEIU their last best and final offer, which was interpreted that the City was unwilling to move from their original offer that was proposed at the beginning of negotiations. He said the City declared impasse procedures. During the mediation process, the State mediator and the union made an offer to continue the contract as status quo for one year. Mr. Woods stated the City declined this offer. He said the SEIU employees feel the original and last, best and final offer of the City is unfair.

MINUTES - MORRO BAY CITY COUNCIL
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Mr. Woods stated the City feels the two-tier retirement system will save the City economically in the short-term; however, there will be no real savings until new employees are hired and they retire at least 10+ years from now. He reviewed salaries between management employees vs. SEIU employees. Mr. Woods stated a disadvantage of the two-tier retirement system and low wages is that the City will become a training place for employees who will look for employment elsewhere.

Mayor Yates opened the hearing for public comment.

Mike Mobley stated he has been at the bargaining table with the management team who is proposing to increase the cost of SEIU employees' PERS retirement along with cuts to their income and insurance rate increases. He said the SEIU employees are some of the lowest paid employees in the County and cannot afford cuts to their salaries. Mr. Mobley requested the City Council amend the management proposal and to bargain for a fair and equitable contract.

John Gunderlock stated he does not understand why the City paid for an outside negotiator when they did not negotiate past the original offer. He also does not understand why the City is balancing the budget on the backs of hardworking City employees who are already the lowest paid public employees in the State. Mr. Gunderlock stated they do not pay into social security and PERS retirement is all they have. He said the SEIU employees are the ones that produce safe drinking water, protect the health and safety of the environment, and maintenance of the City for the residents and tourists that visit.

Evan Buddenhagen stated to balance the budget on the lowest paid employees is counter-productive, and the two-tier retirement system will hurt the future of Morro Bay. He said the City Council has the duty to make-up a budget short-fall and exhaust all possibilities and enact the best interest of the community by not adopting the two-tiered retirement system. Mr. Buddenhagen stated there would be an immediate savings with cuts to the top management employee salaries and it would reduce the burden on the PERS retirement system.

Phillip Carey stated the residents should receive services from well-paid employees. He said cutting salaries from some of the most important employees that deal with water, wastewater and collections in the City are the people who protect the City from potential dangerous diseases. Mr. Carey asked how the City can cut salaries from the employees that keeps the City functioning.

Betty Winholtz stated the goal is to have a balanced budget. She said the City Council and management employees are some of the highest paid in the State, and they should look elsewhere to balance the budget. Ms. Winholtz requested the City Council reconsider the proposed contract offered to the SEIU employees.

MINUTES - MORRO BAY CITY COUNCIL
REGULAR MEETING – SEPTEMBER 13, 2011

Polly Curtis stated the harbor patrol officers deserve a fair and current salary and retirement package. She requested the City Council continue their contract for one year.

Devon Francis stated if a 2% salary cut is going to affect the City's budget that much, and then the City has much larger issues to consider.

Roger Ewing stated this is all about fairness and everyone is connected to the global economy. He urged Council to be fair to the lowest paid employees who have the same living expenses as the highest paid employees.

Mayor Yates closed the hearing for public comment.

Councilmember Smukler stated he supports the two-tier retirement formula. He said it is important to stabilize and maintain an operational balanced budget. Councilmember Smukler stated this is a one year contract and the adjustments will help avoid lay-offs in the future. He said it is important to note that employees across the board have made the same sacrifices. Councilmember Smukler stated he supports moving forward with the proposed contract.

Councilmember Leage stated he appreciates the employees and this is a tough decision. He said it is important to avoid any future lay-offs.

Mayor Yates stated he will not support this contract as proposed. He said he supports the two-tier retirement proposal, but not the 2% reduction in pay.

Councilmember Johnson stated the two-tier retirement proposal is for future savings. She said it is important to know that there were no lay-offs proposed this year. Councilmember Johnson stated the 2% reduction in pay was implemented across the board. She said this contract is the best the City can offer.

Councilmember Borchard stated they have tried to make it even and fair across the board with the 2% reduction in pay. She said she supports this contract

MOTION: Councilmember Borchard moved the City Council adopt Resolution No. 65-11, which establishes the compensation and working conditions for the SEIU, Local 620 employees of the City of Morro Bay for the term of September 13, 2011 through June 30, 2012. The motion was seconded by Councilmember Smukler and carried with Councilmember Leage and Mayor Yates voting no. (3-2)

MINUTES - MORRO BAY CITY COUNCIL
REGULAR MEETING – SEPTEMBER 13, 2011

B-2 ORDINANCE NO. 570 AMENDING THE CITY OF MORRO BAY MUNICIPAL CODE TITLE 13 PUBLIC UTILITIES, CHAPTER 13.04 WATER SERVICE AND RATES, SECTION 13.04.070 APPLICATION FOR REGULAR SERVICE - TO REQUIRE IDENTIFICATION – INTRODUCTION AND FIRST READING; (ADMINISTRATIVE SERVICES)

Administrative Services Director Susan Slayton stated Chapter 13.04 *Water Service and Rates*, Section 070 *Application for regular service* states “Each applicant for water service shall be required to sign an application form provided by the water department or make application letter showing the date of application, location of premises to be served, mailing address, date applicant desires service, and such other information as may be required.” The “other information” phrase has been called into question by applicants who wish to refrain from providing personal identification, such as a social security and/or driver’s license number. Not receiving this information is problematic, as it hinders our ability to properly identify the person signing up for service, as well as making it nearly impossible to collect on delinquent accounts. In June 2009 per the Federal Trade Commission’s requirement, Council adopted Resolution 27-09, implementing the City’s *Identity Theft Prevention Program*. This Program requires staff to visually inspect the photo id of utility customer applicants to verify the identity of the person transacting business with us. To more clearly define this requirement, staff is recommending an amendment to Section 13.04.070 to add “*A valid State-issued driver’s license, State-issued identification card, military identification card or passport must be presented by the applicant before service will be activated. If the applicant does not possess any of the above forms of identification, alternative valid photo identification (e.g., current school id) may be accepted.*” Additionally, staff would like to update this Section to update the comments about applications submitted by letter. The new language will state that applications submitted via methods other than personal appearance when applying for water utility service will be accepted, but must be accompanied by the applicant’s driver’s license/identification card or passport. The “*alternative valid photo identification*” statement above will also be included in this section. Finally, the last paragraph in this Section states “*An application fee shall accompany each application or letter of application.*” Current practice is to allow the application fee to be included in the first water utility bill. Staff would like to update this to state “*For first-time water utility customers, an application fee shall accompany each application, or the applicant may request that the application fee be included in the first water utility bill.*” Ms. Slayton recommended the City Council review Ordinance No. 570, accept public comment on this issue, and move for the first reading and introduction, by number and title only.

Mayor Yates opened the hearing for public comment; there were no comments, and Mayor Yates closed the hearing for public comment.

MINUTES - MORRO BAY CITY COUNCIL
REGULAR MEETING – SEPTEMBER 13, 2011

MOTION: Councilmember Smukler moved the City Council approve Ordinance No. 570 for First Reading and Introduction Amending the City of Morro Bay Municipal Code Title 13 Public Utilities, Chapter 13.04 Water Service and Rates, Section 13.04.070 Application for Regular Service - to Require Identification. The motion was seconded by Councilmember Borchard and carried with Mayor Yates voting no. (4-1)

City Manager Andrea Lueker read Ordinance No. 570 by number and title only.

B-3 ORDINANCE NO. 571 AMENDING THE CITY OF MORRO BAY MUNICIPAL CODE TITLE 3 REVENUE AND FINANCE, CHAPTER 3.30 UNCLAIMED MONEY AND PROPERTY, SECTION 3.30.080 PROCEEDS TO BE DEPOSITED IN GENERAL FUND TO READ DISPOSITION OF PROCEEDS– INTRODUCTION AND FIRST READING; (ADMINISTRATIVE SERVICES)

Administrative Services Director Susan Slayton stated the Harbor Enterprise Fund frequently has abandoned/unclaimed vessels and/or property that it has to manage until such time has passed to enable them to place the vessel/property up for auction. Between the knowledge of abandonment and time of auction, Harbor staff invests a significant amount of time and funds in locating the owner, establishing the abandonment and storing the vessel/property, but the City of Morro Bay Municipal Code Chapter 3.30 *Unclaimed Money and Property*, Section 080 *Proceeds to be deposited in general fund* does not allow them to keep what little money they recover. Chapter 3.30 *Unclaimed Money and Property*, Section 080 *Proceeds to be deposited in General Fund* states “After such auction is completed, the proceeds of the auction shall be delivered to the director of finance for deposit in the General Fund.” This means that all auction money, including that generated by Enterprise Funds, is to be turned in and deposited in the General Fund. Staff feels that in the case of Enterprise Funds, the money should be returned to the Enterprise Fund, not the General Fund, to compensate for their efforts. Staff is suggesting an amendment to the title of Section 080 to read *Disposition of proceeds*, and state “*After such auction is completed, the proceeds of the auction shall be delivered to the Finance Department for deposit. All auction monies generated by Enterprise Fund activities shall remain with the applicable Enterprise Fund.*” Ms. Slayton recommended the City Council review Ordinance No. 571, accept public comment on this issue, and move for the first reading and introduction, by number and title only

Mayor Yates opened the hearing for public comment; there were no comments, and Mayor Yates closed the hearing for public comment.

MINUTES - MORRO BAY CITY COUNCIL
REGULAR MEETING – SEPTEMBER 13, 2011

MOTION: Councilmember Borchard moved the City Council approve Ordinance No. 571 for First Reading and Introduction Amending the City of Morro Bay Municipal Code Title 3 Revenue and Finance, Chapter 3.30 Unclaimed Money and Property, Section 3.30.080 Proceeds to be deposited in General Fund to Read Disposition of Proceeds. The motion was seconded by Councilmember Smukler and carried with Mayor Yates voting no. (4-1)

City Manager Andrea Lueker read Ordinance No. 571 by number and title only.

B-4 ORDINANCE NO. 572 REPEALING CHAPTER 2.28 OF THE MORRO BAY MUNICIPAL CODE RELATED TO THE PLANNING COMMISSION AND IMPLEMENTING INSTEAD THE PLANNING COMMISSION BY-LAWS; FIRST READING AND INTRODUCTION; (CITY ATTORNEY)

City Attorney Robert Schultz stated on August 23, 2011, the City Council adopted Resolution 62-11 amending the Advisory Boards Handbook and By-Laws to more clearly define how each Advisory Board is currently working. In addition, the City Council added By-Laws for the Planning Commission that contains the establishment, duties and responsibilities of the Planning Commission. With the addition of Planning Commission By-Laws to the Advisory Board Handbook, Chapter 2.28 of the Morro Bay Municipal Code is unnecessary, superfluous, and redundant. Ordinance No. 572 will delete Morro Bay Municipal Code Chapter 2.28. All requirements for the establishment, duties and responsibilities for the Planning Commission are now contained in the Planning Commission By-Laws. Mr. Schultz recommended the City Council accept public comment and then move for introduction and first reading of Ordinance No.572, by number and title only, repealing and deleting Morro Bay Municipal Code Chapter 2.28.

Mayor Yates opened the hearing for public comment.

Betty Winholtz noted State Code 65100 states the Planning Commission belongs in the Municipal Code, and requested Council reconsider this item and maintain Chapter 2.28 in the City's Municipal Code.

Mayor Yates closed the hearing for public comment.

MOTION: Mayor Yates moved the City Council approve Ordinance No. 572 for First Reading and Introduction Repealing Chapter 2.28 of the Morro Bay Municipal Code Related to the Planning Commission and Implementing Instead the Planning Commission By-Laws. The motion was seconded by Councilmember Johnson and carried unanimously. (5-0)

MINUTES - MORRO BAY CITY COUNCIL
REGULAR MEETING – SEPTEMBER 13, 2011

City Manager Andrea Lueker read Ordinance No. 572 by number and title only.

C. UNFINISHED BUSINESS – NONE.

D. NEW BUSINESS

D-1 AUTHORIZATION TO FILE A NOTICE OF JOINER WITH THE CALIFORNIA PUBLIC UTILITIES COMMISSION PROTESTING THE APPLICATION FILED BY PACIFIC GAS AND ELECTRIC IN REGARD TO THE OPT-OUT PROGRAM FOR CUSTOMERS WHO OBJECT TO SMARTMETER INSTALLATION; (CITY ATTORNEY)

City Attorney Robert Schultz stated the California Public Utilities Commission (CPUC) is the agency charged with regulating utility companies in California including the activities of PG&E; local governments do not have any direct regulatory control over utility companies. Much interest has been expressed in recent months regarding an undertaking by PG&E to install “SmartMeters” at their residential customer’s homes. A number of residents have called the City Attorney’s office and spoke with the City Council regarding the installation of SmartMeters and how to decline or “Opt-Out” of the installation of the SmartMeter at their home. After thousands of complaints about SmartMeters from people who consider the radiation from cell phones, computers and other wireless devices to be a health threat, and approximately 30 other local governments (including Morro Bay) called for a moratorium on PG&E's SmartMeters, the CPUC ordered PG&E to propose a way for customers to “Opt Out” of receiving the SmartMeters. On March 24, 2011, PG&E submitted a proposal to the CPUC to give residential customers the option to have the radios in their SmartMeters turned off, with an associated one-time charge of \$135 to \$270, and an ongoing monthly fixed charge of \$14 to \$20. The CPUC is expected to rule on the PG&E plan within the next few months. Mr. Schultz recommended the City Council authorize the City Attorney to file a Notice of Joiner with the California Public Utilities Commission protesting the Application filed by Pacific Gas and Electric in regard to the “Opt-Out Program” for customers who object to SmartMeter installation.

Councilmember Smukler stated he supports joining this action, and residents have the right to have a no-fee Opt-Out Program in regard to the SmartMeter installation.

Councilmember Leage stated he does not support filing a Notice of Joiner with the CPUC.

Mayor Yates stated he does not support filing a Notice of Joiner with the CPUC. He said there is a delay list with PG&E at no charge in process.

MINUTES - MORRO BAY CITY COUNCIL
REGULAR MEETING – SEPTEMBER 13, 2011

Councilmember Johnson stated she has received calls about health concerns and costs with the SmartMeter. She said the previous Resolution passed by Council was not respected by PG&E. Councilmember Johnson stated there needs to be a no-cost opt-out option included for those citizens who do not want the SmartMeter.

Councilmember Borchard stated she is not concerned with health issues; however, she respects those who have those concerns. She supports the opt-out at no cost option; however, she is not ready to join an action by a small community of people to file a Notice of Joiner with the CPUC until she knows what that action is.

MOTION: Councilmember Smukler moved the City Council file a Notice of Joiner with the CPUC protesting the application filed by PG&E in regard to the Opt-Out Program for customers who object to the SmartMeter installation with a focus primarily on the request for a no-cost Opt-Out Program. The motion was seconded by Councilmember Johnson.

Councilmember Borchard expressed concern with filing a Notice of Joiner with the CPUC at this time.

Councilmember Johnson stated she supports filing a Notice of Joiner with the CPUC.

Mayor Yates stated he does not support filing a Notice of Joiner with the CPUC.

Councilmember Leage he does not support filing a Notice of Joiner with the CPUC.

Councilmember Smukler stated by filing a Notice of Joiner with the CPUC would be the most opportune way to be heard and should be pursued.

Councilmember Borchard stated this should wait on the ruling of the State/Assembly.

VOTE: The motion failed with Councilmember Borchard, Councilmember Leage and Mayor Yates voting no. (2-3)

MOTION: Councilmember Borchard moved the City Council direct staff to follow up in a similar manner as San Luis Obispo and Santa Barbara Counties by submitting a letter to the CPUC for a no cost opt-out provision. The motion was seconded by Councilmember Smukler.

Mayor Yates stated he does not support this motion because it does not fit with the title of this item.

MINUTES - MORRO BAY CITY COUNCIL
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Councilmember Smukler suggested an amendment to submit the letter in time for the CPUC to be aware of Council's action by tomorrow.

VOTE: The motion carried with Mayor Yates voting no. (4-1)

E. DECLARATION OF FUTURE AGENDA ITEMS

Councilmember Johnson requested to agendize a public hearing to discuss a smoking ban within the City of Morro Bay; Councilmember Borchard and Councilmember Smukler supported this request.

ADJOURNMENT

The meeting adjourned at 8:20 p.m.

Recorded by:

Bridgett Kessling
City Clerk

MINUTES - MORRO BAY CITY COUNCIL
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Hank Roth stated September 18-24th is “Child Passenger Safety Week”. He said there will be a Child Safety Seat Belt Check on Saturday, September 24th at Target in San Luis Obispo.

Paula Hewlett, Pastor for Estero Bay United Methodist Church, announced there will be a Hunger Walk on Sunday, September 25th and all donations will go to the Food Bank Coalition.

Lexie Bell, Assistant Director of the National Estuary Program, stated they are updating the Estuary Management Plan, and will be holding a public meeting on September 29th at the Sea Pines Golf Resort to discuss and give an update on the Plan.

Hunter Fitzpatrick announced the Harbor Festival is three weeks away and reviewed the music headliners and scheduled events.

Craig Schmidt, Chamber of Commerce CEO, stated the first annual Chamber of Commerce tri-mixer is scheduled on Thursday, September 15th with Morro Bay, Cayucos and Los Osos Chambers meeting at the Boatyard in Morro Bay. He also announced the fifth annual Avocado/Margarita Festival will be held on Saturday, September 17th.

Linda Winters stated there is a new campaign to save the State Parks from closing in California. She requested people go onto the website (Save-State-Park.org) and sign the e-petition to save the State Parks, and also sign for passage of AB-42.

Taylor Newton, Member of the Tree Committee, announced fall is upon us and it is a good time to plant a tree. He also announced the “Adopt-a-Tree” campaign in Morro Bay, and citizens can sign up to adopt a tree in the City and be responsible for its maintenance.

Melissa Peters, County Tobacco Control Coalition, congratulated Morro Bay for its ban on smoking on public beaches and t-piers. She said the Tobacco Control Program thanks the City of Morro Bay for providing its citizens with a smoke-free community.

Katy Lot, County Tobacco Control Coalition, recognized the Duncan Group who has provided a healthier environment with smoke-free living properties.

Betty Winholtz addressed Item A-4 (Request to Approve a Response to the Grand Jury Regarding Rate-Setting as a Water Conservation Tool), and referred to Grand Jury Recommendation #6 “.... Morro Bay... Should consider revising sewer bills to show that water usage affects sewer charges”.

MINUTES - MORRO BAY CITY COUNCIL
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Ms. Winholtz stated that changing the rates is a policy decision. She said this recommendation should be implemented now because the City's current policy is to increase the rates a certain percentage every year until the Wastewater Treatment Plant upgrade. Ms. Winholtz noted the Grand Jury states there is no reference to the rate in the sewer bills, which is not informative. She said conservation is the City's #1 method to water management. By not implementing a change in the bills now, the City is not fulfilling its own approved Water Management Plan. Ms. Winholtz encouraged the City Council to change the City's response to Grand Jury Recommendation #6 in order to implement this policy by the end of this year.

Mayor Yates closed the hearing for public comment.

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 THE MINUTES FOR THE REGULAR CITY COUNCIL MEETING OF AUGUST 23, 2011; (ADMINISTRATION)

RECOMMENDATION: Approve as submitted.

A-2 RESOLUTION AUTHORIZING THE CITY OF MORRO BAY TO ENTER INTO 2011/2012 ABANDONED WATERCRAFT ABATEMENT FUND CONTRACT WITH THE DEPARTMENT OF BOATING AND WATERWAYS; (HARBOR)

RECOMMENDATION: Adopt Resolution No. 63-11.

A-3 CONSIDERATION OF APPROVAL FOR A SUBLEASE ON A PORTION OF LEASE SITE 110-112/110W-112W AND 111.5W, LOCATED ADJACENT TO 1185 EMBARCADERO, BETWEEN GREAT AMERICAN FISH COMPANY, INC. AND VIRG'S LANDING, INC.; (HARBOR)

RECOMMENDATION: Adopt Resolution No. 64-11.

A-4 REQUEST TO APPROVE A RESPONSE TO THE GRAND JURY REGARDING RATE-SETTING AS A WATER CONSERVATION TOOL; (ADMINISTRATION)

RECOMMENDATION: Direct staff to send a letter to the Presiding Judge of San Luis Obispo County Superior Court responding to the Grand Jury reports entitled "Rate-Setting as a Water Conservation Tool".

MINUTES - MORRO BAY CITY COUNCIL
REGULAR MEETING – SEPTEMBER 13, 2011

A-5 CONSIDERATION OF AN ADVISORY BOARD MIXER;
(ADMINISTRATION)

RECOMMENDATION: Direct staff to arrange an Advisory Board Mixer in late January/early February 2012.

A-6 APPOINTMENT OF ALTERNATE MEMBER TO THE AIR POLLUTION
CONTROL DISTRICT; (MAYOR)

RECOMMENDATION: Appoint the Mayor as the alternate member to the Air Pollution Control District.

Mayor Yates pulled Item A-3 from the Consent Calendar; Councilmember Smukler pulled Item A-4.

MOTION: Councilmember Johnson moved the City Council approve the Consent Calendar with the exception of Items A-3 and A-4. The motion was seconded by Councilmember Borchard and carried unanimously. (5-0)

A-3 CONSIDERATION OF APPROVAL FOR A SUBLEASE ON A PORTION OF
LEASE SITE 110-112/110W-112W AND 111.5W, LOCATED ADJACENT TO
1185 EMBARCADERO, BETWEEN GREAT AMERICAN FISH COMPANY,
INC. AND VIRG'S LANDING, INC.; (HARBOR)

Councilmember Leage stepped down from this item due to a conflict of interest.

MOTION: Councilmember Borchard moved the City Council approve Item A-3 of the Consent Calendar. The motion was seconded by Councilmember Smukler and carried unanimously. (4-0-1)

A-4 REQUEST TO APPROVE A RESPONSE TO THE GRAND JURY REGARDING
RATE-SETTING AS A WATER CONSERVATION TOOL; (ADMINISTRATION)

Councilmember Smukler suggested implementing an amendment to Responses #3 and #6 to the Grand Jury request regarding rate-setting as a water conservation tool to enhance awareness that citizens are able to gather on their water bills. He referred to Response #3: ***“The City Council will consider this issue when water rates are revised.”*** Councilmember Smukler suggested the response state: ***“The City Council will implement this change.”***

City Manager Andrea Lueker stated this amendment could create a problem with the City’s billing software and how the bills are generated.

MINUTES - MORRO BAY CITY COUNCIL
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Mr. Woods stated the City feels the two-tier retirement system will save the City economically in the short-term; however, there will be no real savings until new employees are hired and they retire at least 10+ years from now. He reviewed salaries between management employees vs. SEIU employees. Mr. Woods stated a disadvantage of the two-tier retirement system and low wages is that the City will become a training place for employees who will look for employment elsewhere.

Mayor Yates opened the hearing for public comment.

Mike Mobley stated he has been at the bargaining table with the management team who is proposing to increase the cost of SEIU employees' PERS retirement along with cuts to their income and insurance rate increases. He said the SEIU employees are some of the lowest paid employees in the County and cannot afford cuts to their salaries. Mr. Mobley requested the City Council amend the management proposal and to bargain for a fair and equitable contract.

John Gunderlock stated he does not understand why the City paid for an outside negotiator when they did not negotiate past the original offer. He also does not understand why the City is balancing the budget on the backs of hardworking City employees who are already the lowest paid public employees in the State. Mr. Gunderlock stated they do not pay into social security and PERS retirement is all they have. He said the SEIU employees are the ones that produce safe drinking water, protect the health and safety of the environment, and maintenance of the City for the residents and tourists that visit.

Evan Buddenhagen stated to balance the budget on the lowest paid employees is counter-productive, and the two-tier retirement system will hurt the future of Morro Bay. He said the City Council has the duty to make-up a budget short-fall and exhaust all possibilities and enact the best interest of the community by not adopting the two-tiered retirement system. Mr. Buddenhagen stated there would be an immediate savings with cuts to the top management employee salaries and it would reduce the burden on the PERS retirement system.

Phillip Carey stated the residents should receive services from well-paid employees. He said cutting salaries from some of the most important employees that deal with water, wastewater and collections in the City are the people who protect the City from potential dangerous diseases. Mr. Carey asked how the City can cut salaries from the employees that keeps the City functioning.

Betty Winholtz stated the goal is to have a balanced budget. She said the City Council and management employees are some of the highest paid in the State, and they should look elsewhere to balance the budget. Ms. Winholtz requested the City Council reconsider the proposed contract offered to the SEIU employees.

MINUTES - MORRO BAY CITY COUNCIL
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Polly Curtis stated the harbor patrol officers deserve a fair and current salary and retirement package. She requested the City Council continue their contract for one year.

Devon Francis stated if a 2% salary cut is going to affect the City's budget that much, and then the City has much larger issues to consider.

Roger Ewing stated this is all about fairness and everyone is connected to the global economy. He urged Council to be fair to the lowest paid employees who have the same living expenses as the highest paid employees.

Mayor Yates closed the hearing for public comment.

Councilmember Smukler stated he supports the two-tier retirement formula. He said it is important to stabilize and maintain an operational balanced budget. Councilmember Smukler stated this is a one year contract and the adjustments will help avoid lay-offs in the future. He said it is important to note that employees across the board have made the same sacrifices. Councilmember Smukler stated he supports moving forward with the proposed contract.

Councilmember Leage stated he appreciates the employees and this is a tough decision. He said it is important to avoid any future lay-offs.

Mayor Yates stated he will not support this contract as proposed. He said he supports the two-tier retirement proposal, but not the 2% reduction in pay.

Councilmember Johnson stated the two-tier retirement proposal is for future savings. She said it is important to know that there were no lay-offs proposed this year. Councilmember Johnson stated the 2% reduction in pay was implemented across the board. She said this contract is the best the City can offer.

Councilmember Borchard stated they have tried to make it even and fair across the board with the 2% reduction in pay. She said she supports this contract

MOTION: Councilmember Borchard moved the City Council adopt Resolution No. 65-11, which establishes the compensation and working conditions for the SEIU, Local 620 employees of the City of Morro Bay for the term of September 13, 2011 through June 30, 2012. The motion was seconded by Councilmember Smukler and carried with Councilmember Leage and Mayor Yates voting no. (3-2)

MINUTES - MORRO BAY CITY COUNCIL
REGULAR MEETING – SEPTEMBER 13, 2011

B-2 ORDINANCE NO. 570 AMENDING THE CITY OF MORRO BAY MUNICIPAL CODE TITLE 13 PUBLIC UTILITIES, CHAPTER 13.04 WATER SERVICE AND RATES, SECTION 13.04.070 APPLICATION FOR REGULAR SERVICE - TO REQUIRE IDENTIFICATION – INTRODUCTION AND FIRST READING; (ADMINISTRATIVE SERVICES)

Administrative Services Director Susan Slayton stated Chapter 13.04 *Water Service and Rates*, Section 070 *Application for regular service* states “Each applicant for water service shall be required to sign an application form provided by the water department or make application letter showing the date of application, location of premises to be served, mailing address, date applicant desires service, and such other information as may be required.” The “other information” phrase has been called into question by applicants who wish to refrain from providing personal identification, such as a social security and/or driver’s license number. Not receiving this information is problematic, as it hinders our ability to properly identify the person signing up for service, as well as making it nearly impossible to collect on delinquent accounts. In June 2009 per the Federal Trade Commission’s requirement, Council adopted Resolution 27-09, implementing the City’s *Identity Theft Prevention Program*. This Program requires staff to visually inspect the photo id of utility customer applicants to verify the identity of the person transacting business with us. To more clearly define this requirement, staff is recommending an amendment to Section 13.04.070 to add “*A valid State-issued driver’s license, State-issued identification card, military identification card or passport must be presented by the applicant before service will be activated. If the applicant does not possess any of the above forms of identification, alternative valid photo identification (e.g., current school id) may be accepted.*” Additionally, staff would like to update this Section to update the comments about applications submitted by letter. The new language will state that applications submitted via methods other than personal appearance when applying for water utility service will be accepted, but must be accompanied by the applicant’s driver’s license/identification card or passport. The “*alternative valid photo identification*” statement above will also be included in this section. Finally, the last paragraph in this Section states “*An application fee shall accompany each application or letter of application.*” Current practice is to allow the application fee to be included in the first water utility bill. Staff would like to update this to state “*For first-time water utility customers, an application fee shall accompany each application, or the applicant may request that the application fee be included in the first water utility bill.*” Ms. Slayton recommended the City Council review Ordinance No. 570, accept public comment on this issue, and move for the first reading and introduction, by number and title only.

Mayor Yates opened the hearing for public comment; there were no comments, and Mayor Yates closed the hearing for public comment.

MINUTES - MORRO BAY CITY COUNCIL
REGULAR MEETING – SEPTEMBER 13, 2011

MOTION: Councilmember Smukler moved the City Council approve Ordinance No. 570 for First Reading and Introduction Amending the City of Morro Bay Municipal Code Title 13 Public Utilities, Chapter 13.04 Water Service and Rates, Section 13.04.070 Application for Regular Service - to Require Identification. The motion was seconded by Councilmember Borchard and carried with Mayor Yates voting no. (4-1)

City Manager Andrea Lueker read Ordinance No. 570 by number and title only.

B-3 ORDINANCE NO. 571 AMENDING THE CITY OF MORRO BAY MUNICIPAL CODE TITLE 3 REVENUE AND FINANCE, CHAPTER 3.30 UNCLAIMED MONEY AND PROPERTY, SECTION 3.30.080 PROCEEDS TO BE DEPOSITED IN GENERAL FUND TO READ DISPOSITION OF PROCEEDS–INTRODUCTION AND FIRST READING; (ADMINISTRATIVE SERVICES)

Administrative Services Director Susan Slayton stated the Harbor Enterprise Fund frequently has abandoned/unclaimed vessels and/or property that it has to manage until such time has passed to enable them to place the vessel/property up for auction. Between the knowledge of abandonment and time of auction, Harbor staff invests a significant amount of time and funds in locating the owner, establishing the abandonment and storing the vessel/property, but the City of Morro Bay Municipal Code Chapter 3.30 *Unclaimed Money and Property*, Section 080 *Proceeds to be deposited in general fund* does not allow them to keep what little money they recover. Chapter 3.30 *Unclaimed Money and Property*, Section 080 *Proceeds to be deposited in General Fund* states “After such auction is completed, the proceeds of the auction shall be delivered to the director of finance for deposit in the General Fund.” This means that all auction money, including that generated by Enterprise Funds, is to be turned in and deposited in the General Fund. Staff feels that in the case of Enterprise Funds, the money should be returned to the Enterprise Fund, not the General Fund, to compensate for their efforts. Staff is suggesting an amendment to the title of Section 080 to read *Disposition of proceeds*, and state “*After such auction is completed, the proceeds of the auction shall be delivered to the Finance Department for deposit. All auction monies generated by Enterprise Fund activities shall remain with the applicable Enterprise Fund.*” Ms. Slayton recommended the City Council review Ordinance No. 571, accept public comment on this issue, and move for the first reading and introduction, by number and title only

Mayor Yates opened the hearing for public comment; there were no comments, and Mayor Yates closed the hearing for public comment.

MINUTES - MORRO BAY CITY COUNCIL
REGULAR MEETING – SEPTEMBER 13, 2011

MOTION: Councilmember Borchard moved the City Council approve Ordinance No. 571 for First Reading and Introduction Amending the City of Morro Bay Municipal Code Title 3 Revenue and Finance, Chapter 3.30 Unclaimed Money and Property, Section 3.30.080 Proceeds to be deposited in General Fund to Read Disposition of Proceeds. The motion was seconded by Councilmember Smukler and carried with Mayor Yates voting no. (4-1)

City Manager Andrea Lueker read Ordinance No. 571 by number and title only.

B-4 ORDINANCE NO. 572 REPEALING CHAPTER 2.28 OF THE MORRO BAY MUNICIPAL CODE RELATED TO THE PLANNING COMMISSION AND IMPLEMENTING INSTEAD THE PLANNING COMMISSION BY-LAWS; FIRST READING AND INTRODUCTION; (CITY ATTORNEY)

City Attorney Robert Schultz stated on August 23, 2011, the City Council adopted Resolution 62-11 amending the Advisory Boards Handbook and By-Laws to more clearly define how each Advisory Board is currently working. In addition, the City Council added By-Laws for the Planning Commission that contains the establishment, duties and responsibilities of the Planning Commission. With the addition of Planning Commission By-Laws to the Advisory Board Handbook, Chapter 2.28 of the Morro Bay Municipal Code is unnecessary, superfluous, and redundant. Ordinance No. 572 will delete Morro Bay Municipal Code Chapter 2.28. All requirements for the establishment, duties and responsibilities for the Planning Commission are now contained in the Planning Commission By-Laws. Mr. Schultz recommended the City Council accept public comment and then move for introduction and first reading of Ordinance No.572, by number and title only, repealing and deleting Morro Bay Municipal Code Chapter 2.28.

Mayor Yates opened the hearing for public comment.

Betty Winholtz noted State Code 65100 states the Planning Commission belongs in the Municipal Code, and requested Council reconsider this item and maintain Chapter 2.28 in the City's Municipal Code.

Mayor Yates closed the hearing for public comment.

MOTION: Mayor Yates moved the City Council approve Ordinance No. 572 for First Reading and Introduction Repealing Chapter 2.28 of the Morro Bay Municipal Code Related to the Planning Commission and Implementing Instead the Planning Commission By-Laws. The motion was seconded by Councilmember Johnson and carried unanimously. (5-0)

MINUTES - MORRO BAY CITY COUNCIL
REGULAR MEETING – SEPTEMBER 13, 2011

City Manager Andrea Lueker read Ordinance No. 572 by number and title only.

C. UNFINISHED BUSINESS – NONE.

D. NEW BUSINESS

D-1 AUTHORIZATION TO FILE A NOTICE OF JOINER WITH THE CALIFORNIA PUBLIC UTILITIES COMMISSION PROTESTING THE APPLICATION FILED BY PACIFIC GAS AND ELECTRIC IN REGARD TO THE OPT-OUT PROGRAM FOR CUSTOMERS WHO OBJECT TO SMARTMETER INSTALLATION; (CITY ATTORNEY)

City Attorney Robert Schultz stated the California Public Utilities Commission (CPUC) is the agency charged with regulating utility companies in California including the activities of PG&E; local governments do not have any direct regulatory control over utility companies. Much interest has been expressed in recent months regarding an undertaking by PG&E to install “SmartMeters” at their residential customer’s homes. A number of residents have called the City Attorney’s office and spoke with the City Council regarding the installation of SmartMeters and how to decline or “Opt-Out” of the installation of the SmartMeter at their home. After thousands of complaints about SmartMeters from people who consider the radiation from cell phones, computers and other wireless devices to be a health threat, and approximately 30 other local governments (including Morro Bay) called for a moratorium on PG&E's SmartMeters, the CPUC ordered PG&E to propose a way for customers to “Opt Out” of receiving the SmartMeters. On March 24, 2011, PG&E submitted a proposal to the CPUC to give residential customers the option to have the radios in their SmartMeters turned off, with an associated one-time charge of \$135 to \$270, and an ongoing monthly fixed charge of \$14 to \$20. The CPUC is expected to rule on the PG&E plan within the next few months. Mr. Schultz recommended the City Council authorize the City Attorney to file a Notice of Joiner with the California Public Utilities Commission protesting the Application filed by Pacific Gas and Electric in regard to the “Opt-Out Program” for customers who object to SmartMeter installation.

Councilmember Smukler stated he supports joining this action, and residents have the right to have a no-fee Opt-Out Program in regard to the SmartMeter installation.

Councilmember Leage stated he does not support filing a Notice of Joiner with the CPUC.

Mayor Yates stated he does not support filing a Notice of Joiner with the CPUC. He said there is a delay list with PG&E at no charge in process.

MINUTES - MORRO BAY CITY COUNCIL
REGULAR MEETING – SEPTEMBER 13, 2011

Councilmember Johnson stated she has received calls about health concerns and costs with the SmartMeter. She said the previous Resolution passed by Council was not respected by PG&E. Councilmember Johnson stated there needs to be a no-cost opt-out option included for those citizens who do not want the SmartMeter.

Councilmember Borchard stated she is not concerned with health issues; however, she respects those who have those concerns. She supports the opt-out at no cost option; however, she is not ready to join an action by a small community of people to file a Notice of Joiner with the CPUC until she knows what that action is.

MOTION: Councilmember Smukler moved the City Council file a Notice of Joiner with the CPUC protesting the application filed by PG&E in regard to the Opt-Out Program for customers who object to the SmartMeter installation with a focus primarily on the request for a no-cost Opt-Out Program. The motion was seconded by Councilmember Johnson.

Councilmember Borchard expressed concern with filing a Notice of Joiner with the CPUC at this time.

Councilmember Johnson stated she supports filing a Notice of Joiner with the CPUC.

Mayor Yates stated he does not support filing a Notice of Joiner with the CPUC.

Councilmember Leage he does not support filing a Notice of Joiner with the CPUC.

Councilmember Smukler stated by filing a Notice of Joiner with the CPUC would be the most opportune way to be heard and should be pursued.

Councilmember Borchard stated this should wait on the ruling of the State/Assembly.

VOTE: The motion failed with Councilmember Borchard, Councilmember Leage and Mayor Yates voting no. (2-3)

MOTION: Councilmember Borchard moved the City Council direct staff to follow up in a similar manner as San Luis Obispo and Santa Barbara Counties by submitting a letter to the CPUC for a no cost opt-out provision. The motion was seconded by Councilmember Smukler.

Mayor Yates stated he does not support this motion because it does not fit with the title of this item.

MINUTES - MORRO BAY CITY COUNCIL
REGULAR MEETING – SEPTEMBER 13, 2011

Councilmember Smukler suggested an amendment to submit the letter in time for the CPUC to be aware of Council's action by tomorrow.

VOTE: The motion carried with Mayor Yates voting no. (4-1)

E. DECLARATION OF FUTURE AGENDA ITEMS

Councilmember Johnson requested to agendize a public hearing to discuss a smoking ban within the City of Morro Bay; Councilmember Borchard and Councilmember Smukler supported this request.

ADJOURNMENT

The meeting adjourned at 8:20 p.m.

Recorded by:

Bridgett Kessling
City Clerk



AGENDA NO: A-2

MEETING DATE: 9/27/11

Staff Report

TO: Honorable Mayor and City Council **DATE:** September 7, 2011

FROM: Susan Slayton, Administrative Services Director

SUBJECT: Resolution No. 66-11 Authorizing Paying and Reporting the Value of Employer Paid Member Contributions (EPMC) for the Service Employees International Union (SEIU), Local 620, Employees

RECOMMENDATION:

Per the terms and agreements of Resolution No. 65-11 SEIU employees, staff recommends that the City Council adopt Resolution No. 66-11, authorizing paying and reporting the value of EPMC.

FISCAL IMPACT:

Savings to the City of approximately \$95,000.

BACKGROUND:

On April 27, 2009, the City Council adopted Resolution No. 17-09, authorizing the paying and reporting of the value of employer paid member contributions (EPMC) for the SEIU employees. At that time, the SEIU miscellaneous employees were paying 1% of their 8% member contribution, and the SEIU sworn safety employees (Harbor Patrol Officers) were paying 0% of their 9% member contribution. The City reported EPMC as 7% for miscellaneous and 9% for sworn safety.

DISCUSSION:

On September 13, 2011, Council adopted Resolution No. 65-11, which implemented the terms and conditions of employment for the SEIU employees for the period of September 13, 2011 to June 30, 2012. Contained in that Resolution were the terms and conditions of employment for SEIU employees, four of which speak to the changes to EPMC:

Prepared By: _____

Dept Review: _____

City Manager Review: _____

City Attorney Review: _____

1. Article 14.4. For SEIU miscellaneous employees hired on or after the date of the implementation of the PERS Contract Amendment regarding 2-Tier Retirement Formulas and Final Compensation for PERS miscellaneous employees, the **employee will pay 100% of the PERS employee member contribution**. *This means that for newly-hired miscellaneous employees, the City will pay 0% of the employee member contribution, which translates to 0% EPMC reported as special compensation.*
2. Article 14.5. For SEIU sworn safety employees (Harbor Patrol Officers) hired on or after September 17, 2011, the **employee will pay 7% of the PERS employee member contribution**. *This means that for newly-hired sworn safety employees (Harbor Patrol Officers), the City will pay 2% of the employee member contribution, which translates to 2% EPMC reported as special compensation, as stated below in Article 14.18.*
3. Article 14.17. For existing employees, effective with the payroll period beginning October 1, 2011, the CITY shall commence reporting EPMC to PERS as special compensation at a rate of **4.4 percent for SEIU Miscellaneous employees** and **6.4 percent for SEIU Sworn Safety employees (Harbor Patrol Officers)**. *This is the fiscal year equivalent of the 5 percent for SEIU miscellaneous employees and 7 percent for SEIU sworn safety employees (Harbor Patrol Officers) that is identified in Article 14.17 in the Terms and Conditions attached to Resolution No. 65-11. Since the budget was prepared based on savings from July 1, 2011 – June 30, 2012, and the SEIU Resolution was not enacted until September 13th, the 5% and 7% must be prorated over the remaining months (October – June) to attain our 2% budget goal. As of July 1, 2012, these amounts will be adjusted to 5% and 7% as the proration for partial fiscal year equivalent ends.*
4. Article 14.18. For PERS Safety employees (Harbor Patrol Officers) hired on or after September 17, 2011, the CITY shall commence reporting EPMC to PERS as special compensation at a rate of **two (2) percent**.

The percentage paid as EPMC is the same percentage rate that the City is paying on behalf of the employee, hence the meaning of **employer paid member contribution**; as the employee pays more towards his/her member contribution, the City's EPMC obligation declines. For example, with the implementation of Resolution 65-11, existing SEIU sworn safety (Harbor Patrol Officers) employees, who had been paying 0% of their 9% member contribution, will begin paying 2% of their 9% member contribution. This means that the City will be paying 7% of the member contribution (9% - 2% = 7%), and that EPMC will also be paid at 7%. The City recognizes cost savings in both the member contribution as well as the EPMC.

TABLE A: Employer obligation for member contribution

<u>Employee Group</u>	<u>Current City-Paid EPMC %</u>	<u>New City-Paid EPMC %</u>
Existing SEIU employees (PERS Miscellaneous) ¹	7%	5% (4.40% FYE ²)
Newly-hired SEIU employees (PERS Miscellaneous) ³	N/A	0%
Existing SEIU employees (PERS sworn safety) ⁴	9%	7% (6.40% FYE ²)
Newly-hired SEIU employees (PERS sworn safety) ⁴	N/A	2%

TABLE B: Employee obligation for member contribution

<u>Employee Group</u>	<u>Current Employee-Paid Member Contribution %</u>	<u>New Employee-Paid Member Contribution %</u>
Existing SEIU employees (PERS Miscellaneous) ¹	1%	3% (3.60% FYE ²)
Newly-hired SEIU employees (PERS Miscellaneous) ³	N/A	7%
Existing SEIU employees (PERS sworn safety) ⁴	0%	2% (2.60% FYE ²)
Newly-hired SEIU employees (PERS sworn safety) ⁴	N/A	7%

¹ Existing SEIU PERS Miscellaneous employees member contribution = 8%

² FYE = fiscal year equivalent

³ Newly-hired SEIU PERS Miscellaneous employees member contribution = 7%

⁴ Existing and newly-hired SEIU PERS Sworn Safety employees member contribution = 9%

RESOLUTION NO. 66-11

**RESOLUTION OF THE CITY COUNCIL
OF THE CITY OF MORRO BAY
FOR PAYING AND REPORTING THE VALUE OF EMPLOYER
PAID MEMBER CONTRIBUTIONS FOR SERVICE EMPLOYEES
INTERNATIONAL UNION (SEIU), LOCAL 620, EMPLOYEES**

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

WHEREAS, the City Council has the authority to implement Government code Section 20636(c)(4), pursuant to Section 20691; and

WHEREAS, the City of Morro Bay has a written labor policy or agreement, which specifically provides for the normal member contributions to be paid by the employer, and reported as additional compensation; and.

WHEREAS, on August 27, 2009, the City Council of the City of Morro Bay adopted Resolution No. 17-09 to commence paying and reporting the value of said Employer Paid Member Contributions (EPMC); and

WHEREAS, on September 13, 2011, the City Council of the Morro Bay adopted Resolution No. 65-11, implementing the terms and conditions of employment for the SEIU employees for the period of September 13, 2011 to June 30, 2012; and

WHEREAS, the employer paid member contribution rate has changed; and

WHEREAS, the City Council has identified the following conditions for the purpose of its election to pay EPMC:

1. This benefit shall apply to all employees of the SEIU, Local 620;
2. This benefit shall consist of paying and reporting EPMC as additional compensation based on the following percentages:
 - a. Existing PERS Miscellaneous employees: 4.40%
 - b. Existing PERS Sworn Safety employees: 6.40%
 - c. Newly-hired PERS Miscellaneous employees: 0.00%
 - d. Newly-hired PERS Sworn Safety employees: 2.00%
3. The effective date of this Resolution shall be October 1, 2011.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Morro Bay to pay and report the value of EPMC, as set forth above.

PASSED AND ADOPTED this 27th day of September, 2011, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

WILLIAM YATES, Mayor

ATTEST:

BRIDGETT KESSLING, City Clerk



AGENDA NO: A-3
MEETING DATE: 9/27/11

Staff Report

TO: Honorable Mayor and City Council **DATE:** Sept. 27, 2011

FROM: Rob Livick, PE/PLS – Director of Public Services/City Engineer
Barry Rands, PE – Associate Engineer

SUBJECT: Resolution No. 67-11 Acceptance of an Offer of Dedication of Public Pedestrian Easement for Sidewalk Purposes on Errol Street for Taco Bell (1700 Main St.).

RECOMMENDATION:

Staff recommends that the City Council, on behalf of the public, adopt the attached Resolution No. 67-11 accepting the offer of dedication for public pedestrian easement purposes on Errol Street for APN 068-283-036, where Taco Bell is located, as described in Exhibit “A” and shown on Exhibit “B” attached hereto.

FISCAL IMPACT:

There is no fiscal impact associated with this offer of dedication. The owner will pay for installation of sidewalks and other required frontage improvements.

SUMMARY:

The reconstruction of the Taco Bell restaurant includes a sidewalk extension on private property to comply with City ADA accessibility standards. The Owner has made the attached Irrevocable Offer to Dedicate an easement over this portion of their property for the required sidewalk extension.

BACKGROUND:

On August 29, 2011 a Building Permit B00-029-403 was issued for the demolition and reconstruction of the Taco Bell restaurant on the corner of Main and Errol Streets. The improvements included the reconstruction of a driveway approach on Errol Street for their drive-up window. City standards require an ADA compliant sidewalk extension at the back of the driveway approach. As this sidewalk extension is located on private property, the project was conditioned to prepare an offer of dedication of this area for public pedestrian easement purposes.

Prepared By: <u>BR</u>	Dept Review: _____
City Manager Review: _____	
City Attorney Review: _____	

DISCUSSION:

The easement will assure that the public, and specifically the handicapped and disabled, will have perpetual ADA compliant access on the sidewalk across this driveway approach.

CONCLUSION:

Staff recommends that council, on behalf of the public, adopt the attached Resolution No. 67-11 accepting the offer of dedication for public pedestrian easement purposes on Errol Street for APN 068-283-036, where Taco Bell is located, as described in Exhibit "A" and shown on Exhibit "B" in the attached Offer of Dedication.

Attachment 1: Resolution 67-11

Attachment 2: Copy of Offer of Dedication

RESOLUTION NO. 67-11

**RESOLUTION OF THE CITY COUNCIL
OF THE CITY OF MORRO BAY, CALIFORNIA
ACCEPTANCE OF AN OFFER OF DEDICATION OF
PUBLIC PEDESTRIAN EASEMENT FOR SIDEWALK
PURPOSES ON ERROL STREET FOR TACO BELL
(1700 MAIN STREET)**

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

WHEREAS, on July 7, 2011 a Regular Coastal Development Permit (CP0-000-343) and on August 29, 2011 a Building Permit (B00-029-403) was issued to demolish and reconstruct the Taco Bell restaurant; and

WHEREAS, the property located at 1700 Main Street requires an offer of dedication to the City for public pedestrian easement purposes on the north side of Erroll Street; and

WHEREAS, the Owner, the James W. Sampson Family Trust, has made an irrevocable and perpetual offer to dedicate the required easement to the City; and

WHEREAS, it is in the public interest to accept the offer.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Morro Bay, California, that the attached offer of dedication is hereby accepted on behalf of the public.

PASSED AND ADOPTED by the City Council of the City of Morro Bay at a regular meeting thereof held on the 27th day of September, 2011 on the following vote:

AYES:

NOES:

ABSENT:

ATTEST:

WILLIAM YATES, Mayor

BRIDGETT KESSLING, City Clerk

**RECORDING REQUESTED BY: and
WHEN RECORDED MAIL TO:**

City of Morro Bay Public Services
955 Shasta Avenue
Morro Bay, CA 93442

OFFER OF DEDICATION
(for public pedestrian easement purpose)
A.P.N. 068-283-036

For a valuable consideration, receipt of which is hereby acknowledged,
THE JAMES W. SAMPSON FAMILY TRUST (Owners), the undersigned, being present fee
title owner(s) of record of the herein described parcel of land, do hereby make an irrevocable
offer of dedication to the City of Morro Bay and its successors or assigns, for right of way and
utility purposes, the real property situated in the City of Morro Bay, County of San Luis Obispo,
State of California, as described in Exhibit "A" and shown on Exhibit "B" attached hereto.

It is understood and agreed that the City of Morro Bay and its successors or assigns shall incur
no liability with respect to such offer of dedication, and shall not assume any responsibility for
the offered parcel of land or any improvements thereon or therein, until such offer has been
accepted by appropriate action of the City of Morro Bay.

The provisions hereof shall insure to the benefit of and be binding upon heirs, successors, assigns
and personal representatives of the respective parties hereto.

IN WITNESS WHEREOF, these presents have executed this instrument this 30TH day of
AUGUST 2011.

By: [Signature]
Printed Name/Title: JAMES W. SAMPSON
TRUSTEE

Date AUGUST 30, 2011

By: [Signature]
Printed Name/Title: GLENDA SAMPSON
TRUSTEE

By: _____
Printed Name/Title: /

NOTARY PUBLIC CERTIFICATE

STATE OF CALIFORNIA
COUNTY OF SAN LUIS OBISPO VENTURA

On AUGUST 30, 2011 before me, WILLIAM T. ADAMS, NOTARY PUBLIC
personally appeared JAMES W. SAMPSON who proved to me on the basis of
satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and
acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that
by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the
person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of
California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

William T. Adams



NOTARY PUBLIC CERTIFICATE

STATE OF CALIFORNIA
COUNTY OF SAN LUIS OBISPO VENTURA

On AUGUST 30, 2011 before me, WILLIAM T. ADAMS, NOTARY PUBLIC
personally appeared GLENDA SAMPSON who proved to me on the basis of
satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and
acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that
by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the
person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of
California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

William T. Adams



NOTARY PUBLIC CERTIFICATE

STATE OF CALIFORNIA
COUNTY OF SAN LUIS OBISPO

On _____ before me, _____,
personally appeared _____ who proved to me on the basis of
satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and
acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that
by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the
person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of
California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

EXHIBIT A

That portion of Lots 7 in Block 3 of Tract No. 47 in the city of Morro Bay, County of San Luis Obispo, State of California, recorded June 10, 1948, filed in Book 5, Page 65 of Map Books in the office of the Recorder for said County, more particularly described as follows:

Commencing at the most Southeasterly corner of said Lot 7 also being a point on the northerly right-of-way of Errol Street, according to said Map;

Thence, along said Northerly right-of-way, $S72^{\circ}30'00''W$, 1.09 feet, to the **Point of Beginning**;

Thence, leaving said Northerly right-of-way, $N62^{\circ}25'06''W$, 5.75 feet;

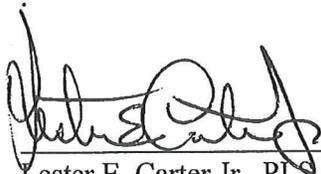
Thence, $S72^{\circ}30'00''W$, 17.59 feet;

Thence, $S27^{\circ}34'54''W$, 5.77 feet, to a point on said Northerly right-of-way;

Thence, along said Northerly right-of-way, $N72^{\circ}30'00''E$, 25.73 feet, to the **Point of Beginning**;

Above described area contains 88 square feet, more or less.

End Description

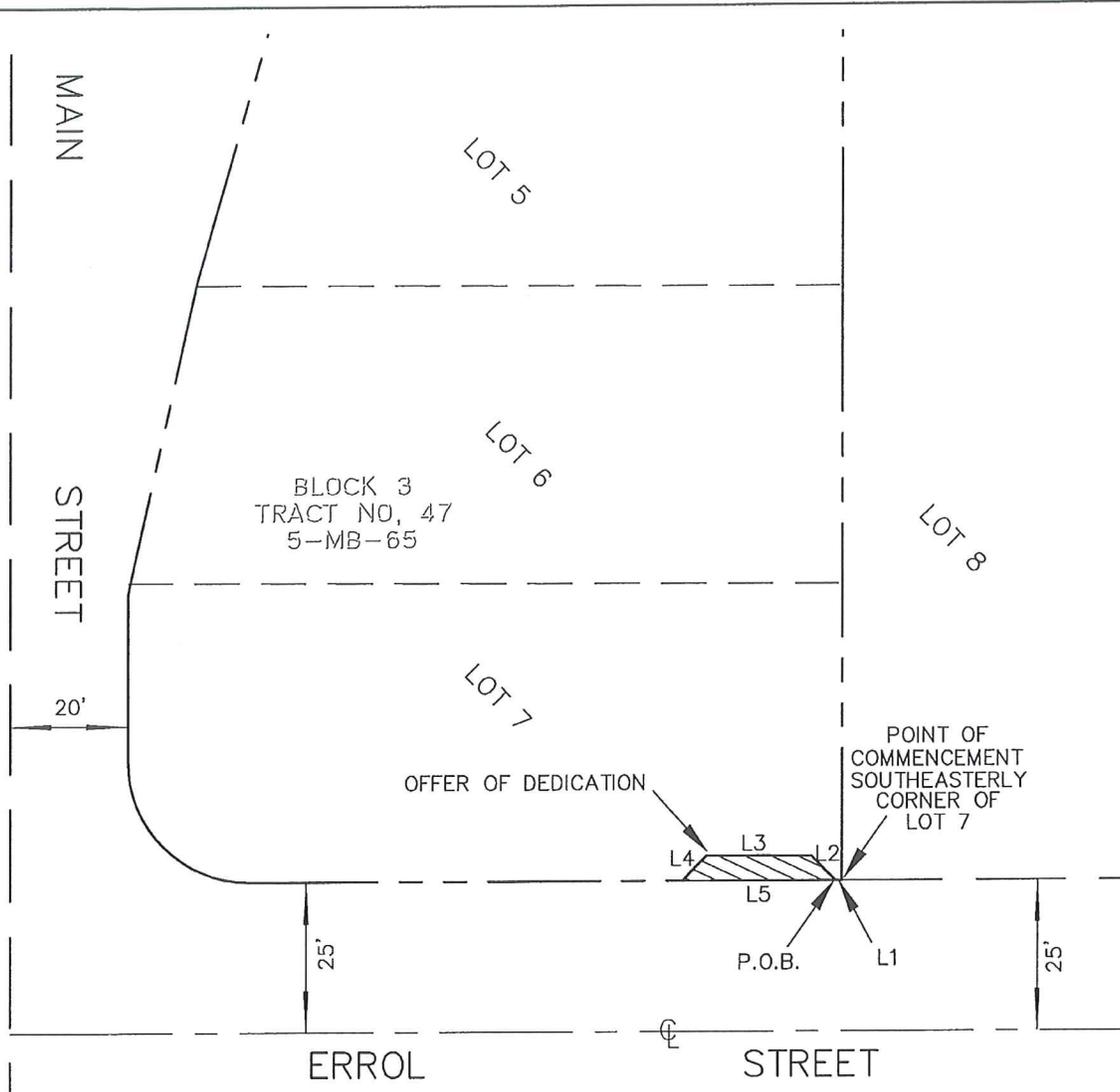


Lester E. Carter Jr., PLS 6148

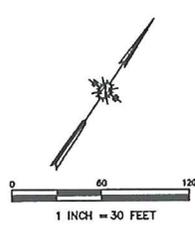
My registration expires: 3/31/2012

7/1/2011
Date





LICENSED LAND SURVEYOR
 L. E. CARTER JR.
 No. 8148
 3-31-2012
 STATE OF CALIFORNIA



LINE TABLE		
LINE	LENGTH	BEARING
L1	1.09'	S72°30'00"W
L2	5.75'	N62°25'06"W
L3	17.59'	S72°30'00"W
L4	5.77'	S27°34'54"W
L5	25.73'	N72°30'00"E

TOTAL DEDICATED AREA= 88 S.F.

EXHIBIT B

LOT 7, BLOCK 3, TRACT NO. 47		
COUNTY OF SAN LUIS OBISPO, CALIFORNIA		
DRAWN BY: BS	CHECKED BY: LEC	DATE: 07/01/11



AGENDA NO: A-4

MEETING DATE: 9/27/11

Staff Report

TO: Honorable Mayor and City Council **DATE:** September 14, 2011

FROM: Susan Slayton, Administrative Services Director

SUBJECT: Adoption of Ordinance No. 570 Amending the City of Morro Bay Municipal Code Title 13 Public Utilities, Chapter 13.04 Water Service and Rates, Section 13.04.070 Application for regular service - To Require Identification

RECOMMENDATION:

Staff recommends that the City Council adopt Ordinance No. 570, amending the Morro Bay Municipal Code Title 13, Chapter 13.04, Section 13.04.070 entitled *Application for regular service* to require the presentation of a valid State-issued driver's license, State-issued identification card, military identification card, passport or possibly other valid picture identification card, which supports our Federal Trade Commission *Identity Theft Prevention Program* adopted with Resolution 27-09, as well as update the practice of accepting methods of application requests other than letters.

DISCUSSION:

On September 13, 2011, Ordinance No. 570 was introduced and read, by number and title only. This agenda item requests that the City Council adopt the Ordinance, which will then become effective in 30 days, or on October 27, 2011.

Prepared By: _____

Dept Review: _____

City Manager Review: _____

City Attorney Review: _____

ORDINANCE NO. 570

ORDINANCE OF THE CITY COUNCIL OF THE CITY MORRO BAY TO AMEND THE CITY OF MORRO BAY'S MUNICIPAL CODE TITLE 13 PUBLIC UTILITIES, CHAPTER 13.04 WATER SERVICE AND RATES, SECTION 13.04.070 APPLICATION FOR REGULAR SERVICE – TO REQUIRE IDENTIFICATION

THE CITY COUNCIL City of Morro Bay, California

The City Council of the City of Morro Bay does ordain Title 13 *Public Utilities*, Chapter 13.04 *Water Service and Rates*, Section 13.04.070 *Application for regular service* of the Municipal Code be amended as follows:

WHEREAS, Title 13 of the Morro Bay Municipal Code sets forth policies and procedures for public utilities; and

WHEREAS, the City desires to clarify the process described in Section 13.04.070 *Application for regular service* to specify the required presentation of defined, valid photo identification, and update the accepted methods for applying for water utility service; and

WHEREAS, the City of Morro Bay needs to amend Section 13.04.070 in order to make this change; and

WHEREAS, following the Public Hearing, and upon consideration of the testimony of all persons, the City Council of the City of Morro Bay does ordain Section 13.04.070 be amended as follows:

13.04.070. Application for regular service. Each applicant for water service shall be required to sign an application form provided by the water department, ~~or make application by letter~~ showing the date of application, location of premises to be served, mailing address, date applicant desires service, and such other information as may be required. A valid state-issued driver's license, state-issued identification card, military identification card or passport must be presented by the applicant before service will be activated. If the applicant does not possess any of the above forms of identification, alternative valid photo identification (e.g., current school id) may be accepted.

~~Letter~~ *Applications transmitted via methods other than personal appearance when applying for water service (e.g., facsimile, e-mail) will be honored to furnish service as requested, and must be accompanied by a copy of the applicant's state-issued driver's license, state-issued identification card, military identification card or passport. If the applicant does not possess any of the above forms of identification, alternative valid photo identification (e.g., current school id) may be accepted.*

~~A~~ *For first time utility customers, an application fee shall accompany each application ~~or letter of application~~ or the applicant may request that the application fee be included in the first water utility bill.*

INTRODUCED at the regular meeting of the City Council held on the 13th day of September 2011, by motion of Councilmember Smukler and seconded by Councilmember Borchard.

PASSED AND ADOPTED by the City Council of the City of Morro Bay, on the 27th day of September, 2011 by the following vote:

AYES:

NOES:

ABSENT:

WILLIAM YATES, Mayor

ATTEST:

BRIDGETT KESSLING, City Clerk



AGENDA NO: A-5
MEETING DATE: 9/27/11

Staff Report

TO: Honorable Mayor and City Council **DATE:** September 14, 2011

FROM: Susan Slayton, Administrative Services Director

SUBJECT: Adoption of Ordinance No. 571 Amending the City of Morro Bay Municipal Code Title 3 Revenue and Finance, Chapter 3.30 Unclaimed Money and Property, Section 3.30.080 Proceeds to be deposited in general fund to read **Disposition of proceeds**

RECOMMENDATION:

Staff recommends that the City Council adopt Ordinance No. 571, amending the Morro Bay Municipal Code Title 3, Chapter 3.30, Section 3.30.080 entitled *Proceeds to be deposited in general fund* to exempt Enterprise Funds.

DISCUSSION:

On September 13, 2011, Ordinance No. 571 was introduced and read, by number and title only. This agenda item asks the City Council to adopt Ordinance No. 571, which will then become effective in 30 days, or October 27, 2011.

Prepared By: _____

Dept Review: _____

City Manager Review: _____

City Attorney Review: _____

ORDINANCE NO. 571

ORDINANCE OF THE CITY COUNCIL OF THE CITY MORRO BAY TO AMEND THE CITY OF MORRO BAY'S MUNICIPAL CODE TITLE 3 REVENUE AND FINANCE, CHAPTER 3.30 UNCLAIMED MONEY AND PROPERTY, SECTION 3.30.080 PROCEEDS TO BE DEPOSITED IN GENERAL FUND TO READ DISPOSITION OF PROCEEDS

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

The City Council of the City of Morro Bay does ordain Title 3 *Revenue and Finance*, Chapter 3.30 *Unclaimed Money and Property*, Section 3.30.080 *Proceeds to be deposited in general fund* of the Municipal Code be amended as follows:

WHEREAS, Title 3 of the Morro Bay Municipal Code sets forth policies and procedures for unclaimed money and property; and

WHEREAS, the City desires to clarify the process described in Section 3.30.080 *Proceeds to be deposited in general fund* to exempt Enterprise Funds' auction proceeds; and

WHEREAS, the City of Morro Bay needs to amend Section 3.30.080 in order to make this change; and

WHEREAS, following the Public Hearing, and upon consideration of the testimony of all persons, the City Council of the City of Morro Bay does ordain Section 3.30.080 be amended as follows:

*3.30.080. ~~Proceeds to be deposited in general fund~~ **Disposition of proceeds.** After such auction is completed, the proceeds of the auction shall be delivered to the ~~director of finance~~ **Finance Department** for deposit ~~in the general fund~~. All auction monies generated by Enterprise Fund activities shall remain with the applicable Enterprise Fund.*

INTRODUCED at the regular meeting of the City Council held on the 13th day of September 2011, by motion of Councilmember Borchard and seconded by Councilmember Smukler.

PASSED AND ADOPTED by the City Council of the City of Morro Bay, on the 27th day of September, 2011 by the following vote:

AYES:
NOES:
ABSENT:

WILLIAM YATES, Mayor

ATTEST:

BRIDGETT KESSLING, City Clerk



AGENDA NO: A-6

MEETING DATE: September 27, 2011

Staff Report

TO: Honorable Mayor and City Council **DATE:** September 19, 2011
FROM: Rob Schultz, City Attorney
SUBJECT: Adoption of Ordinance No. 572 Repealing Chapter 2.28 of the Morro Bay Municipal Code Related to the Planning Commission and Implementing Instead the Planning Commission By-Laws.

RECOMMENDATION:

Staff recommends that the City Council adopt Ordinance No. 572

SUMMARY:

Ordinance No. 572 was introduced at the Council meeting held on September 13, 2011. This is the second reading, after which the Ordinance is adopted and will become effective on the 31st day after its passage.

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

ORDINANCE NO. 572

**AN ORDINANCE OF THE CITY COUNCIL OF THE
CITY OF MORRO BAY REPEALING CHAPTER 2.28 OF THE
MORRO BAY MUNICIPAL CODE RELATED TO THE
PLANNING COMMISSION AND IMPLEMENTING INSTEAD
THE PLANNING COMMISSION BY-LAWS**

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

WHEREAS, Chapter 2.28 of the Morro Bay Municipal Code sets forth the establishment, duties and responsibilities of the Planning Commission; and

WHEREAS, on August 23, 2011 the City Council of the City of Morro Bay adopted Resolution 62-11 thereby amending and updating the Advisory Boards Handbook and creating By-Laws for the Planning Commission; and

WHEREAS, the adoption of Resolution 62-11 and creation of By-Laws for the Planning Commission has resulted in Chapter 2.28 being unnecessary, superfluous, obsolete and redundant; and

WHEREAS, it is in the best interest of the City to consolidate and streamline provisions in the City's Municipal Code that are unnecessary, superfluous, obsolete and redundant; and

WHEREAS, the repeal of Morro Bay Municipal Code Chapter 2.28 will repeal all language related to the Planning Commission that is unnecessary, superfluous, obsolete and redundant; and

WHEREAS, a public hearing was scheduled for September 13, 2011, for consideration of this Ordinance and appropriate public notices were given.

NOW, THEREFORE, the City Council of the City of Morro Bay does ordain as follows:

Chapter 2.28 of the Morro Bay Municipal Code is hereby repealed.

This Ordinance shall take effect and be in force thirty (30) days from the date of its passage, and before the expiration of fifteen (15) days after its passage, it, or a summary of it, shall be published once, with the names of the City Council members voting for and against the same, in a newspaper of general circulation published in the City of Morro Bay.

INTRODUCED at a regular meeting of the City Council of the City of Morro Bay held on the 13th day of September 2011, by motion of Mayor Yates and seconded by Councilmember Johnson.

PASSED AND ADOPTED by the City Council of the City of Morro Bay on the _____ day of _____, 2011 by the following vote:

AYES:
NOES:
ABSENT:

WILLIAM YATES, Mayor

ATTEST:

BRIDGETT KESSLING, City Clerk

APPROVED AS TO FORM:

ROBERT SCHULTZ, City Attorney



AGENDA NO: A-7

MEETING DATE: September 27, 2011

Staff Report

TO: Honorable Mayor and City Council **DATE:** September 19, 2011
FROM: Andrea K. Lueker, City Manager
SUBJECT: Report on the Findings Relating to the Morro Bay Marketing Workshop

RECOMMENDATION

Staff recommends the City Council review the findings from the Marketing Workshop.

FISCAL IMPACT

Not applicable.

BACKGROUND

On June 14, 2011 the City Council directed staff to hold a workshop to develop and modify a marketing plan. Barnett Cox and Associates (BCA), the marketing agency for the City met with a sub-committee of the Tourism Business Improvement District members (TBID), the Community Promotions Committee members (CPC) and City staff to discuss a facilitator for the workshop and determine a meeting outline. BCA then interviewed facilitators and recommended Chuck Anders of Strategic Initiatives, a firm located in Arroyo Grande. Mr. Anders met with the sub-committees, City Staff and BCA to create a two-day workshop format aimed at development and modification of a marketing plan for the upcoming year and beyond. The workshops were held on Tuesday, July 26th and Thursday, July 28th and consisted of large group discussion, small table discussion, and interactive voting pad technology to determine results. BCA has used the results to develop and modify their final marketing plan which will be provided to the City Council as well as the TBID and CPC in early/mid October.

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

DISCUSSION

The workshop discussion included the following issues:

- How does Morro Bay want to be perceived
- How do we generate more tourism revenue
- How do we establish Morro Bay's brand – working together
- What are the preliminary marketing strategies and concepts
- How are residents affected by tourism

The facilitator, Chuck Anders, began the workshop on Tuesday, July 26, 2011 with establishing who was participating. Ms. Clark of BCA gave a brief presentation on tourism trends with the top points being:

1. Tourism is big business, for any business
2. Californians are traveling
3. Tourists want deals/discounts
4. Travelers are listening to what others are saying
5. Technology is a major key to reaching travelers

The next exercises involved the workshop participants determining the following with the voting pad:

- What is unique about Morro Bay?
- What are the similarities and differences between Morro Bay and other beach cities?
- What will attract people to Morro Bay?
- How do you want Morro Bay to be perceived by visitors?
- What is the best way to generate more revenue into the City of Morro Bay?
- How can Morro Bay position itself to build more consistent revenue throughout the year?
- What are the best ways to unite businesses in Morro Bay?
- How do we ensure that all businesses benefit from the marketing efforts?

The Thursday, July 28th workshop began with similar exercises as Tuesday to determine who was participating. Ms. Clark then followed up with a review of what we learned from the Tuesday workshop. The next exercises involved in participants determining the following by voting pad:

- What is the best way to unite the various businesses in Morro Bay?
- How do we ensure that all businesses benefit from the marketing efforts?
- Do you think Discover your Better Nature is an effective slogan?
- What geographical area does Morro Bay currently pull tourists from?
- What geographical area should the marketing focus on?
- Should we expand into younger target markets?
- What are the seasons that need the most marketing attention?

The meeting concluded with the following questions:

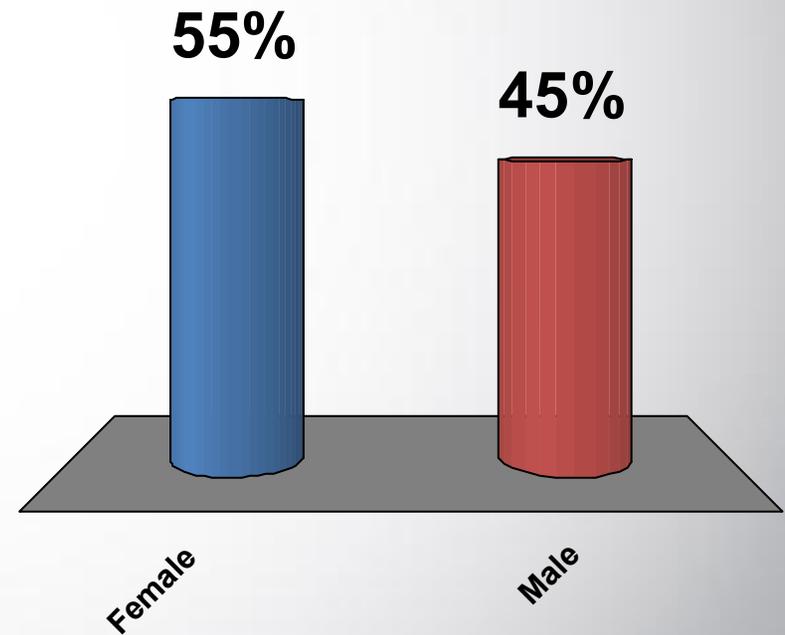
- Do you like the new logo?
- Are we headed in the right direction?
- Do you agree with this strategy?
- Do you think mobile marketing is necessary for Morro Bay?
- Do you agree that Public Relations will elevate Morro Bay visibility and image?
- How effective was this workshop?

The results to the questions are attached from both workshops for your information and review. BCA is using this information to form the City's marketing plan, a copy of which will be provided to the City Council, TBID and CPC in early /mid October.

u.w.stfrpt recommd on findings for the marketing workshop

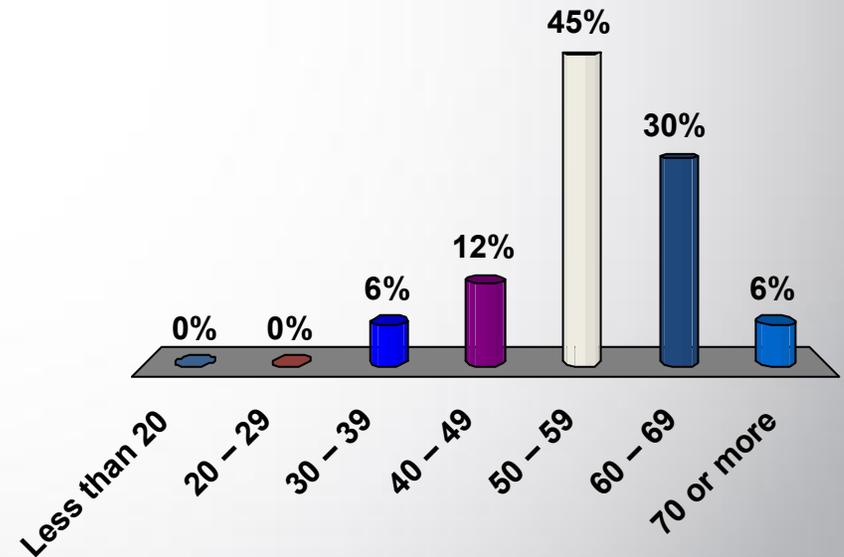
What is your Gender?

1. Female
2. Male



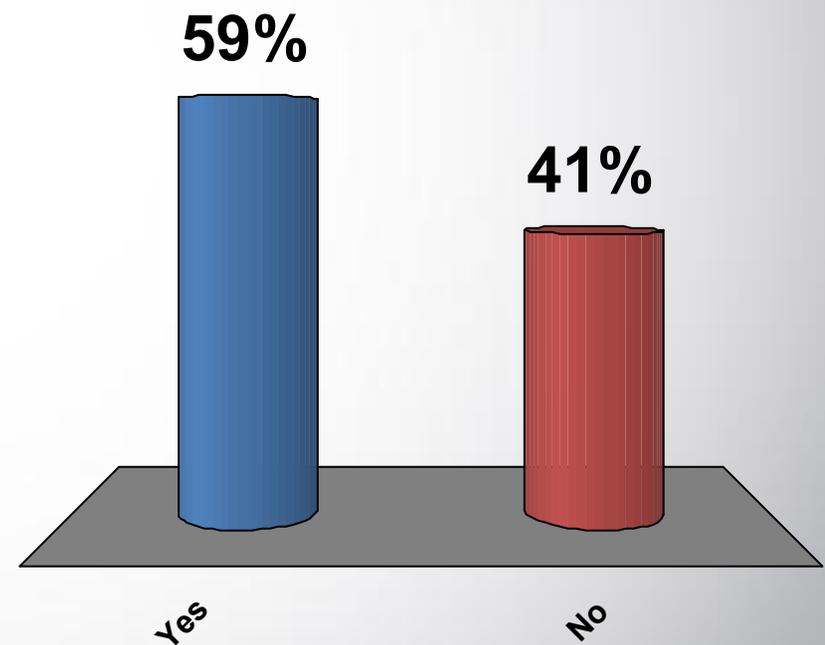
What is your age?

1. Less than 20
2. 20 - 29
3. 30 - 39
4. 40 - 49
5. 50 - 59
6. 60 - 69
7. 70 or more



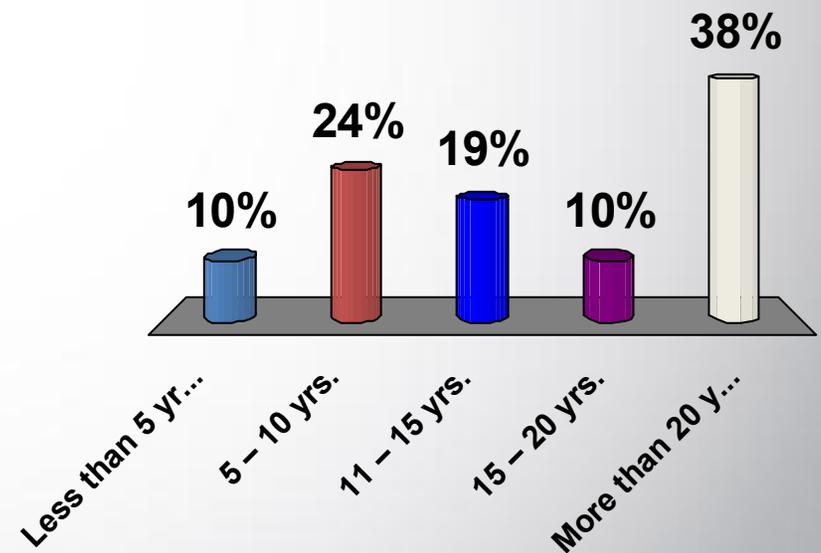
Are you a Morro Bay resident?

1. Yes
2. No



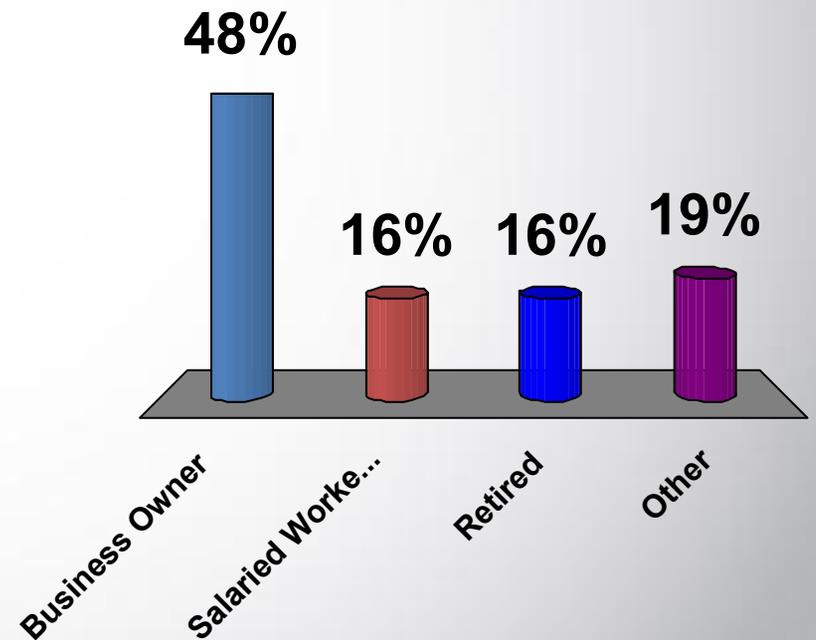
How long have you lived in Morro Bay?

1. Less than 5 yrs.
2. 5 - 10 yrs.
3. 11 - 15 yrs.
4. 15 - 20 yrs.
5. More than 20 yrs.



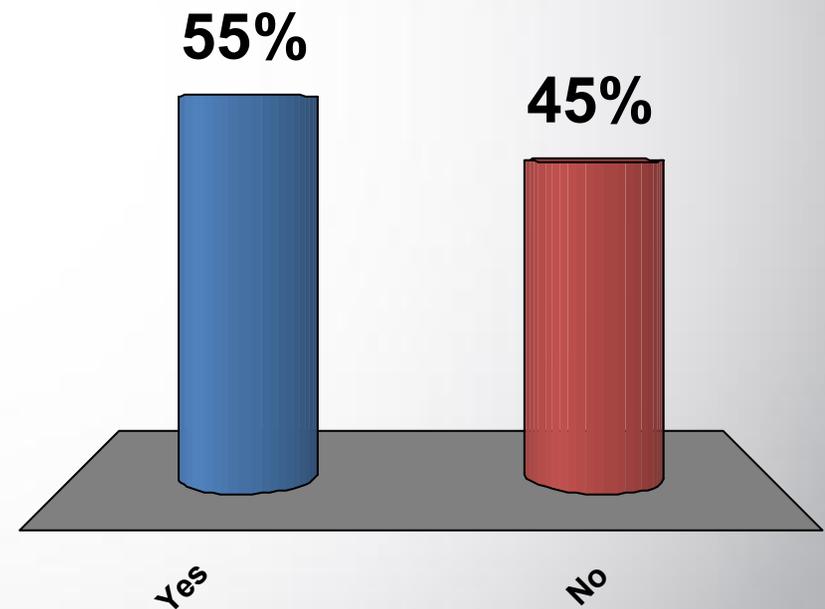
Which best describes your role in this workshop?

1. Business Owner
2. Salaried Worker
3. Retired
4. Other



Are you a Committee, Board or Council member in Morro Bay?

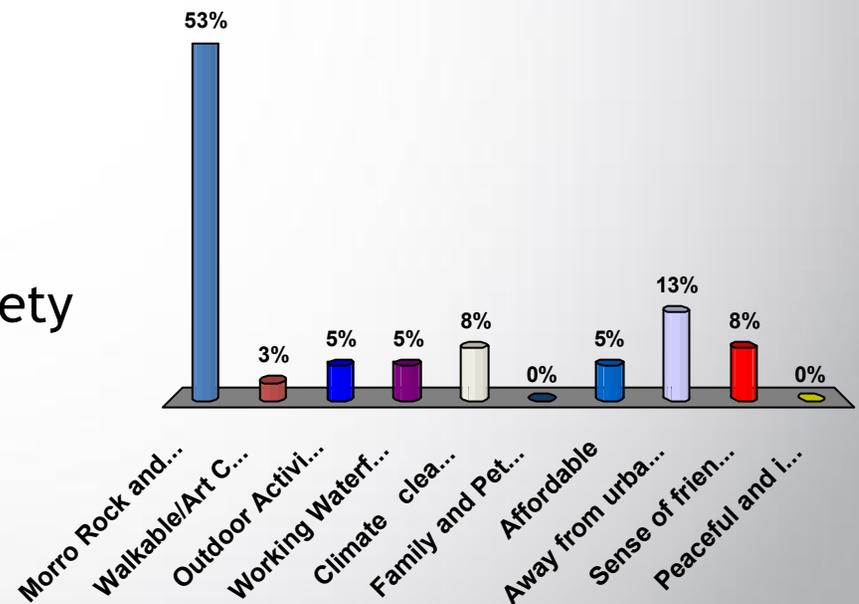
1. Yes
2. No



What is unique about Morro Bay?

(Select one)

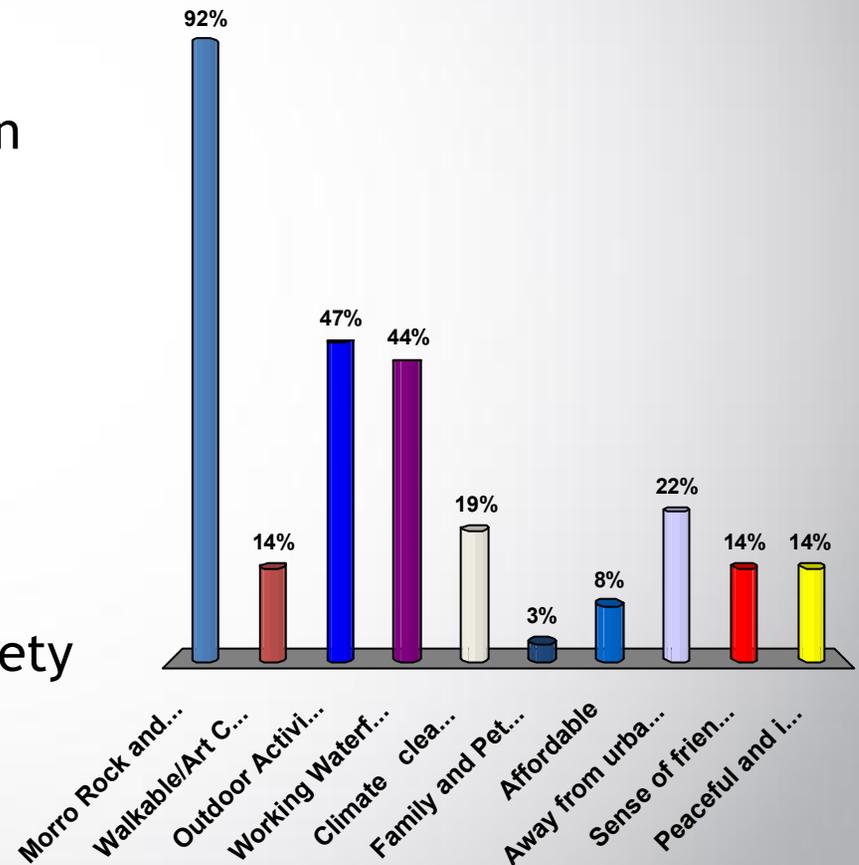
1. Morro Rock and Estuary - Coastal Community/Bay City
2. Walkable/Art Community
3. Outdoor Activities and Recreation
4. Working Waterfront - fishing industry
5. Climate - clean air
6. Family and Pet Friendly
7. Affordable
8. Away from urban; open, natural
9. Sense of friendly community, safety
10. Peaceful and intimate



What is unique about Morro Bay?

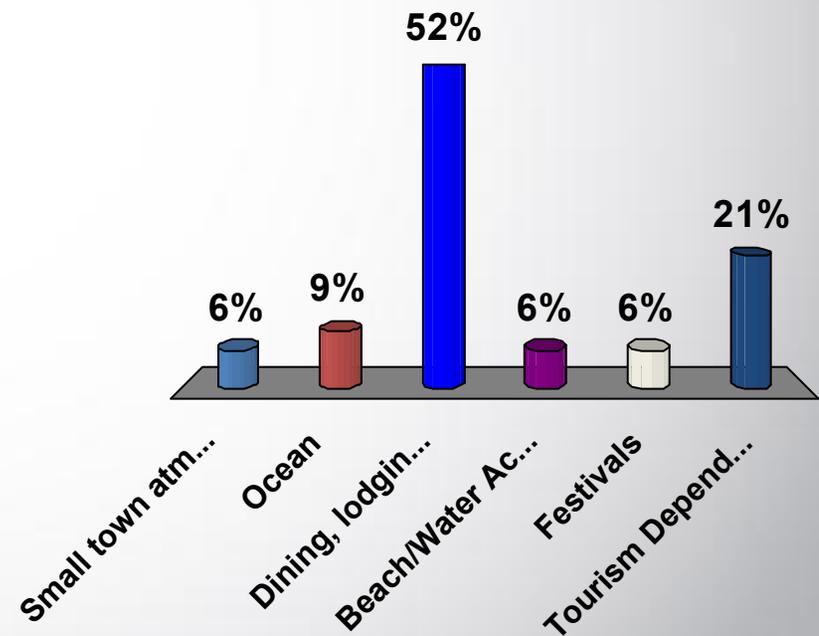
(Select three)

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3. Outdoor Activities and Recreation
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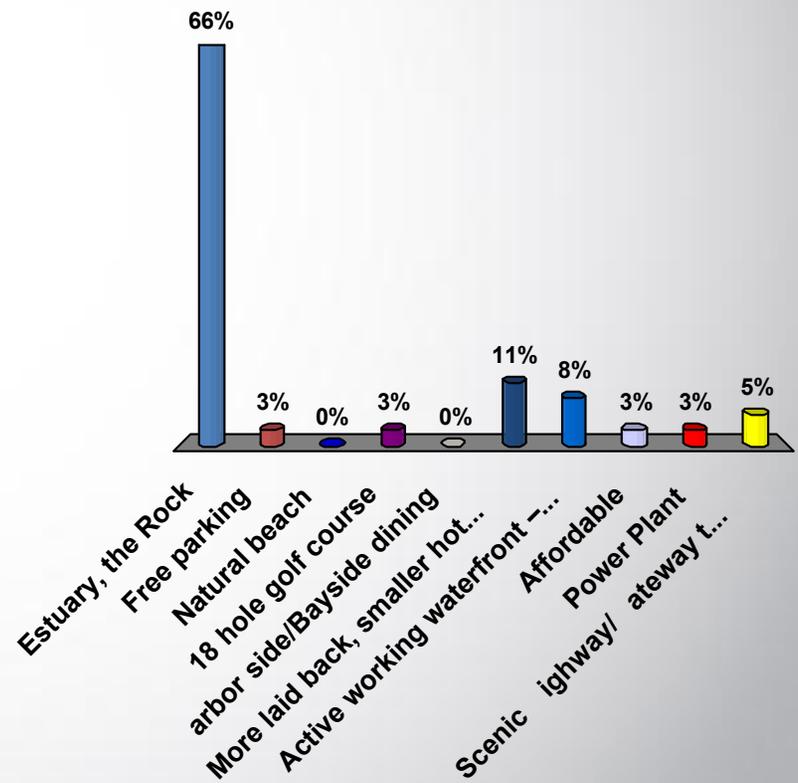
What similarities are there between Morro Bay and competing beach cities? (Select one)

1. Small town atmosphere
2. Ocean
3. Dining, lodging, shopping, tourist shops
4. Beach/Water Activities
5. Festivals
6. Tourism Dependant



How does Morro Bay differ from competing beach cities? (Select one)

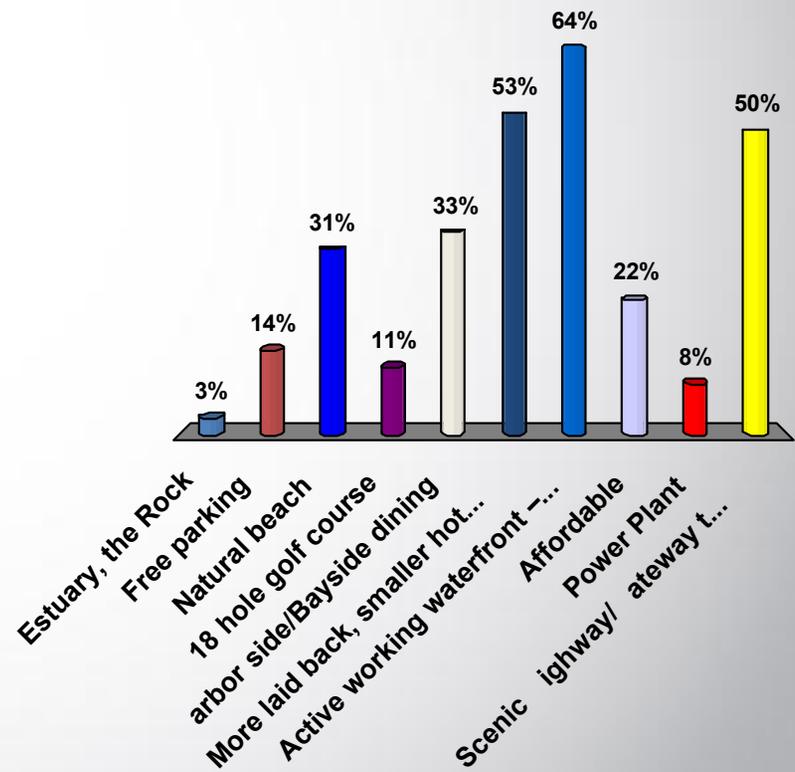
1. Estuary, the Rock
2. Free parking
3. Natural beach
4. 18-hole golf course
5. Harbor-side/Bayside dining
6. More laid back, smaller hotels, friendly
7. Active working waterfront - fishing industry
8. Affordable
9. Power Plant
10. Scenic Highway/Gateway to Big Sur, Hearst Castle



How does Morro Bay differ from competing beach cities?

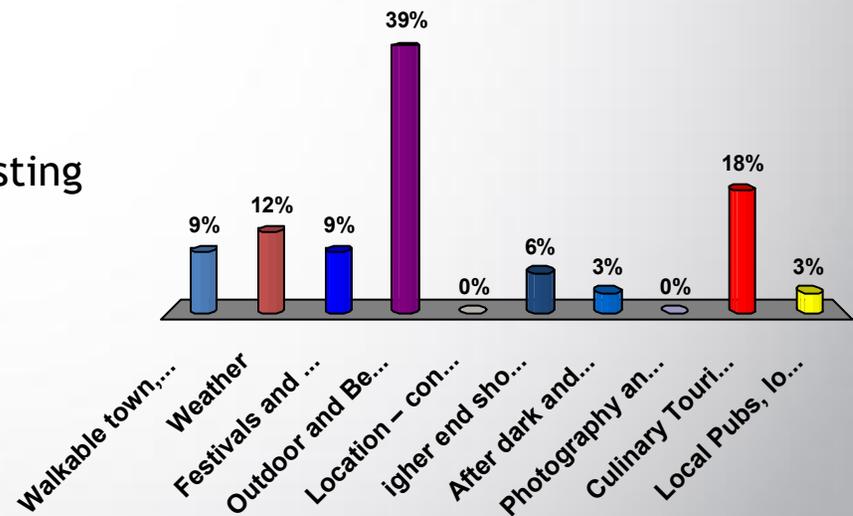
(Select three, not including No. 1)

1. Estuary, the Rock
2. Free parking
3. Natural beach
4. 18-hole golf course
5. Harbor-side/Bayside dining
6. More laid back, smaller hotels, friendly
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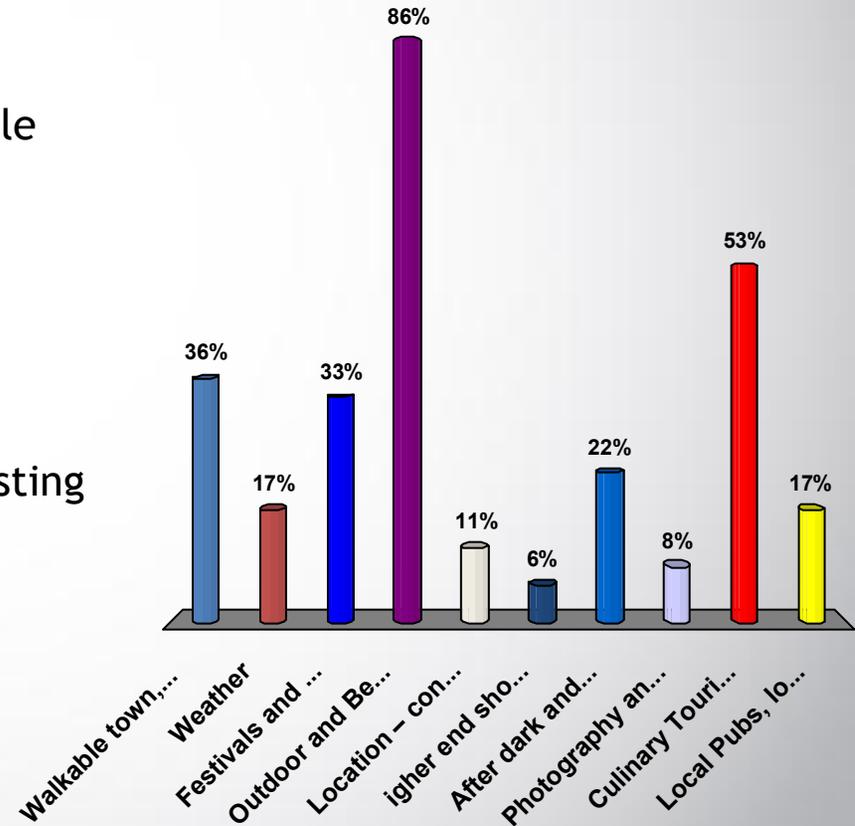
What will attract people to Morro Bay? (Select one)

1. Walkable town, affordable, trolley
2. Weather
3. Festivals and Events, tall ships
4. Outdoor and Beach Activities - surfing, sailing, boating, hiking, kayaking, paddle boarding, eco tourism, etc.
5. Location - convenient to SF or LA
6. Higher end shopping opportunities
7. After dark and evening activities
8. Photography and Scenic Art
9. Culinary Tourism, Local Foods, Wine Tasting
10. Local Pubs, local gathering spots, attractions



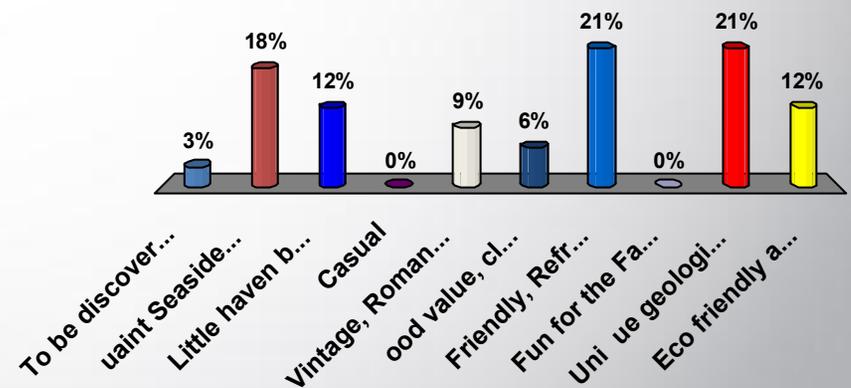
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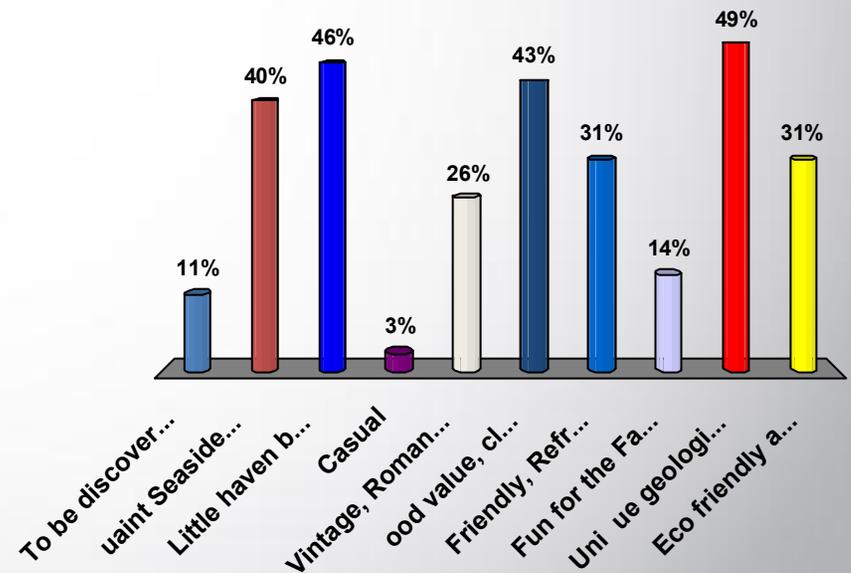
How do you want Morro Bay to be perceived by visitors? (Select one)

1. To be discovered
2. Quaint Seaside Oasis
3. Little haven between SF and LA
4. Casual
5. Vintage, Romantic beach town
6. Good value, clean vacation spot
7. Friendly, Refreshing and Welcoming
8. Fun for the Family
9. Unique geological and historic location
10. Eco friendly and wildlife



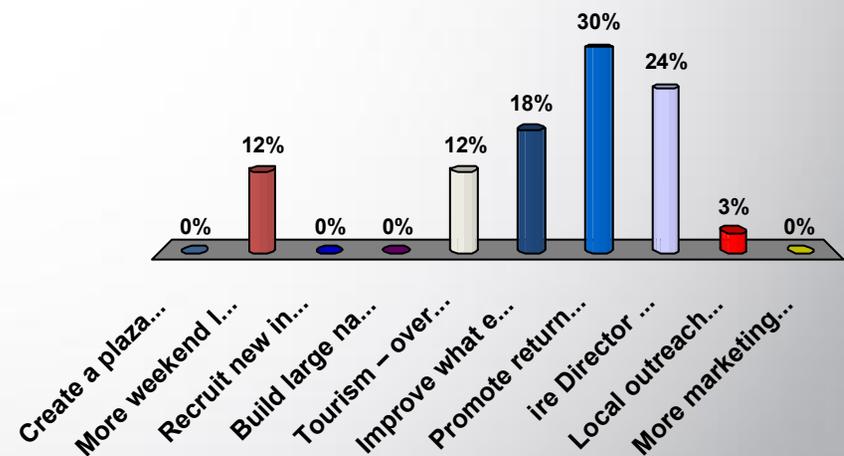
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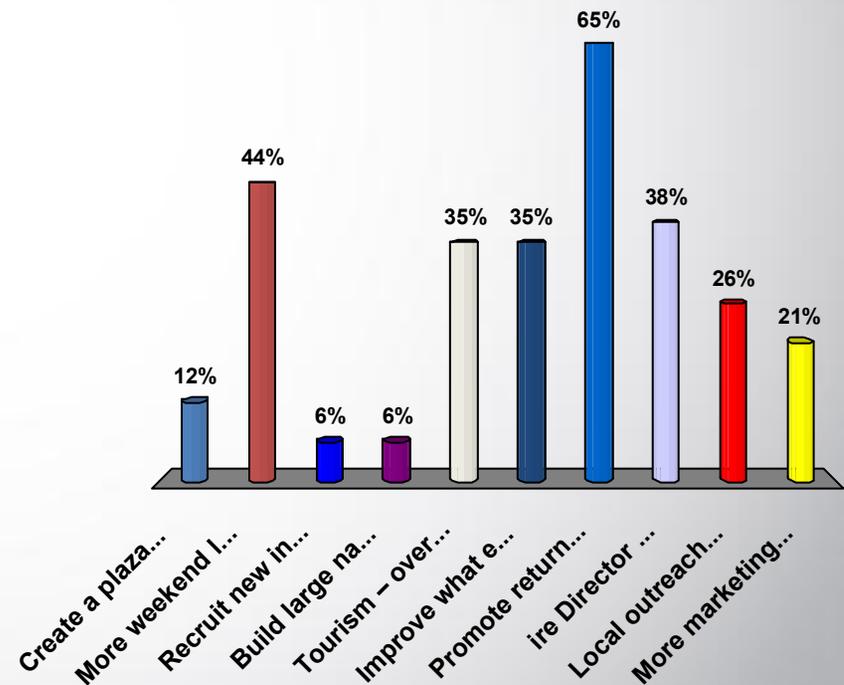
What is the best way to generate more revenue into the City of Morro Bay? (Select one)

1. Create a plaza for gathering/live music
2. More weekend-long, quality and evening events
3. Recruit new industry
4. Build large national chain resort
5. Tourism - overnight stays, business sales
6. Improve what exists
7. Promote returning tourism, quality experience
8. Hire Director of Tourism
9. Local outreach within county
10. More marketing dollars



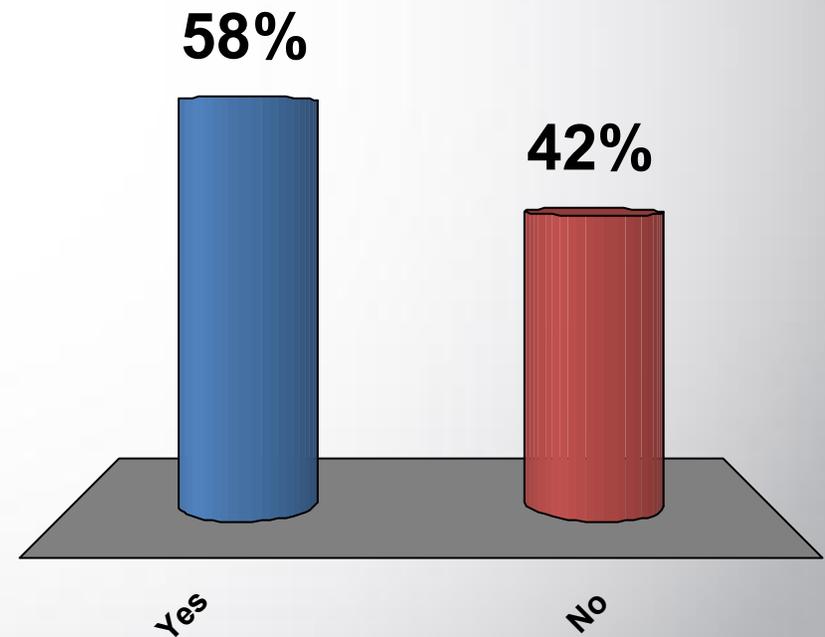
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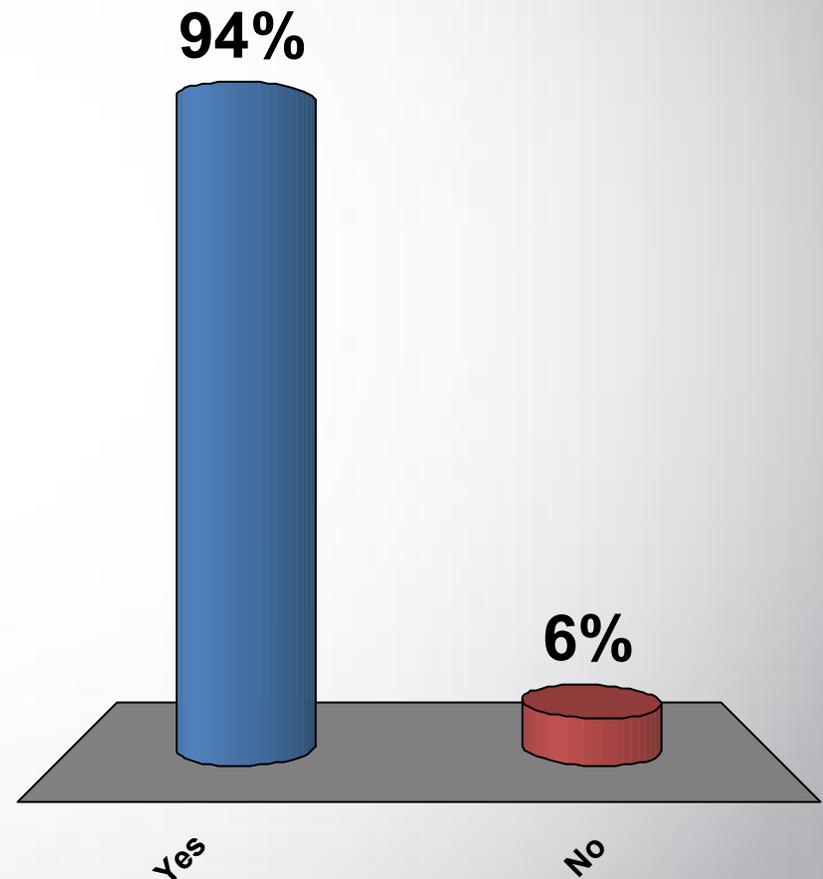
Are the Events in Morro Bay a solid revenue source?

1. Yes
2. No



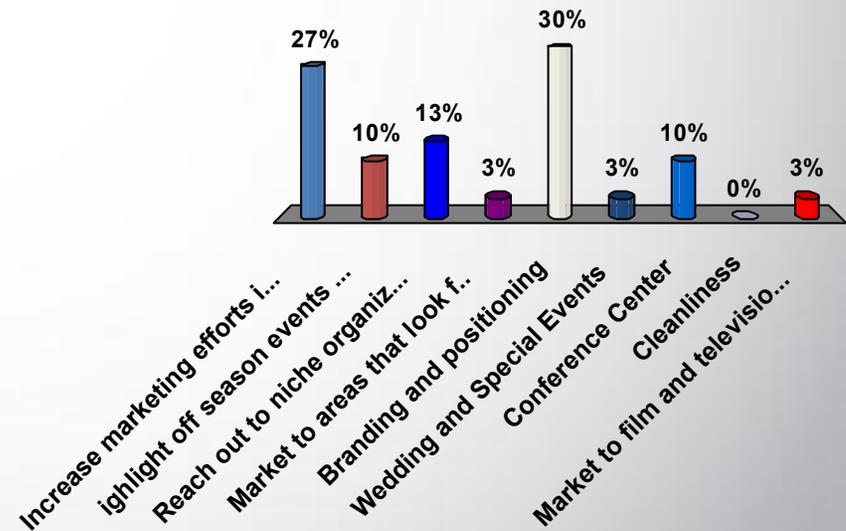
Is Public Relations a good way to generate revenue in Morro Bay? (i.e. newspaper articles, magazine features, TV news features)

1. Yes
2. No



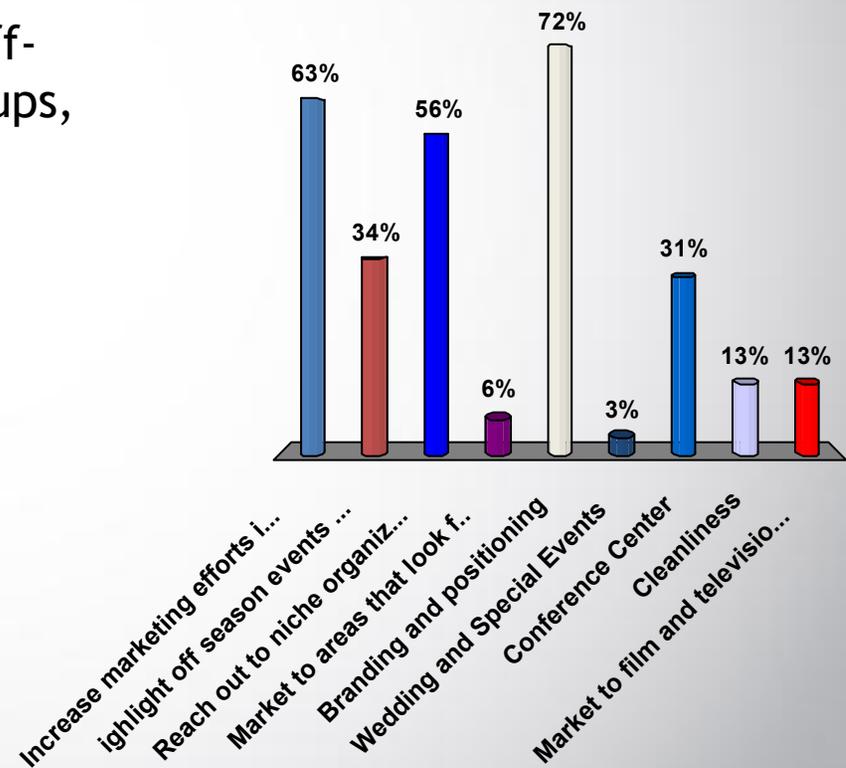
How can Morro Bay position itself to build more consistent revenue throughout the year? (Select one)

1. Increase marketing efforts in slower seasons
2. Highlight off-season events / activities
3. Reach out to niche organizations w/ off-season packages (car clubs, hiking groups, cycling groups, girls getaways)
4. Market to areas that look for weather relief
5. Branding and positioning
6. Wedding and Special Events
7. Conference Center
8. Cleanliness
9. Market to film and television industry



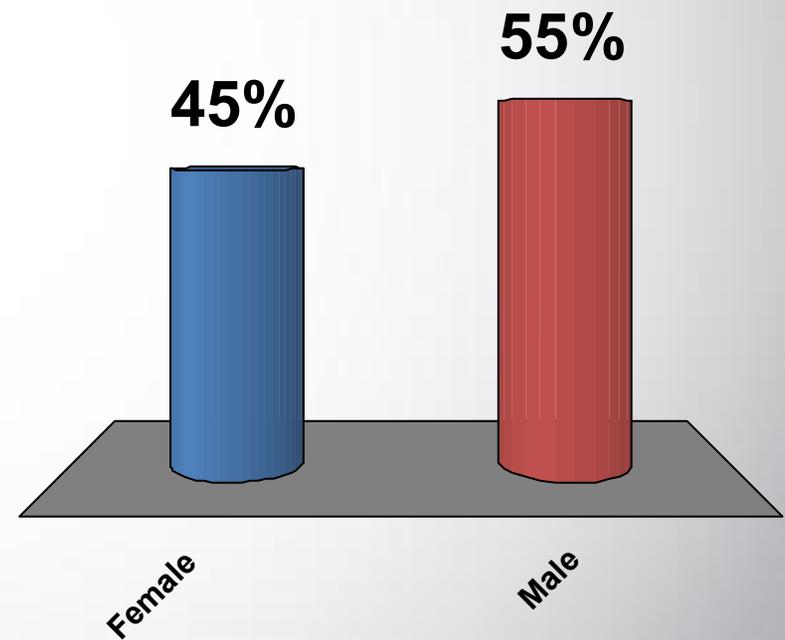
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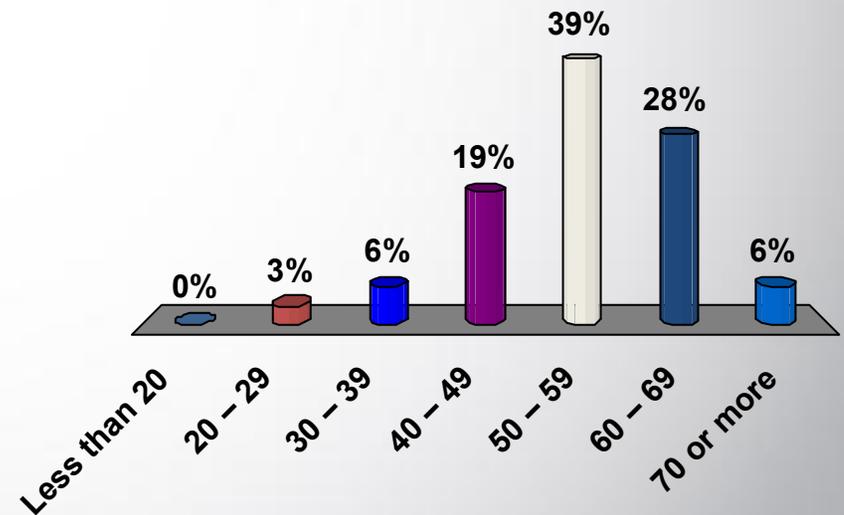
What is your Gender?

1. Female
2. Male



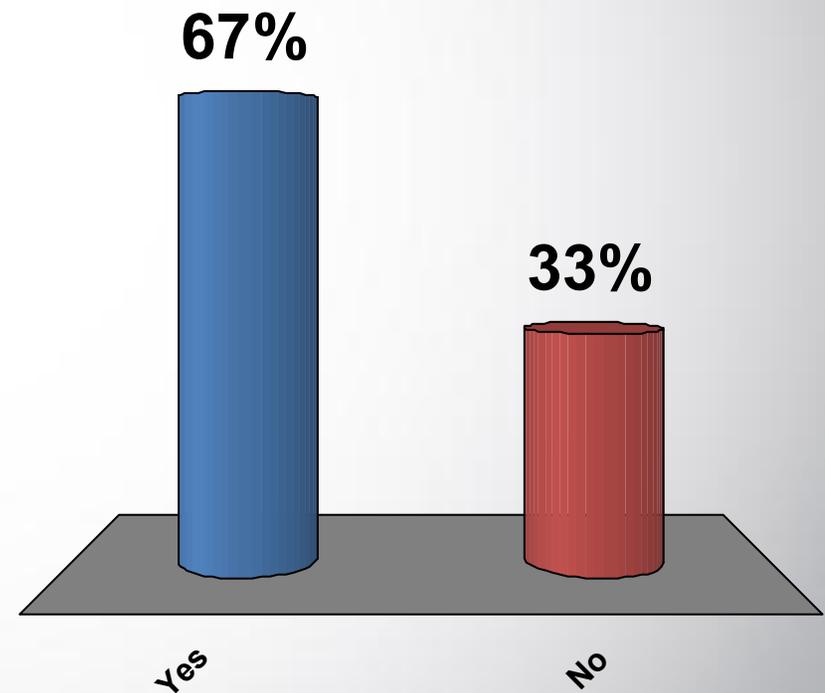
What is your age?

1. Less than 20
2. 20 - 29
3. 30 - 39
4. 40 - 49
5. 50 - 59
6. 60 - 69
7. 70 or more



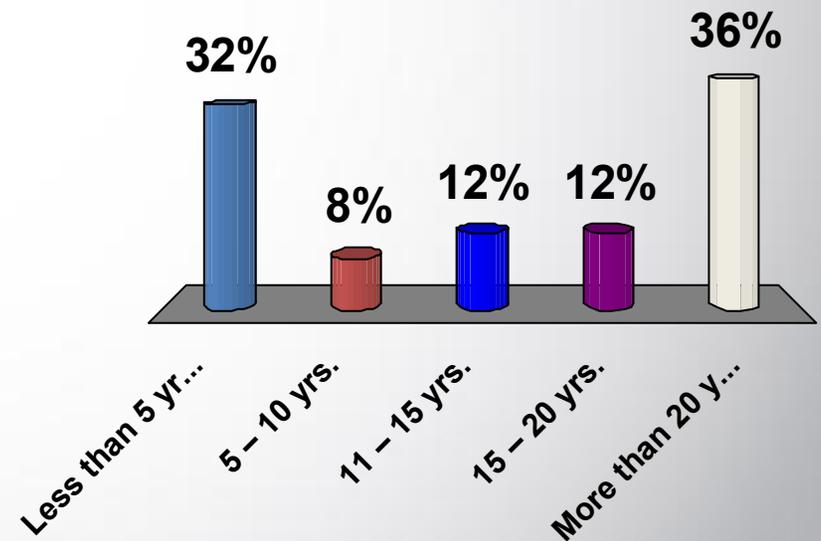
Are you a Morro Bay resident?

1. Yes
2. No



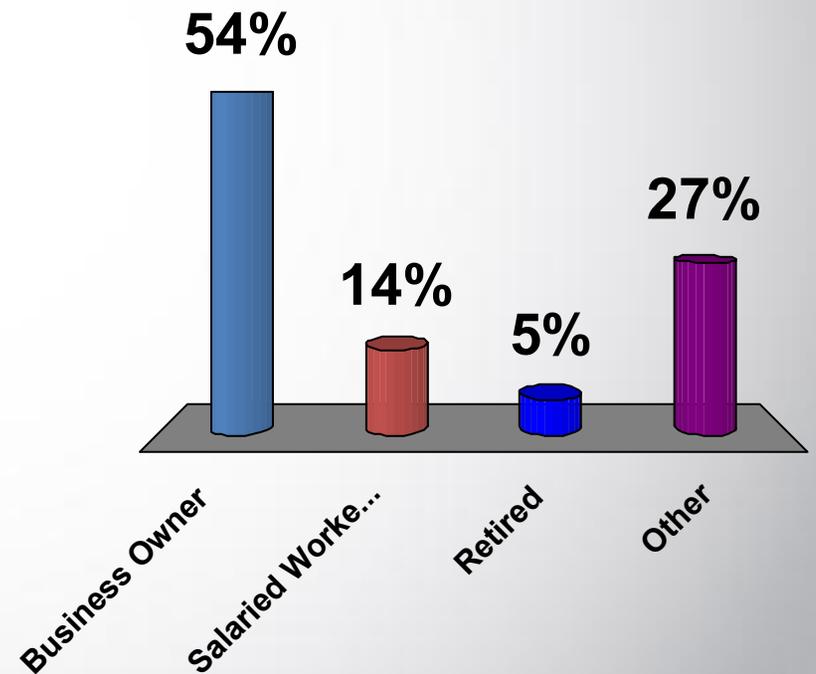
How long have you lived in Morro Bay?

1. Less than 5 yrs.
2. 5 - 10 yrs.
3. 11 - 15 yrs.
4. 15 - 20 yrs.
5. More than 20 yrs.



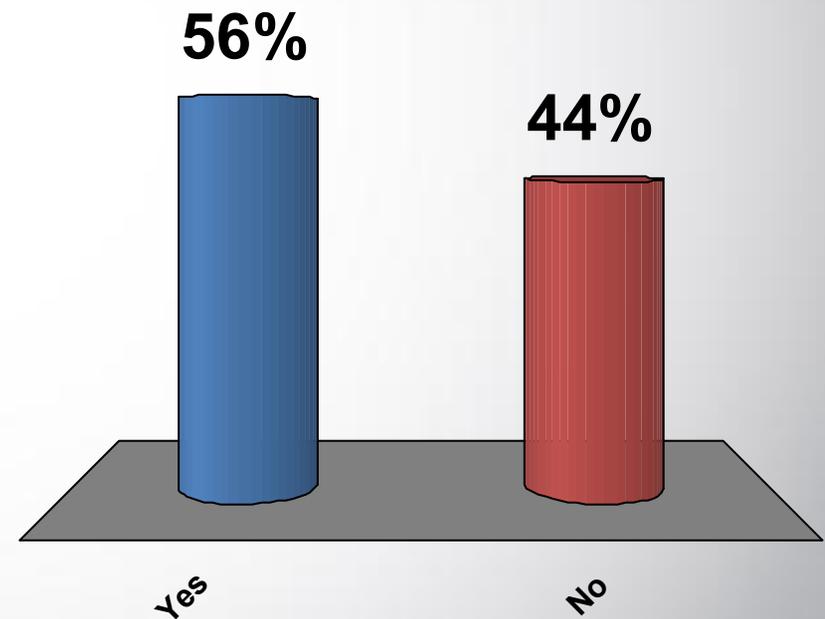
Which best describes your role in this workshop?

1. Business Owner
2. Salaried Worker
3. Retired
4. Other



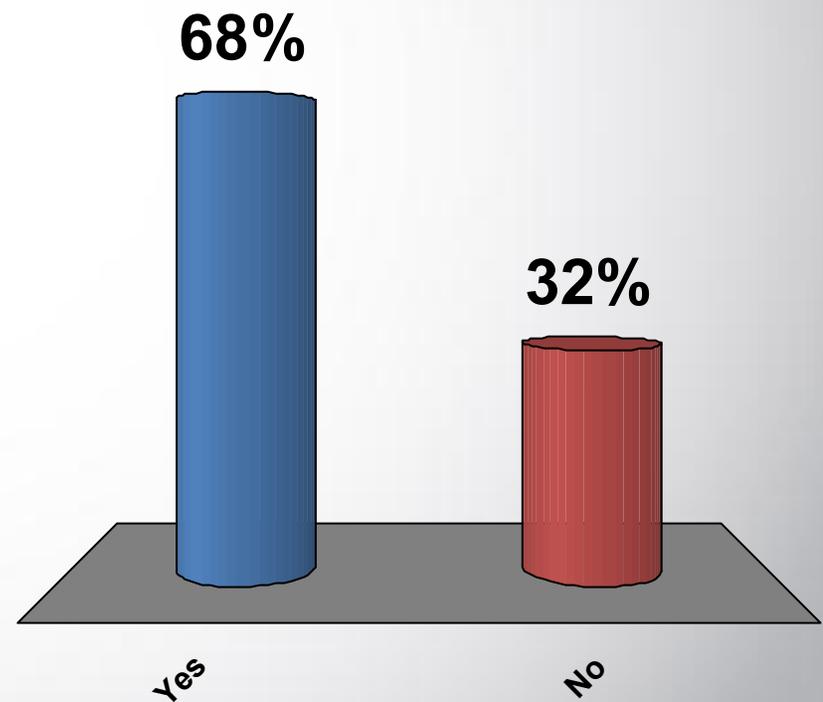
Are you a Committee, Board or Council member in Morro Bay?

1. Yes
2. No



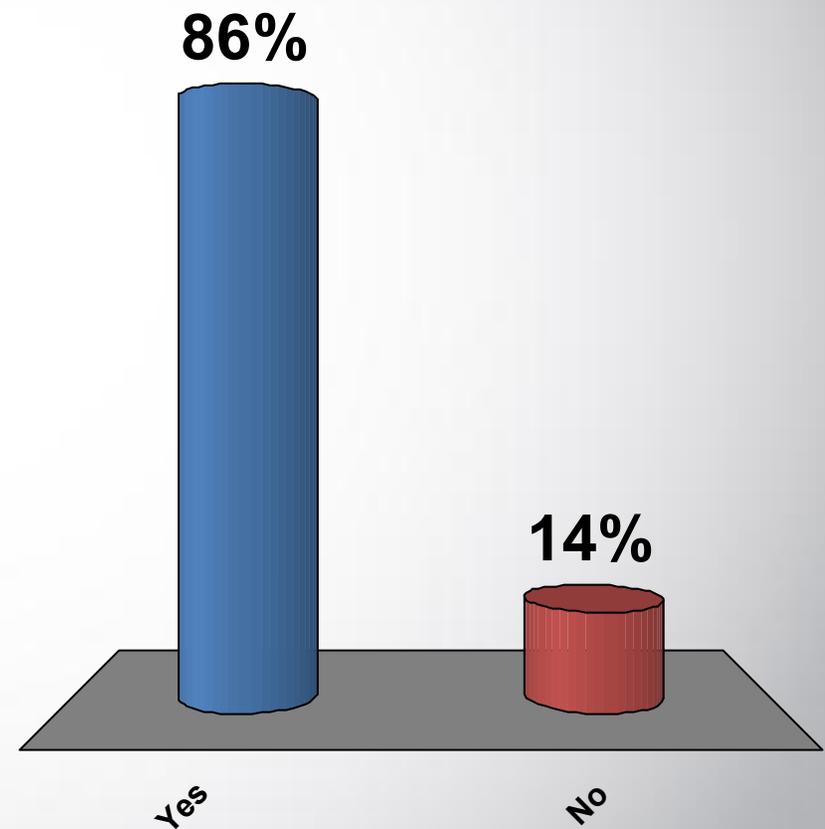
Did you attend Tuesday's Workshop?

1. Yes
2. No



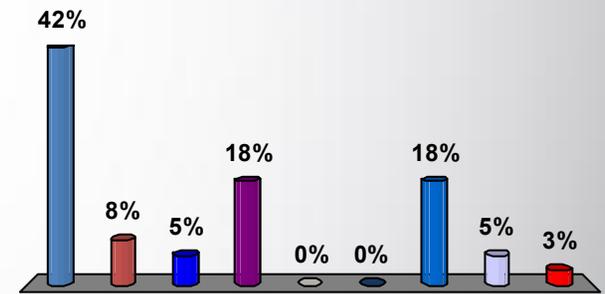
Do all businesses in Morro Bay benefit from tourism?

1. Yes
2. No



What is the best way to unite the various businesses in Morro Bay? (Select one)

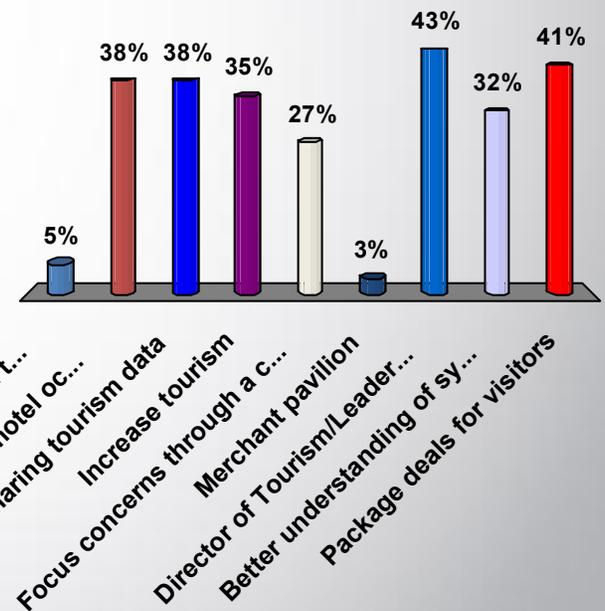
1. Educate all businesses on their shared mutual interests and vision
2. Education on how hotel occupancy equals better sales for retail/restaurant
3. Sharing tourism data
4. Increase tourism
5. Focus concerns through a central agency for complaints, concerns, feedback
6. Merchant pavilion
7. Director of Tourism/Leadership
8. Better understanding of synergy
9. Package deals for visitors



Educate all businesses on t...
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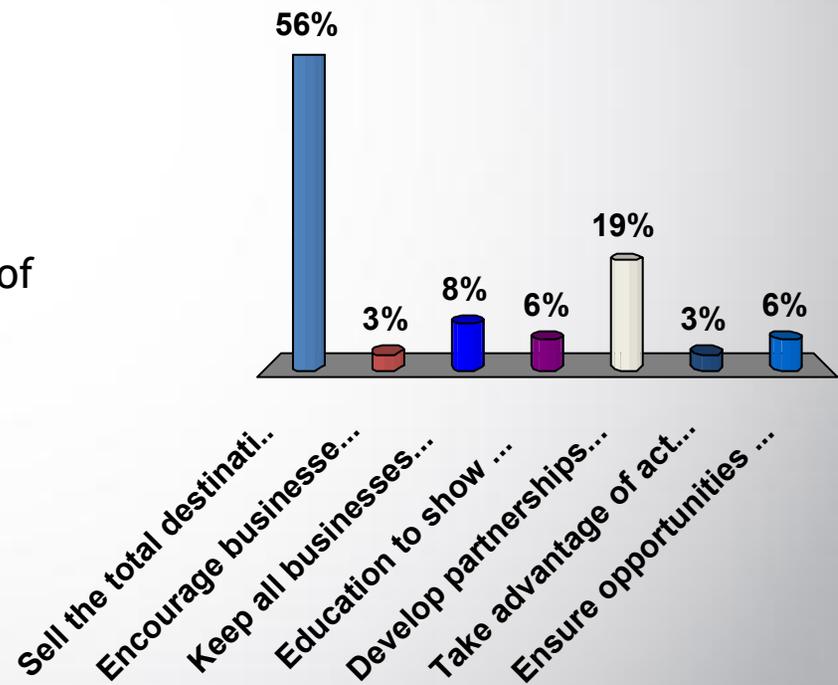
What is the best way to unite the various businesses in Morro Bay? (Select three not including No. 1)

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2. Education on how hotel occupancy equals better sales for retail/restaurant
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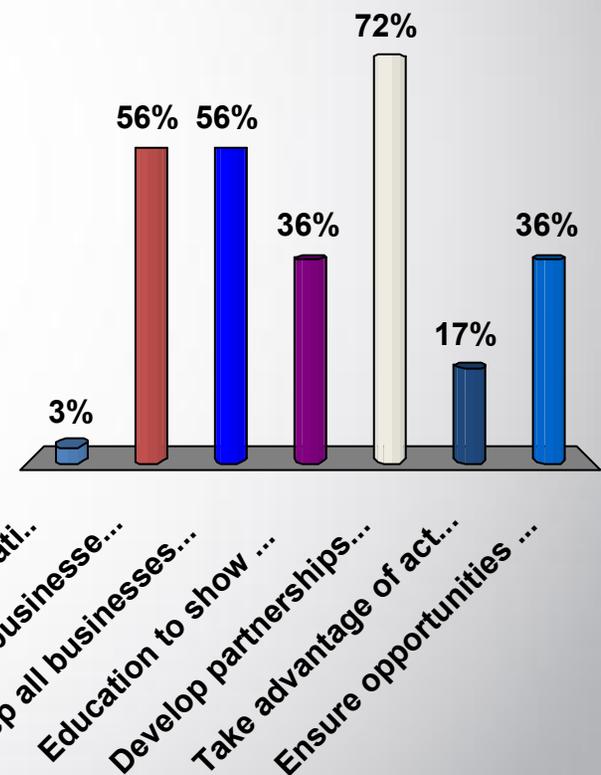
How do we ensure that all businesses benefit from the marketing efforts? (Select one)

1. Sell the total destination (marketing the Morro Bay experience)
2. Encourage businesses to follow through and participate in advertising campaigns
3. Keep all businesses aware of marketing strategies
4. Education to show support of city
5. Develop partnerships within the marketing efforts. (Hotel/ Restaurant package or Hotel/Gallery package/City of Morro Bay)
6. Take advantage of activities outside of Morro Bay
7. Ensure opportunities for inclusion of businesses



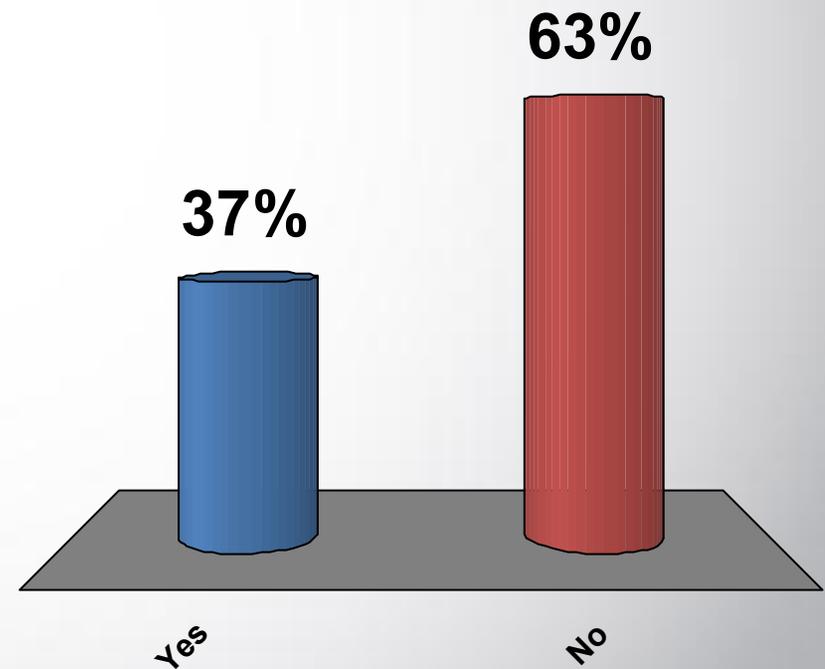
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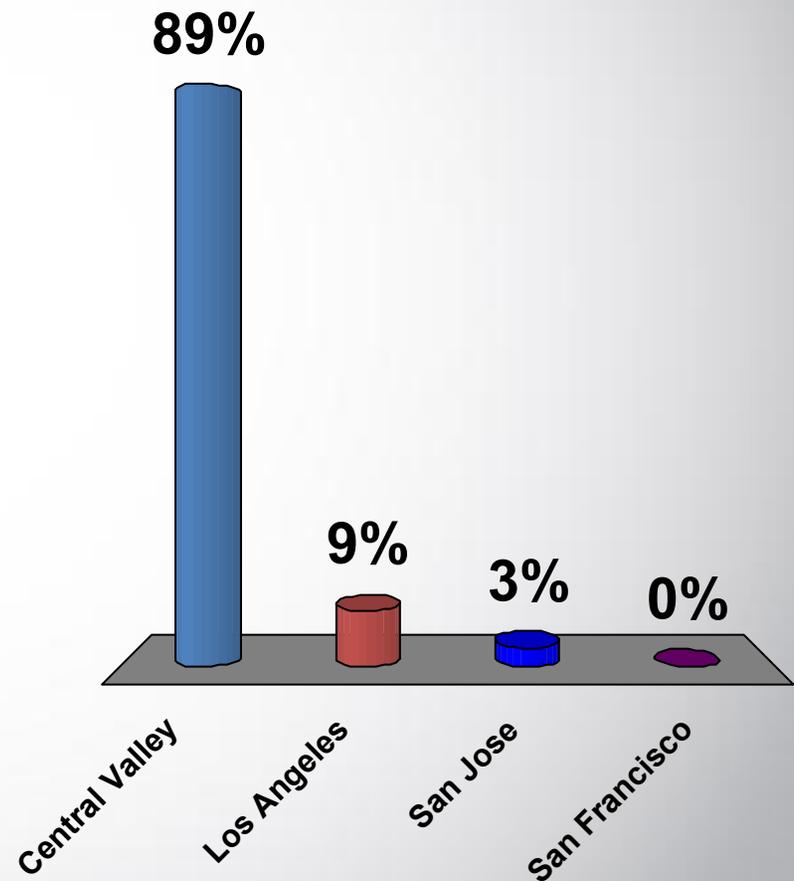
Do you think Discover Your Better Nature is an effective slogan for Morro Bay?

1. Yes
2. No



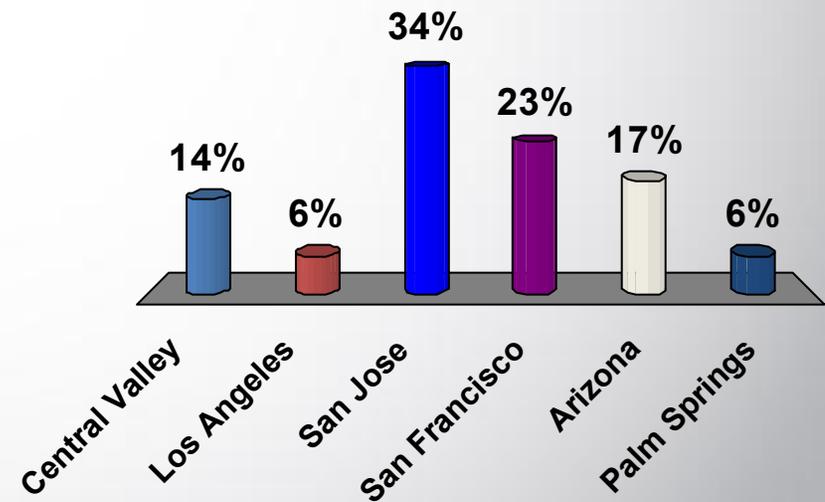
What geographical area does Morro Bay currently pull tourists from?

1. Central Valley
2. Los Angeles
3. San Jose
4. San Francisco



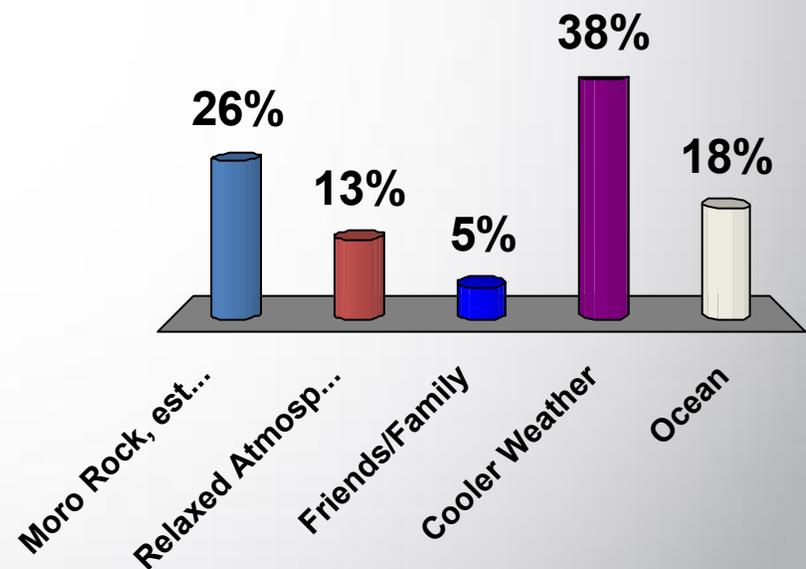
Which geographical area should the marketing focus on?

1. Central Valley
2. Los Angeles
3. San Jose
4. San Francisco
5. Arizona
6. Palm Springs



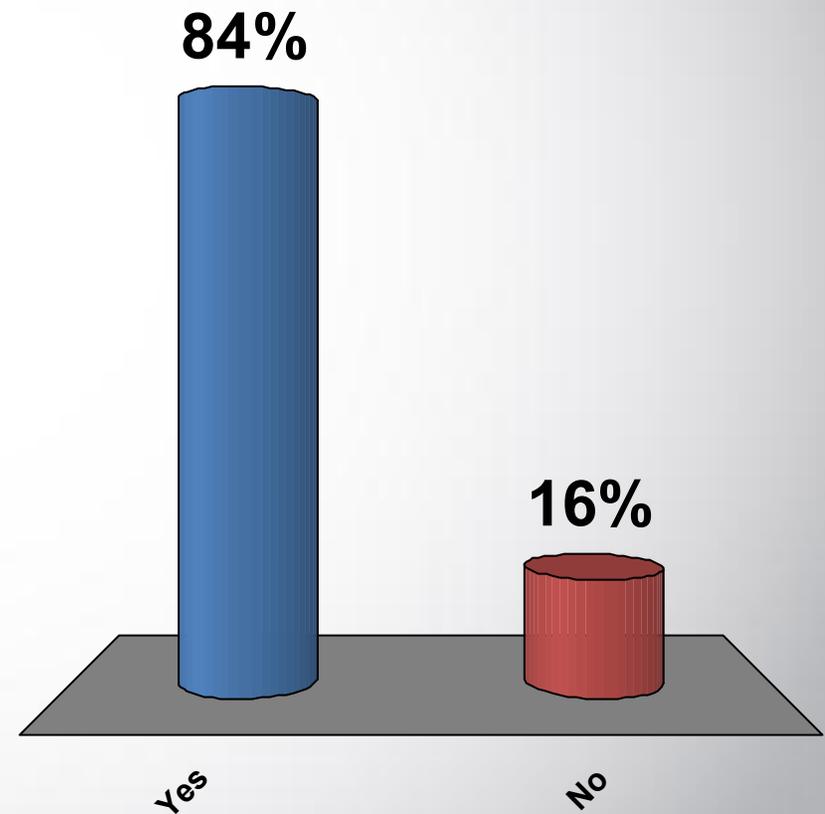
Of the visitors you talk to, why do they decide to visit Morro Bay?

1. Moro Rock, estuary
2. Relaxed Atmosphere
3. Friends/Family
4. Cooler Weather
5. Ocean



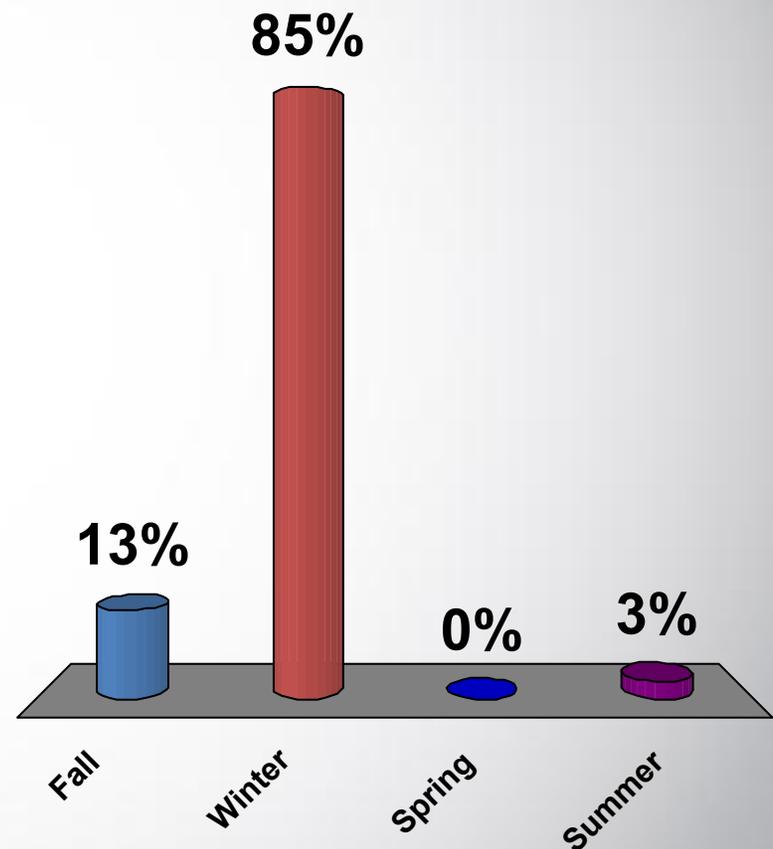
Do you want to expand into younger target markets? (18 - 44 yrs.)

1. Yes
2. No



What seasons need the most marketing attention?

1. Fall
2. Winter
3. Spring
4. Summer

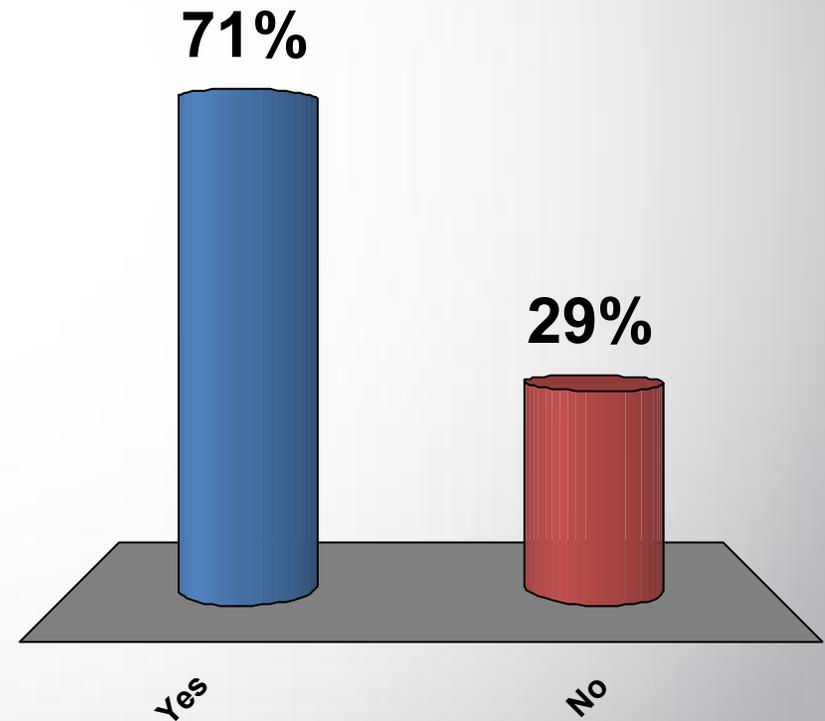


New Logo



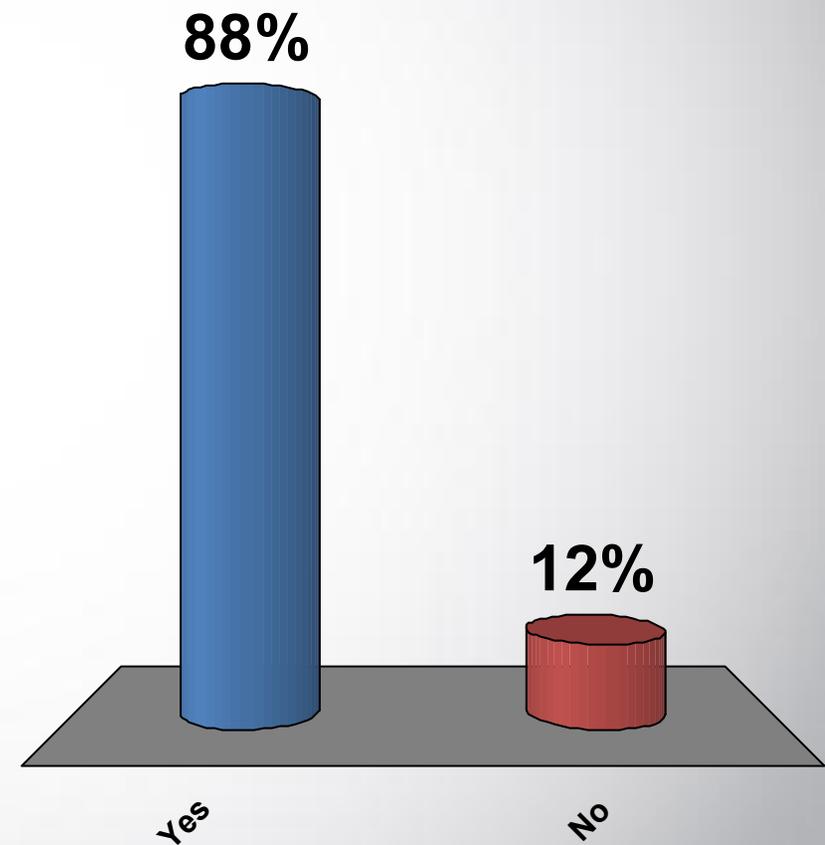
Do you like the new logo?

1. Yes
2. No



Are we headed in the right direction?

1. Yes
2. No

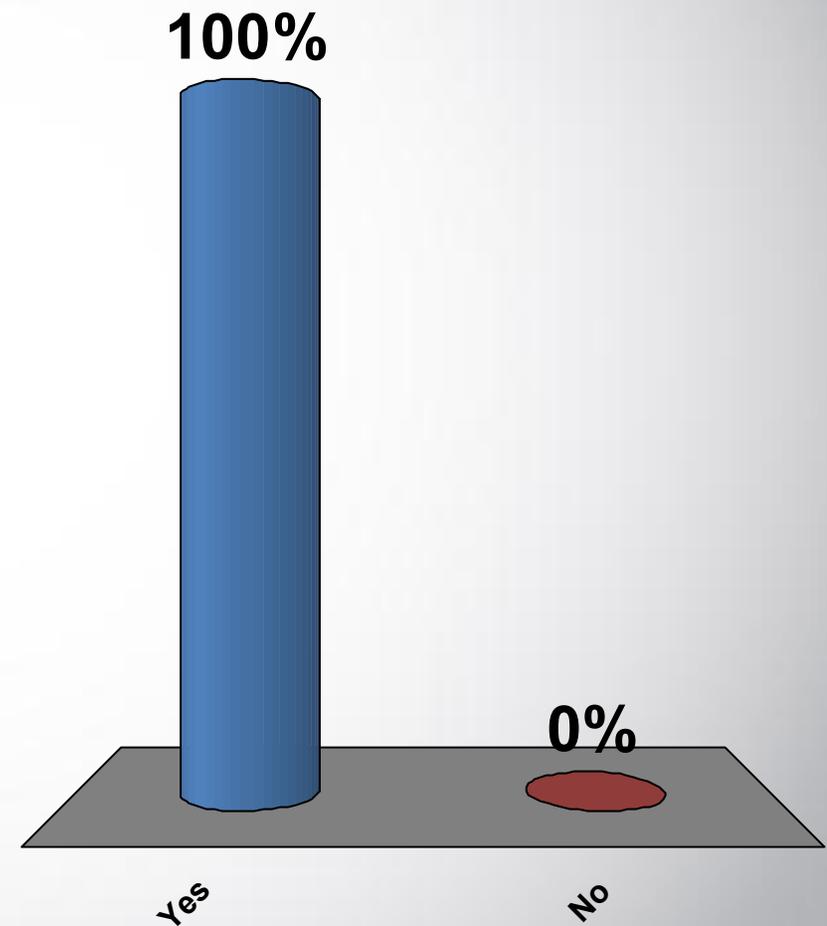


Target Markets

- Plan to expand our target market 25 - 49 year olds
- Focus target markets to specific audiences in appropriate geographic areas.

Do you agree with this strategy?

1. Yes
2. No

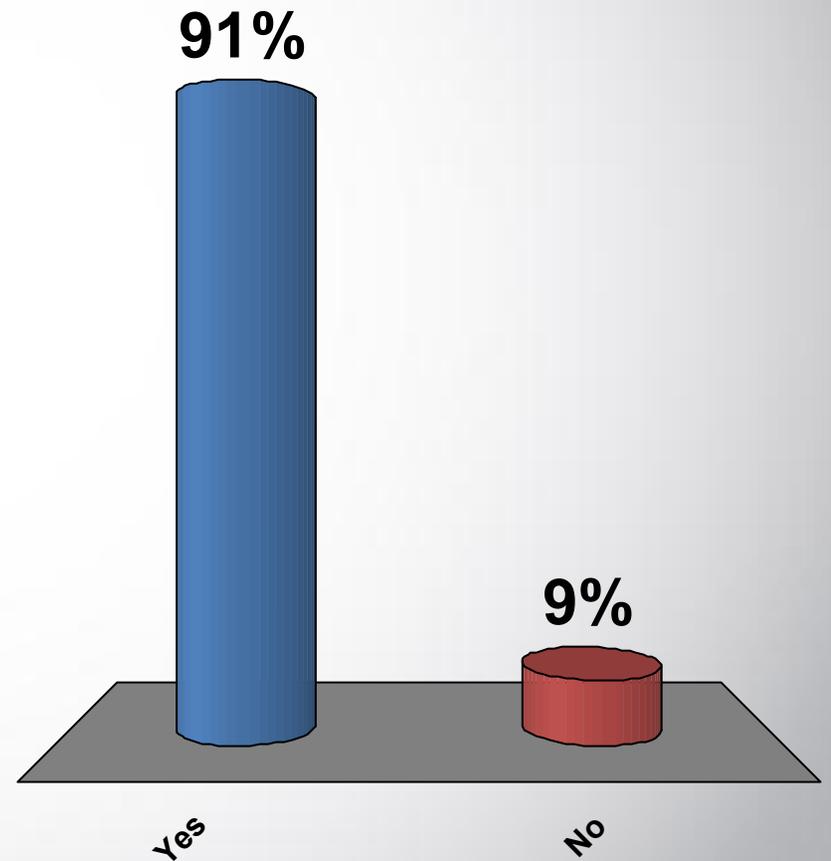


Technology

- Mobile technology will be a focus of Morro Bay marketing strategy
- Utilize best options for mobile marketing
- Create contests specific to mobile technology
- Stay on top of the mobile movement...it changes by the hour!

Do you think mobile marketing is necessary for Morro Bay?

1. Yes
2. No

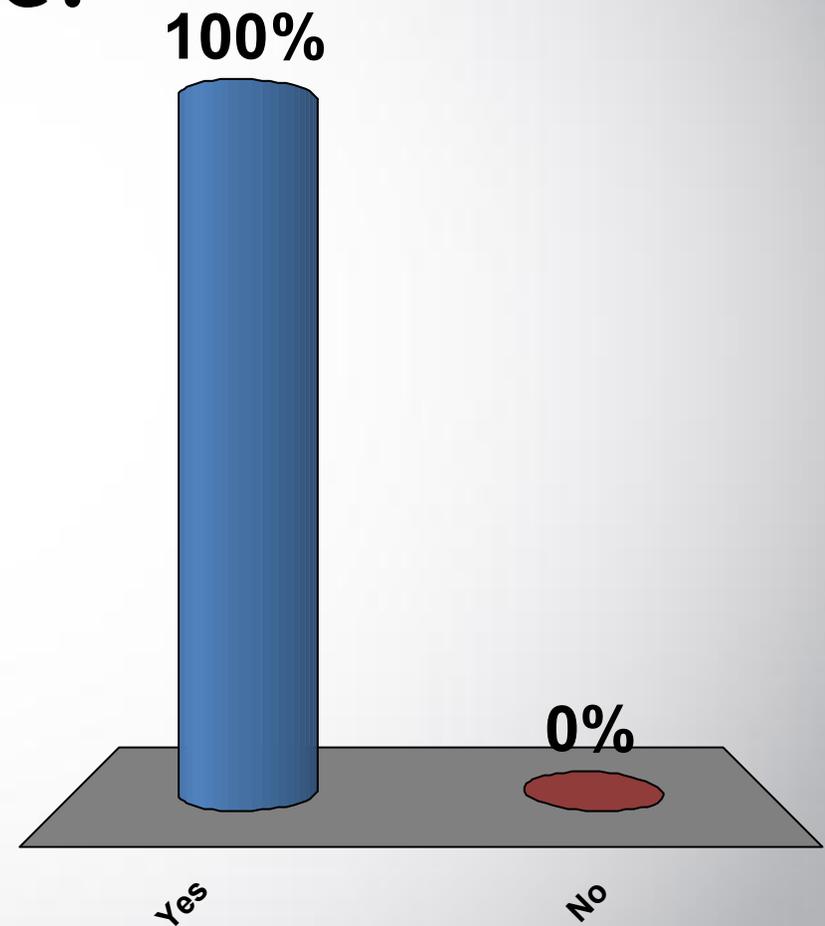


Public Relations

- Tell Morro Bay's story
- Special interest media
- Integration with social media

Do you agree that Public Relations will elevate Morro Bay's visibility & Image?

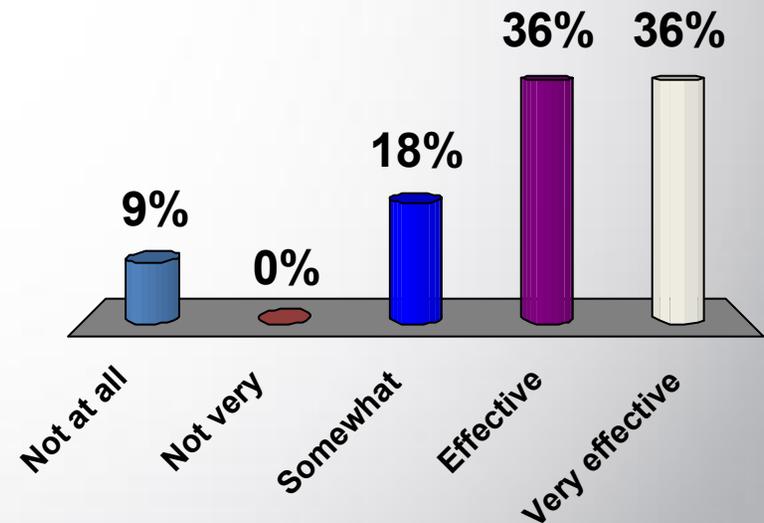
1. Yes
2. No



Public Comment

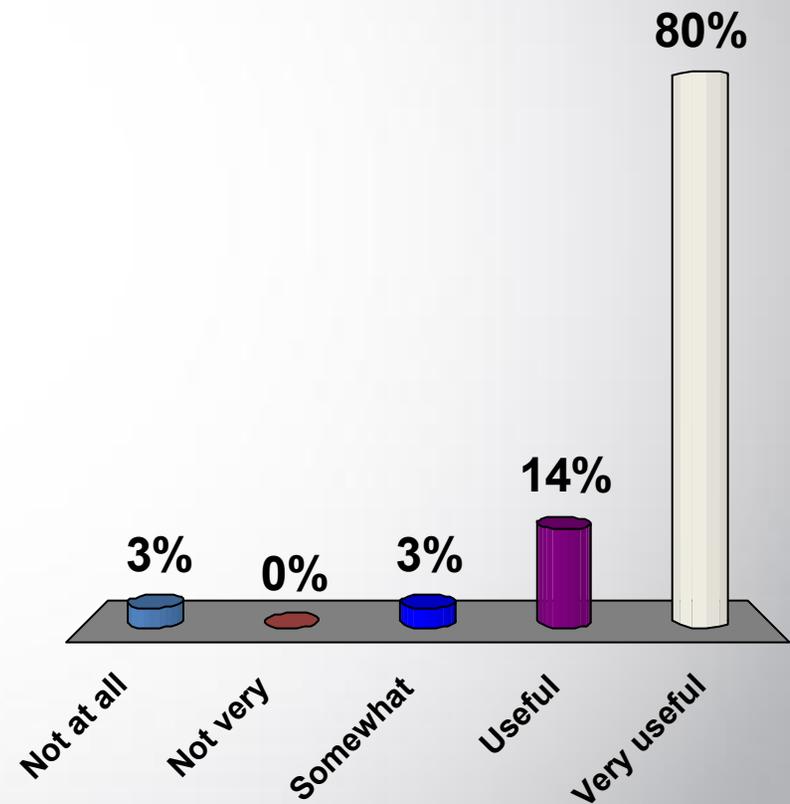
How effective was this Workshop?

1. Not at all
2. Not very
3. Somewhat
4. Effective
5. Very effective



How useful was the interactive polling technology?

1. Not at all
2. Not very
3. Somewhat
4. Useful
5. Very useful





AGENDA NO: A-8

MEETING DATE: 9/27/11

**A PROCLAMATION OF THE CITY COUNCIL
OF THE CITY OF MORRO BAY
DECLARING OCTOBER 2011 AS “RIDESHARE MONTH”**

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

WHEREAS, the City of Morro Bay recognizes that 74 percent of commuters in San Luis Obispo County commute to work by driving alone, which significantly contributes to air pollution, road congestion and decreased quality of life locally and throughout the state; and

WHEREAS, the City of Morro Bay recognizes transportation choices including carpooling, vanpooling, transit, walking, biking or working from home preserve air and water quality, improve personal health, reduce road congestion, and reduce commute costs; and

WHEREAS, SLO Regional Rideshare, as a division of the San Luis Obispo Council of Governments, provides information, programs and services on sustainable transportation choices for people living, working and visiting San Luis Obispo County; and

WHEREAS, Rideshare Month 2011 is executed by Rideshare and sponsored by APCD, City of San Luis Obispo, FunRide, Ride-On, Enterprise and RTA to encourage people to use sustainable transportation; and

WHEREAS, Rideshare Month will include cash incentives and outreach events to incentivize transportation choices.

NOW, THEREFORE, BE IT RESOLVED, that the City of Morro Bay does hereby declare October 2011 as “Rideshare Month” in the City of Morro Bay.

IN WITNESS WHEREOF I have hereunto set my hand and caused the seal of the City of Morro Bay to be affixed this 27th day of September 2011

WILLIAM YATES, Mayor
City of Morro Bay, California



AGENDA NO: B-1

MEETING DATE: September 27, 2011

Staff Report

TO: Honorable Mayor and Council **DATE:** September 21, 2011
FROM: Janeen Burlingame, Management Analyst
SUBJECT: Consideration of Estero Bay Transit Service Proposal

PUBLIC WORKS ADVISORY BOARD (PWAB) RECOMMENDATION

The PWAB recommends the City work with the San Luis Obispo Council of Government's staff to determine if the transit service proposal can be modified to address the deficiencies and return to the Board.

STAFF RECOMMENDATION

Staff recommends the City Council review the Estero Bay Transit service proposal from the San Luis Obispo Council of Governments (SLOCOG), review the PWAB meeting discussion and recommendation and select one of the following options;

1. Accept the PWAB recommendation and direct staff to:
 - a. Work with the SLOCOG to determine whether or not the current transit service proposal can be modified to address the proposed service concept deficiencies;
 - b. Return to the PWAB no later than it's December meeting for consideration and recommendation to Council for either a revised proposed concept or the current proposed concept; and
 - c. Return to Council in January 2012 for consideration of either a revised proposed concept or the current proposed concept.
2. Determine that the Estero Bay Transit service concept as proposed does not serve the best interests of Morro Bay residents and to not pursue implementation of it.

FISCAL IMPACT

The estimated operating budget for the service plan proposed is \$240,000 with fares estimated at \$24,938. The Transportation Development Act (TDA) funds to be allocated from the City for its share of the total operating budget, less fares, would be \$162,341 for the first year and are calculated based on the percentage of service hours spent in Morro Bay for the proposed fixed route and two additional senior shuttle days.

This does not include the City's cost allocation for activities related to transit that are performed by general fund employees (Council, City staff, Accounting/Treasury, Facilities, and Vehicle Maintenance). The cost allocation would need to be revised to take into account changes for the transit related activities by general fund employees due to the service proposal. There would still be some transit related activities Council, City staff and Accounting/Treasury employees would be involved with under the proposed concept while other transit related activities for Facilities and Vehicle Maintenance would be eliminated from the cost allocation since those activities would be handled by RTA. It is unclear at this time what the revised cost allocation amount would be and a more thorough review of and revision to the Cost Allocation would need to occur should the Council accept the Estero Bay Transit service proposal; however, a very rough estimate would be \$41,000 for the City's cost allocation.

Prepared By: J. Burlingame

Dept Review: _____

City Manager Review: _____

City Attorney Review: _____

For FY 2010/2011, the City received \$203,469 in TDA available for transit operations. For FY 2011/2012 the City has been allocated \$261,591 in TDA for transit operations; however, there is a one time increase in the Local Transportation Fund portion of TDA that will not occur in FY 2012/2013, so when looking at potential TDA cost savings if Council were to accept and pursue the proposed transit service plan, staff took a more conservative approach using the FY 2010/2011 TDA allocation amount as it would more accurately reflect the City's future allocation after this fiscal year.

Including the City's revised cost allocation amount of \$41,000 for overhead and comparing the full operating cost to the anticipated TDA allocation available for transit operations, it is estimated that the proposed service concept would save the City approximately \$4,000 in TDA funds.

In a letter from SLOCOG staff to the PWAB, it stated that savings would be \$35,000-\$45,000 per year noting that duplication occurring in dispatching, operations, maintenance and marketing would be eliminated; however, SLOCOG staff is unaware of what is included in the City's cost allocation as well as how each item is calculated and does not understand that dispatching, operations and marketing are included in the operations cost, not the cost allocation for overhead and the other item relating to maintenance overhead had already been eliminated from the revised cost allocation amount noted above.

BACKGROUND

The Transit Efficiencies Group was initiated in 2009 at the direction of 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, Regional Transit Authority (RTA), City staff and former Mayor Janice Peters which resulted in a service concept developed by SLOCOG staff that proposed a shared fixed route and dial-a-ride concept between Morro Bay and Los Osos.

In the initial proposal from SLOCOG, the fixed route and dial-a-ride service for Morro Bay was inadequate, reducing service levels to an unsatisfactory level: the whole of north Morro Bay beyond the high school was not served, service in the south end of town focused on the State Park that was not used much under the former dial-a-ride service, those in residential areas would have to walk down hills over long distances to the fixed route, and there would be limited use of dial-a-ride to 2 days a week (with one vehicle) and one shared day between Morro Bay, Los Osos and Cayucos.

Follow up meetings which included the City Manager and Public Services Director took place to discuss the proposed concept to see if modifications could be made to remedy the deficiencies. In June a new concept was proposed by SLOCOG, that City staff was told to consider as the final proposal. This new proposed concept went before the PWAB in August for review and further recommendation to the Council. During the PWAB discussion, SLOCOG staff stated that the proposal could be looked at again in light of the deficiencies raised. This comment prompted the PWAB to recommend allowing for more time for SLOCOG to refine the concept to remedy deficiencies before coming back to PWAB for consideration. Details of the proposed service concept and discussion at the PWAB meeting are outlined under the Discussion section of this staff report.

DISCUSSION

Morro Bay Transit

The City currently operates Morro Bay Transit service that is a hybrid transit system combining a fixed route with limited door to door service. The Morro Bay Transit fixed route has specific stops throughout the City and the Call-A-Ride trips deviate off route within $\frac{3}{4}$ of a mile to pick up/drop off riders before returning back on route. The fixed route and Call-A-Ride service is provided hourly Monday through Friday from 6:35am to 5:30pm. (see Attachment 1 - Morro Bay Transit brochure for more information). The fare for the fixed route is \$1.25 per trip (\$2.50 round trip) with a discount fare of \$0.60 per trip (\$1.20 round trip). The fare for the Call-A-Ride is \$2.50 per trip (\$5 round trip).

Estero Bay Transit Proposal

The SLOCOG is proposing the development of a cooperative agreement between the City of Morro Bay, San Luis Obispo County, the RTA and SLOCOG to provide local transit services within and between the communities of Morro Bay and Los Osos. The proposal does not include the City's trolley services and should the Council accept the proposed service concept, a separate arrangement would need to be made regarding trolley operations.

The cooperative agreement would:

1. Establish an Estero Bay Transit Policy Committee;
2. Establish an Estero Bay Technical Advisory Committee; and
3. Establish fixed route and Senior Shuttle services between Morro Bay and Los Osos.

The Policy Committee would be comprised of policy makers that would meet twice per year, at minimum, to review/adopt the annual service plan and budget and review/resolve potential disputes among members of the Technical Advisory Committee.

The Technical Advisory Committee would be comprised of staff representatives from the City, RTA, Los Osos Citizen's Advisory Committee and the SLOCOG whose purpose would be to reach consensus on the geographical coverage of the service area, ensure satisfactory implementation of the adopted service plan, review the annual service plan and budget, and explore/make adjustments to the Estero Bay Transit jurisdictions' roles and responsibilities as needed.

The service proposal developed by SLOCOG is described below (see Attachment 2).

Estero Bay Connector - Fixed Route

A draft timetable for the fixed route service that outlines the service area and times for both communities can be found in Attachment 3. This service would operate Monday through Friday from 7:26 am (first pick up in Los Osos) to 6:53 pm (last drop off in Morro Bay). The first pick up in Morro Bay would begin at 7:57am. The proposed fare is \$1.50 per trip (\$3 round trip) with a discount fare of \$0.75 per trip (\$1.50 round trip).

Service for Los Osos includes one morning and afternoon trip to transport Los Osos students to and from Morro Bay high school and an every other hour stop on Los Osos Valley Road at the Ralphs shopping center (6 trips a day).

Service for Morro Bay includes hourly trips to City Park and areas north of the park. For areas south of the park, trips are every other hour (6 trips a day). There would be no service during the 3 o'clock hour when the bus is taking high school students to Los Osos after school gets out.

Benefits

- Improved connections with RTA Route 11 (to Los Osos), 12 (to San Luis Obispo), and 15 (to San Simeon) - all routes arriving/departing within a couple of minutes of each other.
- Early evening hours (service day ends in Morro Bay at 6:53 pm instead of 5:30 pm). This would allow Morro Bay commuters coming from San Luis Obispo after work on RTA Rt. 12 to be able to transfer to the connector service to get home.

Deficiencies

- Later start time for Morro Bay residents (service starts in Morro Bay at 7:57 am instead of 6:30 am). This would prohibit current Morro Bay Transit riders going to San Luis Obispo for work at 8:00am from connecting with RTA Rt. 12 or others using the morning service to get to work within Morro Bay.
- The proposed fixed route is scheduled with a focus on transporting Los Osos students to Morro Bay high school both in the morning and afternoon. Since the school district provides bus service to high school students, it is not known if there is a market for this. The first run of the day serves Los Osos before coming to Morro Bay City Park and then on to the high school. For Morro Bay students not living in the direct vicinity of City Park, the proposed fixed route would not be a viable option to get to school. Similarly, when school gets out, the proposed fixed route would travel directly to Los Osos before coming back to Morro Bay so a high school student living in Morro Bay would have to spend more than 43 minutes on the bus before getting home if living near City Park and more than an hour if living north of City Park.
- South Morro Bay would see a reduction in service frequency as it would be served every other hour instead of the current hourly service. Riders in this area have expressed to drivers they would use Morro Bay Transit more often than they currently do if the service was every 30 minutes.
- During the 3 o'clock hour, which is one of the more heavily used hours for Morro Bay Transit, the fixed route does not serve Morro Bay as it will travel directly to Los Osos from the high school. Current riders would now not have access during the time they normally would ride the bus.
- The regular and discount base fare is 20% higher than the Morro Bay Transit fixed route fare.

Demand Response

Under the proposed transit service concept, there would be no local demand response service as the City's Call-A-Ride service would stop operating. The proposed transit concept would utilize the Ride-On Transportation North Coast Senior Shuttle which operates 2 days a week and include funding to provide 2 additional days for a total of 4 days per week.

The Senior Shuttle operates on the north coast from Cambria to San Luis Obispo on Monday and Wednesday from 9am to 5pm. The shuttle is for seniors 65 and older. Due to limited capacity, a rider may only use the shuttle 4 times in a month. The fare for the Senior Shuttle is \$3 per trip (\$6 round trip).

The proposed Estero Bay Transit concept would include funding for expanding the Senior Shuttle by 2 days to operate on Tuesday and Thursday from 9am to 5pm. The shuttle on these days would be dedicated to Morro Bay and Los Osos and would not be limited in the number of times a rider could use the service in a month.

Benefits:

- Morro Bay seniors would have more flexibility in the time during the day a ride could be scheduled on the Senior Shuttle instead of the current block of time each hour when Morro Bay Transit fixed route is in the area to deviate off route for a Call-A-Ride pick up/drop off.

Deficiencies:

- Current riders who are not seniors and not able to use the fixed route service would no longer be able to access a demand response service that they are currently able to use with the Call-A-Ride.
- Seniors would see a reduction in the number of service days (service proposed at 4 days a week instead of the current 5 days for Call-A-Ride).
- A rider is limited to using the service 4 times in a month for Monday and Wednesday service, but would not be limited in the number of trips on a Tuesday and Thursday. This can lead to potential confusion and frustration when trying to arrange trips. Call-A-Ride has riders that use the service multiple times a week and are not limited in the number of times the service can be used.
- There is a larger pool of potential users of the service that Morro Bay seniors would have to compete with when making a reservation for a ride in a vehicle that has limited capacity (everyone along the north coast on Monday and Wednesday and riders from Morro Bay and Los Osos on Tuesday and Thursday). With Call-A-Ride, there is a smaller pool of potential users (those in Morro Bay only) that seniors would vie for when scheduling a ride.
- Senior Shuttle base fare is 20% more than the current Call-A-Ride service and there is no pass available where there is for Call-A-Ride (punch pass - 1 free ride for every 10 rides).

Other Transit Service Available - Runabout

For general public riders that are not seniors and cannot use the Senior Shuttle or cannot use the fixed route as proposed, the other transit service available is Runabout.

Runabout is operated by the RTA and is the American's With Disabilities Act (ADA) paratransit service for San Luis Obispo County, providing door to door service throughout the county. ADA law mandates that public transit systems provide paratransit service for those persons whose disabilities prevent them from using accessible fixed route bus services. This does not include disabilities that make use of fixed route bus service difficult or inconvenient.

There are limitations to using Runabout which can potentially create confusion and frustration for individuals trying to navigate the different service parameters to determine if they can use the service and when.

- The specific criteria for determining who is eligible for ADA paratransit are defined by ADA law and only riders who meet the criteria specified by the ADA and who have been certified as eligible by RTA will have a guaranteed ride. This would mean a Morro Bay resident must go through the process to be certified eligible to use the service which often requires a visit to the doctor. Sometimes the trip to the doctor can be a barrier as doctors require the visit to evaluate the person before completing the certification form for the Runabout application. This is also an added cost to the individual. There is no certification process to use Call-A-Ride.
- General public riders who are not eligible are able to reserve a ride with Runabout, however, the rider may be bumped by RTA as late as the day before a scheduled trip by a rider who is eligible and wants the same pick up time. No rider using Call-A-Ride with a scheduled ride would have his/her ride bumped by another passenger.

- Runabout service is provided to those living within $\frac{3}{4}$ of a mile from all fixed routes and the hours of operation mirror those of the fixed routes. As such, not all Morro Bay residents who are eligible to use Runabout would have the same access to the service depending on where he/she lived in relation to the RTA fixed routes, Estero Bay Connector and seasonal trolley routes and hours of operation for those routes. For example, a resident living in the south end of the city on Kern and Main would not be able to use the service on Saturday because it is more than $\frac{3}{4}$ of a mile from RTA's Route 12 at City Park; however, a resident living in north Morro Bay on Errol could use the service on Saturday because they live within $\frac{3}{4}$ of a mile from RTA's Route 15. Similarly, a resident living at Kern and Main would not be able to use Runabout for a ride at 8:30pm on Wednesday because it is further than $\frac{3}{4}$ of a mile from City Park, the nearest spot to where Route 12 runs, but that same resident could use Runabout for a ride at 6:30pm on Wednesday because it is within $\frac{3}{4}$ of a mile from the Estero Bay Connector route.
- The fare for Runabout is double the fixed route fare and would vary depending on trip origin and destination. A Morro Bay to Morro Bay (or even a Morro Bay to Los Osos) trip would cost \$3 per trip (\$6 round trip). Call-A-Ride is \$2.50 per trip (\$5 round trip) and offers a pass (1 free ride for 10 rides).

PWAB MEETING

The PWAB considered this item at its August 18 meeting. The service concept and cost component were discussed with Board members. Concern was expressed with service reductions for certain areas or individuals of the community, particularly seniors and users of the service in the morning, noting that individuals would stop using transit service if it becomes more inconvenient. In addition, it was noted by some that the cost savings realized would not make up for the loss in service. There was also a question as to whether there would be a benefit to a high school student to use the proposed transit service to get to/from school rather than the school district provided bus.

Pete Rodgers from the SLOCOG reviewed with the Board a letter he had sent to them prior to the meeting regarding the service concept and cost issues, as well as stating that the proposed concept is not final and can be looked at to see if deficiencies could be addressed. The PWAB expressed a desire to continue the item to its next meeting and have staff continue working with the SLOCOG to see if the proposed concept could be modified to address the deficiencies expressed in the staff report and returning to the Board for consideration. As the Board is advisory to Council and does not direct staff's work load, the PWAB recommendation is included herein for consideration and action by Council.

CONCLUSION

The proposed Estero Bay Transit service concept was described by SLOCOG staff as an improvement to local transit for Morro Bay and would reduce the cost for providing local transit service in Morro Bay, freeing up TDA funds the City could use for the trolley service or other transportation projects in Morro Bay.

As mentioned in the Fiscal Impact, the estimated operating cost and City share of that cost for the proposed Estero Bay Connector fixed route and 2 additional Senior Shuttle days, does not include the City's cost allocation for activities related to transit that are performed by general fund employees and that the cost allocation would need to be reviewed and revised based on the changes in transit related activities that would be performed by City employees. The revised cost allocation would then be added to the proposed operating cost to determine the City's full cost impact for the proposed transit service.

After factoring into the operating cost a rough estimate of the revised cost allocation amount and comparing that to the anticipated TDA fund allocation available for transit operations, it is estimated that the proposed service concept would save the City approximately \$4,000.

Regarding the proposed service concept, the question is whether or not the proposed transit service would be beneficial to Morro Bay residents. The SLOCOG proposal may further their goal of an unified transit agency, but it does not provide service coverage to the citizens of Morro Bay as well as the current Morro Bay Transit fixed route and Call-A-Ride.

When looking at the proposed transit services, while there is an improvement to fixed route connection times at City Park with the regional north coast routes, more flexibility in the time during the day a demand response ride could be scheduled instead the current block of time each hour when Morro Bay Transit is in the area to deviate off route for a pick up/drop off, and weekend demand response service for some residents who are eligible and live near the fixed route, overall the proposed service concept would not be beneficial to Morro Bay residents.

The proposed transit service would result in:

- A reduction in service for Morro Bay residents
 - Every other hour service in south Morro Bay instead of the current hourly service
 - No access for Morro Bay students to the morning start and afternoon end times at the high school
 - No access to service during the 3 o'clock hour while the bus is taking high school students to Los Osos
 - Loss of early morning service for commuters traveling within Morro Bay and to Route 12 to San Luis Obispo for work
 - Reduction in service days for seniors using the Senior Shuttle (4 instead of 5)
 - Reduction in service hours for seniors using the Senior Shuttle (start time 9am instead of 6:35am and end time 5pm instead of 5:30pm)
 - Reduced access to service depending on where you live in relation to the fixed route to determine Runabout service coverage
- Higher base fares for both fixed route and demand response trips and no pass options for demand response service.
- Potential confusion about what demand response service could be used and when depending on whether or not you qualify (age, ADA criteria) and where you live in relation to the fixed route to determine hours/days/coverage of service

In prior City Council meetings, the Council has expressed the desire to have more demand response type service for seniors. The proposed transit service concept would not achieve that goal.

At the June transit efficiencies group meeting, the SLOCOG staff indicated to the City that the proposed transit service concept for consideration tonight was the final service concept to be developed so there would be no additional opportunities to discuss refining the proposal to address the deficiencies for Morro Bay; however, in the letter SLOCOG sent to the PWAB and during its meeting in August, SLOCOG staff stated this concept is not final and can be reviewed to try and address deficiencies noted. Staff is receptive to working with SLOCOG to further evaluate the proposed concept to better address the needs of Morro Bay; however, there is uncertainty that can be achieved with the funding constraints without either reducing service levels elsewhere or adding additional vehicles that would increase the cost to provide service.

Staff recommends the City Council review the Estero Bay Transit service proposal from the San Luis Obispo Council of Governments (SLOCOG), review the PWAB meeting discussion and recommendation and select one of the following options;

1. Accept the PWAB recommendation and direct staff to:
 - a. Work with the SLOCOG to determine whether or not the current transit service proposal can be modified to address the proposed service concept deficiencies;
 - b. Return to the PWAB no later than it's December 15 meeting for consideration and recommendation to Council for either a revised proposed concept or the current proposed concept; and
 - c. Return to Council in January 2012 for consideration of either a revised proposed concept or the current proposed concept.
2. Determine that the Estero Bay Transit service concept as proposed does not serve the best interests of Morro Bay residents and to not pursue implementation of it.

FIXED ROUTE		Operating Days	Operating Hours	Hourly Service in MB	MB Student Connection to High School	MB Commuter Connection to RTA Rt-12	Fare	Passes Available
Current - Morro Bay Transit		M-F	6:30am - 5:30pm	Yes	Yes	AM - Yes PM - No	\$1.25 per ride Regular \$0.60 per ride Discount	Yes; 11 Ride Punch \$12.50 Regular, \$6 Discount
Proposed - Estero Bay Transit		M-F	7:26am - 6:53pm	No (Note 1)	No (Note 2)	AM - No PM - Yes	\$1.50 per ride Regular \$0.75 per ride Discount	Yes; Monthly \$31 Day Pass \$40 Regular, \$20 Discount

Note 1: There would be hourly service to most of Morro Bay (City Park and areas north) with the exception of the 3 o'clock hour when the bus goes to Los Osos after the high school lets out; the south of Morro Bay would be served every other hour.

Note 2: Proposed service would provide Los Osos students with connection to high school in morning and afternoon; Morro Bay students not living near City Park would not be able to make the morning time and would have to ride the bus for at least 1 hour in the afternoon to get home as bus goes from high school directly to Los Osos before returning to Morro Bay.

DEMAND RESPONSE		Operating Days	Operating Hours	Service Area	Fare	General Public Use	Additional Restrictions	Reservations	Passes Available
Current - Morro Bay Call-A-Ride		M-F	6:40am - 5:30 pm	MB City limit within 3/4 mile of fixed route (Quintana Road after mortuary, is out of area)	\$2.50 per ride	Yes	No	Call day before	Yes; 11 Ride Punch \$25
Current - RTA Runabout		3/4 mile from Rt. 12: M-Su; 3/4 mile from Estero Bay Connector: M-F (Note 1)	For those living 3/4 mile from RTA Rt. 12: M-F 6am - 9:30pm; Sa 8am - 8pm; and Su 8am - 7pm For those living 3/4 mile from Estero Bay Connector: M-F 7:26am - 6:53 pm (Note 1)	Countywide within 3/4 mile of fixed route (Note 1)	Varies and is double fixed route cash fare (MB to MB is \$3); General Public \$5 plus \$0.50 for each zone pass through.	Yes (Note 2)	No	Call up to 7 days before	No
Current & Proposed - Ride On Senior Shuttle (Note 3)		M-Th	9am - 5pm	M & W - Cambria to SLO T & Th - Morro Bay and Los Osos	\$3 per ride	No - Senior 65 and older only	Yes - On M & W shuttle, can only use it 4 times a month	Call day before	No

Note 1: Since Runabout operates within 3/4 of a mile of all fixed routes, hours of operation may vary depending on which fixed route a rider lives near. Riders living in south Morro Bay beyond 3/4 mile from City Park would have access to Runabout Monday through Friday from 7:26am to 6:53 pm (Estero Bay Connector hours) while a rider living inside 3/4 of a mile from Main and Errol would have access to Runabout Monday through Friday from 6am to 9:30pm, Saturday from 8am to 8pm and on Sunday from 8am to 7pm. (RTA Rt. 12 hours).

Note 2: Runabout is the ADA complementary paratransit service to all fixed routes countywide. In order to be guaranteed a ride, a person must be eligible under the ADA criteria and certified by RTA. To be eligible a person must have a disability which prevents him/her from using the fixed route bus because of the disability. Members of the general public can use the service, however, the ride is not guaranteed and if there is an eligible certified person who schedules a ride at the same time, the general public person would not be provided a ride.

Note 3: Ride-On currently operates a North Coast Senior Shuttle on Monday and Wednesday. The proposed service concept would include funding to add 2 days of service for a total of 4 days per week.

Attachment 1

ADDITIONAL TRANSIT SERVICES

Regional Transit Authority

slorta.org

541-2228

541-2544 Runabout information

Operates transit services connecting communities in San Luis Obispo county.

Fixed Route Service

Route 12 serves Morro Bay.

Connections between RTA's fixed route and the City's Fixed Route are made at City Park.

Runabout

RTA also operates Runabout the American's with Disabilities Act (ADA) service to fixed routes for San Luis Obispo county.

To learn if you qualify to use Runabout, visit RTA's website, slorta.org/runabout or call RTA.

SLO Regional Rideshare

rideshare.org

541-2277

One-stop-shop for transportation information to increase mobility for people living, working and visiting San Luis Obispo County.

Ride On Transportation

ride-on.org

541-8747

Ride On operates a senior and medical shuttle within the county.

North Coast Senior Shuttle

- Seniors 65 and older
- Fare is \$3 each way
- Monday and Wednesday
- 9 am until 5 pm
- Travel anywhere between Cambria and SLO

Medical Shuttle

- CenCal or Medi-Cal insurance pays for the trip
- Medical appointment shuttle service to and from the doctor's office or hospital anywhere in SLO County.
- Ask for the Medi-Cal Secretary when calling for a ride

Mobility Coordinator

Contact Ride-On's Transportation Mobility Coordinator to help determine which transit service available best fits your trip's need. Call 541-8747 and ask for the Mobility Coordinator.

ood Neighbor Program

547-7025 ext. 26

The Good Neighbor Program is a volunteer effort designed to bridge the gaps in safety net services for seniors 55+ & adults 18+ with disabilities in SLO County. Call to inquire about becoming a volunteer driver or, if you are in need, to arrange a ride.

TRANSIT CONNECTIONS

The Fixed Route connects with the San Luis Obispo Regional Transit Authority Route 12 at City Park.

During the trolley season, the Fixed Route connects with the trolley routes at City Park and at the Centennial Stairway on Market Street.

TRAVEL TIPS

- No eating, drinking, smoking, or playing loud music.
- No standing or sitting in the step wells.
- No animals, except for certified service, guide, or signal dogs used by physically challenged riders.
- Do not willfully disturb the driver or other passengers.
- No graffiti, alcohol, drugs or weapons of any kind.
- Keep the bus clean by using the trash receptacle.
- Remain seated until bus comes to a complete stop.



Morro Bay Transit
Fixed Route * Call-A-Ride

MORRO BAY TRANSIT

Fixed Route and Call-A-Ride

morro-bay.ca.us/transit

772-2744



MORRO BAY TRANSIT

Get on the bus anywhere along the route by waving your hand at the driver.

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

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

Beachcomber at Mindoro Stairs to campground :50

Spencers :40

Teen Center High School :00

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 everyone. 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

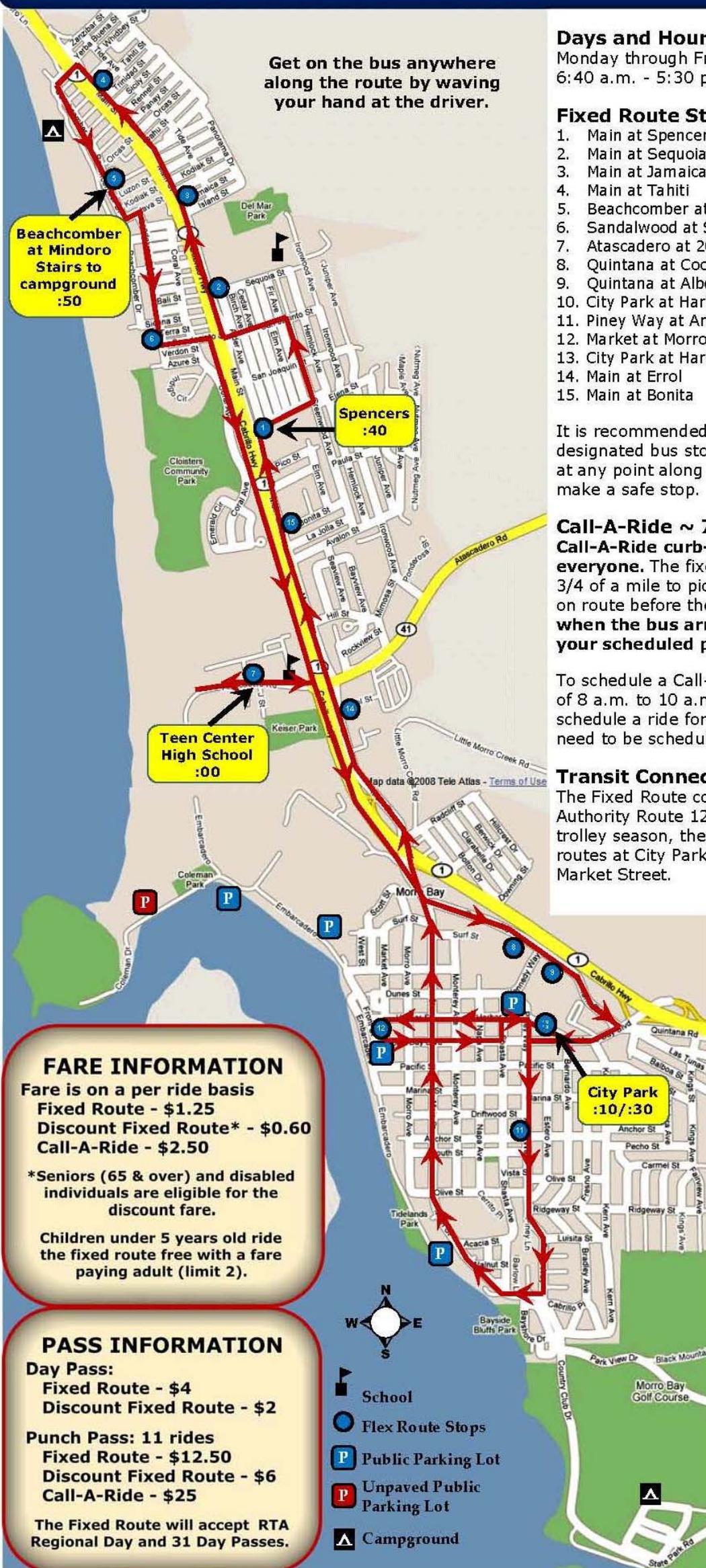
Day Pass:
Fixed Route - \$4
Discount Fixed Route - \$2

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.



- School
- Flex Route Stops
- Public Parking Lot
- Unpaved Public Parking Lot
- Campground



Attachment 2

Estero Bay Transit Service Elements August 2011 Update

Regional Fixed-Route Service: RTA service is restructured with three routes pulsing on the hour at the Morro Bay City Park. Rte 12 connects Morro Bay with Cuesta College and downtown San Luis Obispo; Rte 15 replaces the previous Route 12-B to the North Coast with additional runs. Rtes 11 and 13 (combined) connect Los Osos either with Morro Bay (every other hour) or with South San Luis Obispo via the LOVR corridor (every other hour). Weekend service differs

- Rte 12 Service Span: 7:00 AM to 8:58 PM-Every hr at the Park
- Rte 15 Service Span: 6:07 AM to 6:47 PM-Every 3 Hrs at the Park
- Rtes 11/13 Service Span: 7:03 AM to 6:24 PM-Every 2 Hrs at the Park
- Fares: Base cash fare varies by distance; discount cash fare starts at 75 cents; zone charge 50 cents (Morro Bay & Los Osos in same zone)
- Transfer Policy: Regional Day Pass (\$5.00) and Regional 31 day Pass (\$60 regular; \$30 discount) provide free transfers between the RTA regional and local fixed-route buses

Proposed Local Fixed-Route Service: A supplemental connector (Route 11-B) runs between Los Osos and Morro Bay with local coverage in each community. The Morro Bay coverage has two one-way loops: 1) one counter clockwise loop to North Morro Bay with a branch to the High School (every hour) 2) one counterclockwise loop to Downtown Morro Bay, including the waterfront (every other hour). Every other hour (35 minutes past the hour), the connector runs south to Los Osos, connects with RTA Rte 13 and returns to the Park. A special Morro Bay High School run collects passengers in Los Osos and Baywood (first run) and returns along that same clockwise loop (middle of the afternoon run)

- Service Days: Monday-Friday
- Service Hours: 7:26 AM to 6:53 PM
- Base Fare: Base cash fare \$1.50; Discount cash fare 75 cents
- Monthly/31 day Passes: \$40.00 (regular); \$20.00 (discount)
- Transfer Policies: same as Regional Fixed-Route

Local Senior Shuttle: An expanded Senior Shuttle, operated by Ride-On Transportation under contract with RTA, will cover Morro Bay and Los Osos on two additional days of the week (Tuesday, Thursday). Current service is limited to Monday and Wednesday.

- New Service Days: Tuesday and Thursday
- Service Hours: 9 AM to 5 PM
- Regular Fares: Base cash fare \$3; no discount cash
- Transfer Policy: no fare transfer privileges to local or regional fixed routes

Attachment 3

Estero Bay Connector Draft - June 22, 2011

LOS OSOS - HIGH SCHOOL LOOP	AM	PM	PM
Los Osos Valley Road @ Ralphs	7:26		** 3:24
Los Osos Valley Road @ Von's	7:27		3:25
Los Osos Valley Road @ Palisades	7:29		3:27
Pine St. @ Los Osos Valley Road	7:30		3:28
Pine St. @ Loma Avenue	7:31		3:29
Ramona Avenue @ 7th Street	7:33		3:31
7th Street @ El Moro Avenue	7:34		3:32
2nd Street @ Santa Maria Avenue (Baywood Park)	7:36		3:34
Santa Ysabel @ 7th Street	7:37		3:35
11th St. @ El Moro	7:39		3:37
11th St. @ Ramona	7:40		3:38
10th St. @ Los Osos Valley Road	7:42		3:40
Los Osos Valley Road @ Von's	7:43		3:41
Los Osos Valley Road @ Ralphs	7:44		3:42
MORRO BAY - NORTH (CLOCKWISE)			
Harbor @ Piney (Morro Bay Park) Arrive	7:57	8:53	9:57
Harbor @ Piney (Morro Bay Park) Depart	8:00	9:00	10:00
Main at Errol	8:07	9:07	10:07
Atascadero at 200 Block (High School)	8:08	9:08	10:08
Main at Bonita	8:12	9:12	10:12
Main at Spencer's Market	8:13	9:13	10:13
Main at Sequoia	8:16	9:16	10:16
Main at Jamaica	8:17	9:17	10:17
Main at Tahiti	8:18	9:18	10:18
Beachcomber at Mindoro	8:21	9:21	10:21
Sandalwood at San Jacinto	8:23	9:23	10:23
Quintana at Cookie Crock	8:29	9:29	10:29
Quintana at Albertson's	8:30	9:30	10:30
Harbor @ Piney (Morro Bay Park)	8:35	9:35	10:35
LOS OSOS			
Los Osos Valley Road @ Ralphs		9:46	
MORRO BAY - DOWNTOWN (CLOCKWISE)			
Piney Way at Pacific	8:38	10:38	12:38
Piney Way at Anchor	8:39	10:39	12:39
Market @ Morro Bay Blvd.	8:50	10:50	12:50
Harbor @ Piney (Morro Bay Park) Arrive	8:53	10:53	12:53

* This hour is intended to serve the high school. Morro Bay high school students will be brought to Los Osos instead of serving North Morro Bay.

DRAFT



AGENDA NO: B-2

Meeting Date: 11/27/2011

Staff Report

TO: Honorable Mayor and City Council **DATE:** September 20, 2011

FROM: Tim Olivas, Police Chief

SUBJECT: Resolution 68-11 Accepting \$100,000 Grant from the State
of California Citizens Option for Public Safety (COPS) Program

RECOMMENDATION:

The Police Chief recommends that Council hold a public hearing and adopt the attached resolution authorizing the proposed spending plan for the \$100,000 that will be received from the Citizens Option for Public Safety (COPS) grant program that complies with the requirements of Government codes 30061, 30062, 30063 and 30064.

FISCAL IMPACT:

COPS grant funds are established pursuant to Government Code Section 30061. In the past, each law enforcement agency was guaranteed a minimum of \$100,000 per fiscal year. Once again this year the grant funds are tied to the State Vehicle License Fees (VLF). It is anticipated that the funds will once again be distributed quarterly instead of one lump sum. There is a sunset clause that went into effect on June 30, 2010, that essentially eliminated VLF funding that had been used for the COPS grant. Some last minute changes by the State Legislature and Governor found additional VLF funds to fund the COPS Grant for 2011-2012. If the COPS Grant is not funded in future years, the Police Department will have to pursue other options to fund equipment replacements and personnel costs for the Property Evidence Technician. Our spending plan will remain flexible to reprioritize needs as the year progresses. Funds are distributed to local agencies through the County Supplemental Law Enforcement Oversight Committee. The funds must be maintained in a separate, interest bearing account (outside the general fund) to insure the funds (including interest) supplement and do not supplant existing Police Department or City budgets. There are no local matching funds required for the expenditure of these funds.

Prepared By: T. Olivas

Dept Review: _____

City Manager Review: _____

City Attorney Review: _____

Page 1 of 4

SUMMARY:

Since 1996, the Citizen’s Option for Public Safety (COPS) established by AB 1913 and codified as Government Code Section 30061, has been distributing State grant funds to local law enforcement agencies to supplement “front line law enforcement services.” These funds are also known as Supplemental Law Enforcement Services Funding (SLESF). The legislation requires a report in September to the City Council on how the funds are proposed for use by the Police Department and annual reporting to the County Oversight Committee on the proposed use and actual expenditures of COPS funds.

The State Legislature has indicated that local law enforcement agencies are scheduled to receive a minimum of \$100,000 in COPS grant funds. These funds will be tracked separately by the Finance Department in a separate account with any interest earned credited to the account. To comply with the COPS program, each City Council is requested to act upon the written request from the Police Chief. This report is presented to Council in compliance with annual hearing/reporting requirements and to adopt the proposed expenditure plan by the Police Department.

DISCUSSION:

The City Council is required to hold a public hearing and consider whether the recommendation submitted by the Police Chief complies with the requirements of the Government Code. Once adopted, the recommendation is then forwarded to the County Oversight Committee who then distributes the COPS funds to the local jurisdictions. The funds can then be expended and/or encumbered by the police department.

Annual reports are submitted by the local agencies to the County Oversight Committee to insure that the funds are being properly expended. The Morro Bay Police Department has been complying with all requirements required under the legislation.

COPS funds in past years have been mostly used for a myriad of equipment replacements and upgrades since the Police Department equipment depreciation plan has not been funded. The proposed spending of this year’s COPS funds is outlined below. It should be noted that the amounts are approximations and will fluctuate depending on actual costs and increases. It is also recommended that the Police Chief be given discretion to use these funds during the grant period for other purposes authorized by the grant in the event of a change in department priorities.

It is recommended that the funds be allocated as follows:

Approximately \$43,000 expended for a major software upgrade to our Records Management System (RMS). Included in this amount is an upgrade on some of our internal hardware (5 computers, 17 monitors, 2 graphics cards) which is required for the software to operate to its full potential. Approximately \$17,000 of the grant will be spent to fund our part time Property Evidence Technician. The Property Evidence Technician is of critical importance to our day to

day operations at the Police Department. The remaining funds will be expended on patrol equipment; secure equipment storage boxes for patrol vehicles; upgraded lapel mics for digital video recording units in patrol cars; computer and active shooter equipment for school resource officer; promotional items; armory lockers for firearms storage/installation; and other miscellaneous tools and equipment.

CONCLUSION:

It is appropriate to use these grant funds for the Property Evidence Technician position and patrol equipment as it enhances front line law enforcement.

ATTACHMENTS:

1. Resolution

RESOLUTION NO. 68-11

**RESOLUTION OF THE CITY COUNCIL
OF THE CITY OF MORRO BAY, CALIFORNIA
ACCEPTING \$100,000 GRANT FROM THE STATE OF CALIFORNIA
CITIZENS OPTION FOR PUBLIC SAFETY (COPS) PROGRAM**

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

WHEREAS, Government Code Sections 30061 through 30064 is providing supplemental funds for front line municipal police services after the City adopted its 2011-2012 budget; and

WHEREAS, it is proposed that the Police Chief be given discretion to use these funds during the grant period for other purposes authorized by the grant in the event of a change in department staffing and priorities or actual grant funds received; and

WHEREAS, the required public hearing has been held.

NOW, THEREFORE BE IT RESOLVED by the City Council of the City of Morro Bay, California, that the expenditure of those funds is hereby authorized in accordance with the Government Code as recommended by the Police Chief.

PASSED AND ADOPTED by the City Council of the City of Morro Bay, California, at a regular meeting thereof held on the 27th day of September 2011, on the following vote:

AYES:
NOES:
ABSENT:

WILLIAM YATES, Mayor

ATTEST:

BRIDGETT KESSLING, City Clerk



AGENDA NO: B-3

MEETING DATE: September 27, 2011

Staff Report

TO: Honorable Mayor and City Council

DATE: September 20, 2011

FROM: Rob Schultz, City Attorney

SUBJECT: Ordinance No. 573 Amending Section 2.06 of the Morro Bay Municipal Code From Councilmen to Councilmembers and Adding Section 2.06.040 Regarding Appointment of Boards and Commissions; First Reading and Introduction.

RECOMMENDATION:

Staff recommends Council accept public comment and then move for introduction and first reading of Ordinance No. 573, by number and title only, amending Section 2.06 of the Morro Bay Municipal Code from Councilmen to Councilmembers and adding Section 2.06.040 regarding the Appointment of Boards and Commissions.

FISCAL IMPACT:

None.

DISCUSSION:

Ordinance No. 573 is a cleanup ordinance. It will change the title and content from Councilmen to Councilmembers in order to be gender neutral. In addition, Ordinance No. 573 will add Section 2.06.040 in regard to the appointment of Boards and Commissions in order to make certain the City is in compliance with state law.

CONCLUSION:

Staff recommends Council review and move for first reading and introduction of Ordinance No. 573 by number and title only.

Prepared By: _____

Dept Review: _____

City Manager Review: _____

City Attorney Review: _____

ORDINANCE NO. 573

**AN ORDINANCE OF THE CITY COUNCIL OF THE
CITY OF MORRO BAY TO AMEND SECTION 2.06 OF THE
MORRO BAY MUNICIPAL CODE FROM COUNCILMEN TO
COUNCILMEMBERS AND ADDING SECTION 2.06.040
REGARDING APPOINTMENT OF BOARDS AND COMMISSIONS**

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

WHEREAS, Section 2.06 of the Morro Bay Municipal Code is entitled Mayor and Councilmen and reference is made in the chapter to Councilmen; and

WHEREAS, the City desires to amend the Chapter from Councilmen to Councilmember to include both genders; and

WHEREAS, the City of Morro Bay needs to add 2.06.040 relating to the appointment of Boards and Commissions in order to comply with state law.

NOW, THEREFORE, following the Public Hearing, and upon consideration of the testimony of all persons, the City Council of the City of Morro Bay does ordain Section 2.06 be amended as follows:

Chapter 2.06 - MAYOR AND COUNCILMENMEMBERS

Sections:

[2.06.010 - Positions to be elective.](#)

[2.06.020 - Mayor—Term.](#)

[2.06.030 - Council vacancy reform.](#)

2.06.010 - Positions to be elective.

The electors shall elect a mayor and four councilmenmembers.

2.06.020 - Mayor—Term.

The term of office of the mayor shall be for two years.

2.06.030 - Council vacancy reform.

A. Policy of Full Term Service. Election to public office in the city of Morro Bay creates a covenant to serve to the best of one's ability the full term of that office before seeking alternate public office. Without the enactment of the ordinance codified in this section when a councilmember in the middle of their term moves to an alternate office it also denies the citizens of Morro Bay the right to vote for the person who will fill the vacancy created by that move. If a councilmember wishes to

run for alternate office before his or her term has expired he or she should resign from their seat so that the voters may elect their replacement in an orderly manner.

B. How Vacancies Filled. The city council shall immediately call a special election to fill any vacant seat on the council, including the mayor's seat. The special election shall be held on the next established election date, as specified in California Elections Code, which is not less than one hundred fourteen days from the call of the special election. The city council may appoint an elector who is a registered voter in the city of Morro Bay to fill such vacancy prior to the special election. The appointee shall hold office only until the date of said special election.

1. Mailed Ballots. Notwithstanding the provisions of subsection B, if the date of the special election otherwise required under subsection B would not be a consolidated election, the city council may designate the special election to be held by mailed ballot under the provisions of California Elections Code Section 4004 at the next available mailed ballot election date which is not less than one hundred fourteen days from the call of the special election.

C. Limitation of Councilmember Who Runs for Mayor Before Completing Regular Term. A sitting councilmember is disqualified from nomination for election to the office of mayor in the next election if the remainder of their council term after the next election cannot be filled by a vote of the electors on or prior to that election date.

D. Cost Reimbursement.

1. If the special election to fill a council vacancy occurs prior to the next general municipal election and the former councilmember whose seat was vacated causing that special election accepts nomination to run for the office of council or mayor in the next general municipal election, that former councilmember shall reimburse the city for city costs incurred as a result of said special election if the term of service for the seat previously vacated would have otherwise overlapped the term being sought.

2. Any mayor whose election to that office also created the premature vacancy of their council seat shall reimburse the city for city costs incurred in any future special election which must later be called to fill their prematurely vacated seat. As used in this subsection the term "future special election" means a special election that does not occur at the same time or prior to their election to the office of mayor.

E. Severability. If one or more of the provisions of this section should be held invalid the remaining provision or provisions shall remain in full force and effect.

2.06.040 – Appointment of Boards and Commissions .

The Mayor and Councilmembers shall establish a planning commission pursuant to Government Code Section 65100. The Mayor and City Council shall establish by resolution and by-laws such other boards and commissions as it deems necessary. All boards and commissions shall comply with their adopted by-laws and Council Policies and Procedures.

This Ordinance shall take effect and be in force thirty (30) days from the date of its passage, and before the expiration of fifteen (15) days after its passage, it, or a summary of it, shall be published once, with the names of the City Council members voting for and against the same, in a newspaper of general circulation published in the City of Morro Bay.

INTRODUCED at a regular meeting of the City Council of the City of Morro Bay held on the 27th day of September 2011 by motion of _____ and seconded by _____.

PASSED, APPROVED AND ADOPTED by the City Council of the City of Morro Bay, on the ____ day of _____, 2011 by the following vote to wit:

AYES:

NOES:

ABSENT:

ABSTAIN:

WILLIAM YATES, Mayor

ATTEST:

BRIDGETT KESSLING, City Clerk

APPROVED AS TO FORM:

ROBERT SCHULTZ, City Attorney



AGENDA NO: C-1

MEETING DATE: 09/20/2011

Staff Report

TO: Honorable Mayor and City Council **DATE:** September 21, 2011

FROM: Andrea K. Lueker, City Manager

SUBJECT: Report on the Findings of the Morro Bay Visitors Center Workshop and Discussion of Options for Continued Operations

RECOMMENDATION

Based the progress and changes made to date with the Visitors Center as well as the information gleaned from the Visitors Center Workshop, staff recommends the City continue to contract with the Morro Bay Chamber of Commerce for the operations of the Visitors Center, extending their contract through June 2012.

Staff further recommends the following:

1. Establish and confirm transparent budget, personnel and performance measures to document that public funds are expended appropriately.
2. Publicize the existing procedure that is used to assure there is no differentiation between referrals for Chamber and non-Chamber businesses (website, materials in Visitors Center and fulfillment).
3. Coordinate with Barnett Cox and Associates (BCA) and (others) to establish directional signs to the Visitors Center from Hwy 1 (north and south).
4. Explore the possibility of enhanced efforts to establish quality "tourist information centers" along Hwy 1 and/or at city entrances that direct people to the Visitors Center for more information.
5. Implement a review of the current location and parking arrangement of the Visitors Center (either through a cooperative study with the Chamber or outside consultant).
6. Perform reviews at 6 month intervals to ensure the continued implementation of the ideas and recommendations from the workshop.

FISCAL IMPACT

Not applicable at this time.

BACKGROUND

Prepared By: _____

Dept Review: _____

City Manager Review: _____

City Attorney Review: _____

On Thursday, September 8, 2011, a workshop was held to focus on identifying opportunities to enhance the effectiveness of the Visitors Center and the roles of the various organizations and partners. This was direction from the City Council at their June 14, 2011 Council meeting. In addition, over the past eleven months, the City Council as well as the Visitors Center have both initiated significant changes that enhance the operation of the Visitors Center, to include:

1. Incorporating new language, regarding financial reviews of the Visitors Center, into the Agreement between the Chamber of Commerce and the City of Morro Bay, providing more comprehensive financial statements that delineate Visitors Center expenditures from Chamber expenditures as well as expanded, detailed monthly statements.
2. Foregoing a transient occupancy tax (TOT) increase in exchange for Morro Bay Tourism Business Improvement District (TBID) agreeing to return its assessments to 3%.
3. Approving TBID funding of \$50,000 of the Visitors Center costs.
4. Adding the City Manager, or her designee, as a voting member of both the Chamber Executive Board and the General Board of Directors which includes the City Manager, or her designee, as part of the Finance Committee.
5. Hired a new marketing agency, Barnett Cox and Associates (BCA).
6. Requiring the Visitors Center to provide a monthly report to the TBID and Community Promotions Committee (CPC), which includes copies of all invoices, a verbal report from the Chamber Executive Director, regarding how Visitors Center staff is trained/informed about TBID “packages or specials,” and a more comprehensive financial report.
7. Formation of an Economic Development Committee with City staff and City Council representation.
8. Weekly outreach to motels/hotels for vacancy information which is used to assist visitors in locating a room when needed as well as posting of this information at the Visitors Center.
9. Interior redesign of the Visitors Center to increase the appeal.
10. Amending weekend hours to be consistent with demand and season; Summer (May through Harbor Festival) hours: Sunday-Thursday 9-5, Friday and Saturday 10-6.
11. Holding a public workshop to identify opportunities to enhance the Visitors Center.
12. Creation of a Menu Notebook for visitors to review and promote fine dining opportunities.
13. Review and improvement of signage to the current location of the Visitors Center.
14. Working on a partnership with Hearst Castle to install a Hearst Castle Satellite Visitors Center.
15. Encouraging local businesses to offer coupons in the Visitors Center.
16. Providing a Guest Book which will capture e-mail data from visitors.
17. Designing a children’s coloring book featuring unique Morro Bay sites.

DISCUSSION

Twenty-three community members participated in the Visitors Center Workshop on September 8, 2011. The workshop participants identified numerous potential opportunities and activities for the Visitors Center and selected the top 20 to further assess. Using real-time polling, they rated the importance, current performance and consistency with the Morro Bay image to identify the most critical activities and areas where there was the greatest potential for improvement. The most important Visitors Center activities were:

- Best source of information in town/easiest to access
- Hours of operation conducive to the visitor
- Personal experience - welcoming
- Welcoming physical environment
- Fulfillment
- Effectively capture guest information
- Location and parking

A chart presenting the results for all 20 potential opportunities/activities is presented in Attachment 1. The participants then identified potential strategies to improve the performance of the Visitors Center in the most critical areas.

Approximately 70% of the participants polled were satisfied with the Chamber of Commerce operating the Visitors Center. Those not satisfied expressed concern about the Chamber sharing resources and the transparency or accountability of public funds. They also expressed concern that non-Chamber businesses receive unbiased and equal treatment and referrals. A more detailed report on the workshop is being prepared and will be available in the near future.

One issue that was not raised at the Visitors Center Workshop, but was raised during the Marketing Workshop was the concept of a Director of Tourism position. While there has been no specific description of the position, many of the duties that have been associated with that position are currently the responsibility of the Marketing Company and/or the Visitors Center or Chamber of Commerce, such as publishing press releases and coordinating the activity/event calendar. As was stated in a prior staff report, the Chamber and the Visitors Center in the past have used a portion of their funding to provide for a full-time Event Coordinator position funded at approximately \$35,000 per year. That Event Coordinator position was vacated some time ago, and has not been refilled, resulting in the remaining staff members absorbing those duties and hours. The Chamber realizes the need for at least one ½ time position to work on both events and membership. City staff has discussed with the Chamber CEO, the concept of the former Events Coordinator position being reallocated to spend ½ time on events and membership coordination and the remaining ½ time on specific tourism issues in tandem with BCA, TBID, CPC and the City. This arrangement could certainly be directed by the City Council, however it might be more effective to have the 5 tourism partners (BCA, TBID, CPC, City staff and the Chamber) meet, determine if any gaps exist in service and how to address those gaps. Staff believes this direction is much more feasible at this point in time due to the enhanced cooperative working relationship between the tourism partners.

CONCLUSION

With the changes that have been made at the Visitors Center and the information gathered from the Visitors Center Workshop, staff recommends the City Council continue to contract with the Morro Bay Chamber of Commerce for the operations of the Visitors Center, extending their contract through June 2012. As was expected, with BCA and with the changes that have been made with the Visitors Center over the past months, the City is already experiencing an increase in TOT and occupancy. Staff believes this trend will continue as we fine tune our marketing efforts, work on strategic economic development and as all agencies and partners in tourism move forward with a cooperative working relationship. Furthermore, by embarking on a 6 month review and reporting system, the City Council will be kept up to date on the workings of the tourism partners.

Attachment 1

Morro Bay Visitor Center Workshop Opportunity Assessment September 8, 2011

