

City of Morro Bay

City Council Agenda

Mission Statement

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

**CITY COUNCIL/PLANNING COMMISSION
JOINT MEETING
TUESDAY, FEBRUARY 28, 2012
VETERANS MEMORIAL HALL - 5:00 P.M.
209 SURF ST., MORRO BAY, CA**

- I. ESTABLISH QUORUM AND CALL MEETING TO ORDER
- II. PLEDGE OF ALLEGIANCE
- III. DUTIES AND RESPONSIBILITIES
Pursuant to the Morro Bay Planning Commission By-Laws, the Planning Commission, upon the request of the City Council, shall hold a joint meeting to discuss proposed policies, programs, goals and objectives, budgeting, future planning, or any other planning matter requiring joint deliberation.
- IV. PUBLIC COMMENT PERIOD - Members of the audience wishing to address the Council and Planning Commission on matters on this special meeting agenda may do so at this time.
- V. JOINT MEETING DISCUSSION ITEMS
Planning Commissioner Requested Discussion Items:
 - Subdivision Ordinance Review Sub-Committee; and
 - Commercial Façade Improvement Program.
- VI. ADJOURNMENT – This meeting will adjourn to the regularly scheduled City Council meeting.

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 – FEBRUARY 28, 2012
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 72 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting.

A. CONSENT CALENDAR

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

A-1 APPROVAL OF CITY COUNCIL MINUTES FOR THE REGULAR MEETING OF JANUARY 24, 2012 AND FEBRUARY 14, 2012; (ADMINISTRATION)

RECOMMENDATION: Approve as submitted.

A-2 AUTHORIZATION FOR ATTENDANCE AT THE C-MANC ANNUAL WASHINGTON D.C. MEETING; (HARBOR)

RECOMMENDATION: Approve authorization for a two-person delegation, the City Manager and Harbor Operations Manager, to attend the C-MANC meetings.

A-3 RESOLUTION 11-12 AUTHORIZING THE CITY MANAGER TO BID AT THE U.S. GENERAL SERVICES ADMINISTRATION AUCTION ON CERTAIN REAL PROPERTY LOCATED AT 3300 PANORAMA AUTHORIZING PAYMENT OF REQUIRED FEES AND DEPOSITS AND EXECUTION OF ALL NECESSARY DOCUMENTS; (CITY ATTORNEY)

RECOMMENDATION: Adopt Resolution 11-12

B. PUBLIC HEARINGS, REPORTS & APPEARANCES

B-1 APPEAL OF THE PLANNING COMMISSION'S DECISION TO DENY SIGN EXCEPTION #SP0-141 (VIRG'S LANDING SIGNS); (PUBLIC SERVICES)

RECOMMENDATION: Deny the appeal and uphold the Planning Commission's denial of Sign Exception #SPO-141.

B-2 APPEAL OF COMMERCIAL FISHING SLIP WAIVER DECISION BY HARBOR ADVISORY BOARD; (HARBOR)

RECOMMENDATION: Overturn the Harbor Advisory Board's appeal and grant the fishing slip waiver.

B-3 APPROVAL OF THE MORRO BAY BICYCLE AND PEDESTRIAN MASTER PLAN; (PUBLIC SERVICES)

RECOMMENDATION: Approve Resolution 12-12 adopting the Morro Bay Bicycle and Pedestrian Master Plan.

B-4 COMMUNITY DEVELOPMENT BLOCK GRANT (CDBG) PROGRAM FUNDING RECOMMENDATIONS FOR 2012/2013; (PUBLIC SERVICES)

RECOMMENDATION: Review, and approve funding recommendations for the 2012 Community Development Block Grant (CDBG) program and approve adjustment of awards on a proportional basis upon final receipt of the 2012/2013 funding allocation from the Department of Housing and Urban Development (HUD).

C. UNFINISHED BUSINESS – NONE.

D. NEW BUSINESS

D-1 DISCUSSION OF DIRECTOR OF TOURISM AND FORMATION OF A TOURISM BUREAU; (ADMINISTRATION/CITY ATTORNEY)

RECOMMENDATION: Staff recommends City Council authorize moving forward with forming a separate 501(c)(6) non-profit entity; begin the process of combining the TBID and Community Promotions Committee Boards; and, continue with the Visitor Center contract with the Chamber of Commerce for fiscal year 2012-2013.

D-2 REVIEW OF THE MORRO BAY SPRINKLER ORDINANCE; (FIRE)

RECOMMENDATION: This item is informational only.

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 772-6205 FOR FURTHER INFORMATION.

MATERIALS RELATED TO AN ITEM ON THIS AGENDA SUBMITTED TO THE CITY COUNCIL AFTER DISTRIBUTION OF THE AGENDA PACKET ARE AVAILABLE FOR PUBLIC INSPECTION AT CITY HALL LOCATED AT 595 HARBOR STREET; MORRO BAY LIBRARY LOCATED AT 625 HARBOR

STREET; AND MILL'S COPY CENTER LOCATED AT 495 MORRO BAY BOULEVARD DURING NORMAL BUSINESS HOURS.

IN COMPLIANCE WITH THE AMERICANS WITH DISABILITIES ACT, IF YOU NEED SPECIAL ASSISTANCE TO PARTICIPATE IN A CITY MEETING, PLEASE CONTACT THE CITY CLERK'S OFFICE AT LEAST 24 HOURS PRIOR TO THE MEETING TO INSURE THAT REASONABLE ARRANGEMENTS CAN BE MADE TO PROVIDE ACCESSIBILITY TO THE MEETING.

MINUTES - MORRO BAY CITY COUNCIL
CLOSED SESSION – JANUARY 24, 2012
CITY HALL CONFERENCE ROOM - 5:00 P.M.

AGENDA NO: A-1

MEETING DATE: 02/28/2012

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

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

CLOSED SESSION

Mayor Yates adjourned the meeting to Closed Session.

Mayor Yates read the Closed Session Statement.

CS-1 GOVERNMENT CODE SECTION 54956.8; REAL PROPERTY TRANSACTIONS. Instructing City's real property negotiator regarding the price and terms of payment for the purchase, sale, exchange, or lease of real property as to two (2) parcels.

- **Property: Lease Site 110/110W-112/112W; 1185 Embarcadero**
Negotiating Parties: GAFCO and City of Morro Bay
Negotiations: Lease Terms and Conditions
- **Property: 3300 Panorama Drive**
Negotiating Parties: US General Services Administration and City of Morro Bay
Negotiations: Purchase and Sale

The meeting adjourned at 5:50pm.

MINUTES - MORRO BAY CITY COUNCIL
REGULAR MEETING – JANUARY 24, 2012
VETERANS MEMORIAL HALL - 6:00 P.M.

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

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

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 Shultz reported that City Council met in Closed Session and no reportable action under the Brown Act was taken.

PUBLIC COMMENT

Elena Ramos-Peffly, owner of Toes-in-the-Sand Weddings, provided the City local business report. Home of the first ever Morro Bay/Central Coast destination beach wedding business, they provide the location, the officiant, the professional photographer, and the floral decorations paired up with themed packages you can select and design. In addition, they will perform traditional denominational ceremonies, non-denominational ceremonies as well as commitment ceremonies. They encourage people to visit their website – www.toesinthesandweddings.com to learn more.

Robert Davis let us know that SLOCOG put out its annual call for unmet bicycle and pedestrian needs. The Morro Bay Citizens Bike Committee responded by compiling their own list of local unmet needs and he wants to highlight some here tonight. They include the need for the completion of the new Bicycle and Pedestrian Plan so that grant funds can be

MINUTES - MORRO BAY CITY COUNCIL
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made available through the application process, if they can be of any assistance to help move the plan along, they'd be happy to do that; Safe Routes to School Class 2 bike routes at and around San Jacinto and Del Mar School; a Class 1 multi-use trail at the Dynegy Power Plant connecting the Embarcadero through the Power Plant up to Main Street; and, replacing the 6 metal bollards at Main Street and Cloisters with something more flexible.

Craig Schmidt announced that the Chamber has put together a tool kit to aid businesses which convey the City of Morro Bay as being business friendly, as well as promotes the green building incentive program. He also spoke on Item D-4 (Facade Improvement Program Concept) in hopes that Council will consider reactivating the Facade Improvement Program. The Chamber of Commerce Installation Banquet was held the previous week and he wanted to recognize the following: City's Living Treasure was Mike Dominguez; City's Business of the Year was Pacific Dance Center; and, Citizen of the Year was Janice Peters. All winners exemplify what it means to live in and support a community like Morro Bay.

Jamie Irons is excited to see Item A-4 (Approving the Application for Grant Funds for Sustainable Communities Planning Grant and Incentives Program) being brought forward as it shows the importance of moving forward with our General Plan. He had questions regarding Item D-5 (Proposed Moratorium on the Payment of Development Impact Fees on Residential Development) and the fee reductions: has the 50% reduction in fees in 2006 been successful? And the 5 year period for waiving this – where did we come up with the 5 years? Is that based on the \$500,000 figure in the staff report? If so, maybe consider a price versus saying 5 years.

Roger Ewing spoke on Item D-2 (Roundabout Concept at Highway 41 and Main Street). He stands in opposition to its placement and in fact had thought this had been put to bed years ago. He feels the area is too small to safely put a roundabout in. He also feels that this time and money could be put to use at San Jacinto and Main Street. He also spoke on Item D-5 regarding the Proposed Moratorium on the Payment of Development Impact Fees for Residential Development. He stressed that there needs to be fairness and a sense of community and that to consider waiving these fees goes against that philosophy. He was concerned that this reduction wouldn't be fair to those applicants who have previously been in and paid the impact fees as compared to those who may come in after the fees are reduced and as such, don't have to pay.

John Barta spoke on Item A-3 (2011 Annual Water Report). The report highlighted the fact that the City has a variety of sources for water and complimented both the City and residents alike on their very low rate of consumption which compares favorably with anywhere in the State. He also noticed that the rate of water loss is down to the 5% range which is also far below the State average. He also felt that the City would be doing the right thing by reducing the impact fees for residential development. And finally, please take a look at the exact words with the sign issue and make sure you agree with it.

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Betty Winholtz spoke on agenda item D-5 (Proposed Moratorium on the Payment of Development Impact Fees for Residential Development) feeling that these proposed reductions would not help the City with their revenues. Regarding Item D-2 (Roundabout Concept at Highway 41 and Main Street), she remembers that the high school and their administration was against the idea and hopes that if the decision is made to move forward in concept, that the high school is consulted from the beginning. She also feels that, Councilmember Borchard is not being consistent in her decision making processes and votes on important issues.

Nikita Van Nordstram stated that she is here to back Councilmember Johnson up with her Facade Improvement Program and thinks it could also use an additional City incentive program because she feels the people have money to improve their business, they just choose not to. She encouraged Council and staff to contact the Dana Point Director of Tourism as they are going through some of the same problems we are going through.

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 CITY COUNCIL MINUTES FOR THE REGULAR MEETING OF JANUARY 10, 2012; (ADMINISTRATION)

RECOMMENDATION: Approve as submitted.

A-2 RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MORRO BAY, CALIFORNIA CALLING A PRIMARY MUNICIPAL ELECTION TO BE HELD ON TUESDAY, JUNE 5, 2012 FOR THE PURPOSE OF ELECTING CERTAIN OFFICERS OF SAID CITY; AND REQUESTING THE BOARD OF SUPERVISORS OF SAN LUIS OBISPO COUNTY TO CONSOLIDATE SAID ELECTION WITH THE CONSOLIDATED DISTRICTS ELECTION TO BE HELD IN THE COUNTY ON TUESDAY, JUNE 5, 2012; AND OTHER ELECTION MATTERS AS REQUIRED BY LAW; (ADMINISTRATION)

RECOMMENDATION: Adopt Resolution No. 07-12.

A-3 2011 ANNUAL WATER REPORT; (PUBLIC SERVICES)

RECOMMENDATION: Adopt Resolution No. 08-12.

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A-4 RESOLUTION OF THE CITY COUNCIL BY THE CITY OF MORRO BAY, CALIFORNIA APPROVING THE APPLICATION FOR GRANT FUNDS FOR THE SUSTAINABLE COMMUNITIES PLANNING GRANT AND INCENTIVES PROGRAM FOR UPDATES TO THE GENERAL PLAN AND LOCAL COAST PLAN UNDER THE SAFE DRINKING WATER, WATER QUALITY AND SUPPLY, FLOOD CONTROL, RIVER AND COASTAL PROTECTION BOND ACT OF 2006 (PROPOSITION 84)

RECOMMENDATION: Adopt Resolution No. 09-12.

Councilmember Johnson pulled Item A-1 from the Consent Calendar.

MOTION: Councilmember Borchard moved the City Council approve the Consent Calendar with the exception of Item A-1. The motion was seconded by Mayor Yates and carried unanimously. (5-0)

A-1 APPROVAL OF CITY COUNCIL MINUTES FOR THE REGULAR MEETING OF JANUARY 10, 2012; (ADMINISTRATION)

Councilmember Johnson asked that the motion made be corrected so that it read "...and Public Services Department for **rewrite**."

MOTION: Councilmember Johnson moved the City Council approve Item A-1 of the Consent Calendar with the stated correction. The motion was seconded by Councilmember Borchard and carried unanimously. (5-0)

Mayor Yates called for a break at 7:04 p.m.; the meeting resumed at 7:19 p.m.

B. PUBLIC HEARINGS, REPORTS & APPEARANCES

B-1 RESOLUTION NO. 05-12 AUTHORIZING SUBMISSION OF RURAL TRANSIT FUND GRANT APPLICATIONS; (PUBLIC SERVICES)

Management Analyst, Janeen Burlingame presented her staff report on this item.

Mayor Yates opened the hearing for public comment; seeing no one wishing to speak, Mayor Yates closed hearing for public comment.

MOTION: Councilmember Borchard moved the City Council adopt Resolution 05-12 authorizing submission of Rural Transit Fund grant applications for the following projects: Triennial Performance Audit and purchase of a vehicle for a volunteer Community Bus program for initiation of service in 2012. The

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VETERANS MEMORIAL HALL - 6:00 P.M.

motion was seconded by Councilmember Smukler and carried unanimously.
(5-0)

C. UNFINISHED BUSINESS – None.

D. NEW BUSINESS

D-1 RESOLUTION NO 06-12 ADOPTING THE MID-YEAR BUDGET AMENDMENTS; (ADMINISTRATIVE SERVICES)

City Manager Andrea Lueker presented the staff report requesting the budget amendments as presented.

Barbara Spagnola, spokesperson for the Measure Q Committee, presented their report of 2010/2011 fiscal year activities.

Mayor Yates has a tremendous amount of respect for Chief Olivas as well as Sheriff Parkinson but has no respect for the Drug Task Force of last year. He believes that if we want to be a part of this task force, it should be brought back to Council as a separate item. He is fine with the request made by the Recreation & Parks Department. He also complimented staff for staying within their budgets.

Councilmember Smukler thanked the Measure Q Committee for all their hard work. He too has concerns with the drug task force expenditure and feels that if we want to have a discussion, it should be as a full discussion at the full budget review.

Councilmember Leage agrees with Mayor Yates's comments.

Councilmember Johnson noted that the TOT is up 5.1% over this time last year and that plan check and building inspection fees were down \$22,000; she too appreciated the work of the Measure Q Committee.

Councilmember Borchard is in full support of spending the \$10,000 for the task force as it had always been in the budget until we had to make cuts a few years ago.

Chief Tim Olivas gave a synopsis of his request of the \$10,000 as a 6 month commitment to the newly formed County Narcotics and Gang Task Force. He stressed that this is a new task force that is in no way associated with the State's Narcotics Task Force, which as of January 2012, no longer exists. The County run task force will be locally managed and if we choose not to join, then it could hurt us as an agency in the short and long term as we wouldn't be able to ask them for assistance with narcotics or gang enforcement.

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Councilmember Borchard asked if there would be an opt-out clause and if not, could one be placed into the contract.

Councilmember Smukler, acknowledging that there could be an opt-out clause, is willing to go along with the current mid-year funding request with the stipulation that it would be looked at in depth when the new fiscal year budget is presented.

MOTION: Councilmember Borchard moved the City Council adopt Resolution 06-12 authorizing the budget amendments as submitted by staff. The motion was seconded by Councilmember Johnson and carried 3-2 with Mayor Yates and Councilmember Leage voting no.

D-2 DISCUSSION OF INTERSECTION IMPROVEMENTS AT HIGHWAY 41 AND MAIN STREET – ROUNDABOUT CONCEPT; (PUBLIC SERVICES)

Public Services Director Rob Livick presented his staff report to Council. Back in 2003, staff was near the completion of a draft design report in the environmental process for a Roundabout at Highway 41 and Main Street. Due to funding concerns at the local and state level, that application was pulled from consideration and money was shifted to the Roundabout at Quintana and Morro Bay Blvd. To date, the intersection still has similar if not greater problems. We have applied and received recommendation from the SLOCOG Board for \$113,000 in Regional Service Transportation Funds which would move this project along to take another look at the alternatives and finalize the environmental document as well as make us ready for when additional monies might become available. The two (2) options being looked at are signalization and a Roundabout.

Councilmember Smukler was concerned about the high school and the pedestrian traffic versus the heavy vehicle traffic. He is in favor of pursuing the monies to review the concept as long as signalization was looked at as well, especially given the amount of time that has elapsed since the concept was brought forward years ago. He also stressed his desire to engage the high school earlier than later as part of this step forward.

Councilmember Leage is surprised that to date, there hasn't been a terrible accident at that intersection. Both the vehicle and pedestrian traffic at that location is so dangerous. He feels that something has to be done.

Mayor Yates definitely thinks the Roundabout is something to look into; and he agrees that reaching out to the high school needs to happen and in fact would be more than happy to reach out to them.

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Councilmember Johnson agrees that we need to do something with that corner and hopes to start discussions to look into the matter. Not sure if a signal is the answer either as that could lead to a waste of gasoline with cars idling for extended periods of time.

Councilmember Borchard is not in support of a RoundaBout concept there. With additional RV's, as well as the tractor trailers and school busses she doesn't feel it is safe. She would be more supportive of signalization of some kind. She loves the current Roundabout but that one doesn't feed into as many streets as one would at Highway 41 and Main Street.

MOTION: Councilmember Johnson moved the City Council look at a range of alternatives for intersection improvements at Highway 41 and Main Street and bring forward the one that's best. The motion was seconded by Councilmember Smukler and carried unanimously. (5-0)

D-3 INFORMATION ON SEXUAL REGISTRANTS WITHIN THE COMMUNITY
AND HOW JESSICA'S LAW RESTRICTS WHERE NEWLY RELEASED
OFFENDERS CAN RESIDE; (POLICE)

Police Chief Olivas gave a short presentation on the status of the living restrictions of registered sex offenders who may reside or attempt to reside in our community. Chief Olivas stressed that as of November 7, 2006, with the passing of Jessica's Law (Proposition 83), registered sex offenders are banned from residing within 2000 feet of a school or park where children congregate. This restriction was further modified when, in a court decision, the law now applies to all prisoners or registrants paroled after Proposition 83 was enacted which was February 10, 2010, irregardless of when the crime(s) were committed. Chief Olivas further went on to say that based on the City's linear orientation, there is only a very small section of the City totaling approximately 9 blocks located on the south/east edge of the City, that is not impacted by Jessica's Law.

This item was informational only, no action was taken.

D-4 DISCUSSION OF REACTIVATING THE DOWNTOWN FAÇADE
IMPROVEMENT PROGRAM CONCEPT; (COUNCILMEMBER/PUBLIC
SERVICES)

Public Services Director Rob Livick gave a short presentation on the status and history of the Downtown Facade Improvement Program.

Councilmember Johnson has spoken to the Chamber of Commerce and several local merchants and found that many of them are interested in resurrecting the program. She feels we should be using all the tools available to us in order to allow them to grow and prosper. To date, we have established a moratorium on impact fees which has not as of yet been taken advantage of. She feels we need to act immediately on the following ideas: we need to get a letter written and signed by the Mayor to both property and business owners to let them know

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we've initiated 3 programs to encourage them to invest in their buildings, their businesses and our City – we have already eliminated parking requirements in North Morro Bay for merchants who want to expand or change their use; there is a moratorium on impact fees which she feels should be extended by another year as part of their action tonight; and, the Facade program, which should include a City guaranteed low interest rate loan, waive permit fees and should last 3 years. New and improved business in our City will improve our sales tax revenues and allow us to be able to shop locally.

Councilmember Borchard is appreciative of staff continuing to provide Council with redevelopment strategies to bring forward to help the community.

Councilmember Leage thinks it's a great idea. Was curious if there was a geographical boundary to this proposal?

Councilmember Smukler thanked Councilmember Johnson for bringing this forward and questioned whether or not bike racks can fit into the definition of facade improvement? Also whether or not historical marking and signage might fit into the definition? And finally, would the extension of the moratorium of the commercial impact fees be folded into this request or would it be kept separate?

MOTION: Councilmember Johnson moved the City Council approve a Facade Improvement Program of up to a total of \$100,000 to assist business owners in upgrading the appearance of their store fronts by providing low interest loans of up to \$25,000 each through the bank, hopefully Rabobank, against City guaranteed funds. In addition, within 30 days, staff is to write and send a letter to both business and property owners advising them of the program. The motion was seconded by Councilmember Leage and carried unanimously. (5-0)

D-5 DISCUSSION OF A PROPOSED MORATORIUM ON THE PAYMENT OF DEVELOPMENT IMPACT FEES FOR RESIDENTIAL DEVELOPMENT; (PUBLIC SERVICES)

Planning Manager Kathleen Wold presented her staff report on the proposed moratorium on the payment of development impact fees for residential development and in their deliberations, request that Council weigh the benefits to the development community against the loss of revenue to determine if the benefits outweigh the costs.

Councilmember Leage is in support of the moratorium as he is interested in stimulating business, spurring on construction and getting people back to work. If we don't get building going around here then many of our local businesses will go under.

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William Yates is also in support of the moratorium as he feels this will put many, many more people back to work which in turn spurs the economy.

Councilmember Johnson totally understands the prospect of building and getting people back to work however the difference she sees is that with commercial impact fees, the commercial businesses bring in more sales tax and more business.

Councilmember Smukler feels this is too arbitrary as we don't have enough good information/data to make an informed decision. To say we will pick a number – 5 years – and do away with the funds that pay for some of our most important services and infrastructure is of great concern to him. He feels it is a very risky and even an extreme move which he cannot support.

Mayor Yates agrees that it is a gamble, there is the chance of a cost of \$100,000/year, but if it is successful, we will be able to make it up.

Councilmember Borchard agrees it's a very challenging time for the construction industry in our City. Part is the cost of the impact fees, but that isn't all of it; the entire cost to build, all factor into it. Her concern isn't about this as much as it is that someone can walk into the department, get fees but find out later that there are going to be additional fees that they weren't aware of up front. She doesn't feel she can support the item as it is presented at this juncture.

As there was no majority support for the item, no action was taken.

E. DECLARATION OF FUTURE AGENDA ITEMS

Councilmember Borchard requests staff look into paperless agendas and computerized programs; Councilmember Johnson and Councilmember Smukler concurred.

Councilmember Johnson requested extending the moratorium of commercial property impact fees for one more year; Councilmember Borchard, Councilmember Leage and Mayor Yates concurred.

ADJOURNMENT

The meeting adjourned at 8:43p.m.

Recorded by:

Jamie Boucher
City Clerk

MINUTES - MORRO BAY CITY COUNCIL
CLOSED SESSION – FEBRUARY 14, 2012
CITY HALL CONFERENCE ROOM - 5:00 P.M.

AGENDA NO: A-1

MEETING DATE: 02/28/2012

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

PRESENT:	William Yates	Mayor
	Carla Borchard	Councilmember
	Nancy Johnson	Councilmember
	George Leage	Councilmember
	Noah Smukler	Councilmember
STAFF:	Andrea Lueker	City Manager
	Robert Schultz	City Attorney
	Susan Slayton	Administrative Services Director
	Bill Avery	Chief Negotiator

CLOSED SESSION

Mayor Yates adjourned the meeting to Closed Session.

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.

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 two (2) parcels.

- **Property: 3300 Panorama Drive**
Negotiating Parties: US General Services Administration and City of Morro Bay
Negotiations: Purchase and Sale
- **Property: 895 Monterey Street**
Negotiating Parties: Woolley and City of Morro Bay
Negotiations: Voluntary Purchase and Sale

The meeting adjourned at 5:50pm.

MINUTES - MORRO BAY CITY COUNCIL
REGULAR MEETING – FEBRUARY 14, 2012
VETERANS MEMORIAL HALL - 6:00 P.M.

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

PRESENT:	William Yates	Mayor
	Carla Borchard	Councilmember
	Nancy Johnson	Councilmember
	George Leage	Councilmember
	Noah Smukler	Councilmember
STAFF:	Andrea Lueker	City Manager
	Robert Schultz	City Attorney
	Jamie Boucher	City Clerk
	Rob Livick	Public Services Director
	Tim Olivas	Police Chief
	Mike Pond	Fire Chief
	Susan Slayton	Administrative Services Director
	Joe Woods	Recreation & Parks Director
	Sierra Davis	Assistant Planner

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 Shultz reported that City Council met in Closed Session and no reportable action under the Brown Act was taken.

PUBLIC COMMENT

Chad and Amy Olivera, owners of the Waterfront Grill provided the City local business report. Located at 571 Embarcadero, in the Salt Building, the Waterfront Grill is open 5 days a week from 8am-8pm; they have been open since October. The Olivera's are excited to have developed a local following. On a personal note, they wanted to say that opening this restaurant has given them the opportunity to meet some very special people who have been very supportive, friendly and welcoming and they wanted to say THANKS for that.

Al Abrams is petitioning the FCC to get a license for a Morro Bay Community Radio station. This will be a non-profit commercial and partisan free station. They want to provide emergency capabilities, tourist information and the residents a voice as it will be a forum to provide information on local issues, events, sports, etc... He is looking to put together a board of people that want to be part of this exciting opportunity.

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Keith Taylor, acting as President of the Friends of the Fire Department, spoke about a fundraising opportunity via the sale of bricks that will be placed at the new Fire Department. The money raised by the sale of the bricks go towards scholarships benefitting the City's Reserve Firefighters in their on-going education. Tonight Keith presented David Gacad with a \$500 check to help with his costs as he attends Paramedic School.

Dan Reddell has order forms for people interested in donating to the Friends of the Fire Department's Brick Project. The cost is \$125/brick and includes an engraved personalized saying. If interested, people can contact Keith Taylor at 772-2852. Dan also introduced 2 new members to the Friends of the Fire Department Board – John and Meredith Fennacy.

Garry Johnson spoke on item D-2 (Discussion and Consideration of Regulating Public Smoking) stating that he has lost numerous friends to the hazards of smoking. He went on to give facts of the detriments of smoking including the effects of second hand smoke. He feels that this is a problem and we need to protect non-smokers. He feels having a workshop to discuss the problem and possible solutions would be a good idea.

Rachel Borovay is San Luis Obispo County's Friday Night Live Coordinator for MBHS and LOMS, she went on to introduce local elementary, middle and high school students who all spoke on the effects of smoking. Students speaking on the issue were Isaac Stanton, Ariel, Paula, Haley Revalee, Hailey Ramos, Gabrina Narajas, Holly Requa, Angela Garelick, Rachel Ericson, Maddy Fugle, and Tiffany Revalee. They brought up the following topics as it relates to cigarette/tobacco use: ~causes cancer; ~bad for the environment; ~second hand smoke concerns; ~causes asthma; ~causes heart disease; and, ~stronger smoking regulations would decrease underage smoking.

Steve Hanson, the Medical Association member for the County Tobacco Control Coalition and Medical Director at Sierra Vista reiterated the concerns of the youth. He stressed that a third of the patients at the hospital are as a result of tobacco related illnesses; that stronger smoking regulations make parks and streets cleaner; that stopping smoking can add 15-17 years to a person's life; that he endorses Proposition 29 and thinks we should as well; and, that he feels going "tobacco free" is the way to go.

Melissa works with the Tobacco Control Program in San Luis Obispo's County Health Department and wants to thank Morro Bay for contemplating drafting an Ordinance as well as commended staff for their thorough staff report. One important area that hasn't been mentioned is tobacco retail licensing, which is a way to ensure compliance checks used to monitor the sales of tobacco to minors, are funded and run on a consistent basis.

Kathleen Carly, Manager of the Public Health Department that manages the tobacco health program echoed all the previous speakers' opinions on the issue of smoking. She brought up multi-unit housing and felt that apartment owners and/or managers would be on "your side"

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with the proposed regulations. She stressed that their program was in place to support us and can help in drafting a comprehensive ordinance.

Susan Maharry and Marlice Batestella with the Central Coast Women for Fisheries gave an update on their fundraising efforts for their public art project. To date they need \$54,000 more to complete the project. If interested in donating, you can visit their website located at www.womenforfish.org.

Jamie Irons announced the Black Mountain Trail Work Day being held on Sunday, March 11th at 8am. This project is being done in conjunction with State Parks and the CCCMB (Central Coast Concerned Mountain Bikers). He encouraged trail runners and riders to come out and support the trail.

Betty Winholtz spoke on agenda item A-1 (Approval of Minutes of Regular Meeting of January 24, 2012) as she wanted the phrase "...as a whole, our elected officials are..." be removed from her statement and instead add "...Councilmember Borchard is..." She also spoke on Item A-3 (Amendment #2 to Lease Site Agreement between the City of Morro Bay and GAFCO); she doesn't feel that splitting this development should be an issue but does feel that the Council should consider that the public benefit should come before personal benefit. In addition, there is a Eucalyptus tree on Morro Bay Blvd at the Reid Building that she is fearful is slowly dying, she hopes it isn't happening intentionally. And finally, she wanted to recognize the passing of Beverly Harvey, an active member of the community.

Joe Yukich spoke on Item A-2 (Authorization to Fill One Recreation & Parks Department Maintenance Worker II Position) requesting staff, in an effort to be more transparent, place more information in staff reports such as salary range and benefits. He also felt that some of our non-essential services can be contracted out.

Jim Ross, with Morro Bay Beautiful, stated that in only one hour, he picked up a baggie full of cigarette butts at the southbound off-ramp at the roundabout.

Laura Kelleher spoke in support of the beautification of Morro Bay; possibly with palm trees and bbq areas at the Rock, palm trees at the Chevron property, a public restroom at Toro Lane, and a public walkover at Highway 41 and Little Morro Creek Road.

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.

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A-1 APPROVAL OF CITY COUNCIL MINUTES FOR THE REGULAR MEETING OF JANUARY 24, 2012; (ADMINISTRATION)

RECOMMENDATION: Approve as submitted.

A-2 AUTHORIZATION TO FILL ONE RECREATION AND PARKS DEPARTMENT MAINTENANCE WORKER II POSITION; (RECREATION & PARKS)

RECOMMENDATION: Authorize staff to fill position.

A-3 APPROVAL OF AMENDMENT #2 TO THE LEASE AGREEMENT FOR LEASE SITE 110-112/110W-112W, AND 20' OF THE EASTERLY PORTION OF 111.5W, BETWEEN THE CITY OF MORRO BAY AND GAFCO INC., LOCATED AT 1185 EMBARCADERO; (CITY ATTORNEY)

RECOMMENDATION: Adopt Resolution 10-12 approving Amendment #2 to the lease agreement for Lease Site 110-112/110W-112W and 20' of the easterly portion of 111.5W, between the City of Morro Bay and GAFCO, located at 1185 Embarcadero.

Councilmember Smukler pulled Item A-1 and A-2 from the Consent Calendar; Mayor Yates pulled Item A-3.

A-1 APPROVAL OF CITY COUNCIL MINUTES FOR THE REGULAR MEETING OF JANUARY 24, 2012; (ADMINISTRATION)

Councilmember Smukler requested staff review Ms. Winholtz's public comments and bring the minutes back at the next meeting for approval. No action was taken on Item A-1.

A-2 AUTHORIZATION TO FILL ONE RECREATION AND PARKS DEPARTMENT MAINTENANCE WORKER II POSITION; (RECREATION & PARKS)

Councilmember Smukler requested staff put more detail into these requests to fill positions to include salary range and benefit package.

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

A-3 APPROVAL OF AMENDMENT #2 TO THE LEASE AGREEMENT FOR LEASE SITE 110-112/110W-112W, AND 20' OF THE EASTERLY PORTION OF 111.5W,

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BETWEEN THE CITY OF MORRO BAY AND GAFCO INC., LOCATED AT
1185 EMBARCADERO; (CITY ATTORNEY)

Mayor Yates pulled this item in order for Councilmember Leage to step down due to a conflict of interest.

Councilmember Leage stepped down from the dais.

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

Mayor Yates called for a break at 7:01 p.m.; the meeting resumed at 7:17 p.m.

B. PUBLIC HEARINGS, REPORTS & APPEARANCES

B-1 M. ARETE AND J. ROSS APPEALS OF MEDINA PRJECT; AMENDMENT TO
S00-089 AND CPO-276; (PUBLIC SERVICES)

Assistant Planner, Sierra Davis presented her staff report on this item stating that there were 2 appeals on this project, one from Michele Arete and one from James Ross.

Michele Arete, an appellant, presented her appeal and began by saying she was here representing 200 petition and letter signers. In addition, she wanted it known that she is in support of development appropriate to the area; Ms. Arete then gave specific policy/regulation interpretations establishing the basis of her appeal. Ms. Arete isn't saying "don't build", just build according to the laws and policies as well as the July 19, 2010 permit. She also requested the City ask US Fish and Wildlife to perform a 2 day and night assessment of red legged frogs in the area. She feels the applicant must also go back to the 5 agencies that are involved in these decisions for additional information as the applicant is amending his permit, their information is outdated and current reports are necessary to proceed. The 5 agencies are: Army Corps of Engineers, US Fish and Wildlife (red legged frogs), Water Quality Control Board, Fish and Game (willows), and California Coastal Commission. CEQA must be in compliance as now there is encroachment on the creek. These agencies must be contacted and made aware of the new modifications and be given the opportunity to review current encroachment and determine if there are noncompliance violations of state and federal laws.

James Ross, an appellant, thanked the Planning Department for providing him all the paperwork and answers to his questions. Mr. Ross stated that he is not against the project but is definitely against going so close to the ESH. He doesn't feel it is necessary to go further into the 25 foot zone. He feels that a 10 foot access to the rear property is sufficient. He also expressed concern about the drainage of the new parcel. He asked the City make sure they

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don't approve so many exceptions to our codes and ordinances as they take away from the quality of life the people who live here enjoy.

Johnny Medina, the applicant, stated they are just trying to make adjustments necessary based on the July 19th approval to gain access to the lot in the back. The first approval wouldn't allow access for a second driveway, everything else proposed with this new amendment is within the boundaries.

Mayor Yates opened the hearing for public comment.

William Gallick has lived on Whidbey Way for 33 years and has seen many changes over the years. He has seen the creek area adversely impacted which is very upsetting. In July 2010, it was his understanding that there was access and the buffer wouldn't be impacted. He was also under the impression that there would be restoration in the area and to date, he hasn't seen any. While he understands the need for Medina's access, he doesn't want to see the buffer reduced and requests that the appeals be upheld.

Jamie Irons, former Planning Commissioner who heard this project while on the board stated that the decision made in 2010 by the Planning Commission wasn't appealed at that time. The layout of the first house resulted in the current constraints being seen right now. He feels that the Council should uphold the appeal and go back to the original approved project of 2010.

Laura Mounce gave a historical perspective of the destruction of the willows in the area. She also questioned why the applicant hasn't restored the ESHA area as was a condition for approval of the original house. She too asks the 5 agencies come out and make current reports to include the issue of the red legged frog sightings.

Betty Winholtz contends that there is the perception that this hearing is only about buffer setback when it isn't. The appeals include previous unfulfilled conditions and maintenance of the conservation easement. She also contends that Local Coastal Plan Policy 11.14 is the crux of the major issue and that the ESHA must be considered as ESHA. She also is questioning what setback or buffer is legally permissible, as LCP Policy 11.14 uses the phrase "but in no case shall the buffer..." and she feels that "shall" is not a negotiable word. Finally, Ms. Winholtz states that there is no take of private property for public use as the applicant originally purchased this property knowing it contained an ESHA.

Joe Yukich is aware that 151 people have signed a petition and feels that Council should listen to their constituents.

John Barta maintains that America is a "can do" nation and that the Medina's just want a little piece of the "American Dream." He feels others have questioned whether this is even an ESHA - the creek is nothing but a drain that's underneath the whole condo project that goes for 2 blocks and then pops out into this area - it's hardly an ESHA but even if it is, the biologists

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have spoken and there is no damage here. The applicant isn't asking for anything beyond the existing wall and feels there is a simple solution which would be to ask for a simple easement.

Mayor Yates closed the hearing for public comment.

Councilmember Borchard asked staff if an easement was an option which Public Services Director Livick responded that even with an easement, the driveway would still encroach into a portion of the 25 foot ESH buffer.

Councilmember Johnson asked clarification of staff regarding the following issues: the project's conditions of approval; drainage issues; the cutting down of willows; location of the proposed driveway; what part does the existing wall play in the ESH; if the driveway is permitted, can we require it be constructed of a permeable surface; and, possible granting of an easement. She is willing to stand by the 2010 Planning Commission decision to use a common driveway.

Councilmember Leage feels that they could be able to use the common driveway and still get around the corner to which Public Services Director said was a possibility though it isn't the proposal submitted by the applicant.

Councilmember Smukler also feels there is sufficient room with the existing driveway to utilize a common driveway. The 2010 Planning Commission also thought so; and it's his intent to stand by the 2010 Planning Commission decision.

Mayor Yates feels it is wrong to force someone to use an existing driveway when they want 2 separate stand-alone properties without an easement; they are staying on the same side of the existing retaining wall; he doesn't have a problem with granting this.

MOTION: Councilmember Borchard moved the City Council uphold the appeal and direct the project to follow the 2010 Planning Commission approval. The motion was seconded by Councilmember Smukler and carried 4-1 with Mayor Yates voting no.

**B-2 REVIEW OF DRAFT ZONING TEXT AMENDMENT A00-013
AMENDING SECTION 17.48.32 (SECONDARY UNITS); (PUBLIC
SERVICES)**

Public Services Director provided his staff report regarding the status of secondary units. City Council last heard this item back on March 22, 2011 where there was direction to return with the discussed amendments to MBMC Section 17.48.320, at a future meeting. The proposed secondary unit revision was then discussed at the December 7, 2011 and January 4, 2012 Planning Commission meetings where they also made recommendations which are a part of this report.

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Councilmember Smukler asked for a review of history as to how we came to the existing regulations of the 900 square feet to both Public Services Director Livick and City Attorney Schultz. He followed up with a question of whether we did a review of other coastal communities in our county of what their regulations are for secondary units.

Mayor Yates opened the hearing for public comment.

Jamie Irons brought up the fact that there is no data from Planning staff or the public that the current Ordinance even had a problem. He also questioned why it wasn't certified back in 2005. There was a 3 day public workshop when this Ordinance was originally crafted and now Council majority is asking to revise that process; he asked that Council reconsider these actions and send it back to a public workshop to do it the right way.

Betty Winholtz concurred with Mr. Irons. She is concerned with the potential of being able to build 2 homes on a lot, each 1200 square feet and then subdivide them and sell both off. She feels there are 3 things being repeated in the staff report that she wants to correct. She feels it is in error that: we are fixing our Ordinance in regards to compliance with State law; that we are increasing small affordable housing units; and, that we are ensuring compatibility with existing neighborhoods. We should listen to public input and shouldn't undermine the public process.

John Barta commented that the granny unit issue is not about land being subdivided and sold separately, never was and never will be. Granny units are there because they allow us to have a healthy community. No one is going to be required to build a 1200 sq foot granny unit. From 2005 to the present we have had a more restrictive process and as a result, very few granny units have been built. In order to have a viable community where people can afford to live, we will need a robust granny unit program.

Mayor Yates closed the hearing for public comment.

Councilmember Smukler felt that there wasn't enough data to move forward with this tonight. He also feels we would be abandoning the public process by moving forward. If we plan on changing, we should have another public workshop. He feels that 900 square feet is a fair and more affordable number and wants to stick with the existing Ordinance that was developed through the public process and move forward with the certification of that.

Councilmember Leage thinks the owner of the property should have the choice of up to 1200 square feet and agrees that just because you can, doesn't mean you will. He doesn't feel 1200 square feet is too big as long as the property owner feels they can rent it out.

Mayor Yates doesn't see a problem with this and feels it's irrelevant to compare us with what other communities are doing. He also doesn't feel that 1200 square feet is too big nor does he feel that everybody building a secondary unit to 1200 square feet will occur.

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Councilmember Johnson is good with this as well. She feels that 1200 square feet is still a reasonably sized smaller home and that this subject has been “workshopped” enough as we’ve had 2 public hearings already.

Councilmember Borchard agreed, public process has been on-going on this issue and in fact we are having a public process on it right now. A 1200 square foot limit would help the applicants expedite a project as well as save costs without having to go to a CUP. This should also help with our housing inventory.

MOTION: Councilmember Borchard moved the City Council approve Item B2 as presented in the staff report. The motion was seconded by Councilmember Leage and carried 4-1 with Councilmember Smukler voting no.

C. UNFINISHED BUSINESS – None.

D. NEW BUSINESS

D-1 DISCUSSION ON THE CLOSURE OF ATASCADERO STATE BEACH (MORRO STRAND); (ADMINISTRATION)

City Manager Andrea Lueker presented the staff report requesting the budget amendments as presented.

San Luis Obispo Coast District Superintendent, Nick Franco also spoke. He stated that the park closures were as a result of state-wide budget cuts. Morro Strand State Park was one of 70 parks slated to be closed. There are 3 options to keeping a park open: donor agreements, concession agreements and operating agreements. In an effort to keep our park open, there have been on-going discussions with Cal Poly. If there is nothing in place by March or April, the State will have to move forward with plans to close the park but they will still keep the talks open.

All Councilmembers were in total support of keeping the park open.

Mayor Yates stated that July was probably the worst possible time for this to occur. He also knows of someone who has expressed interest in running the park.

Councilmember Smukler thinks the discussions with Cal Poly are promising as that fits within our mission.

Councilmember Leage wants to do all we can to keep the park open.

Councilmember Johnson wanted to know how people can get ahold of Mr. Franco. (805) 927-2065; nfranco@hearstcastle.com

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Councilmember Borchard was concerned with the snowy plover monitoring and how that might impact somebody's ability to run the park as the monitoring process is very expensive.

No action was taken as this item was informational only.

D-2 DISCUSSION AND CONSIDERATION OF REGULATING PUBLIC SMOKING;
(CITY ATTORNEY)

City Attorney presented his staff report requesting Council's direction regarding whether to prepare an Ordinance extending regulations of secondhand smoke in the City.

Councilmember Johnson brought this forward as a result of public request. She feels that it is important to incorporate all seven (7) of the stated protections for outdoor public places (1- dining areas, 2- entryways, 3- public events, 4- recreation areas, 5- service areas, 6- sidewalks, 7- worksites) and wanted to add "drive-up windows" to #5, add "and streets" to #6, as well as add a #8 City owned vehicles and a #9 licensed child care homes. She is unsure about her feelings on #7. She would also like to see us address regulations on housing and licensing but realizes that we may want to start slower. She encourages this move forward to a public hearing.

Councilmember Borchard is supportive of moving forward with some of these actions. She agrees with #'s 1-5, is on the fence with #6 and isn't supportive of #7; she feels designated smoking areas could work; but doesn't want to pursue housing regulations or permit fees at this time.

Councilmember Smukler is also in agreement with what has been laid out. He is interested in talking about the tobacco sales concept but hopes that if we move forward with that component, it could be self-funded. He would like to see a licensing component included now as opposed to waiting as he feels it will save staff time, we will be able to utilize the Tobacco Control for their help, as well as address the sales to minors' part.

Chief Olivas presented some information on the possible regulations of tobacco sales.

Councilmember Leage is fearful that we would be dealing with a slippery slope as it will be very difficult to pass an Ordinance that you can't enforce. He also feels this could be a deterrent to tourists as he feels that probably 20% of our tourists smoke. He also feels that we need to consider that smokers have a right to smoke.

Mayor Yates agrees that there are inappropriate places to smoke but doesn't feel we need to go to this length. He also agrees that enforcement will be a problem. He can go along with some of this but that regulating smoking on sidewalks is going too far.

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MOTION: Councilmember Johnson moved the City Council bring forward for Public Hearing addressing items 1-7 in the Protections for Outdoor Public Places section found in the staff report, adding “and drive up windows” to #5, adding “and streets” to # 6, adding item 8 (city owned vehicles) and adding item 9 (licensed child care homes). The motion was seconded by Councilmember Borchard and carried 3-2 with Mayor Yates and Councilmember Leage voting no.

MOTION: Councilmember Smukler moved the City Council move forward with a regulation concept for tobacco sales as discussed. The motion was seconded by Councilmember Johnson and carried 3-2 with Mayor Yates and Councilmember Leage voting no.

D-3 DISCUSSION AND CONSIDERATION OF AMENDMENTS TO MORRO BAY MUNICIPAL CODE CHAPTER 5.24 REGARDING TAXICABS; (CITY ATTORNEY)

City Attorney Rob Schultz presented his staff report and is looking for direction from Council as to whether you would like us to streamline this process. He stated that the current Taxi Cab Ordinance was written in 1964.

Mayor Yates, in the spirit of streamlining the municipal code, wants to make this licensing process simple.

Councilmember Smukler agrees that taxi operations are helpful in the community; he is intrigued by the Danville Code; he also feels it is imperative that vehicles have clear licensing and markings as he doesn't want to lose the public safety component; he also wants to ensure there is “revocability” in the language.

Councilmember Johnson wants to see this simplified as well but also wants to ensure public safety.

Councilmember Borchard echo's the sentiments that we offer a safe ride for any passenger in our community. She questioned whether our current Ordinance is similar in kind to other Ordinances in the County. She can be supportive of a change to a more streamlined version.

MOTION: Mayor Yates moved the City Council direct the City Attorney bring back amendments to Morro Bay Municipal Code Chapter 5.24 regarding taxicabs with the goal of streamlining and simplifying the regulations. The motion was seconded by Councilmember Johnson and carried unanimously. (5-0)

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E. DECLARATION OF FUTURE AGENDA ITEMS

Councilmember Borchard requests staff look at residential development impact fee reductions; Mayor Yates and Councilmember Johnson concurred.

ADJOURNMENT

The meeting adjourned at 10:32 p.m.

Recorded by:

Jamie Boucher
City Clerk

AGENDA NO: A-3

MEETING DATE: Feb. 28, 2012

RESOLUTION NO. 11-12

**A RESOLUTION OF THE COUNCIL
OF THE CITY OF MORRO BAY, CALIFORNIA
AUTHORIZING THE CITY MANAGER TO BID AT THE
U.S. GENERAL SERVICES ADMINISTRATION AUCTION ON
CERTAIN REAL PROPERTY LOCATED AT 3300 PANORAMA DRIVE
AUTHORIZING PAYMENT OF REQUIRED FEES AND DEPOSITS
AND EXECUTION OF ALL NECESSARY DOCUMENTS**

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

WHEREAS, the U.S. General Services Administration is the owner of certain real property (the Property) located at 3300 Panorama Drive, Morro Bay, California, comprising of approximately 10.06 acres, and 94 mile pipeline easement; and

WHEREAS, the U.S. General Services Administration desires to dispose of the Property by an online public auction beginning on February 27, 2012 and continuing until a date determined by the U.S. General Services Administration; and

WHEREAS, the Property at 3300 Panorama Drive, Morro Bay was designated for acquisition by the City Council in a Closed Session Meeting on February 14, 2012; and

WHEREAS, if the City is the successful bidder the entire purchase price less any deposits previously paid by the City will be due within ninety (90) days of the auction and the City shall utilize funds from its cash investment portfolio to pay the full purchase price with the provision that such funds will be reimbursed through a long term financing mechanism.

NOW, THEREFORE BE IT RESOLVED, by the Council of the City of Morro Bay, California that the City Manager or designee is hereby authorized to pay such refundable deposits and make decisions and render such performance as necessary to comply with U.S. General Services Administration auction rules.

NOW, BE IT FURTHER RESOLVED, that the City Council hereby authorizes and directs the City Manager to bid at the U.S. General Services Administration auction to attempt to acquire the Property and to bid in an amount not to exceed the appraised value of the Property and as directed and authorized by the City Council in closed session.

PASSED AND ADOPTED by the City Council, City of Morro Bay at a regular meeting thereof held on the 28th day of February, 2012 by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

WILLIAM YATES, Mayor

ATTEST:

JAMIE BOUCHER, City Clerk



AGENDA NO: B-1

MEETING DATE: February 28, 2012

Staff Report

TO: Honorable Mayor and City Council **DATE:** February 28, 2012
FROM: Kathleen Wold, Planning and Building Manager
SUBJECT: Appeal of the Planning Commission's Decision to Deny Sign Exception #SP0-141 (Virg's Landing Signs).

RECOMMENDATION:

Staff recommends the City Council deny the appeal and uphold the Planning Commission's denial of Sign Exception #SP0-141 subject to the Finding made in Exhibit "A" and conditions in Exhibit "B" as it related to the sign proposed at Walker Mobile Home Park.

FISCAL IMPACT:

There will be no fiscal impact to the City's General Fund based on the processing of this appeal as the appellant has covered all costs with the payment of the \$250.00 appeal fee.

BACKGROUND:

City Business License records indicate that Virg's Landing Inc. relocated to 1169 Market Avenue on June 8, 2011. The business includes general retail, charter sport fishing and a workshop to conduct minor work associated with the maintenance of the fishing fleet. Use Permit (#UP0-318) which provided for the transfer of a type 20 Alcohol Beverage License for the sale of liquor was approved on June 5, 2011 and Use Permit (#UP0-326) which provided for a 1,540 square foot workshop was approved on September 21, 2011.

Virg's Landing is a recreational fishing company that has passenger for hire-fishing vessels for near shore fishing. The boats are used for whale watching tours, sport fishing, and pleasure cruises. This business operation was originally located at 1215 Embarcadero Road for some 57 years. Due to unforeseen issues the business vacated the 1215 Embarcadero Road premise and is now located at 1169 Market Street. As a means of publicizing their new location the applicant applied for a Sign Exception permit to allow off premise signs.

On November 1, 2011 the applicant, Virg's, applied for three off-premise signs, this request was subsequently amended to include a fourth sign on November 3, 2011. Two of the signs to be located on Embarcadero Road and one of the other two to be located on Beach at Market Street and the other in front of the Walker's Mobile Home Park. On January 4, 2012 the Planning Commission held a public hearing on the request. During this hearing the City Attorney indicated that Commissioner Solu may have a conflict of interest with two of the proposed signs and therefore recommended that the signs be deliberated as two separate

Prepared by: _____ Dept. Review: _____

City Manager Review: _____

City Attorney's Review: _____

projects with the signs located at Beach & Market and Walker's Mobile Home Park as one project and the signs proposed for Embarcadero as the other project.

During deliberations the Commissioner's discussed various motions including permitting signs on a temporary basis and various sign copy. Ultimately a motion was passed which provided one information sign near the old location, 1215 Embarcadero Road stating the business has moved to a new location with new location and phone number listed. A second motion was also passed to deny the signs at Beach & Market Street and Walker's Mobile Home Park.

On January 6, 2012 the applicant filed an appeal for the denial of the sign in front of Walker's Mobile Home Park.

DISCUSSION:

The appellant has indicated in their appeal that the business should be allowed a sign exception based on their unique situation. Their unique situation being the following: the business relocated to a new location after 57 years of operation at one location on Embarcadero Road, the business is a water dependent fishing business and the economy, along with the decline in fishing, make it difficult to lose any additional patronage putting the business at risk.

The Planning Commission approved a sign adjacent to their old location to direct the patrons of this business to their new location. In addition to this sign, there are other methods to inform their patrons that the business has moved including information on their web page. While the appellant indicates that this additional sign will remedy the loss of customers, there are no hard facts provided by the appellant to demonstrate that opinion.

It is the intent of the sign ordinance to provide regulations that encourage communications which aid orientation and identifying activities, preserve and enhance the aesthetic character of the surroundings, relate signing to basic principles of good design, encouraging pleasing community appearance and restrict signs which overload the public's capacity to receive information, violate privacy or which increase the probability of accidents by distracting attention or obstructing vision. In addition to the regulations contained within the Zoning Ordinance, the City's Local Coastal Plan also contains policy 12.05 which states that the City shall prohibit billboard (off premise) signs.

The sign is proposed as an off-premise sign (billboard) which are specifically prohibited under Section 17.68.030 of the City's Zoning Ordinance. While there are provisions which provided for exceptions, an exception must be approved subject to findings. Staff has reviewed the proposal in relationship to the required findings and was unable to make all the required findings for approval. Specifically the following findings:

- The sign is consistent with the intent and purpose of this chapter;

The sign advertises a commercial business not located at the sign location, and therefore is not consistent with the Section 17.68.030 which prohibits the placement of signs at locations where they advertise services not produced, stored or sold on the property.

- The size, shape, color, materials, design and location of the sign are compatible with and bear harmonious relationship to all signs on a parcel and to the use, as well as to the neighborhood and surroundings;

The sign as proposed is not compatible with the existing sign at this location.

- The location and design of the proposed sign does not obscure from view or unduly detract from existing or adjacent signs;

The sign is proposed to be located on the same poles as the existing Walker Mobile Home Park Sign as such this location may result in some confusion.

- The location and design of the proposed sign, its size, shape, illumination. and color does not detract from or interfere with or intrude upon adjacent properties or their occupants;

The sign is proposed to be located on the same poles as the existing Walker Mobile Home Park Sign and in front of the park as such the sign may result in some confusion.

- The location and design of a proposed sign in close proximity to any residential district does not adversely affect the value or character of the adjacent residential district;

Proposed location is zoned R-2 (Duplex Residential District) therefore the sign is in a residential district. Allowing the commercial signs within the R-2 district has the potential to change the character of the property.

CONCLUSION:

Planning Commission denied the applicant's request for the off-premise sign based on code sections contained in the staff report and public testimony received at the January 4, 2012 Planning Commission meeting. Staff has reviewed the information submitted with the appeal form and finds that there is no additional information which would change staff's recommendation to deny the Sign Exception Permit.

ATTACHMENTS

1. Sharon Moores' appeal.
2. January 4, 2012 Planning Commission staff report and minutes
3. Project description.
4. Photo of Sign

EXHIBIT A

FINDINGS

Site Locations: Walker's Mobile Home Park (1105 Morro Ave) the sign to be located within the public right of way along Market Street.

Project description: The applicant is requesting approval of a sign exception (to allow the placement of an off-premise sign at Walker's Mobile Home Park (1105 Morro Ave) within the public-right-of-way).

California Environmental Quality Act (CEQA)

The project has been found to be categorically exempt from CEQA pursuant to Section 15305, Class 5. Class 5 consists of minor alterations in land use limitations in areas with an average slope of less than 20%, which do not result in any changes in land use or density, including but not limited to issuance of minor encroachment permits. The project as proposed is to install four off-premise signs at various locations.

Sign Permit Findings

1. The sign is consistent with the intent and purpose of this chapter;
The sign advertises a commercial business not located at the sign location, and therefore is not consistent with the Section 17.68.030 which prohibits the placement of signs at locations where they advertise services not produced, stored or sold on the property.
2. The sign does not constitute a detriment to public health, safety and welfare;
The proposed location of the sign will not create a detriment to public health, safety or welfare.
3. The size, shape, color, materials, design and location of the sign are compatible with and bear harmonious relationship to all signs on a parcel and to the use, as well as to the neighborhood and surroundings;
The sign as proposed is not compatible with the existing sign at this location.
4. Signs on all proposed buildings or new additions to existing buildings are designed as an integral pan of the total building design:
There is no wall sign proposed.
5. The location of the proposed sign and the design of its visual elements (lettering, words, figures, colors, decorative motifs, spacing and proportions) are legible under normal viewing conditions prevailing where the sign is to be installed:
The sign as proposed is legible.
6. The location and design of the proposed sign does not obscure from view or unduly detract from existing or adjacent signs;
The sign is proposed to be located on the same poles as the existing Walker Mobile Home Park Sign as such this location may result in some confusion.
7. The location and design of the proposed sign, its size, shape, illumination. and color does not detract from or interfere with or intrude upon adjacent properties or their occupants;
The sign is proposed to be located on the same poles as the existing Walker Mobile Home Park Sign and in front of the park as such the sign may result in some confusion.

8. The location and design of a proposed sign in close proximity to any residential district does not adversely affect the value or character of the adjacent residential district; *Proposed location is zoned R-2 (Duplex Residential District) therefore the sign is in a residential district. Allowing the commercial signs within the R-2 district has the potential to change the character of the property.*

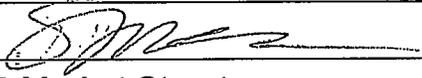
ATTACHMENT 1



CITY OF MORRO BAY
PUBLIC SERVICES DEPARTMENT
APPEAL FORM

JAN 06 2012
City of Morro Bay

JAN 06 2012

<i>APPEAL FROM THE DECISION OR ACTION OF (GOVERNING BODY OR CITY OFFICER):</i>	
Appeal of the Morro Bay Planning Commission	
<i>APPEAL OF SPECIFIC DECISION OR ACTION:</i>	
Decision to approve only one sign out of four signs requested.	
<i>PERMIT TYPE BEING APPEALED (IE. COASTAL PERMIT, USE PERMIT, TENTATIVE SUBDIVISION):</i>	
Sign Exception #SPO-141	
<i>DATE DECISION OR ACTION RENDERED:</i> January 4, 2012	
<i>APPELLANT (PLEASE PRINT):</i> Sharon Moores, Virg's Fishing	
<i>SIGNATURE:</i> 	
<i>ADDRESS:</i> 1169 Market Street	<i>TELEPHONE NUMBER:</i> 772-1222

<i> GROUNDS FOR THE APPEAL (ATTACH SHEETS AS NECESSARY):</i>
See attached sheet.

<i>REQUESTED RELIEF OR ACTION:</i>
To approve one directional sign located at Walker's Mobile Home Park.
Refund appeal fee paid.

<i>FOR OFFICE USE ONLY</i>	
<i>DATE APPEAL FILED:</i>	<i>ACCEPTED BY:</i>
<i>APPEAL BODY:</i>	
<i>DATE OF APPEAL HEARING:</i>	

MPC
1/6/2012

Grounds for Appeal of Sign Exception #SPO-141

Virg's Fishing requested an exception to the Sign Ordinance to place signs in four locations, three in the within the City Right-of-Way and the fourth at Walker's Mobile Home Park, 1105 Morro Ave. The Planning Commission approved one sign near the old tackle shop at 1215 Embarcadero Road and denied the other three locations.

For this appeal, Virg's is modifying the original request of the four signs and requesting the City Council consider approval of only one additional sign at the Walker's Mobile Home Park along with the approved sign by the Planning Commission.

Virg's unfortunately had to relocate a water dependent business that was in the same location for 57 years to a somewhat obscure location. This has brought, to put it mildly, lots of confusion, frustration and the loss of charter and private fisher folk to other areas including Port San Luis or Avila Beach.

Many businesses have the ability to put up relocations signs at the old locations to direct the public however in this case, that has not been possible. This has led to the overall confusion and frantic early morning calls to the tackle shop asking them to hold the boat for them while they find their way. So, Virg's is requesting the one additional directional sign to assist locals and visitors to the new storefront and to work in conjunction with the sign approved by the Planning Commission.

Furthermore the code allows for exceptions and the Council should weigh the circumstances and determine if a unique situation exists that will allow the Council to approve the request.

In this particular case, Virg's is unlike other businesses in town and the applicant would like the Council to consider the importance of assisting and maintaining one of the remaining two sport fishing businesses in Morro Bay.

Sport fishing is not a lucrative business anymore and it is becoming difficult at best to keep what Morro Bay has, let alone try and add more. There is little interest by persons to open a business where the doors are essentially closed for five to six months every year.

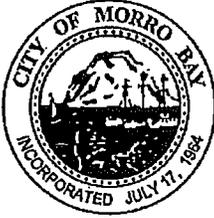
Fishing regulations and the economy have triggered the biggest impacts on this industry and unless we as a community provide at least a minimal amount of help, Morro Bay stands to lose another business that brings in scores of visitors each year and is also there to serve the locals.

Virg's is not here to ask for financial assistance or any major concessions but rather a simple request to have a directional sign on Market Street to direct the public to the tackle shop.

The Planning Commission Staff Report indicated that staff did not support this sign but recognized that there may be a need for this information until such time that Virg's new location becomes well known.

Furthermore, the applicant is amenable to a project condition for the sign at Walker's Trailer Park for a specified period of time. Virg's would ask for a two year period and an option for the Public Services Director or Planning Commission to revisit the sign permit exception before that expiration date to see if it needs to remain longer.

ATTACHMENT 2



AGENDA NO: B-3

MEETING DATE: January 4, 2012

Staff Report

TO: Planning Commissioners **DATE:** December 28, 2011

FROM: Kathleen Wold, Planning and Building Manager

SUBJECT: Sign Exception #SP0-141 to allow the placement of four off-premise signs at various locations throughout the city

RECOMMENDATION:

CONDITIONALLY APPROVE THE PROJECT by making the following motion:

- A. Adopt the Findings included as Exhibit "A";
- B. Conditionally approve sign permit exception #SP0-141 subject to the Conditions included as Exhibit "B".

APPLICANT: Sharon Moores, Virg's Sport Fishing **AGENT:** Cathy Novak

PROJECT DESCRIPTION:

The applicant is requesting approval of a sign exception to allow the placement of four off-premise signs at various locations throughout the community. The applicant desires to place these signs throughout the community to provide guidance to the fishing public as to where fishing licenses can be purchased.

The four locations will be at:

- Beach and Market Streets;
- Embarcadero Road to be located at the entry to the parking lot near the business' former location (1215 Embarcadero);
- At the boat launch ramp at Tidelands Park;
- Walker's Mobile Home Park at 1105 Morro Ave.

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

The proposed signs at the Beach and Embarcadero locations will be mounted to the existing poles within the City Right-of-Way and the launch ramp sign will be posted on the existing wood sign. The sign advertising Virg's Sportfishing is proposed to be placed on the existing Walker's Mobile Home Park sign.

PROJECT SETTINGS:

Location #1 Beach and Market Streets	
Zoning	R-2 (PD/SP)
Existing Use	Trailer Park

Location #2 Embarcadero Road to be located at the entry to the parking lot near the business' former location (1215 Embarcadero)	
Zoning	CF (PD)
Existing Use	Parking Facilities

• Location #3 At the boat launch ramp at Tidelands Park.	
Zoning	OA-2 (PD)
Existing Use	Boat Launch and parking facilities.

• Location #4 1105 Morro Avenue at Walker's Mobile Home Park on private property	
Zoning	R-2 (PD/SP)
Existing Use	Trailer Park

ENVIRONMENTAL DETERMINATION:

CEQA Determination: The project is Categorically Exempt under the Class 5. Class 5 Minor Alteration in land use limitations in areas with an average slope of less than 20%, which do not result in any changes in land use or density, including but not limited to issuance of minor encroachment permits.

BACKGROUND:

City Business License records indicate that Virg's Landing Inc. relocated to 1169 Market Avenue on June 8, 2011. The business includes general retail, charter sport fishing and a work shop to conduct minor work associated with the maintenance of the fishing fleet. Use Permit (#UP0-318) which provided for the transfer of a type 20 Alcohol beverage license for the sale of liquor was approved on June 5, 2011 and Use Permit (#UP0-326) which provided for a 1,540 square foot workshop was

approved on September 21, 2011.

PROJECT ANALYSIS:

Section 17.68.120 provides that directional and community promotional display programs advertising, directing or informing pedestrians of a business service or community events and services not related to or located on the site shall be permitted on private property in commercial use areas of the city, and on public lands or rights-of-way upon granting of an exception permit.

In accordance with the above mention section staff finds that signs 1, 2 and 3 which advertise where fishing licenses can be obtained provide a benefit to the community. The size of the signs proposed is 4 square feet or less and at such a size provide information to the public without overloading the public capacity to receive information. Staff can support a sign exception for these three signs.

The fourth sign is proposed to be located on private property zoned for residential use and as such is not provided for under section 17.68.120. Staff does not support a commercial sign being placed on residential property. It is clear that the sign is being used to direct traffic off Beach Street onto Market Street and ultimately to Virg's new location 1169 Market Street. There may be a need for this type of information until such time that the Virg's new location becomes well known. If the Planning Commission wishes to approve this sign it would be staff's recommendation that the sign be approved only for a specific period of time only.

PUBLIC NOTICE:

Notice of this item was published in the San Luis Obispo Tribune newspaper on December 23, 2011 and all property owners of record within 300 feet of the subject site were notified of this evening's public hearing and invited to voice any concerns on this application.

CONCLUSION:

The proposed sign exception if approved will allow the installation of off-premise signs under section 17.68.120.C. Three of the signs proposed will provide public information regarding obtaining fishing licenses and therefore should be approved. The fourth sign provides additional information regarding the location of the business on residential property and does not qualify for a sign exception under section 17.68.120.C.

ATTACHMENTS:

1. Findings, Exhibit A
2. Conditions, Exhibit B
3. Graphics/Plan Reductions, Exhibit C

EXHIBIT A

FINDINGS

Site Locations: Beach and Market Streets, Embarcadero Road to be located at the entry to the parking lot near the business' former location (1215 Embarcadero), at the boat launch ramp at Tidelands Park and Walker's Mobile Home Park at 1105 Morro Ave.

Project description: The applicant is requesting approval of a sign exception to allow the placement of four off-premise signs at various locations throughout the community.

California Environmental Quality Act (CEQA)

The project has been found to be categorically exempt from CEQA pursuant to Section 15305, Class 5. Class 5 consists of minor alterations in land use limitations in areas with an average slope of less than 20%, which do not result in any changes in land use or density, including but not limited to issuance of minor encroachment permits. The project as proposed is to install four off-premise signs at various locations.

EXHIBIT B

CONDITIONS OF APPROVAL

SITE LOCATIONS: Beach and Market Streets, Embarcadero Road to be located at the entry to the parking lot near the business' former location (1215 Embarcadero), at the boat launch ramp at Tidelands Park and Walker's Mobile Home Park at 1105 Morro Ave.

PROJECT DESCRIPTION: The applicant is requesting approval of a sign exception to allow the placement of four off-premise signs at various locations throughout the community.

STANDARD CONDITIONS

1. This permit is granted for the signs #1, #2 and #3 as described in the staff report referenced above, dated December 29, 2011 and as depicted in the application submitted by the applicant dated November 1, 2011 as modified by these conditions of approval.
2. **Inaugurate Within Two Years:** Unless the construction or operation of the structure, facility, or use is commenced not later than two (2) years after the effective date of this approval and is diligently pursued thereafter, this approval will automatically become null and void; provided, however, that upon the written request of the applicant, prior to the expiration of this approval, the applicant may request up to two extensions for not more than one (1) additional year each. Said extensions may be granted by the Public Services Director, upon finding that the project complies with all applicable provisions of the Morro Bay Municipal Code, General Plan and Local Coastal Program Land Use Plan (LCP) in effect at the time of the extension request.
3. **Changes:** Minor changes to the project description and/or conditions of approval shall be subject to review and approval by the Public Services Director. Any changes to this approved permit determined not to be minor by the Director shall require the filing of an application for a permit amendment subject to Planning Commission review.
4. **Compliance with the Law:** (a) All requirements of any law, ordinance or regulation of the State of California, City of Morro Bay, and any other governmental entity shall be complied with in the exercise of this approval, (b) This project shall meet all applicable requirements under the Morro Bay Municipal Code, and shall be consistent with all programs and policies contained in the certified Coastal Land Use Plan and General Plan for the City of Morro Bay.
5. **Hold Harmless:** The applicant, as a condition of approval, hereby agrees to defend, indemnify, and hold harmless the City, its agents, officers, and employees, from any claim, action, or proceeding against the City as a result of the action or inaction by the City, or from any claim to attack, set aside, void, or annul this approval by the City of the applicant's

project; or applicants failure to comply with conditions of approval. This condition and agreement shall be binding on all successors and assigns.

6. Compliance with Conditions: The applicant's establishment of the use and/or development of the subject property constitutes acknowledgement and acceptance of all Conditions of Approval. Compliance with and execution of all conditions listed hereon shall be required prior to obtaining final building inspection clearance. Deviation from this requirement shall be permitted only by written consent of the Public Services Director and/or as authorized by the Planning Commission. Failure to comply with these conditions shall render this entitlement, at the discretion of the Director, null and void. Continuation of the use without a valid entitlement will constitute a violation of the Morro Bay Municipal Code and is a misdemeanor.
7. Compliance with Morro Bay Standards: This projects shall meet all applicable requirements under the Morro Bay Municipal Code, and shall be consistent with all programs and policies contained in the certified Coastal Land Use plan and General Plan for the City of Morro Bay.

PLANNING CONDITIONS

1. Applicant shall apply for all other permits necessary to implement the sign exception including but not limited to a building permit, encroachment permit and sign permit if necessary.

SYNOPSIS MINUTES – MORRO BAY PLANNING COMMISSION
REGULAR MEETING – JANUARY 4, 2012

Novak clarified that the Applicant does not have permission to post a sign on the old lease site. A sign would need to be put in the public right of way.

Chairperson Grantham closed Public Comment period.

MOTION: Commissioner Nagy moved to approve a temporary sign at the old location, 1215 Embarcadero Road through December 2012. Grantham seconded the motion.

Commissioners discussed whether to require the sign to state “we’ve moved”, instead of “fishing licenses” and what size the sign should be. Commissioners asked Cathy Novak to return to the podium again.

Chairperson Grantham opened Public Comment period.

Cathy Novak, Applicant Representative, stated the appropriate language for the Embarcadero Road location would be “we’ve moved” and the appropriate language for the boat launch area would be “fishing licenses”. Novak further stated that if another business begins selling fishing licenses in May, that the Applicant would add their business phone number to the sign as a public service.

Chairperson Grantham closed Public Comment period.

Commissioner Nagy modified his motion to state:

MODIFIED MOTION: Commissioner Nagy moved to approve two temporary signs, a 24” x 24” sign at the old location, 1215 Embarcadero Road to say “we’ve moved” and a 24” x 18” sign at the boat ramp to say fishing licenses, through December 2012. Commissioner Irons seconded the motion.

Solu stated he was not in support of a sign at the boat ramp area. He stated there are other ways to locate the business or location of fishing licenses.

VOTE: Motion failed 2-3 with Grantham, Napier and Solu voting no.

MOTION: Chairperson Grantham moved to allow one informational sign at the old location, 1215 Embarcadero Road stating the business has moved to a new location with new location and phone number listed. Commissioner Napier seconded and motion carried unanimously. (5-0).

Commissioner Solu recused himself for the deliberation of the proposed signs at Beach and Market Streets and at Walkers Mobile Home Park, 1105 Morro Ave.

MOTION: Commissioner Nagy moved to deny the sign at Beach and Market Streets and the sign at Walkers Mobile Home Park, 1105 Morro Ave. Grantham seconded and motion carried unanimously. (4-0).

SYNOPSIS MINUTES – MORRO BAY PLANNING COMMISSION
REGULAR MEETING – JANUARY 4, 2012

Applicant/Project Sponsor: Sharon Moores (Virg's Sport Fishing) / Cathy Novak
Request: Requesting sign exception to place four off-premise signs on the public right-of-way for Virg's Sport Fishing to advertise the sale of fishing licenses. The proposed signs located at Beach and Embarcadero locations will be mounted to the existing poles within the City right-of-way, the launch ramp sign will be posted on the existing wood sign, and Walker's Mobile Home Park on the existing sign supports.
CEQA Determination: Categorically Exempt, Section 15305, Class 5.
Staff Recommendation: Conditionally approve #SP0-141.
Staff Contact: Kathleen Wold, Planning and Building Manager (805) 772-6211

Wold presented the staff report detailing each location where the off premise signs would be located.

Rob Schultz noted that Commissioner Solu may have a conflict of interest due to being within 500 feet of two of the proposed signs. Schultz recommended that the signs be deliberated separately, and have Commissioner Solu leave the dais during the deliberations for the signs located at Beach & Market and Walker's Mobile Home Park at 1105 Morro Ave.

Chairperson Grantham opened the Public Comment period.

Cathy Novak, Applicant's Representative explained the need for the proposed project.

Gary Johnson, resident of Morro Bay, spoke in favor of the proposed project.

Hearing no further comment, Chairperson Grantham closed the Public Comment period.

First discussed were the proposed sign locations of the former Virg's location, 1215 Embarcadero Road and the boat launch area.

Commissioners discussed whether granting the off-premise signs would set a precedent, and whether new businesses should also be allowed off-premise signs.

Napier and Nagy stated support for a temporary sign at the Embarcadero Road location and also stated support for a sign at the boat launch area since it is the State that requires the fishing license. Irons also stated support for signs at the Embarcadero Road location and the boat launch area.

Grantham and Irons discussed alternative sign suggestions such as a sign that directs customers to the Harbor Office for license locations or a sign that has multiple phone numbers to contact for license purchases.

MOTION: Chairperson Grantham moved to allow one temporary sign at the former 1215 Embarcadero Road location stating they have moved and deny a sign at the boat launch area. The motion failed for lack of a second.

Chairperson Grantham opened Public Comment period and asked Cathy Novak to return to the podium.

ATTACHMENT 3

Virg's Sign Exception:

Virg's Fishing is requesting an exception to the Sign Ordinance to place signs in three locations to direct the boating public towards the tackle shop in order to purchase fishing licenses. The three locations are at Beach & Market Streets (two back to back signs), the Embarcadero Road at the entry to the parking lot near the former shop, and the boat launch ramp at Tidelands Park. The proposed signs at the Beach and Embarcadero locations will be mounted to the existing poles within the City Right-of-Way and the launch ramp sign will be posted on the existing wood sign.

For many years the boating public has become reliant on Virg's to obtain fishing licenses when they come to Morro Bay. Virg's relocated the tackle shop in March 2011 after 57 years in the same location without the benefit of placing a sign in the former location to direct fisher folk to the new location. This has caused difficulty and frustration for the fisher folk so, some private boaters are taking their boats to Avila Beach to launch. Additionally some charter boat folks are going to other sport fishing landings outside Morro Bay due to their inability to find the tackle shop.

Fishing licenses are mandatory for persons fishing on boats or from the shoreline with the exception of the public piers. This service is extremely important to Morro Bay so that fisher folk will continue to bring their business to Morro Bay rather than going to other communities.

The Department of Fish and Game (DFG) implemented a new fishing license program this year that requires licensed agents to sell fishing licenses through the Automated License Data System (ALDS). This system is an internet-based computer system with point of sale equipment to issue the license. In addition to the ALDS, the agents are required to provide weekly accounting and electronic funds transfers to the DFG.

Requirements to become a DFG agent have become increasingly more rigid over the last few years as well. The DFG requires a minimum annual sales volume, equipment deposits (\$1,000), weekly fees, high speed internet connections, and more.

Due to the complexity of the ALDS, cost associated with the equipment, manpower and DFG restrictions, very few businesses have an interest in selling licenses. Virg's estimates that four to five hours per week are dedicated towards bookkeeping alone, not to mention the other employees needed specifically for issuing licenses. Licensed agents receive minimal collection fees to offset the manpower and other fees charged by the DFG to administer the license program.

Virg's is one of the nine DFG licensed agents in the County however the one and only in Morro Bay. The nearest location to purchase a license is in San Luis Obispo but they do not open their shops until 9 and 10 a.m. Patriot Sportfishing in Avila Beach sells

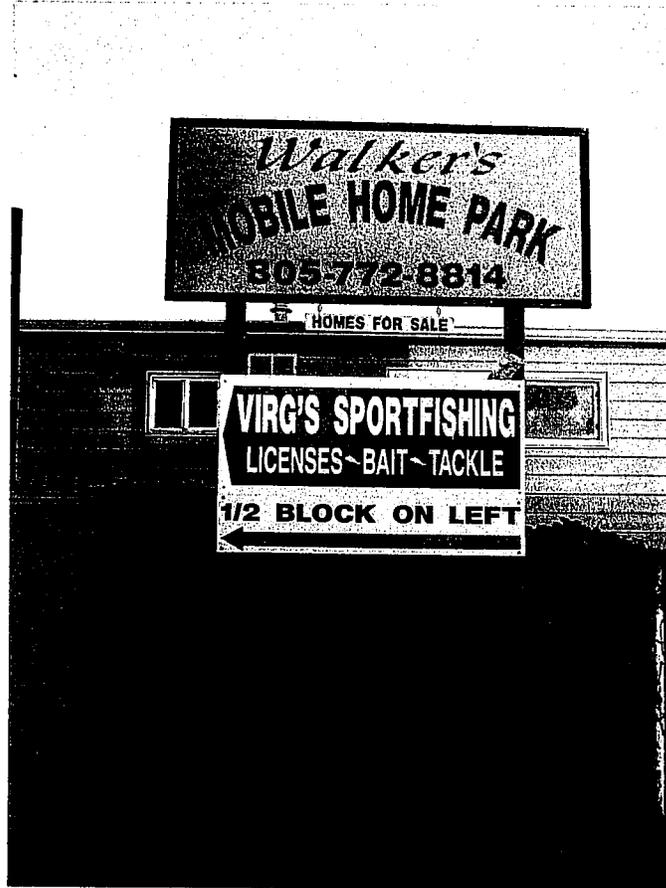
fishing licenses however they do not sell licenses to private parties until 8 a.m. after their sport fishing boat departs. This precludes the fisher folk from going on a charter trip (boat departs at 7 a.m.) or getting an early start for private trips from Morro Bay. Attached is a DFG generated list of agents for review.

Lastly, Virg's sold approximately 168,000 fishing licenses last year. This year for the equivalent amount of time Virg's would expect to sell approximately 123,000 licenses. While some of the significant drop can be attributed to economic times, the other is clearly related to the shop location change and the inability for fisher folk to find the new location.

Therefore, directional signage is vital to assisting the visiting fisher folk to a location where they can buy their licenses without exasperation or worst case of losing them to our competing communities.

The City Zoning Ordinance section 17.68.120 allows for directional signage informing the public of business services located off-site and to place the signage within the rights-of-way. Virg's is requesting an exception to the City's Sign Ordinance under Section 17.68.100 because the sign locations proposed will not be materially detrimental to the health, safety, comfort or general welfare of persons residing in the neighborhood or detrimental or injurious to property or improvements in the neighborhood or to the general welfare of the City.

ATTACHMENT 4





AGENDA NO: B-2

MEETING DATE: February 28, 2012

Staff Report

TO: Honorable Mayor and City Council **DATE:** February 21, 2012

FROM: Eric Endersby, Harbor Operations Manager

SUBJECT: Appeal of Commercial Fishing Slip Waiver Decision by Harbor Advisory Board

RECOMMENDATION:

That the City Council reviews the attached material and either uphold or overturn a commercial fishing slip waiver appeal decision made by the Harbor Advisory Board (HAB). Since two other commercial fishermen were granted waivers by the HAB on 2/2/12 for fishermen with similar circumstances, staff recommends granting this waiver as well.

FISCAL IMPACT:

None.

SUMMARY:

One City commercial fishing slip holder was unable to qualify to keep his slip for 2012, and he was out of qualification waivers. He appealed to the HAB for a special waiver, but was denied, and is appealing the HAB decision to the City Council for reconsideration.

BACKGROUND:

The City Municipal Code reserves City slip assignments for “qualified” commercial fishing vessels. In accordance with Municipal Code section 15.04.150 (attached), commercial fishing vessel owners must each year provide as proof of fishing \$1,000 worth of fish landing receipts per net Coast Guard-documented ton of their vessel, or that the vessel has fished for at least 90 days in the previous year. For example, if a vessel is documented at twelve net tons, then \$12,000 worth of fish landing receipts must be provided. Resolution #23-91 (attached) outlines the 90-day slip qualification process. Slip holders are allowed two waivers from qualifying in any 10-year period. The City Council granted a blanket waiver in 1998 for all slip holders, and in 2009 and 2010 Council action allowed salmon fishermen to bring in a copy of their current salmon fishing permit to qualify, as the salmon fishery was declared a Federal Disaster those two years.

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

In order to maintain their slips for 2012, seven slip holders required waivers from qualifying. Of those seven, four were still eligible for and did receive a waiver from qualifying. Three, however, had already used their two waivers and were denied a third. All three of these fishermen requested special consideration to keep their slip assignments. Resolution #23-91 also provides for an appeal process at the HAB for decisions to not grant waivers.

DISCUSSION:

As required, the three fishermen in question appealed in writing to the HAB and were on the February 2, 2012 agenda for consideration. The HAB staff report and appeal letters are attached. While not a requirement of the appeal process, two of the appellants chose to be present at the HAB meeting to state their cases and answer any questions, while the third was unable to attend.

During discussion on the matter, one HAB member's sentiment was that the absent appellant must not care about his slip since he wasn't at the meeting to present his case, and that sentiment carried to the vote to not grant that appellant's waiver but to grant the other two since they were present. A bare quorum (4 out of 7) of HAB members was present for the discussion and vote.

Resolution #23-91 allows for a HAB waiver denial appeal to the City Council for consideration.

As required, the appellant in question has requested in writing (attached) that Council consider his appeal to maintain his slip.

CONCLUSION:

Three City commercial slip holders required a special slip qualification waiver to maintain their slips for 2012. The three appellants requesting waivers had similar reasons for needing the waiver (primarily personal or family medical issues). All three appealed to the HAB for the waiver; two appeals were granted and one was denied. The denied waiver appellant is appealing to the City Council to reconsider the denied HAB appeal.

Should the appeal be denied, the fisherman will be required to vacate his slip. Should the appeal be upheld and the fisherman granted a waiver, staff will administratively carry out the Council's direction as allowed under Resolution #23-91.

15.04.150 - Vessels of a commercial nature.

"Vessels of a commercial nature" means vessels for which the state of California, Department of Fish and Game has issued a current commercial fishing license, and whose owner or operator holds a current commercial fishing license, and which, within the current calendar year, has been actively used for commercial fishing activities. Such use shall be evidenced by proof that the vessel has grossed a minimum of one thousand dollars for each net ton capacity of the vessel, with a minimum of five thousand dollars or that the vessel has fished at least ninety days in the calendar year. Gross earnings or fish sales shall be evidenced by state of California, Department of Fish and Game commercial fish receipts or by the official commercial fish receipts of other west coast states. Proof of ninety days fishing shall be established as provided for in Resolution 90-85 or as may be amended by the city council, except that use of float plans for qualification purposes is eliminated.

(Ord. 362 § 1, 1989; Ord. 179, 1980; Ord. 119 § 1 (part), 1974; prior code § 9401.1(n))

RESOLUTION NO. 23-91

RESOLUTION ESTABLISHING PROCEDURE TO QUALIFY AS A
COMMERCIAL VESSEL FOR THE PURPOSE OF
LEASING CITY DOCKING FACILITIES

THE CITY COUNCIL
City of Morro Bay, California

WHEREAS, Morro Bay Municipal Code Section 15.04.150 defines vessels of a commercial nature; and

WHEREAS, Morro Bay Municipal Code Section 15.32.010 establishes the policy that the City shall rent or lease all City facilities at docks, wharfs and piers primarily to those vessels of a commercial nature; and

WHEREAS, City Council wishes to rescind Resolution No. 90-85 of the City of Morro Bay.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Morro Bay that Resolution No. 90-85 is rescinded in its entirety and replaced with the following. Any vessel attempting to qualify as a commercial vessel under the criteria of having fished ninety (90) days during the calendar year shall submit proof of having actually fished for ninety (90) calendar days in the following manner:

1. By fuel receipts clearly indicating the date of purchase and the owner's name and/or vessel's name and/or registration number of the vessel, or
2. By presenting Fish and Game tickets for the sale of fish which will be credited on the basis of one ticket for every two days' fishing credit, or
3. Any combination of the above proof of fishing statement, provided there is sufficient proof of separate incidents.

The Harbor Director, or his appointee, shall be responsible for evaluating the proof of fishing and making the determination as to whether or not this proof indicates that the vessel has been actively worked for ninety (90) days during the preceding calendar year.

A waiver from the requirement to qualify as a commercial vessel for a given calendar year may be granted by the Harbor Director upon filing of an official written request by the lessee. The Harbor Director shall evaluate the request and determine whether or not the waiver shall be approved. Not more than two (2) waivers shall be granted in any ten (10) year period.

Any person who wishes to appeal the decision of the Harbor Director regarding the waiver may do so to the Morro Bay Harbor Advisory Board by filing an official written statement with the Harbor Director not later than fifteen (15) days after the Harbor Director's determination. The Harbor Advisory Board shall review the appeal within thirty (30) days of the date of filing, and shall render a recommendation regarding the appeal within fifteen (15) days following close of the appeal hearing. The Harbor Director may administratively carry out the recommendation of the Harbor Advisory Board or may schedule the appeal for City Council consideration.

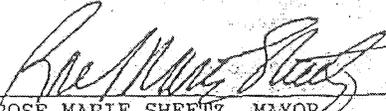
Any person who wishes to have the City Council review the hearing record of the Harbor Advisory Board recommendation regarding an appeal may do so by submitting a request to the Harbor Director within fifteen (15) days following receipt of the Harbor Advisory Board's findings.

PASSED AND ADOPTED by the City Council of the City of Morro Bay at a regular meeting held thereof on the 25th day of February, 1991, by the following vote:

AYES: Baker, Luna, Mullen, Wuriu, Sheetz

NOES: None

ABSENT: None


ROSE MARIE SHEETZ, MAYOR


ARDITH DAVIS, CITY CLERK

AGENDA NO. IV-2

DATE: 2/2/12 Action:

TO: HARBOR ADVISORY BOARD

DATE: 1/26/12

FROM: HARBOR BUSINESS MANAGER

SUBJECT: REQUEST FOR WAIVERS OF REQUIREMENT TO QUALIFY FOR A
COMMERCIAL FISHING SLIP

BACKGROUND: The City Municipal Code reserves City slip assignments to “qualified” commercial fishing vessels. Attached is Resolution #23-91 which outlines the commercial fishing qualification process. Slip holders are allowed 2 waivers from qualifying in any 10 year period. The City granted a blanket waiver in 1998. In 2009 and 2010 salmon fishermen were allowed to bring in a copy of their current salmon fishing permit to qualify as the salmon fishery was declared a federal disaster those two years. Despite the fact that 2011 was not declared a federal disaster for the salmon fishery, there were not many salmon caught locally.

At this time, all but 7 slip holders qualified for maintaining their slip agreement for 2012 by showing fishing effort in 2011. Four of those individuals were eligible for and did receive a waiver for qualifying in 2012.

Slip holders Dick Barrow, Joe Nungaray and Bob Mandella have already received 2 waivers in the last 10 year period. These individuals were notified of the fact that they already received waivers and therefore the Harbor Department could not grant an additional waiver. All three have requested special consideration to keep their slip assignments. (Attached is a copy of their requests.) Resolution #23-91 provides for an appeal process at the Harbor Advisory Board for decisions not to grant waivers.

RECOMMENDATION: That the Harbor Advisory Board review the attached material and make a recommendation as to what action to take regarding these requests for a waiver for qualifying as a commercial fishing vessel for the 2012 calendar year. If a waiver is granted by the Board, these vessels would have to qualify for 2013 by presenting fish tickets for the 2012 calendar by December 2012.

DISCUSSION: Mr. Nungaray is in a 48’ slip, Mr. Barrow is in a 40’ slip and Mr. Mandella is in a 36’ slip. There are 3 active fishing vessels 45’ or larger on the commercial waiting list. Of those vessels, 1 would not fit in any of the slips as it is long and has a wide beam and needs an end-tie slip. The other 2 larger vessels got on the list in 2010 and 2011. There are 3 vessels on the commercial waiting list that are 36’ or less and have been on the list since December 2010. In years past the average waiting time on the commercial slip waiting list is 2-4 years for vessels under 40’ and 4-8 years for vessels over 40’.

If the Board approves the waivers, the Harbor Department will administratively carry out the recommendation as allowed in Resolution #23-91. We would notify the appellants that they may keep their slip assignment in 2012, but should not anticipate any future waivers and should insure that they are not in the same situation next year. If the Harbor Advisory Board recommends not granting these waivers, the parties still can request an appeal from the City Council. Ultimately, the City Council would make the final determination. If waivers are not approved for the appellants, the slip holders would then be given a 30 day notice to vacate the slip. These vessels could tie up at the Piers on a first-come/first-served basis; however the monthly dockage rate will be higher than the monthly slip rate and access is more difficult on the Piers.

January 10, 2012

Harbor Advisory Board
1275 Embarcadero
Morro Bay, California 93442



Honorable Board:

Pursuant to the rules of the harbor, I am submitting this request for a waiver of my commercial fishing slip for your consideration.

I am sure your Board is aware of the continuing issues commercial fishermen face these days. But added to those issues, I experienced a medical issue in 2010 and 2011 and went through several procedures at French Hospital. Added to this my 92 year old mother had a mini-stroke and I had to turn my attention to changes at her residence and her day-to-day living requirements. All of these issues have taken away my fishing time but these issues had to be prioritized. When time would allow, and respecting the requirements of the harbor, I have made several attempts to fish and produced approximately \$2700.00 of fish tickets, as well as some fuel tickets for days that didn't produce any fish. I have also maintained all of my licenses, all proper insurances, and have already paid a year's worth in advance for my commercial fishing slip.

My hope is that 2012 will be a better year for all fishermen and that your Board will grant me a waiver.

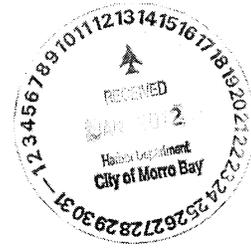
Thank you for your consideration.

Joe Nungaray

Joe Nungaray
F/V Michael Too

January 12, 2012

City of Morro Bay
Harbor Advisory Board
1275 Embarcadero
Morro Bay, CA 93442



RE: Slip Qualification Requirement – Calendar Year 2011

I would like to request a waiver of the slip requirement for the Commercial Fishing Boat Blue Horizon (F & G #17428, Document #511-624), for the calendar year 2011.

I have fished commercially for 52 consecutive years and will fish again in the year 2012.

I have had several health issues in the last few years. I had my left knee replaced in 2006 and my right replaced 2007. I have had two eye operations (lens replacement), one December 2011 and one January 2012. I also had time consuming boat repairs.

I would like to attend the meeting at which this request is considered and give some short explanations. No lengthy dissertation, I promise.

Sincerely,

A handwritten signature in cursive script that reads "R. H. Barrow".

Richard H. Barrow
126 Palomar
Pismo Beach, CA 93449
805 7732190
F/V Blue Horizon

Susan Lichtenbaum - Appeal to the Morro Bay Harbor Advisory Board for 2011 waiver of landing requirements

From: bob <bobmandella@sbcglobal.net>
To: Sue <slichten@morro-bay.ca.us>
Date: 01/22/12 6:46 PM
Subject: Appeal to the Morro Bay Harbor Advisory Board for 2011 waiver of landing requirements

I am requesting the Harbor Advisory Board for an accommodation to waiver my landing requirements for 2011. I missed the 2011 salmon season due to Medical Necessity. I had forgotten getting a waiver in 2002 due to not making the minimum landing after fishing the area from San Francisco to Bodega for 34 days and giving up on the salmon run arriving before our season closed.

A little about the F/V Primetime which is a 29 foot fiberglass lobster boat set up for salmon trolling which I have fished for 34 years. I have fished this boat from Southern California to Central Oregon and having landed fish in most all harbors. I have been in a city slip since 1995 and got my first waiver when my father passed away in 1996. Sue and I were discussing the Local Disaster Waiver in 1998 which I did not need as I was fishing up north. There were other State and Federal Disaster declarations since. As I recall there may have been one in 2008 or 2009 that I did not need as I was again fishing up north. What i am leading up to here is that I have my own private disasters due to medical problems. I would really like to move

some of the declared disasters over to the years I need them. 2003 I was diagnosed with prostate cancer and progressed to surgery and then to a diagnosis of metastatic cancer which fortunately for me is not progressing.

I have continued to keep fishing as best I can when the government transfers water from the rivers killing the salmon and calling it "overfishing". I have been looking at salmon landing in California for the following years.

1988.....1.4 million salmon. 2010.....12,600 salmon. 2011....68,600 salmon.

At one time 8,000 boats in California fished salmon commercially, now as few as a hundred or so made landing this year. Reportedly there are two strong year classes in the ocean now that should provide a fishery for the next few years. The year class at the hatcheries now are at grave risk due to the drought.

So this is fishing in the New Era, if you can cut me some slack I will get my operation back on track

Thank for considering an accommodation.....Bob
Mandella

February 03, 2012

Eric Endersby
Morro Bay Harbor Manager
1275 Embarcadero
Morro Bay, California

RE: Resolution # 23-91 Slip Qualifications

Dear Mr. Endersby:

On January 10, 2012 I filed a written waiver per Resolution #23-91 for a waiver of qualification for the slip that I have paid in full for the fiscal year period. I was told by you that this was necessary for appeal to be submitted to the Harbor Advisory Board for review. I was not told nor do I see under resolution #23-91 that once this request is submitted to the Harbor Advisory Board that my presence is required at any subsequent meeting the board discusses this issue.

On February 2, 2012 the Harbor Advisory Board met and discussed my waiver along with waivers of two other commercial fishermen seeking waivers. I did not attend this Harbor Advisor Meeting due to no notice that this was required and therefore I taped this meeting since I had made commitments to help my 91 year old mother who lives in another city. Upon my return home to Morro Bay I played the tape to learn the results of my waiver request. I was astounded to hear Commissioner Davis make a statement that my waiver must not be important to me because I was not attending the meeting. She was reminded by Commissioner Philips that I had met the requirements of the waiver resolution. Commissioner Davis continued by making a motion that the waivers be granted to the two fishermen who were there but not to me since I wasn't there. Let me state that I was not aware I had to be there nor was I notified.

In reviewing Resolution # 23-91 it does not state I must attend. No one in the Harbor Office ever mentioned this to me when I delivered my initial letter for this waiver. Had I known, I would have made arrangements to be there. I feel the manner this decision was reached was somewhat arbitrary and discriminatory and not based on a listed requirement of Resolution #23-91. I therefore submit this request to you to have this waiver submitted to the City Council for appeal to the motion of the Harbor Advisory in denying my waiver.

Thank you for your consideration.



Joe Nungaray
F/V Michael Too

Plans (BTP) and to update them every five years. Communities with a BTP that meets the State requirements are eligible for grant funding on an annual basis. In addition to the formulation of a list of grant-eligible projects, Morro Bay is also taking advantage of this opportunity to introduce a Complete Streets policy into the City's update of the Circulation element of the City's General Plan as required by the California Complete Streets Act of 2008 (AB1358).

DISCUSSION

Though a master plan such as this often focuses on the development of a list of proposed projects that will enhance bicycling and walking throughout the city, this plan has also made an effort to affirm existing and introduce new cyclist and pedestrian-friendly policies into the City's planning and project review process.

Another notable feature of this plan is the high level of community involvement in the formulation of policies, conception of programs, and development of projects all aimed at improving the safety and convenience of cycling and walking in Morro Bay. More than a hundred persons made comments on the Plan through one or more of the various public forums made available to the public. A community meeting was convened in August of last year, two meetings of the Public Advisory committee were held, public comments were heard at both the Public Works Advisory Board and the Planning Commission, and a comment form was made available on the City website.

CONCLUSION

The City of Morro Bay will benefit in numerous ways from the adoption and implementation of this plan. It will:

- increase the safety and convenience of travel for cyclists and pedestrians
- enhance the City's eligibility for grant funding
- create more reasons for tourists to visit Morro Bay and stay longer
- help our residents stay fit and reduce reliance on imported energy

ATTACHMENTS:

1. Resolution 12-12
2. Proposed Bicycle and Pedestrian Projects
3. Letter dated Feb. 14, 2012 from SLOCOG in support of this Plan
4. Final Draft 2011 Morro Bay Bicycle and Pedestrian Master Plan

RESOLUTION NO. 12-12

**RESOLUTION OF THE CITY COUNCIL
OF THE CITY OF MORRO BAY, CALIFORNIA
ADOPTING THE 2011 MORRO BAY BICYCLE AND PEDESTRIAN MASTER PLAN**

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

WHEREAS, the City's Bicycle and Pedestrian Master Plan must be updated every five years to qualify for many bicycle and pedestrian grant funding programs; and

WHEREAS, the current Bikeway Planning Study was adopted in 1997; and

WHEREAS, the 2011 Bicycle and Pedestrian Master Plan provides goals and policies related to the development of bicycle and pedestrian programs and facilities and identifies projects and project areas; and

WHEREAS, the Planning Commission conducted a public hearing on the draft Master Plan and recommended approval of the 2011 Morro Bay Bicycle and Pedestrian Master Plan to the City Council; and

WHEREAS, the 2011 Morro Bay Bicycle and Pedestrian Master Plan meets the requirements set forth in the State of California Streets and Highway Code, Section 891.2.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Morro Bay, California, adopts the 2011 Morro Bay Bicycle and Pedestrian Master Plan.

PASSED AND ADOPTED by the City Council of the City of Morro Bay at a regular meeting thereof held on the 28th day of February, 2012 on the following vote:

AYES:

NOES:

ABSENT:

WILLIAM YATES, Mayor

ATTEST:

JAMIE BOUCHER, City Clerk

Proposed Bikeway Projects

RTP ID ^a	Project Title	Short Description	Project Limits	Length ^b	Current Year Cost	Project Type	Timeframe ^c
New Project	Atascadero Rd Safety Improvements	Improve safety for cyclists and pedestrians traveling along and crossing Atascadero Rd between Main St. and High School	Atascadero Rd between Main St and entrance to MBHS	650	\$50,000	Local (with Caltrans)	Short
CST-NMOT-006	North Embarcadero Class II Bikeway	Atascadero Rd. to North Embarcadero, Class II bikeway	North side of Morro Creek to Atascadero Road Class II	1600	\$265,000	Regional Bikeway	Short
New Project	Embarcadero Complete Streets Improvements	Perform bike-ped safety audit and install recommended improvements	Embarcadero between Coleman Drive and Tidelands Park	6000	\$150,000	Local	Short
CST-NMOT-007	Morro Creek Multi-Use Path (Bridge)	Construct Bike-Ped Bridge over Morro Creek and connection to Embarcadero	from Embarcadero Rd over Morro Creek	1500	\$800,000	Regional Bikeway	Mid
New Project	Power Plant Pathway	Bike-Ped path through the power plant connecting the Class 1 bikeway to the Embarcadero	Between the Class 1 bikeway at Peregrine and the Embarcadero along the south side of power plant property	1800	\$50,000	Regional Bikeway	Short
CST-NMOT-028	South St. Class I Connector	ADA compliant bike/ped ramp linking Morro Ave. with the Embarcadero	Morro Ave to Embarcadero Road near west end of South St.	200	\$35,000	Local	Short
New Project	San Jacinto Street Bike Lanes	Add Class 2 bike lanes to San Jacinto Street	San Jacinto Street between Sandalwood and Ironwood	2300	\$5,000	Local	Short
CST-NMOT-008	Tree Grove Preservation Pathway	Connect the Cloisters Class 1 bikeway to Atascadero Road and the Class 1 bikeway east of MBHS	NE corner of MBHS and west end of Atascadero Road.	3100	\$810,000	Regional Bikeway	Short
CST-NMOT-005 & CST-NMOT-009	Beach Tract Bicycle Improvements to Cayucos Connector	Bikeway between Azure and North end of Toro Rd. along Sandalwood and Beachcomber (to Cayucos Connector)	Sandlewood Ave and Beachcomber St between Azure and Toro Lane	6580	\$110,000	Regional Bikeway	Short
New Project	Main Street/Quintana to Class 1 Access Improvements	Improve access to the Class 1 bikeway for cyclists traveling north on Main at Quintana	Main and Quintana intersection	60	\$50,000	Regional Bikeway	Short
New Project	Bicycle Rack Program	Install more bicycle racks in the business district and at other strategic locations	Citywide		\$6,000	Local	Short
New Project	San Jacinto/Hwy 1 Safety Improvements	Improve safety for cyclists and pedestrians crossing Hwy 1 and Main at San Jacinto	San Jacinto Street between Hwy 1 and Alder	300	\$50,000	Local (with Caltrans)	Mid
New Project	Yerba Buena/Hwy 1 Safety Improvements	Improve safety for cyclists and pedestrians crossing Hwy 1 at Yerba Buena	Yerba Buena Street between Hwy 1 and Main	200	\$50,000	Local (with Caltrans)	Mid
TOTAL					\$2,431,000		

Notes:

a. 2010 SLOCOG Regional Transportation Plan Identification Number (proposed projects may be slightly different from those described in the RTP)

b. In units of feet

c. Options include: Short (0-5 years) 2010-2015, Mid (5-10 years) 2016-2020, Long (10-25 years) 2021-2035

Proposed Pedestrian Projects^a

Project Title	Short Description	Project Limits	Length ^b	Current Year Cost	Project Type	Timeframe ^c
Morro Creek Multi-Use Path (Bridge)	Construct Bike-Ped Bridge over Morro Creek and connection to Embarcadero	from Embarcadero Rd over Morro Creek	1500	\$800,000	Regional	Mid
San Jacinto/Hwy 1 Safety Improvements	Improve safety for cyclists and pedestrians crossing Hwy 1 and Main at San Jacinto	San Jacinto Street between Hwy 1 and Alder	300	\$50,000	Local (with Caltrans)	Mid
Embarcadero Complete Streets Improvements	Perform bike-ped safety audit and install recommended improvements	Embarcadero between Coleman Drive and Tidelands Park	6000	\$150,000	Local	Short
Safe Route to School on Greenwood			9000	\$950,000	Local	Short
San Jacinto Street Sidewalks	Add sidewalks to San Jacinto Street	San Jacinto Street between Sandalwood and Ironwood	2300	\$300,000	Local	
Power Plant Pathway	Bike-Ped path through the power plant connecting the Class 1 bikeway to the Embarcadero	Between the Class 1 bikeway at Peregrine and the Embarcadero along the south side of power plant property	1800	\$50,000	Regional	Short
South St. Class I Connector	ADA compliant bike/ped ramp linking Morro Ave. with the Embarcadero	Morro Ave to Embarcadero Road near west end of South St.	200	\$35,000	Local	Short
Atascadero Rd Safety Improvements	Improve safety for cyclists and pedestrians traveling along and crossing Atascadero Rd between Main St. and High School	Atascadero Rd between Main St and entrance to MBHS	650	\$50,000	Local (with Caltrans)	Mid
TOTAL				\$2,385,000		
PED ONLY TOTAL				\$1,250,000		

Notes:

a. Some projects benefit both cyclists and pedestrians and will be found on both lists

b. In units of feet

c. Options include: Short (0-5 years) 2010-2015, Mid (5-10 years) 2016-2020, Long (10-25 years) 2021-2035

San Luis Obispo Council of Governments



Ronald L. DeCarli - Executive Director

Regional Transportation Planning Agency
Metropolitan Planning Organization
Rideshare Program / Census Data Affiliate
Service Authority for Freeways and Expressways

Arroyo Grande
Atascadero
Grover Beach
Morro Bay
Paso Robles
Pismo Beach
San Luis Obispo
San Luis Obispo County

February 14, 2012

Honorable William Yates and City Council
City of Morro Bay
595 Harbor St.
Morro Bay, CA 93442

RE: Support of the Draft Morro Bay Bicycle and Pedestrian Master Plan

Dear Mayor William Yates and Council,

Thank you for the opportunity to review and comment on the Morro Bay Bicycle and Pedestrian Master Plan. We at SLOCOG are pleased to support the City's efforts to establish a Bicycle and Pedestrian Master Plan as well as pursue the Bicycle Transportation Account (BTA) grant opportunities to fund bicycle related improvements.

As the state-designated Regional Transportation Planning Agency (RTPA) for San Luis Obispo County, SLOCOG is charged with the responsibility of certifying Bicycle Transportation Plans within the region for compliance with California Streets and Highway Code Section 891.2 and with the current Regional Transportation Plan (Vision 2025).

SLOCOG acknowledges the City's Plan meets and exceeds the eligibility requirements set forth by the State of California. This plan is a comprehensive approach to identifying potential bicycle and pedestrian projects and developing programs to of outreach and education for residents and visitors. The plan builds upon existing policies and programs in the Circulation and other elements of City's General Plan. Additionally, the projects shown in the plan will complement and expand the network of bicycle and pedestrian facilities available throughout the region. The variety of projects in the plan will serve as both safe routes for commuters and recreational attractions for residents and visitors.

SLOCOG's current Regional Transportation Plan and Preliminary Sustainable Community Strategies (RTP-PSCS) envisions "an efficient, coordinated, integrated, and balanced transportation system to meet the mobility needs of the San Luis Obispo region utilizing all modes of transportation." This plan will complement that goal and will form the basis of the bicycle and pedestrian projects in Morro Bay.

The City of Morro Bay should be commended for taking this step toward developing a network of bicycle and pedestrian facilities throughout the City and for proactively seeking new funding sources for the projects. SLOCOG is proud to continue to partner with the City of Morro Bay in planning and implementing future bicycle and pedestrian related improvements.

Should you have any questions or require additional information, please contact me 781-5754.

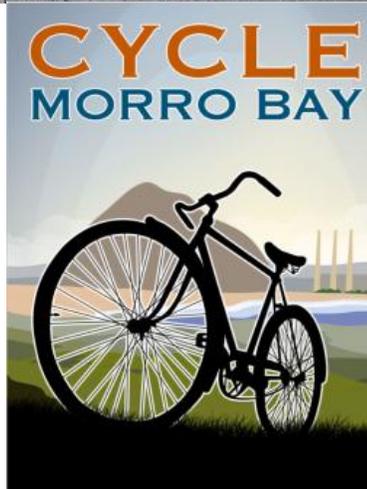
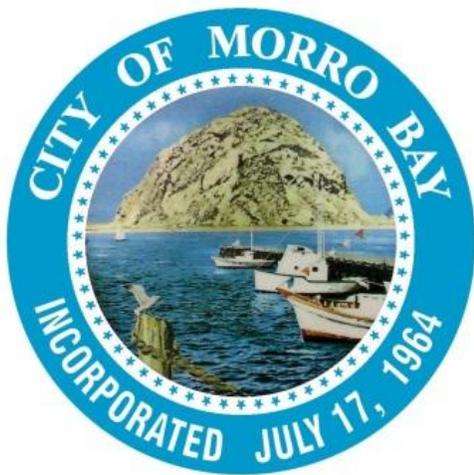
Sincerely,

Richard Murphy
Director Programming & Project Delivery
San Luis Obispo Council of Governments

Final DRAFT

February 2012

2011 Morro Bay Bicycle & Pedestrian Master Plan



Prepared by:
Public Services Department
City of Morro Bay
In conjunction with:
JBG Consulting, LLC

Acknowledgments

Special thanks go out to those who participated in writing, reviewing, and supporting the plan.

City Council

Mayor William Yates
Noah Smukler
Carla Borchard
Nancy Johnson
George Leage

Public Works Advisory Board

Bill Olson
Matt Makowetski
Ron Burkhart
Richard Rutherford
Stephen Shively

Planning Commission

Rick Grantham (Chair)
John Fenacy
Paul Nagy
John Solu
Jessica Napier

Morro Bay Citizens Bike Committee

Robert Davis (PAC)

Public Services Department

Rob Livick, PE/PLS (Director/City Engineer)
Kathleen Wold (Planning & Building Manager)
Barry Rands, PE (Associate Engineer)(PAC Chair)
Sierra Davis (Assistant Planner)
Keith Williams (Intern)
Bruce Ambo (Former Public Services Director)
Joe Yu (Former Intern)
Thomas Markel (Former Intern)

Public Advisory Committee

Geiska Velasquez
Judy Heintzelman
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Andreas Modl
Tim Olivas
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Joe Woods

JBG Consulting

John DiNunzio, Principal
Trina Blanchette, Senior Planner
Kelli Schonher, GIS, GEObispo

*cover photography donated
by Sandprints Photography;
“Cycle Morro Bay” artwork by Geoffery Rowe



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Glossary

As used in this document and generally, these terms are defined as follows:

Bicycle Boulevard – A roadway shared by bicycles and motor vehicles, without marked bike lanes, where the through movement of bicycles is given priority over motor vehicle travel.

Bicycle Commuter – A person making a trip by bicycle primarily for transportation purposes, including, but not limited to, travel to work, school, shopping, or other destination that is a center of activity, and does not include a trip by bicycle primarily for physical exercise or recreation with such a destination.

Bicycle Facilities – Any physical infrastructure serving the needs of bicycle riders, such as bicycle lanes, bicycle paths, bicycle parking and storage facilities, signs, traffic controls, pavement markings and lighting.

Bicycle Rodeo - A bicycle safety clinic featuring bike safety inspections, sometimes quick tune-ups, and a safety lecture about the rules of the road. This is followed by a ride on a miniature course set up in a parking lot where cyclists are shown where and how to apply the rules.

Bike Valet - A volunteer-run bike parking service to make it easier for people to pedal to community events. Bikes are checked in, and cyclists get tickets. When the cyclists wish to pick up their bikes, they simply hand the ticket to a volunteer who retrieves the bicycle.

Channelization – The separation or regulation of conflicting traffic movements into definite paths of travel by use of pavement markings, raised islands, or other suitable means, in order to facilitate the safe and orderly movement of motorists, bicyclists, and pedestrians.

Bikeways – Bike lanes, paths, streets or routes that provide for bicycle travel.

Class I Bikeway (Bike Path) – Provides a completely separated right of way for the exclusive use of bicycles and pedestrians with crossflow by motorists minimized.

Class II Bikeway (Bike Lane) – Provides a striped lane for one-way bike travel on a street or highway.

Class III Bikeway (Bike Route) – Provides for shared use with pedestrian and/or motor vehicle traffic.

Feeder Lane – A bike lane provided for priority at intersections

Shared-Lane Markings – Also known as ‘Sharrows,’ these are pavement symbols designed to improve the positioning of bicyclists on roadways with regular bicycle use and a curb lane width too narrow for motorists and cyclists to safely travel side by side within the lane.

February, 2012

Dear Friends and Neighbors of Morro Bay:

There are many public benefits to having a Bicycle and Pedestrian Master Plan, including alleviating traffic congestion, reducing vehicle emissions, recreation and economic benefits to the user as well as the City. Many of these benefits are directed at the user, but such a system will also serve non-riders by helping to sustain an active, livable community.

Investments in bicycling and walking facilities are being considered 'Economic Infrastructure' among California Coastal communities, increasing visitor's 'heads on beds' and making neighborhoods safer and friendlier. There are more opportunities to speak to neighbors and more "eyes-on-the-street" to discourage crime and violence. Communities with low crime rates and high-levels of bicycling and walking are generally considered to be attractive and friendly places to live and work.

Households in automobile-dependent communities devote more than 20% of household expenditures to surface transportation, more than \$8,500 annually, while those in communities with more accessible land-use and more non-motorized transportation systems spend less than 17% or less than \$5,500 annually, representing a savings of thousands of dollars a year.

Bicycling and walking is one of the most inexpensive ways to travel, costing as little as \$0.07 per mile. This includes the costs of acquiring a bicycle and basic safety equipment, as well as the maintenance and repair costs. According to the IRS, the cost for owning and operating an automobile averages .51 cents per mile including fixed and variable costs: fuel, repairs, routine maintenance, parking fees, toll, insurance and registration fees.

This Bicycle and Pedestrian Master Plan, not only sets out a new, bold vision and series of obtainable goals and objectives, but also improves access to State and Federal grant funding for bicycle and walking improvements across Morro Bay.

Sincerely,

The City of Morro Bay Public Services Department

Introduction

The Bicycle and Pedestrian Master Plan embraces a new vision of transportation planning, recognizing that walking and bicycling is essential to enhancing the quality of life for not only residents and visitors, but also the broader global community. Attractive bicycle and pedestrian facilities within a community are increasingly linked to supporting local tourist related businesses and promoting ecotourism.

Residents and visitors of all ages and abilities should be provided with safe, attractive and convenient forms of transportation and recreation. Accordingly, this document describes the City's existing conditions, planning context, and proposes policies, goals, objectives, projects and programs intended to achieve a 50% increase in the circulation of walking and bicycling in Morro Bay by 2016.

The aim of this plan is to purposefully improve the experience of bicycling and walking around the City through a combination of strategic approaches.

Setting

The City is located on the coast of San Luis Obispo County, approximately halfway (200 miles) between Los Angeles and San Francisco. The City of Morro Bay is a waterfront community with a wide range of restaurants, shops, parks, harbor, and the towering presence of Morro Rock. Morro Bay is also designated as a bird sanctuary and nature preserve, portions of which are a state wildlife refuge and a California Marine Reserve.



Morro Bay contains the region's largest estuary, and is part of the National Estuary Program with a saltwater marsh located on the east side where Chorro and Los Osos Creeks enter the bay. It is the southern-most City along the Hwy 1 National Scenic Bi-way with ocean views and beach access. Since the beginning of the 20th century it has been a center for beach holidays.

Tourism is the city's largest industry, with "the Rock," and cool summer temperatures being natural attractors to its excellent state-owned beaches north and south of town.

As of the 2010 census, the city population was 10,234. According to the 2005-2009 American Community Survey, there was an equal distribution of males and females in the population. The median age is 55.5 years with 35% of the city population 65 years and older and 12% of the city population under 18 years. Of the working population of Morro Bay, 75% drove to work alone, eight percent (8%) carpooled, less than 0.5 percent took public transportation, and 11% used other means. The remaining six percent (6%) worked at home.

The 3,948 who commuted to work took an average 19.2 minutes to get to their place of employment. Using a statistical analysis and margins of errors provided by the US Census, 811 or 20.5% of commuters travel less than or equal to 9 minutes to work.

The following sections describe the major activity centers in Morro Bay, serving as common destinations for both residents and visitors.

Downtown

Morro Bay's downtown area is a unique local destination with retail stores, restaurants, coffee shops, a movie theater and music store. Wide sidewalks, public art and an abundance of street furniture, including planters and benches comprise the area. Wide traffic crossings, with ADA compliant ramps, accommodate pedestrians along Morro Bay Boulevard and Main Street. Main Street is closed to through traffic on Saturday afternoons for the Farmers Market. As the cultural hub of Morro Bay, downtown should set the precedent for pedestrian-friendly design.

Embarcadero Visitor Area

The Embarcadero contains shopping and eating establishments as well as the most intense mix of pedestrian and automotive activity. Portions of this area have commercial fishing activities and dock facilities. Visitors and residents consider the Embarcadero to have a diverse mix of shops and waterfront recreational activity, combined with scenic views of the bay, sandspit and Morro Rock. The new multi-purpose Harborwalk connects Morro Rock and the Embarcadero and extends into the commercial area. Sidewalks are generally ten feet wide but vary in width in some locations.

Commercial Centers

Commercial areas run along Quintana Road which have automobile services, large commercial tenants including Albertson's and Rite Aid and a few local and national fast food restaurants. North Main Street is also an important commercial area with Spencer's Market and several restaurants. There are a notable number of small professional offices near downtown Morro Bay. Improving bicycle and pedestrian connections could help to encourage non-motorized trips that better connect these areas to the city.

Parks and Open Space

Morro Bay is located within the coastal zone and is governed by the Coastal Act, which designates public recreational facilities and access to them as a high priority. Improvements in accessibility to the beaches, parks, and open spaces could encourage people to visit them without an automobile. Crosswalks may be improved with better placement or more prominent signage. Additional and improved pedestrian access to Morro Bay parks and open space, including amenities specifically for children and families, should be examined closely to determine if they can be expanded and enhanced to ensure enjoyment of these valuable public amenities.

Schools

Schools are major pedestrian areas. Morro Bay has one public high school – Morro Bay High School, one public elementary school – Del Mar Elementary, both in North Morro Bay. There is also the charter school at the old Morro Elementary campus. Pedestrian and bicycle improvements should provide students with safe options to walk or ride to classes and nearby support facilities, like libraries and athletic fields from their home. Improvements should seek to insulate pedestrians from common road hazards, but not isolate them from the surrounding environment. Providing schools with non-motorized transportation alternatives is also important in developing good habits with children, so that they regard walking and bicycling as viable means of transportation, which can lead to lower rates of obesity-related health problems.

Planning Process

The Morro Bay Bicycle and Pedestrian Master Plan was researched and produced under supervision of the Morro Bay Department of Public Services with input from the Police Department, SLOCOG, volunteers, advocates, citizens and the project consultant team.

The activities undertaken included: reviewing similar planning documents, conducting site visits and field reviews (all by bike or walking), photographing facilities, bicycle counts, phone survey of Morro Bay employers, and integration of a Safe Routes to School element. Community outreach efforts included a comment form on the City website and a community meeting held to inform the public of the plan and to collect comments and recommendations based on local knowledge.

The outputs of the planning process are proposed biking and walking policies, programs and projects spanning a fifteen year time horizon. In addition to public involvement in the ranking of proposed projects, the projects have also been weighted against suggested planning criteria which govern best practices for Bicycle and Pedestrian Infrastructure Planning in California such as: Connectivity, Proximity to Activity Centers, Transit, Schools and Collisions.

Community and Stakeholder Participation

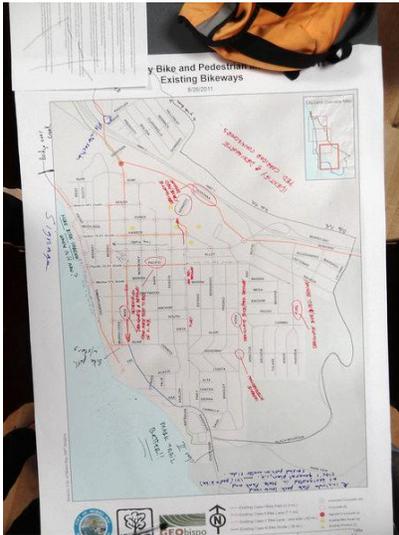
The City of Morro Bay has embraced the opportunity to work with the public through community meetings and consultation with a Public Advisory Committee. Community and stakeholder input are essential to the planning process.

Public Advisory Committee (PAC)

The City of Morro Bay approved and appointed members to a PAC in order to guide the Master planning process. The PAC's primary role was to ensure that public input was considered and represented in the Bicycle & Pedestrian Master Plan process. PAC members included individuals from neighborhood organizations, the business community, law enforcement, bicycle/pedestrian advocates, and others from a variety of professional and personal backgrounds.



The PAC convened in early August 2011 to discuss the planning process, goals and objectives of the plan and were asked to 'score' their top priorities pertaining to bicycle and pedestrian policies. The PAC met again in October 2011 to review the Second Draft of the plan before recommending adoption to the Morro Bay Planning Commission and to the City Council.



Community Meeting

A community meeting was held on August 30, 2011 at Morro Bay's Veterans Hall. Informational presentations were made including: Vision, Community Participation, Master Plan update, suggested policies, SLO Bike Coalition, Morro Bay connection with existing & proposed County Trails, Citizen involvement through Morro Bay's online e-Request form and next steps in preparing the Plan.

In order to acquire comments and local knowledge, a problem-identification and solutions ranking exercise was conducted using large format aerial and hill-shade paper maps. The participant could draw suggested routes of travel and locations of concern. The maps were also used to verify existing conditions.

Subsequent to the meeting, public comments were consolidated into a list of projects and programs to improve cycling and walking in Morro Bay. This list was recirculated to the meeting participants and others who had expressed interest in the Plan. They were asked to rank these programs and projects, the results of which were used to develop the proposed project list in Appendix H.

Interagency Cooperation

This plan was written in cooperation with the City of Morro Bay and local and regional entities having interest in bicycle and pedestrian planning within the City. Relevant agencies involved in the planning process included San Luis Obispo Air Pollution Control District (SLOAPCD), California Coastal Commission (CCC), Caltrans District 5, San Luis Obispo Council of Governments (SLOCOG), San Luis Obispo County Bicycle Coalition (SLOCBC), Rideshare, Regional Transit Authority of San Luis Obispo County (RTA), San Luis Coastal Unified School District and local bicycling clubs, employers and businesses.

Each year, SLOCOG prepares a list of 'Unmet Transit Needs' as part of the requirements of the Transportation Development Act. The resulting list includes proposed projects within the boundary of the City of Morro Bay. As this list is updated annually, it allows SLOCOG to identify needs that may have been missed by local jurisdictions or to identify new opportunities in the interval between local plans. The list of unmet bike needs in Morro Bay was used to help develop a list of proposed projects to be ranked by respondents to the informal survey that was conducted in the course of the preparation of this plan.

Consistency with Relevant Legislation and Plans

In order to be consistent with other adopted plans pertaining to the planning area, the plan includes relevant governmental policies on all levels of government. This section describes the relevant legislation and plans.

Section 891.2 California Streets and Highway Code

The Bicycle Transportation Account (BTA), a California Department of Transportation (Caltrans) funding source for bicycle improvement projects sets to improve the quality of bicycle planning across the state of California. BTA funds are only available to jurisdictions that have adopted a bicycle plan containing all of the required elements. Appendices A through K of this plan address the specific requirements of Section 891.2(a) through 891.2(k).

1988 General Plan Circulation Element

The 1988 Circulation Element acknowledges that accessibility is a major factor in the vitality of Morro Bay. A safe and efficient circulation system is essential if the City is going to prosper and function properly. The purpose of the Circulation Element is to encourage the best practical circulation system.

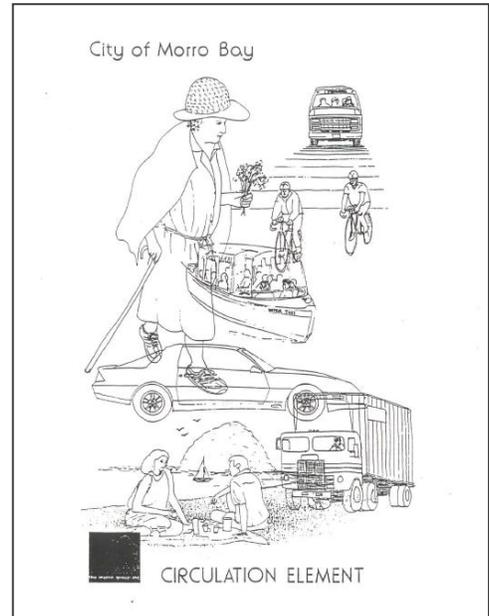
The Circulation Element was prepared pursuant to California's General Plan Guidelines at that time. The Guidelines specified that the Circulation Element should:

- Coordinate the transportation and circulation system with planned land uses;
- Promote the efficient transport of goods and the safe and effective movement of all segments of the population;
- Make efficient use of existing transportation facilities; and,
- Protect environmental quality and promote the wise and equitable use of economic and natural resources

The plan discusses all forms of circulation. It deals with the attributes and problems associated with automobiles, trucks, buses, bicycles, and walking. It addresses harbor circulation, pipelines and utility transmission lines.

A section of the plan is devoted to discussion of pedestrian issues. The following list describes the concerns involving pedestrian facilities in 1988, most of which remain relevant today:

- No sidewalks in certain areas
- Discontinuous sidewalks
- Narrow sidewalks
- Integral vs. Separated Sidewalks
- Handicap Access
- Lateral Access
- Safe walking routes to schools
- Crosswalk Identification and location
- Access Across Highway 1
- Lack of Amenities and Landscaping



The plan also suggested a priority ranking of proposed pedestrian improvements, some of which have been completed. They include:

- North Main sidewalks
- South Main residential sidewalks
- Streets leading to schools
- Embarcadero sidewalk widening
- Morro Bay Blvd amenities
- Coleman Drive
- Handicap ramps citywide

Another section is devoted to Bicycle Transportation issues. The plan recognizes the potential for enhancing commuter safety and recreational opportunities by providing a comprehensive bikeway system. It offers several suggestions in terms of improved facilities, bicycle education programs for youth, and design standards. These points were addressed in the 1997 Bikeway Plan.

Draft Circulation Element – 2004 City of Morro Bay General Plan / Local Coastal Plan

A Draft General Plan / Local Coastal Plan including a Circulation Element was prepared in 2004 and has not yet been adopted. Some of the goals and policies contained within the Draft Circulation Element were adapted for use as Goals and Objectives within this 2011 Bicycle and Pedestrian Plan. Although the goals and objectives may not be consistent with the adopted General Plan, the City is working towards the adoption of a new General Plan in which the 2011 Bicycle and Pedestrian Plan would be consistent.

1997 City of Morro Bay Bikeway Planning Study

The approved Morro Bay Bikeway Study (Res. No. 29-97) reviews the Bikeway Plan portion of the 1988 Circulation Element of the General Plan. It was written in order to determine whether the proposed bike routes meet the current and projected local and regional needs. It also evaluates off-highway alternatives and develops a project priority list based on need for the project, connectivity to other local and regional systems, project design, cost and funding availability to the City, including the possibility of amending the Circulation Element as necessary. Cost estimates for each project was developed to help in determining a project's priority. The study selected a preferred alternative by developing a project priority list. Projects deemed a priority included the connection of the South Bay Boulevard bike path to and through downtown, expansion of the system to and from local schools, regional connection between Morro Bay and Cayucos and the coordination with the overall regional effort to provide bike route alternatives to Highway 1.

California Coastal Act (2010)

Written under the authority of the California Coastal Commission, the Coastal Act outlines policies, implementation measures, enforcement, and stakeholder roles and responsibilities pertaining to coastal resource protection. Since Morro Bay is a waterfront community, there are some pertinent segments of the Act that directly apply to the Bike and Pedestrian Master Plan:

- Article 2: Development shall not interfere with the public's right of access to the sea. Public access from the nearest roadway to the shoreline and along the coast shall be provided in new development projects.
- Article 6: the location and amount of new development should maintain and enhance public access to the coast by providing non-automobile circulation with the development.

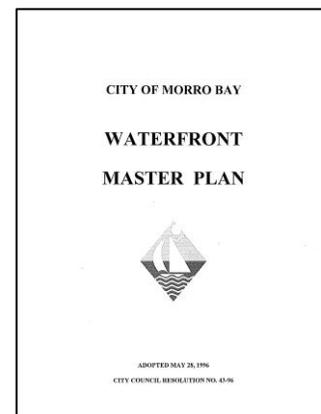
Local Coastal Plan

The Local Coastal Plan incorporates Coastal Act Policies and is specific to Morro Bay. Policies relevant to this Bicycle and Pedestrian Plan include the right of public access to all coastal tidelands as guaranteed by the Public Resources Code (Section 30210) and upheld by court decisions. The California Coastal Act of 1976 contains policies which require that existing legal rights of public access to the coast be protected, and that reasonable requirements for public access be established in new developments along the coast.

Morro Bay Waterfront Master Plan (1996)

The Waterfront Master Plan was prepared to provide design guidelines for the waterfront, to serve as a planning and feasibility study, and to provide background information about the waterfront area's history. A section of the Plan discusses Bicycle and Pedestrian circulation as follows:

“The Morro Bay waterfront is compact in size yet consistently interesting and is ideally suited to walking and biking. The northern portion of the Embarcadero is devoted to commercial fishing while the remainder is a harbor-related visitor-serving mixture. The Embarcadero experiences some of the most



substantial circulation challenges in the City of Morro Bay.

The benefits of improved pedestrian and bicycle access along the waterfront are compelling: enjoyment and health; freedom to wander and explore; less congestion on the roadways and a proportional reduction in air pollution. As the City addresses roadway and parking improvements within the waterfront area, and as the public park and private development projects are proposed, the need for pedestrian and bicycle circulation should be kept in mind as an important element to unify the overall area.”

It goes on to recommend both bicycle and pedestrian improvements, some of which have been implemented (most notable being the Harborwalk). Several of the recommendations yet to be realized are taken up in this 2011 Bicycle and Pedestrian Plan.

Sustainable Communities and Climate Protection Act (SB 375) Goals

Regional transportation planning agencies are charged with implementing programs that will enhance sustainable development and reduce global warming. Bicycle transportation and pedestrian facility improvements are key elements to this strategy. Three goals of the Act are to:

- Use the regional transportation planning process to help achieve Global Warming Solutions Act (AB 32) goals;
- Use California Environmental Quality Act (CEQA) streamlining as an incentive to encourage residential projects which help achieve AB32 goals to reduce GHG emissions; and
- Coordinate the regional housing needs allocation process with the regional transportation planning process

Cal Trans Deputy Directive DD64 R-I Complete Streets

Complete Streets: Integrating the Transportation System (DD-64-R1) was signed on October 2, 2008. Caltrans provides for the needs of travelers of all ages and abilities in all planning, programming, design, construction, operations, and maintenance activities and products on the State Highway System. Caltrans views all transportation improvements (new and retrofit) as opportunities to improve safety, access, and mobility for all travelers and recognizes bicycle, pedestrian, and transit modes as integral elements of the transportation system.

California Highway Code 888

California Highway Code 888 states that the department (Caltrans) shall not construct a state highway as a freeway that will result in the severance or destruction of an existing major route for non-motorized transportation traffic and light motorcycles, unless it provides a reasonable, safe, and convenient alternative route or such a route exists. The alternative route should not consist of significant out-of-direction travel, additional grades of significant length or slope, or high-volume routes with narrow shoulders.

2008 California Complete Streets Act (CCSA) Assembly Bill 1358

Commencing January 1, 2011, Assembly Bill 1358 requires that upon any substantive revision of a county or city circulation element, the legislative body shall modify the circulation element to plan for a balanced, multimodal transportation network that meets the needs of all users of streets, roads, and highways for safe and convenient travel in a manner that is suitable to the rural, suburban, or urban context of the general plan. For purposes of this plan, "users of streets, roads, and highways" means bicyclists, children, persons with disabilities, motorists, movers of commercial goods, pedestrians, users of public transportation, and seniors.

United States Department of Transportation (DOT) Policy Statement on Bicycle and Pedestrian Accommodation (March 11th, 2010)

DOT policy is to incorporate safe and convenient walking and bicycling facilities into transportation projects. Every transportation agency, including DOT, has the responsibility to improve conditions and opportunities for walking and bicycling and to integrate walking and bicycling into their transportation systems.

Federal: Title 23 U.S.C. 217: Bicycle Transportation and Pedestrian Walkways

This federal legislation was originally enacted in August 1973 and has had several revisions. The section relevant for the purposes of this plan states:

(g) Planning and Design.-

(1) In General. - "Bicycle transportation facilities and pedestrian walkways shall be considered, where appropriate, in conjunction with all new construction and reconstruction of transportation facilities.

(2) Safety considerations. – Transportation plans and projects shall provide due consideration for safety and contiguous routes for bicyclists and pedestrians."

City of Morro Bay Municipal Codes

The City of Morro Bay Municipal Code addresses bicycle and pedestrian regulations and definitions for use. Relevant Titles and subsection chapters include the following:

[Chapter 10.36 – Pedestrian Regulations](#) – discusses the establishment of crosswalks and their use.

[Chapter 10.72- Bicycles and Motorized Bicycles](#) – sets out the definitions, operation of bicycles and motorized bikes, and lists violations and penalties.

[Title 12 – Streets and Sidewalks](#) – discusses standard improvement specifications.

[Chapter 14.44- Frontage Improvements](#) –specifies where sidewalks are required as part of a development project. Developments in single-family residential areas (R-1 and R-2 zoning) are generally exempt from sidewalk requirements except where the street has been designated as a pedestrian route, an arterial, or collector.

Existing Conditions

This section describes existing conditions for bicycling and walking in Morro Bay. It includes a summary of bicycle facility terms and definitions, existing bikeways and pedestrian facilities in both narrative and tabular form, and includes comments on their condition and deficiencies. Morro Bay contains approximately 10 miles of bikeways which consists of 3.3 miles of off-street Class I and 7.1 miles of Class II bike lanes.

Bicycle Facilities

Bicycle facilities accommodate a wide variety of user types, needs and abilities. Three categories or classes of facilities are designed for use by cyclists.

Class I Bikeways

Class I bikeways are physically separated from other vehicular traffic and are for the exclusive use of bicycles and pedestrians. If significant pedestrian use is anticipated, separate facilities for pedestrians are sometimes provided to minimize conflicts. Dual use by pedestrians and bicycles is common and appropriate signage and extra width is often sufficient to accommodate both.

Class II Bikeways (Bike Lanes)

Class II bike lanes are for the preferential use of bicycles within the paved areas of roadways. Bike lane stripes are used to promote the orderly flow of traffic by establishing specific lines of demarcation between areas reserved for bicycles and lanes to be occupied by motor vehicles.

Class III Bikeways (Bike Routes)

Class III Bike Routes are intended to provide continuity to the bikeway system and are established along through routes not served by Class I or Class II bikeways. Class III bike routes are shared facilities with bicycle use being secondary.



Riding groups regularly use Main Street

The table on the following page lists bicycle facilities in Morro Bay according to location and category. A narrative description of current facilities in Morro Bay follows the table.

Table 2: Bicycle Facilities in Morro Bay

Facility Type	Segment	From	To	Length (feet)
Class I (3.7 miles)	Coleman Drive	Rock Parking Lot	Embarcadero.	2,371
	Main Street	Quintana Road	Perrigrine	605
	Keiser Park	Perrigrine	Atascadero Road	2,691
	Cloisters/High School (East)	Cloisters Community Park	Atascadero Road	3,695
	Coral Avenue	176 ft. S.E. of Indigo Circle	244 ft. N.E. of Emerald Circle	1,632
	Cloisters/High School (West) – plus extensions to cul de sacs and Azure parking lot	Azure Street	Morro Bay High School Property	5,066
	Cloisters Community Park (All connecting paths)	West side	East side (Coral Avenue)	2,432
	Bayside Bluffs Park	Bayshore Dr. (345 ft. S. of Main St.)	State Park Road	1,160
Class II (7.3 miles)	Main Street	Yerba Buena Street	Atascadero Road	9,683
	Main Street	Atascadero Road	Quintana Road	3,670
	Main Street	Quintana Road	Beach Street	818
	Main Street	Pacific Street	Olive Street	1,726
	Beach Street	Main Street	Morro Ave.	274
	Morro Avenue	Beach Street	138 ft. S. of Marina Street	1,857
	Morro Avenue (E. Side)	138 ft. S. of Marina Street	Driftwood Street	140
	Morro Avenue (E. Side)	146 ft. S. of Driftwood Street	Anchor Street	141
	Morro Ave. (E. Side)	Anchor Street	75 ft. S. of Anchor Street	75
	Morro Ave.	75 ft. S. of Anchor	Olive Street	658
	Olive Street	Morro Avenue	Main Street	317

Class II (cont.)	Pacific Street	Piney Way	Morro Avenue	1,634
	Harbor Street	Piney Way	Morro Avenue	1,642
	Piney Way	Harbor Street	Dunes Street	403
	Quintana Road	Main Street	South Bay Blvd.	8,711
	Quintana Road (N.Side)	South Bay Blvd.	333 ft. E. of South Bay Blvd.	333
	Embarcadero	South Street. (Approx.)	Tidelands Park (docking area)	981
	Embarcadero	Morro Bay Power Plant	Beach Street	1,714
	Atascadero Road	Park Street	692 ft. N.E. of Ironwood Avenue	3,623
Class III (.45 miles)	South Main Street	Barlow Lane	Olive Street	2,100
	Power Plant Access Road	Main Street	Quintana Road	282

Highway 1 is the primary corridor for traffic circulation north and east bound to and from the City of Morro Bay. The speed limit is 65 mph at the eastern city limit, and reduces to 55 mph as it crosses over Main Street. Within the city limits, the northern section of Hwy 1 parallels the coastline and provides arterial access along north Morro Bay’s residential areas. Hwy 1 has paved shoulders that are approximately eight feet wide and are frequently used by recreational cyclists, cycle tours and racing groups and daily riders. It is currently the only route choice for cyclists northbound to Cayucos or eastbound to San Luis Obispo.

Within the city limits several alternatives for continuous cycle travel are available with some recently completed key connector projects. The extension of Class II facilities on North Main Street completes a missing commercial link to and from North Morro Bay. The intersection of Main Street and Quintana Avenue has been improved for cyclists with the installation of a “feeder lane.” The installation of the roundabout at Quintana Avenue and Morro Bay Boulevard also provides a contiguous movement for cyclists and pedestrians traveling east-west along Quintana Avenue.

The most significant bicycle and pedestrian facility installation in recent years is the development of the multi-purpose “Harborwalk” trail along the Embarcadero, through Coleman Park to Morro Rock. The project meets numerous goals including providing a signature visitor serving amenity, completing a section of the California Coastal Trail, reducing modal conflicts (between automobiles, cyclists and walkers) while preserving and enhancing sensitive biological resources.

The north-to-south bikeway through downtown is a Class II along Morro Street, between Beach Street and Olive Street. This alternative route is provided for cyclists because of the lower traffic flow, wider

street section, and minimal on-street parking. However, there are currently no wayfinding signs directing cyclists to use this facility. It has been observed that Main Street is the preferred route for cycle groups passing through Morro Bay and Morro Bay State Park, which is both a trip generator and a destination.

Both Harbor Street and Pacific Street provide a basic level of service with Class II bike lanes for east-west bicycle circulation within the downtown area.

Class II facilities are present along the Embarcadero from Beach Street to the multi-purpose Harborwalk. The northbound travel lane also includes vehicle parking, and the southbound lane is frequently interspaced with parking lot entrance and exit ways accommodating the busy harbor services and commercial area. There are no facilities for cyclists along the visitor-serving Embarcadero area, although a Class II facility does provide a level-of-service on the north-end near the Coast Guard Station and south-end Embarcadero for approximately 100 ft. around Tidelands Park and the public boat ramp parking area.

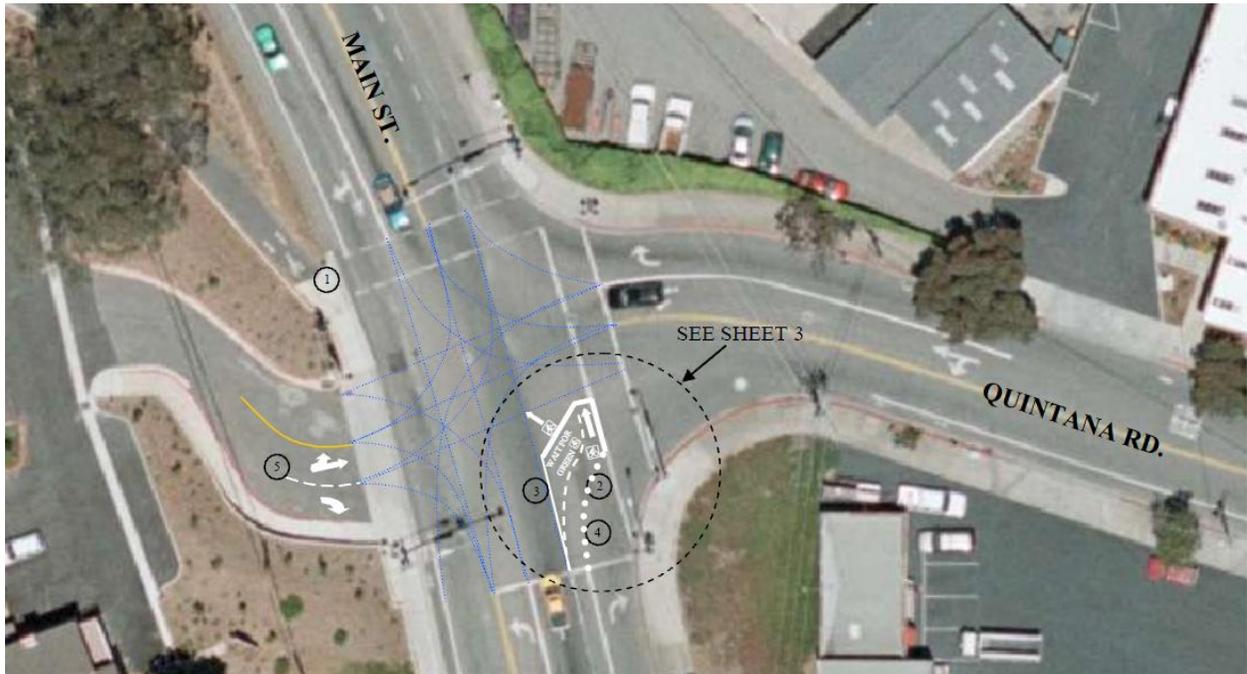
The multi-purpose asphalt path along the west side of Main Street between Olive Street and Barlow is designated as a two-way Class III bikeway. It is problematic because of trade-offs in level-of-service between its walking and cycling users. The path widths vary from 8 ft to 4 ft and are not continuous because of residential driveway access requirements. This section of Main Street could accommodate Class II facilities with the exception of a blind corner near Acacia Avenue where the road narrows considerably. Cyclists who stay on the roadway risk conflict with automobiles but those who take the path risk possible conflicts with walkers and vehicles leaving driveways. For residents and visitors using this section of Main Street, these are ongoing challenges.

A noteworthy facility is the Class I bikeway between the Azure Street beach parking area and the Quintana/Main intersection. On the north end, an extensive recreational pathway system around Cloister's Park provides cycling and pedestrian access to scenic dune areas. It is linked to the Class I bikeway that continues south past Morro Bay High School and terminates briefly at Atascadero Road. It resumes again after a 170-foot jog on the south side of Atascadero Road where it runs parallel to Hwy 1, crosses Morro Creek, briefly joins Peregrine Road (the Power Plant service road) and terminates at the junction of Main Street and Quintana Avenue.

There are a number of route continuity and road geometry challenges facing cyclists at Main and Quintana. At the south terminus of the Class I, southbound cyclists are provided with the option of continuing south on Main Street in a Class II bike lane, or crossing Main at Quintana in the crosswalk. A pole-mounted push button control facilitates the crossing, with a sign advising the cyclist to dismount to use the crosswalk. Northbound cyclists entering the Class I bikeway from Main Street have a more difficult challenge. The cyclist has several options, none of which are convenient. A left turn lane on northbound Main Street is the conventional method, but crossing two lanes of traffic on a steep descent with limited sight distance behind is difficult, even for experienced cyclists. A second alternative is a dismount to use the crosswalk and the third alternative is to continue north to use an uncontrolled



left turn lane onto Peregrine to join the Class I. However, traffic from the Hwy 1 offramp at that location complicates this alternative, as well.



The intersection of Main Street and Quintana is difficult for northbound cyclists seeking to enter the Class I bikeway on the west side of Main Street. One option under consideration is the creation of a cyclist refuge with controlled crossing as shown above.

Bicycle Traffic Volume

In order to monitor the use of the bicycle as a means of transportation, traffic counts which included bicycle data were conducted at separate locations in May of 2011. The first count was conducted on the bridge over Orcas Street on Beachcomber Drive (a collector road) for approximately three days, and another was conducted on the bridge over Morro Creek on Main Street (an arterial road) for approximately six days.

The data collected from these bike counts and shown in Table 3 are useful in seeing the trends of modal splits between vehicles and bicycle use on two types of roads in Morro Bay.

Data collected from the bridge over Orcas Street on Beachcomber Drive represent a 4.7% modal split between bicycle and vehicular traffic on a collector road. In the case of Beachcomber Drive, it also serves as an important indicator for forecasting the recreational bicycle trip demand along the Coastal Routes through the city.

A 1.4% modal split on Main Street, an arterial road, is common nationwide for commuting trends of bicycles in cities. As these data are current and available, they are used as key indicators for commuter and utility bike trips in the city.

Table 3: Bike Counts on Beachcomber Drive - Bridge over Orcas Street

Count #	Date & Duration	Bike Volume	% Bikes
1	Friday, May 20 th 2011	11	4.7
2	Saturday, May 21 st 2011	21	4.8
3	Sunday, May 22 nd 2011	14	4.5
4	Monday, May 23 rd 2011	6	5.8
Total		52	4.7

Table 4: Bike Counts on Main Street - Bridge over Morro Creek

Count #	Date & Duration	Bike Volume	% Bikes
1	Wednesday, May 25 th 2011	86	1.4
2	Thursday, May 26 th 2011	110	1.3
3	Friday, May 27 th 2011	118	1.3
4	Saturday, May 28 th 2011	139	1.5
5	Sunday, May 29 th 2011	148	1.8
6	Monday, May 30 th 2011	130	1.7
7	Tuesday, May 31 st 2011	36	0.9
Total		767	1.4

Pedestrian Facilities

Sidewalks

Sidewalks are the primary pedestrian facility in Morro Bay. They provide residents and visitors with access to many of the most popular destinations described earlier in the report. However, many gaps in the sidewalk network make it inconvenient for pedestrians in some parts of town. They are not generally present in single family residential zones where the City Council has preferred to maintain a more rural feel to the neighborhoods. Sidewalks are required by Municipal Code for new development in commercial, industrial, and high density residential zones and along streets designated as arterial, collectors and pedestrian routes. The City has a modest budget for closing gaps in sidewalks, but most of future sidewalk improvements will come from private development or grant funding.

Crosswalks

In Morro Bay, there are four types of crosswalks:

- Signalized crossings - include ground stripping and are controlled through an electronic control device which signals when a pedestrian can cross a street safely.
- Controlled marked crossings -include ground stripping, a stop sign or other signage and at least one corner of an intersection
- Uncontrolled marked crossing - is defined as only ground stripping, found at mid-block locations and uncontrolled intersections.
- Unmarked crossings – at all intersections not marked. These are considered pedestrian crosswalks per the California Vehicle Code.

Tables 5 through 7 provide an inventory of the marked crossings in Morro Bay

Table 5: Signalized Pedestrian Crossings in Morro Bay

Crossing Location	Signalized	Controlled	Uncontrolled
Main Street and Quintana Road	x*		
HWY 1 and San Jacinto Street	x*		
Yerba Buena Street and HWY 1	x*		

Table 6: Uncontrolled Pedestrian Crossings in Morro Bay

Crossing Location	Signalized	Controlled	Uncontrolled
Embarcadero (53 ft. West of Olive Street & Morro Avenue)			x
Olive Street and Morro Avenue			x
Marina Street and Embarcadero			x
Pacific Street and Embarcadero			x
Embarcadero at the giant chessboard			x
Market Avenue and Morro Bay Blvd.			x

Harbor Street and Embarcadero	x
Embarcadero at Anchor Memorial Park	x
Surf Street (115 ft. E. of Main Street)	x
Surf Street and Monterey Avenue	x
Embarcadero at the Morro Bay Power Plant	x
San Jacinto Street and Greenwood Avenue	x
Sequoia Street and Cedar Avenue	x
Sequoia Street and Elm Avenue	x
Sequoia Street and Greenwood Avenue	x

Table 7: Controlled Pedestrian Crossing in Morro Bay

Crossing Location	Signalized	Controlled	Uncontrolled
Morro Cove Road and Olive Street		x	
Morro Avenue and South Street		x	
Morro Cove Road and South Street		x	
Pacific Street and Main Street		x	
Morro Avenue and Morro Bay Blvd.		x	
Main Street and Morro Bay Blvd.		x	
Monterey and Morro Bay Blvd.		x	
Napa Avenue and Morro Bay Blvd.		x	
Shasta Avenue and Morro Bay Blvd.		x	
Piney Way and Morro Bay Blvd.		x	
Bernardo Avenue and Morro Bay Blvd.		x	
Kern Avenue and Morro Bay Blvd.		x	
Quintana Road and Morro Bay Blvd.		x	
Harbor Street and Market, Main, Monterey, Napa, Shasta, Piney Way		x	
Dunes Street and Main, Monterey, Napa and Shasta Avenue		x	
Beach Street and Embarcadero		x	
Beach Street and Market Street		x	
Beach Street and Morro Avenue		x	
Beach Street and Main Street		x	
Beach Street and Monterey Avenue		x	
Main Street and East Surf Street		x	
Main Street and West Surf Street		x	
Main Street and Radcliff Street		x	
Main Street and Atascadero Rd		x	
HWY 1 Northbound and Southbound Atascadero Road		x	

Atascadero Road at Morro Bay High School	x
Atascadero Road and Park Street	x
Atascadero Road at Morro Bay Concrete Plant	x
Ironwood Avenue and Mimosa	x
San Joaquin Street and Cedar Avenue	x
San Joaquin Street and Greenwood Avenue	x
San Jacinto Street and Main Street	x
San Jacinto Street and Cedar Avenue	x

Complete Streets Policy

In compliance with the 2008 California Complete Streets Act, the City of Morro Bay hereby adopts the following policy related to transportation improvements:

The City of Morro Bay requires that all planning, design and construction of new improvement and redevelopment projects with a transportation component shall provide appropriate accommodation for pedestrians, bicyclists, transit riders, and persons of all abilities, while promoting safe operation for all users.

Goals & Objectives

Goals and objectives provide the context, direction and support for specific recommendations discussion in the Master Plan. The Goals provide broad vision statements and serve as the foundation of the Plan, while Objectives provide more detailed and measureable statements.

Table 8: Goals of the Bicycle and Pedestrian Master Plan

Bicycle and Pedestrian Network	
Primary Goal	Secondary Goal
Adopt a “Complete Streets” policy requiring bicycle and pedestrian improvements in all transportation and development (private or public) projects subject to discretionary review.	Complete the bicycling and walking systems suggested in this plan, recognizing these projects are Economic Generators for the City.
Programs	
Primary Goal	Secondary Goal
Develop a City-wide educational Program for non-motorized use, including a paper maps, pathways for play and road safety education.	Collaborate with businesses and business organizations to promote bicycle use and walking as part of a Visitor Serving Strategy emphasizing bike/walking based tourism.
Support Facilities	
Primary Goal	Secondary Goal
Provide short and long term bike parking at targeted locations while further developing the “Racks with Plaques” Program.	Improve safety, educational, and artistic amenities along existing and future paths.

Corridors in Need of Bikeway Improvements

Primary Corridor	Secondary Corridor	Tertiary Corridor
California Coastal Trail – Beachcomber through to Embarcadero including Morro Creek Bridge Crossing.	Visitor Serving Area of Embarcadero.	Main Street from Quintana through to State Park.

Areas in Need of Pedestrian Improvements

Primary Area	Secondary Area	Tertiary Area
Schools: Crossing of Atascadero Road near High School and Greenwood Ave near Del Mar Elementary.	ADA accessible ramps at locations on hills above Embarcadero.	Crossing Hwy1 at San Jacinto.

Objectives – Network Improvements

Bicycle Facilities

OBJ -1	Implement the 2011 Bicycle and Pedestrian Master Plan by initiating projects and programs and pursuing grant funding for unfunded projects and programs over the next 5 years.
OBJ -2	Construct all Class I, II, and III bikeways in accordance with the current MUTCD California Supplement, Chapter 1000 of the Highway Design Manual, and the California Streets and Highway Code, Sections 890.8 and 891.
OBJ -3	Improve bicycling conditions on major and minor streets via “Complete Street” audits which may determine appropriate channelization for turning movements, bike boxes, bike detection devices, storm drain grate upgrades and standard roadway painting.
OBJ -4	Provide more bicycle parking on public property.
OBJ -5	Improve access, lighting, educational and artistic amenities along existing bike paths.

Pedestrian Facilities

OBJ -6	Continue to require new and redevelopment projects to construct frontage improvements including sidewalks and street trees in those areas required by the Municipal Code.
OBJ -7	Pursue grant funding to close sidewalk gaps in areas where new and redevelopment activities are not currently planned.
OBJ -8	Create an aesthetically pleasing walking environment by requiring new development and redevelopment to adequately include such design elements as shade bearing trees, appropriate street furniture, lighting, paving materials, water fountains, trash facilities, restroom facilities and landscaping.

OBJ -9	Add marked crossings for pedestrians where pedestrian safety can be improved.
OBJ -10	Continue to upgrade sidewalks and other pedestrian facilities to comply with current ADA standards.

Signing and Wayfinding

OBJ -11	Create a unified system of motor vehicle, pedestrian and bicycle signage & wayfinding including where there is a change in the type of facility.
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Complete Streets

OBJ -12	Adopt a “Complete Streets” policy to accommodate all users in all transportation and development projects.
OBJ -13	Future planning projects and right-of-way dedications will take the existing layout and circulation of bicycle facilities into consideration and make appropriate adjustments for facilities identified in the plan.
OBJ -14	Whenever new development is adjacent to an existing commercial center, school or other community facility, development shall include non-motorized pathways to the center/school/facility.

Maintenance

OBJ -15	Continue to provide regular maintenance and repairs for integral portions of the bicycle and pedestrian networks through routine sweeping and inspections for damage, wear and tear. Bicycle and pedestrian pathways should be maintained as part of the City R/W maintenance efforts.
OBJ -16	Enhance awareness of City hotline and website for the public to report facility maintenance and repair issues.

Objectives - Programs

Education

OBJ -17	Educate the general public on bicycle and pedestrian safety issues by hosting Bicycle Confidence Workshops and education programs for motorists.
OBJ -18	Facilitate information sharing with the public by continuing to advertise walking and beach access options and by providing safe cycling information to tourists.

Encouragement

OBJ -19	The City may assist organizations and individuals seeking to use pedestrian facilities for recreational activities by providing advertising opportunities through its quarterly recreation guide, or by other means as appropriate.
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Enforcement

OBJ -20	Increase enforcement of traffic laws to protect cyclists and pedestrians.
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Safe Routes to School

OBJ -21	Pursue Safe Routes to School funding opportunities
OBJ -22	Educate schoolchildren on bicycle and pedestrian safety and the benefits of walking and biking to school by encouraging San Luis Coast School District to provide bike and pedestrian safety programs such as bike rodeos, assemblies and organized walk/bike to school events.

Employer Incentives

OBJ -23	Encourage employers to participate in Rideshare employee incentive programs or to provide other incentives for carpooling, using transit, walking and bicycling.
OBJ -24	The City shall participate in Rideshare programs promoting alternative means of transportation.

Bicycle Operation

OBJ -25	Revise Municipal code to improve language regarding crosswalks, sidewalk riding, require front and rear lights at night.
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Objectives - Support Facilities

Multi-modal Facilities

OBJ -26	Enhance bus stops to facilitate multi-modal trips by adding long-term bike lockers and improving short-term bicycle parking.
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Bicycle Parking

OBJ -27	Identify and prioritize locations where additional long and short-term bike parking may be necessary (e.g. where bikes are locked to trees, street signs, blocking doorways, et cetera) and establish a list for the “Racks with Plaques” program.
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Bike Valet

OBJ -28	Require that Bike Valet is provided at special events within the City of Morro Bay where attendance is expected to exceed 500.
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Future Planning

OBJ -29	The Bike and Pedestrian Plan shall be consulted when assembling and updating any future City Plans including the Capital Improvement program.
OBJ -30	The City shall request Caltrans referral for City comment for all Caltrans Right-of-Way projects for examination and advisement on pedestrian and bicyclist access and safety pursuant to The Plan.

Inter-Jurisdictional Collaboration

OBJ -31	The City shall collaborate with other agencies and organizations in the process of achieving any goal, objective, policy or implementation measure contained in this plan.
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Wayfinding & Signage

Wayfinding is defined as all of the ways in which people orient themselves in a physical space, navigate from place to place and interpret their surroundings. The wayfinding and signage project was implemented using grant funding following City Council’s approval in fall of 2005. Community signage is widely thought to promote tourism while providing a uniform ‘look’ for the city. It also allows for easier navigation for unfamiliar travelers while highlighting destinations and locations.

The city has gateway ‘Welcome to Morro Bay’ signs posted on major highways near the city limits. Entrance signs are read at slower speeds after exiting the highway and contain directional information about commercial centers and popular destinations.

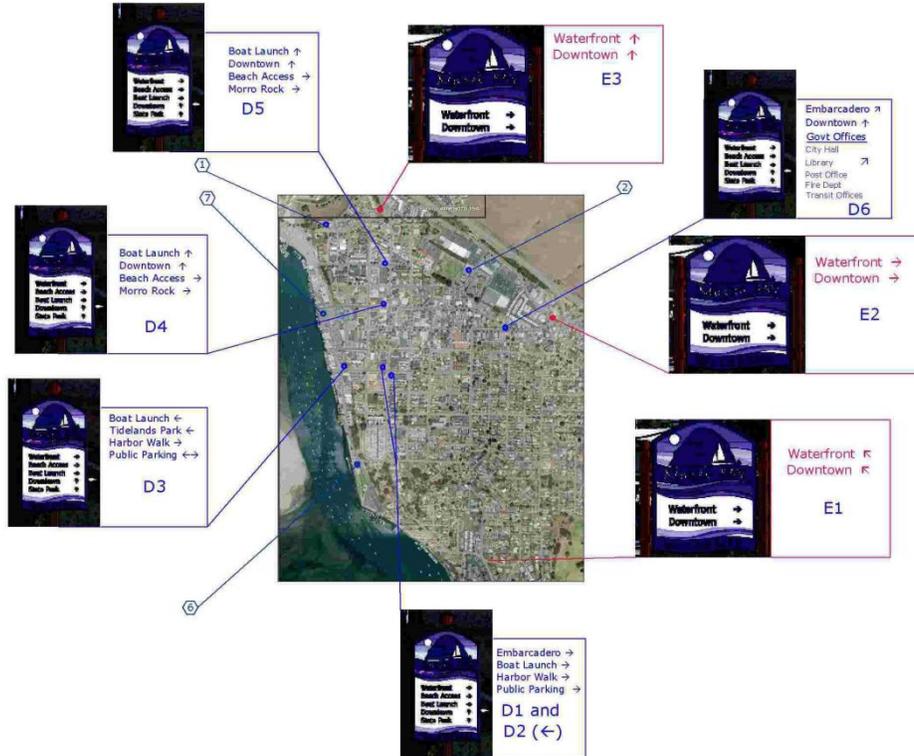
Directional signs are read at the slowest speed and are used by motorists, bicyclists and pedestrians. This sign group contains detailed directions and is designed to assist the unfamiliar traveler to navigate the city.

Several decisions remain significant to improving and standardizing the wayfinding in the city, including names, directions, distances and design. There is also need to simplify directions to destinations especially in North Morro Bay so that they may be more attractive to visitors. Including distances (i.e. Downtown .25 miles or Morro Rock 1 mile) on future wayfinding and signage may help promote walking and bicycling in city as it would remind users of the short distances to key areas.



Table 10 - Wayfinding & Signage Type and Location

Signage Type	ID #	Location	Speed visible m.p.h.
Gateway	G1	HWY 1 North	
Gateway	G2	City boundary on HWY 41 W	
Entrance	E1	State Park Rd / Main and Cabrillo	25
Entrance	E2	Westbound MB Blvd at Quintana	25
Entrance	E3	Southbound Main Street at Quintana	35
Entrance	E4	HWY 1 and Main Street Exit	25
Entrance	E5	HWY 41 and Main Street	25
Entrance	E6	HWY 1 at San Jacinto and Main St.	35
Directional	D1	South bound Main Street at Marina	
Directional	D2	North bound Main Street at Marina	
Directional	D3	Marina at Embarcadero	
Directional	D4	South bound Main Street at Harbor	
Directional	D5	South bound Main Street at Beach	
Directional	D6	Morro Bay Blvd. at Harbor	



Safe Routes to School - Del Mar Elementary – Case Study

Project Selection History

Morro Bay began its interest in creating pedestrian friendly facilities within the Greenwood Avenue vicinity in 2001 with community outreach. Because there were no sidewalks, the City encouraged nearby residents to keep the edges of the right of way clear so that kids could walk safely to and from school and the park. Sometime prior to 2004, a joint effort by the City, Public Works Committee and Del Mar Elementary designated Greenwood Avenue as the primary pedestrian route to and from school. As a result, the City of Morro Bay initiated a City Assistance Day encouraging community members to clear the first 6-8 feet beyond the street leading to members' property. In 2011, the City and its partners have decided to seek funding through the Cycle 3 federal Safe Routes to School Grants program.

Project Supporters

Supporters of the Greenwood Avenue Sidewalk Project are numerous and vary according to size of organization to geographical scope and to function. Major support comes from San Luis Obispo Council of Governments (SLOCOG) which obtained letters of support and offered to provide funding for any non-infrastructure components of the program. The San Luis Obispo County Bike Coalition (SLOCBC) has supported this and other projects through signing a letter of support, providing education, rider awareness, helping with bike month, advocating for bicycling and bike valet. Other supporters of the project include the Del Mar Elementary PTA, the Principal of Del Mar Elementary, the Chief of Police of the City of Morro Bay, Morro Bay Citizen's Bike Committee and the Estero Bay Youth Coalition.

Justification for Selection and Prioritization of Del Mar Elementary School

Del Mar Elementary School was selected and prioritized as the target recipient of SRTS funding for two main reasons: Potentially dangerous traffic conditions nearby and the school is the only elementary or junior high school in the city.

Proximity to CA Highway 1

The school is located approximately 600 feet away from the highway and according to SafeTrec mapping; there was one pedestrian or bicycle-related crash close to CA 1 near Sequoia resulting in injury. There are high speeds and volumes of traffic along CA 1, particularly during AM and PM peak commute hours, loosely overlapping with school arrival and dismissal times. As a result, Greenwood Avenue, a collector parallel to CA 1 was designated as the primary pedestrian route to and from school in order to reassign foot traffic away from the highway and the Main Street frontage road.

Mode Split

There are a total of 450 students enrolled at Del Mar Elementary School and 53% of trips to and from Del Mar Elementary School are by bicycle or walking. Of the 450 total students, 378 live within a 2 mile radius of the school. There are 42 students (9.3% of the total school population) who live along the route that will be directly served by the Greenwood Avenue sidewalk project.

Stakeholder Participation

Participation by key stakeholders in the planning process is vital to ensure long-term project sustainability. Key stakeholders who participated in the planning process for the Greenwood Avenue sidewalk project include Community members, students and their parents, the volunteer Safe Routes to School Coordinator, staff at Del Mar Elementary School and the City of Morro Bay.

Community Members

Community members were interviewed on an informal basis during field work to gather data. One elementary-aged boy, a senior man, and a young mother were all asked for their views on traffic issues in their neighborhood. The senior man voiced his support of the recent installation of four way stop signs at the Greenwood and San Joaquin intersections. Incidentally, the young mother was pushing a stroller down the street, along the vehicle right of way, in the absence of sidewalks.

Students & Parents

A survey was sent out electronically to parents of students at Del Mar Elementary School. Questions included in the survey pertained to mode choice, barriers to walking and biking, and distance of the residence to the school. There was also a comments section on the survey in which parents were able to express any concerns they have related to walking and biking to school.

Volunteer Safe Routes to School Coordinator

The person filling the role of SRTS Coordinator is the champion of this project. She rallied support from community members and other parents and assisted with the distribution of parent surveys. She signed a letter of support and gathered support letters from various organizations. The coordinator has been the driving force behind the grassroots level of involvement of this project.

City of Morro Bay

The City's involvement in the Greenwood Avenue sidewalk project began with the identification of Greenwood Avenue as the primary north to south pedestrian route for students travelling to and from Del Mar Elementary School and Park facility beyond the school. The City was responsible for producing a cost estimate, delivery schedule, GIS Map, Site Plan and a Detailed Engineer's Estimate.

Del Mar Elementary & San Luis Obispo Coastal Unified School District

The school has been proactive with data collection and information sharing. They provided data for the number of students, the percentage of students in the free and reduced price meal program, and number of students residing along Greenwood Avenue. In addition, the principal of the school signed a letter of support.

Project Site and Description

Greenwood Avenue is formally closed to through traffic at its junction with Sequoia St. and a fence, concrete ramp and road 'END' sign and guard rail exist to reinforce this designation. At the present time, Greenwood Ave is the only north to south residential street closed to through traffic at its junction with Sequoia Street.

The proposed project will install 6,034 linear feet of sidewalk along both sides of Greenwood Avenue, and will comply with ADA standards by including handicap ramps at every intersection.

Pathways for Play

Pathways for Play intentionally integrates play – critical for children’s health – into walkable, bikeable, shared use community pathway networks infused with “play pockets” providing opportunities for playing along the way and encourage use by children and families.

In the last 40 years, the number of children and adolescents in the United States walking or bicycling to or from school has dropped from approximately half to fewer than 15%. Innovative pathway designs infused with play is a paradigm change that could increase children's walking and biking habits by offering a network of intriguing linear play environments connecting children's homes to playgrounds and other meaningful, daily life destinations.

Pathways for Play provides best practice guidelines for upgrading existing or designing new systems that:

- Extend play value
- Enable health promotion
- Expand inclusion
- Engage users with nature
- Reinforce environmental literacy
- Connect communities
- Grow community social capital



The promoters of the Pathways for Play concept suggest that this program offers the following benefits:



Extending play value:

Play value is what children find by “reading” the play affordances of a play environment. If pathways offer play affordances at every step along the way, children will be motivated to keep moving – reinforced by play pockets at regular intervals. Increased diversity of play value may support several developmental domains, including cognitive skills, building self-esteem, and learning to live together. Diverse play value can also increase inclusiveness by attracting a broader range of multi-age users.



Enabling health promotion:

Pathways for Play functions as a health promotion strategy for children, youth and families in that it counteracts the declining levels of children’s time outdoors and the negative health consequences for our society. Pathways can enhance the environment outside of schools so that children have an opportunity to increase daily physical activity, and serve as an outlet to reduce stress and aggression.



Expanding Inclusion:

Inclusion is a distinct function of playful pathways, which can be located and designed to attract a broad range of users: individuals with special needs, older family members, children of all ages (including those in strollers), and users from diverse cultural backgrounds – all able to enjoy adjacent nature.



Engaging Nature:

Play in nature is good for children. Playful pathways provide a movement channel to draw children into and through natural surroundings such as stream corridors, which offer multiple opportunities to playfully enjoy natural surroundings. Pathways themes can spin off into unscripted children’s games when natural loose parts, like sticks, stones, and pine cones, are available.



Reinforcing Environmental Literacy:

Playful pathways facilitate access to environments and eco-systems that may otherwise be closed to children and families. Multiple learning opportunities may be activated during informal play, through pathway excursions as part of school curricular experiences. The linearity of playful pathway networks offers children close proximity and “continuous experience” of nature that may not be possible in an average park space. Playful pathways also offer the potential for children to learn both through and about the natural world at the first essential steps towards caring for it.



Walkable, bikeable community connectivity:

Pathway networks may contain a variety of components such as sidewalks, alleyways, urban trails, nature trails, promenades, and many others, but the over-riding criterion is connectivity, which can ensure safe pathways for spontaneous outdoor play. These pathways can become a part of a new urban livability model. Walkable/bikeable neighborhoods provide environments where families can grow in place, where children have friends close by, where adolescents do not have to rely on parents to drive them to “cool places” to hang out with their friends.



Growing community social capital:

Playful pathways provide a great way for community members of all ages to share time and place together, to get to know each other, to become more informed on local issues, and to contemplate collective action to improve children’s outdoor environments. Local pathways such as greenways, waterfront esplanades, and rail-to-trail facilities may provide an important aspect of local identity, sometimes with deep historic meaning.

American with Disabilities Act

The U.S. Department of Justice published the 2010 ADA Standards for Accessible Design which provides standards for accessible design and construction of facilities used by the public. The Standards are effective on March 15, 2012. The guidelines provide design criteria for public streets and sidewalks, including pedestrian access routes, street crossings, curb ramps and blended transitions, on-street parking, street furniture, and other elements. The specifications comprehensively address access that accommodates all types of disabilities, including mobility and vision impairments, while taking into account conditions and constraints that may impact compliance, such as space limitations and terrain, as indicated in an overview of the rule <http://www.access-board.gov/ada/index.htm>

The standards apply to newly constructed or altered portions of public rights-of-way covered by the Americans with Disabilities Act (ADA). They also apply to public rights-of-way built or altered with funding from the Federal government under the Architectural Barriers Act (ABA) and the Rehabilitation Act. Existing pedestrian networks not undergoing alteration will not be required to meet these requirements.

Funding Sources

Morro Bay may call upon a variety of potential funding sources including local, regional, State, and Federal funding programs that can be used to implement bikeway and intersection improvements and programming needs detailed in this plan. Most of the Federal, State, and regional programs detailed here are competitive, and require the completion of extensive applications with clear documentation of the project need, costs, and benefits. Local funding for bicycle projects typically comes from Transportation Development Act (TDA), which is prorated and distributed to each community based on return of gasoline taxes. Funding for many of the programs would require either TDA funds, general funds (staff time), or possibly private grants.

Federal Funding Programs

- Congestion Mitigation and Air Quality Improvement Program (CMAQ)** Established with a five-year authorization level of \$6 billion, the CMAQ program was conceived to support surface transportation projects and other related efforts that contribute air quality improvements and provide congestion relief. Jointly administered by FHWA and the Federal Transit Administration (FTA), the CMAQ program was reauthorized under the Transportation Equity Act for the 21st Century (TEA-21) in 1998, and, most recently in 2005 under the Safe, Accountable, Flexible, and Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU).
http://www.fhwa.dot.gov/environment/air_quality/cmaq/
- Transportation and Community and System Preservation** – Grant Application Deadline June 3rd 2011 The Transportation, Community, and System Preservation (TCSP) Program provides funding for a comprehensive initiative including planning grants, implementation grants, and research to investigate and address the relationships among transportation, community, and system preservation plans and practices and identify private sector-based initiatives to improve those relationships. <http://www.fhwa.dot.gov/tcsp/index.html>
- Land & Water Conservation Fund** - The LWCF program provides matching grants to State and local governments for the acquisition and development of public outdoor recreation areas and facilities. The program aims to create and maintain a nationwide legacy of high quality recreation areas and facilities, and to stimulate non-federal investments in the protection and maintenance of recreation resources. The LWCF could fund Morro Creek-adjacent bicycle facilities. <http://www.fs.fed.us/land/staff/LWCF/index.shtml>
- Safe Routes to School Program** – Caltrans administers funding for the Safe Routes to School projects through two separate programs: the state-legislated Program (SR2S) and the federally-legislated Program (SRTS) <http://www.dot.ca.gov/hq/LocalPrograms/saferoutes/saferoutes.htm>
- Congress approved a six-month extension to **SAFETEA-LU**, the federal surface transportation authorizing law, which was set to expire on September 30. The bill extends federal transit and highway spending authority and federal motor fuels taxes for the same length of time. The

extension provides spending authority at FY 2011 spending levels and does not make any program or policy changes. This extension, through March 31, 2012, provides the House and Senate authorizing committees time to reach an agreement on a longer term authorization bill.

- **Transportation Enhancement Activities (TEA)** Program receives 10% annually from each state's Surface Transportation Program (STP). Three of the twelve categories defined within the TEA are related to bicycle and pedestrian projects, including: ``Provision of Facilities for Bicyclists and Pedestrians; ``Provision of Safety and Educational Activities for Pedestrians and Bicyclists; and ``Preservation of Abandoned Railway Corridors. Bicycle transportation facilities, pedestrian walkways and non-construction projects including wayfinding, training, and brochures related to safe bicycle use are eligible uses of TEA funds.
- **Regional Surface Transportation Program (RSTP)** - The RSTP is a block grant program that provides funding for a variety of transportation improvements including bicycle and pedestrian projects. Annually, approximately \$320 million is available through this program—62.5% of which is distributed on a regional per capita basis. The remaining funds are distributed per the discretion of the State of California. MPOs can transfer money from other federal sources to increase allocation flexibility, but if funds are not obligated within three years of federal eligibility, the California Transportation Commission may reprogram the funds. A variety of entities including MPOs, transit agencies, cities, counties, non-profit organizations, special districts and Caltrans may access these funds either directly or indirectly through an eligible sponsor or project administrator.
- **National Scenic Byways Program** Because Highway 1 is part of the National Scenic Byway network, projects in the vicinity of the highway such as safety improvements, enhanced access to recreational features, beautification, etc. qualify under this grant program.

State Programs

- **The State of California Bicycle Transportation Account (BTA)** is an annual statewide discretionary program that funds bicycle projects through the Caltrans Bicycle Facilities Unit. Available as grants to local jurisdictions, the program emphasizes projects that benefit bicycling for commuting purposes. The local match is a minimum of 10% of the total project cost.

BTA projects intend to improve safety and convenience for bicycle commuters and can include:

- New bikeways serving major transportation corridors
- New bikeways removing travel barriers to potential bicycle commuters
- Secure bicycle parking at employment centers, park-and-ride lots, rail and transit terminals, and ferry docks and landings
- Bicycle-carrying facilities on public transit vehicles
- Installation of traffic control devices to improve the safety and efficiency of bicycle travel
- Elimination of hazardous conditions on existing bikeways
- Planning
- Improvement and maintenance of bikeways

Eligible project activities include:

- Project planning
 - Preliminary engineering
 - Final design
 - Right-of-way acquisition
 - Construction and/or rehabilitation
- **Environmental Enhancement and Mitigation Program (EEMP)** supports projects that offset environmental impacts of modified or new public transportation facilities. These projects can include highway landscaping and urban forestry projects, roadside recreation projects, and projects to acquire or enhance resource lands. EEMP grant funding supports only mitigating transportation projects beyond mitigation originally required of the project. State gasoline tax monies fund the \$10 million EEMP.
 - **Highway Safety Improvement Program (HSIP)** The overall purpose of this program is to achieve a significant reduction in traffic fatalities and serious injuries on all public roads through the implementation of infrastructure-related highway safety improvements. “Cycle 4” provided funding for 179 projects totaling nearly \$75 million in federal funds. It is not clear that there will be another call for projects for this program. <http://safety.fhwa.dot.gov/hsip/>
 - **Safe Routes to School Program (SR2S)** The State-legislated Safe Routes to School (SR2S) program aims to reduce injuries and fatalities to schoolchildren and to encourage increased walking and bicycling among students. The program achieves these goals by constructing facilities that enhance safety for students in grades K-12 who walk or bicycle to school. Enhancing the safety of the pathways, trails, sidewalks, and crossings also attracts and encourages other students to walk and bicycle.

The SR2S program is primarily a construction program. Construction improvements must occur on public property. Improvements can occur on public school grounds providing the cost is incidental to the overall project cost. Statewide, the program typically provides approximately \$25 million annually. The maximum reimbursement percentage for any SR2S project is ninety percent. The maximum amount that SR2S funds to any single project is \$900,000. Eligible project elements include bicycle facilities, traffic control devices and traffic calming measures. Up to ten percent of project funding can go toward outreach, education, encouragement, and/or enforcement activities.

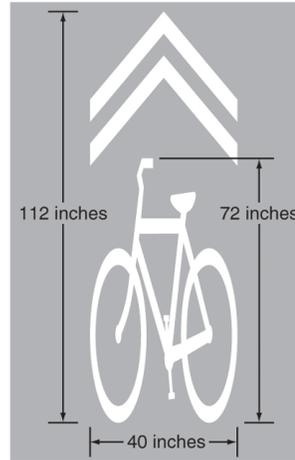
- State Transportation Improvement Program (STIP)
- Transportation Development Act (TDA)

Design Considerations

Shared lane pavement markings (or “Sharrows”) are bicycle symbols that are placed in the roadway lane indicating that motorists should expect to see and share the lane with bicycles. Unlike bicycle lanes, they do not designate a particular part of the roadway for the use of bicyclists. This figure illustrates an example of a lane marked for bicycle shared use.

Figure 9C-9. Shared Lane Marking

Figure 9C-9. Shared Lane Marking



R4-4

Option:

Where motor vehicles entering an exclusive right-turn lane must weave across bicycle traffic in bicycle lanes, the BEGIN RIGHT TURN LANE YIELD TO BIKES (R4-4) sign (see Figure 9B-2) may be used to inform both the motorist and the bicyclist of this weaving maneuver.

Guidance:

The R4-4 sign should not be used when bicyclists need to move left because of a right-turn lane drop situation.

Figure 9B-4. Guide Signs for Bicycle Facilities

Figure 9B-4. Guide Signs for Bicycle Facilities

This figure illustrates 17 guide signs for bicycle facilities.



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10. Bicycle Advisory Committee and Department of Public Works (2005). *County Bikeways Plan*.

Appendices

Appendices A-K correspond with elements A-K of Streets and Highway Section 891.2 of the California Bicycle Transportation Act, as required for funding from the Bicycle Transportation Account (BTA).

In accordance with the Streets and Highways Code (SHC) Section 890-894.2 - California Bicycle Transportation Act, projects must be designed and developed to achieve the functional commuting needs and physical safety of all bicyclists. Local agencies first establish eligibility by preparing and adopting a Bicycle Transportation Plan (BTP) that complies with SHC Section 891.2. The BTP must be approved by the local agency's Regional Transportation Planning Agency.

In order for Morro Bay to qualify for BTA funds, its Master Plan must contain specific elements. Table 11 displays the requisite BTA components and their location within this plan. The table includes "approved" and "comments" columns for the convenience of the Caltrans official responsible for reviewing compliance.

Table 11 - BTA Requirement Checklist

Approved	Requirement	Page(s)	Comments
	a.) Existing and Future Bike Commuters	8,43,44,45	
	b.) Population Density / Land-Use Map	47	
	c.) Existing and Proposed Bikeways	48-51	
	d.) Existing and Proposed Bicycle Parking Facilities	52,53	
	e.) Existing and Proposed Multi-modal connections	54	
	f.) Existing and proposed facilities for changing and storage	55,56	
	g.) Bicycle Safety and Education Programs	57,58	
	h.) Citizen and Community Involvement	59,60,61	
	i.) Consistency with transportation, air quality and energy plans	62,63	
	j.) Project description / Priority listing		
	k.) Past expenditure and future financial needs		

Appendix A - Morro Bay Bicycle Commuters & Impact of Plan Implementation

Existing Bicycle Use

A central focus of presenting commute information is to identify the current “mode split” of people that live and work in Morro Bay. Mode split refers to the choice of transportation a person selects to move to destinations, be it walking, bicycling, taking a bus or driving. One major objective of any bicycle facility enhancement or encouragement program is to increase the “split” or percentage of people who choose to bike rather than drive or be driven. Every saved vehicle trip or vehicle mile represents quantifiable reduction in air pollution and can help in lessening traffic congestion.

Travel-to-work data was obtained through the US Census 2005-09 American Community Survey for the City of Morro Bay.

Commuting Statistics	Current	Future Projected
Number of Bicycle-to-Work Commuters	162	432

Table 12 - Bicycle Commute

Current Commuting Statistics		Source ¹
City Morro Bay Population	10,234	2010 US Census
Population in Households	8,786	2005-09 American Community Surveys
Number of Commuters (working 16 years and over)	3,948	2005-09 American Community Surveys (4,189 - Employed persons minus; 241- those that work at home)
Number of Bicycle-to-Work Commuters	162	2005-09 American Community Surveys “commute to work – “other means”
Bicycle-to-Work Mode Share	4%	Mode share percentage of Bicycle to Work Commuters
Adjusted Modal Share from Bike Count	1.4%	2011 Traffic Surveys on Morro Creek Cross on Main Street
School Children Grades K-12	968	2005-09 American Community Surveys Kindergarten plus grades 1-12)
Estimated School Bicycle Commuters	77	MB Del Mar Elementary 2011 web-based Walking & Biking to School Survey (8%)
Number of College Students	579	2005-09 American Community Surveys
Estimated College Bicycle Commuters	28	National Bicycling & Walking Study, FHWA, Case Study No. 1, 1995. Review of bicycle commute share in seven university communities (5%)

Current Commuting Statistics		Source1
Average Weekday – RTA Route 12	244	<i>RTA Route 12 carries 20.3 passengers per revenue hour on weekdays btw 7:13 am & 7:13pm - 2006 North Coast Transit Plan – Morro Bay Component</i>
Number of Daily RTA Route 12	3	<i>RTD (Denver) Bike-n-Ride Survey, December 1999 (1.4% of total boarding's)</i>
Estimated Total Number of Bicycle Commuters and Utilitarian Riders	270	<i>Total of bike-to-work, transit, school, college and utilitarian bicycle commuters</i>
Estimated Adjusted Mode Share	3%	<i>Estimated Bicycle Commuters divided by population</i>
Total Daily Bicycle Trips	540	<i>Total bicycle commuters x 2 (for round trips) plus total number of utilitarian bicycle trips</i>
Reduced Vehicle Trips per Weekday	182	<i>Assumes 73% of bicycle trips replace vehicle trips for adults/college students (141) and 53% for school children (41)</i>
Reduced Vehicle Miles per Weekday	669 miles	<i>Assumes average one-way trip travel length of 4.6 miles for adults/college students and 0.5 mile for schoolchildren</i>

Projected and Future Bicycle Use

Morro Bay is relatively compact; approximately four miles from north to south and rarely more than a mile wide. Given this relatively small geographic area, and the fact that 96.6% of people who both live and work in the city do not currently commute via bicycle, it is reasonable to expect that Morro Bay could see significant increases in bicycle commuting with the right infrastructure improvements and outreach programs.

Table 13 – Projected Future Bicycle Use

Potential Future Bicycle Commuters		Source ¹
Number of workers with commutes nine minutes or less	811	<i>2005-09 American Community Surveys Mean travel time for 3948 workers is 19.2 minutes w/ margin of error +/- 2.3 – statistics used to determine 811 / 20.5%</i>
Number of workers who already bicycle or walk to work	162	<i>2005-09 American Community Surveys “commute to work – “other means”</i>
Number of potential bike-to-work commuters	649	<i>Calculated by subtracting number of workers who already bicycle or walk from the number of workers who have commutes 9 minutes or less</i>
Future number of new bike-to-work commuters	162	<i>Based on capture rate goal of 25% of potential bicycle riders</i>
Total Future Daily Bicycle Commuters and Utilitarian Riders	432	<i>Current daily bicycle commuters, bike to school and utilitarian riders,(270) plus future bicycle commuters (162)</i>
Future Total Daily Bicycle Trips	864	<i>Total bicycle commuters x 2 (for round trips)</i>
Future Reduced Vehicle Trips per Weekday	631	<i>Assumes 73% of bicycle trips replace vehicle trips</i>
Future Reduced Vehicle Miles per Weekday	2901 miles	<i>Assumes average one-way trip travel length of 4.6 miles for adults. Assumes 12 mph average bicycle speed; 23 minute average travel time. Travel time data from NHTS 2001 Trends, Table 26.</i>
Future Reduced Vehicle Miles per Year	742,736 miles	<i>256 weekdays per year</i>

Projected Air Quality Benefits

It is possible to use the Census data in combination with national community statistics from the 2001 National Household Travel Survey (NHTS) and EPA estimates of standard emissions rate for cars to give a rough projection of future bicycle ridership in the City of Morro Bay along with trip reduction and air quality benefits. While these projections are only ambitious estimates, they are to building a case for investing in bicycle facilities and programs over time.

Table 14 – Projected Air Quality Benefits

Future Air Quality Benefits ^{2,3}		Source ¹
Reduced HC (kg/weekday)	8.1kg	<i>(0.0028 kg/mile)</i>
Reduced CO (kg/weekday)	60.6kg	<i>(0.0209 kg/mile)</i>
Reduced NOX (kg/weekday)	4.03kg	<i>(0.00139 kg/mile)</i>
Reduced CO2 (kg/weekday)	1205.4kg	<i>(.4155 kg/mile)</i>
Reduced HC (metric tons/year)	2.1mt	<i>1000 kg per metric ton; 256 weekdays/year</i>
Reduced CO (metric tons/year)	15.5mt	<i>1000 kg per metric ton; 256 weekdays/year</i>
Reduced NOX (metric tons/year)	1mt	<i>1000 kg per metric ton; 256 weekdays/year</i>
Reduced CO2 (metric tons/year)	309mt	<i>1000 kg per metric ton; 256 weekdays/year</i>

Notes:

1. Sources as noted in table. Due to lack of detailed local bicycle usage data, estimates for Morro Bay were based in part on best available data from comparable communities in California and nationwide.

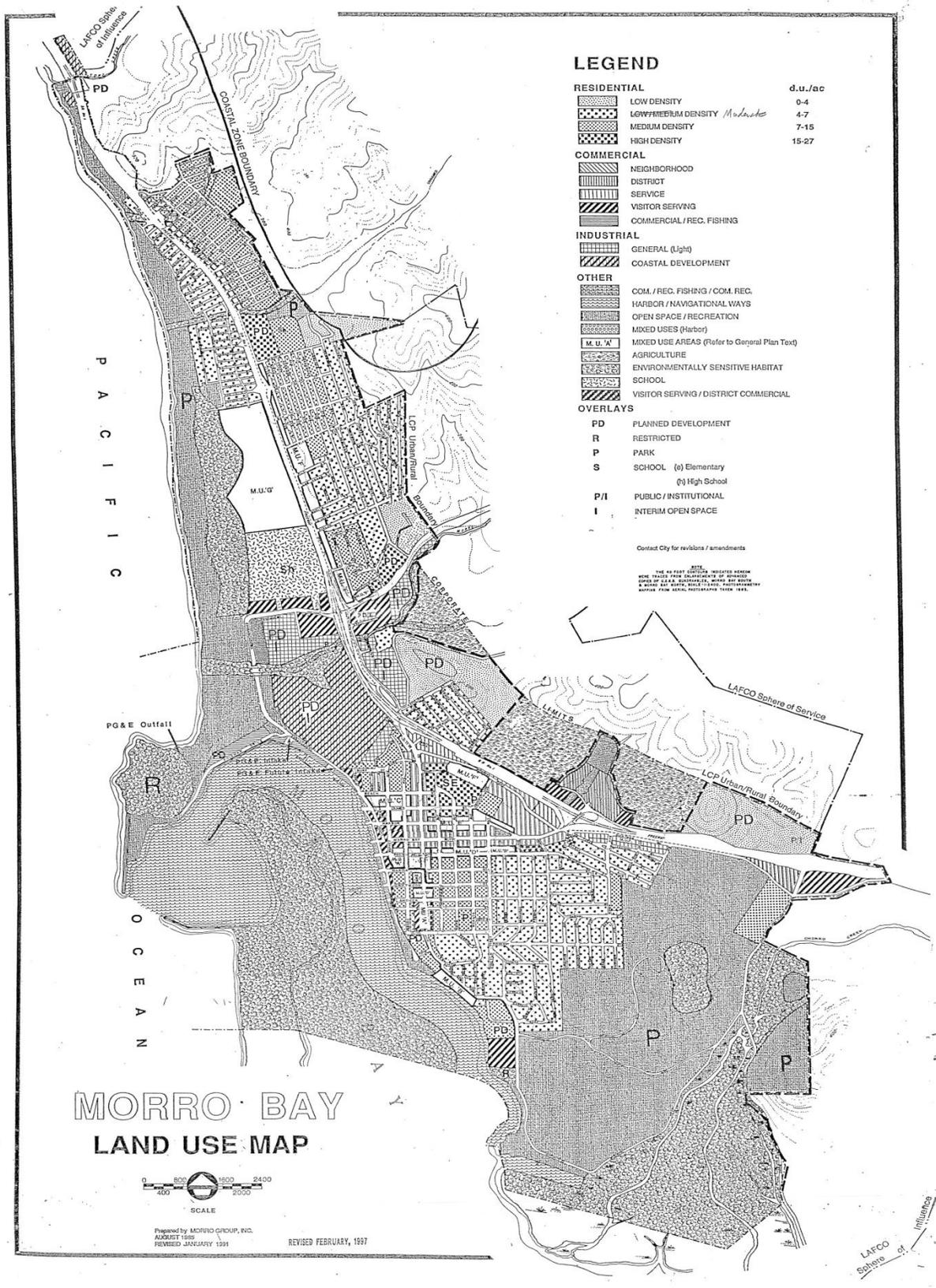
2. Emissions rates from EPA report 420-F-00-013 "Emission Facts: Average Annual Emissions and Fuel Consumption for Passenger Cars and Light Trucks." 2000. Other sources as noted in the table.

3. HC = hydrocarbons, CO = carbon monoxide; NOX = nitrogen oxides, CO2 = carbon dioxide.

Appendix B – Existing and Proposed Land Use Development Patterns

To provide for the wide range of existing land uses and to guide future development, the City of Morro Bay has established a series of land use classifications or categories. These classifications describe the kinds and intensities of various land uses that make up the City's fabric and are the basis for the zoning districts established in the Municipal Code. The land use plan map shown in this section represent the integration of the Land Use Element of the General Plan adopted in 1977, and the Local Coastal Program Land Use Plan, adopted in 1982.

More information can be obtained from >>> <http://www.morro-bay.ca.us/DocumentCenterii.aspx>

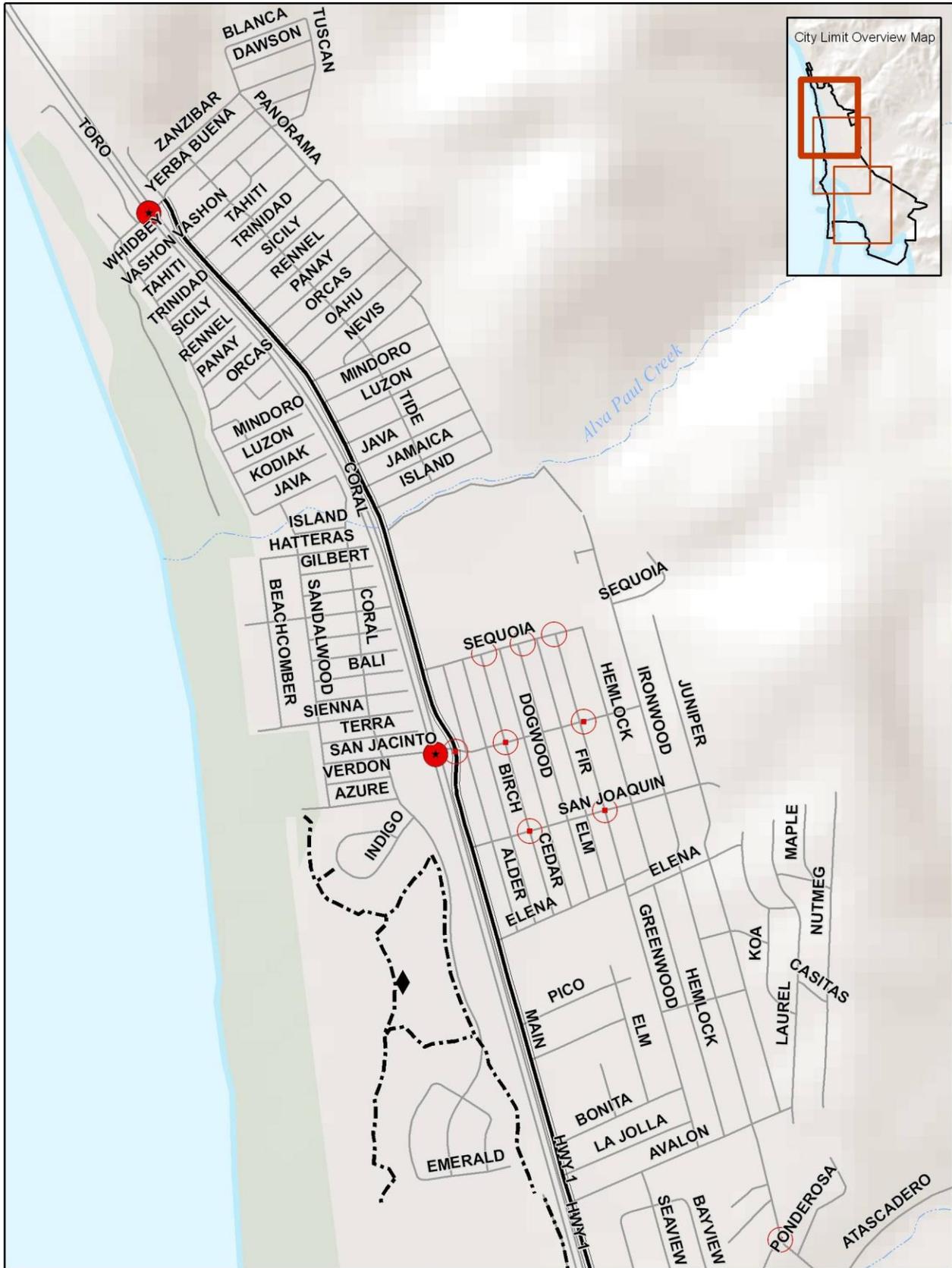


Appendix C –Diagrams of Existing and Proposed Bikeways

City of Morro Bay Bike and Pedestrian Master Plan 2011

Existing Bikeways and Pedestrian Facilities

11/1/2011



- Existing Class I Bike Path (3.3 mi.)
- Existing Class II Bike Lane (7.1 mi)
- Existing Class II Bike Lane - one side (.02 mi.)
- Existing Class III Bike Route (.38 mi.)

- ◻ Controlled Crosswalk (44)
- Crosswalk (9)
- Signaled Crosswalk (3)
- ◆ Existing Bike Racks (9)
- ☕ Existing Showers (2)

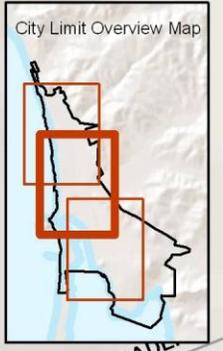
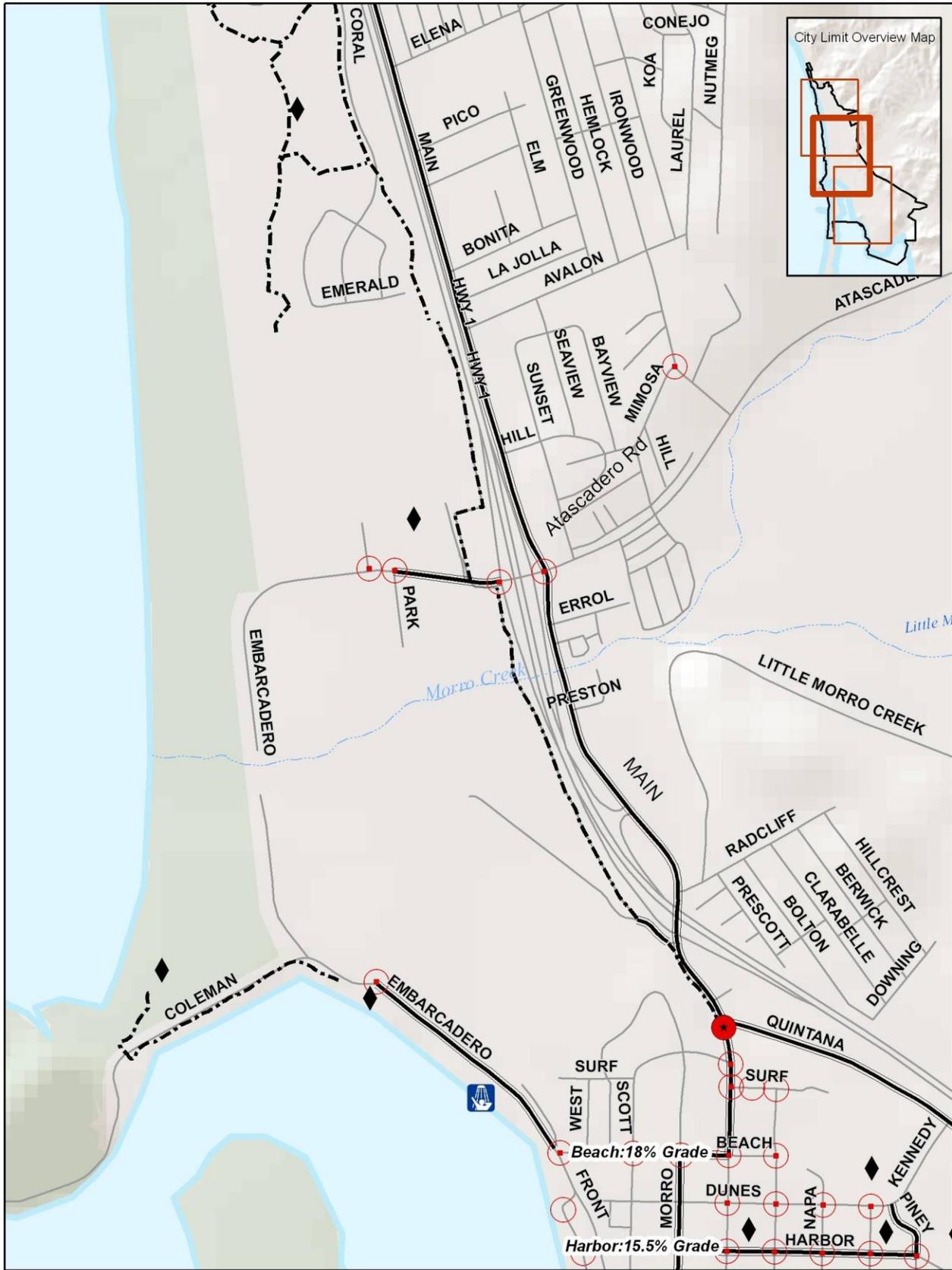
0 0.25 0.5 Mile



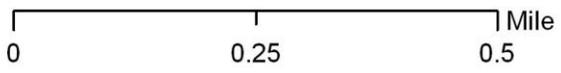
City of Morro Bay Bike and Pedestrian Master Plan 2011

Existing Bikeways and Pedestrian Facilities

11/1/2011



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- Crosswalk (9)
- Signaled Crosswalk (3)
- Existing Bike Racks (9)
- Existing Showers (2)



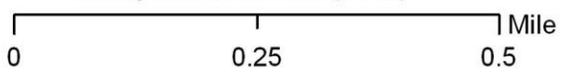
City of Morro Bay Bike and Pedestrian Master Plan 2011

Existing Bikeways and Pedestrian Facilities

11/1/2011



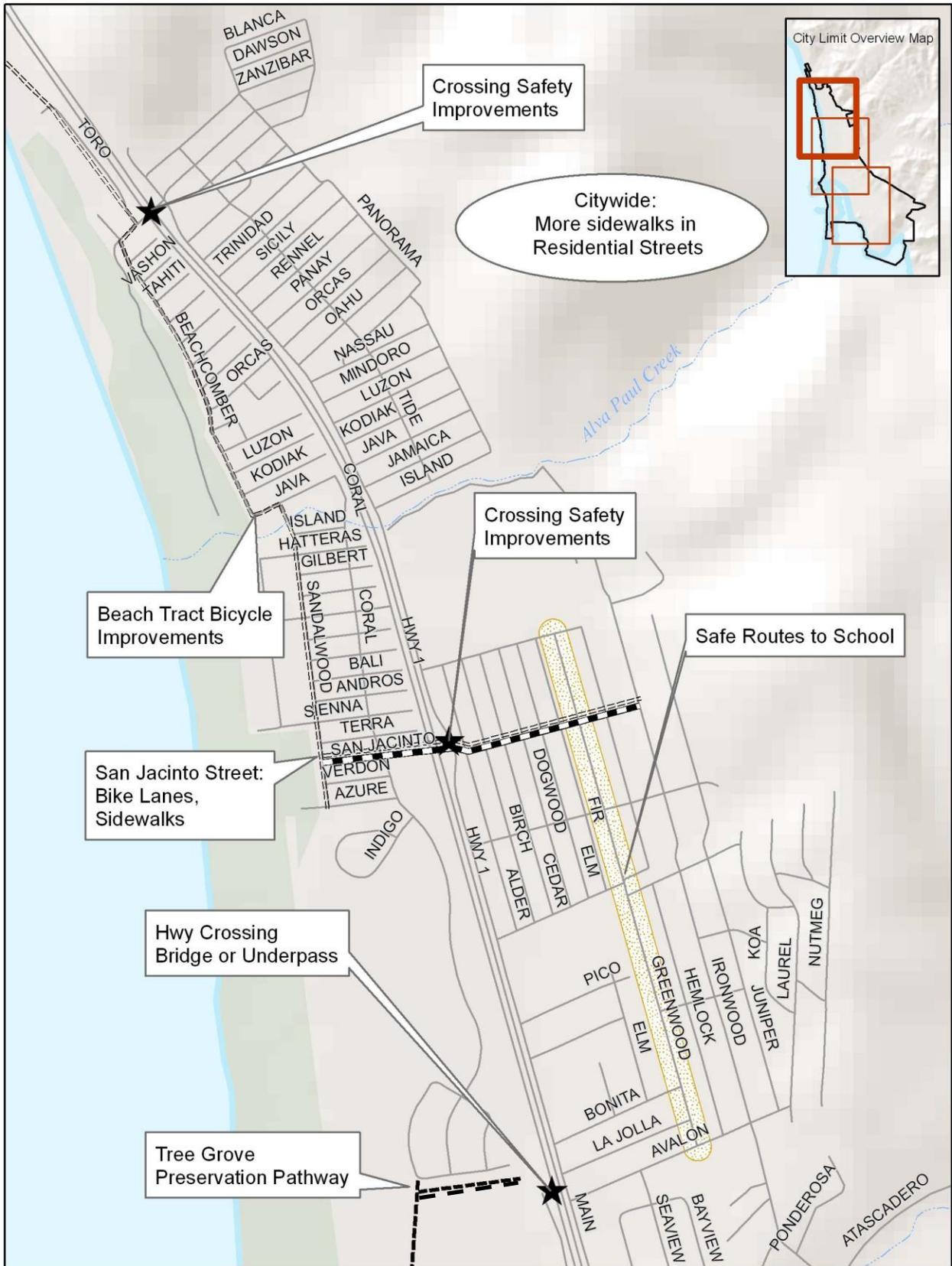
- Existing Class I Bike Path (3.3 mi.)
- Existing Class II Bike Lane (7.1 mi)
- Existing Class II Bike Lane - one side (.02 mi.)
- Existing Class III Bike Route (.38 mi.)
- ◻ Controlled Crosswalk (44)
- Crosswalk (9)
- Signaled Crosswalk (3)
- ◆ Existing Bike Racks (9)
- ☎ Existing Showers (2)



City of Morro Bay Bike and Pedestrian Master Plan 2011

Proposed Bikeways and Pedestrian Facilities

11/1/2011



	Proposed Class I Bike Path		Proposed Facility
	Proposed Class II Bike Lane		Safe Routes to School
	Proposed Sidewalk		Complete Streets Audit

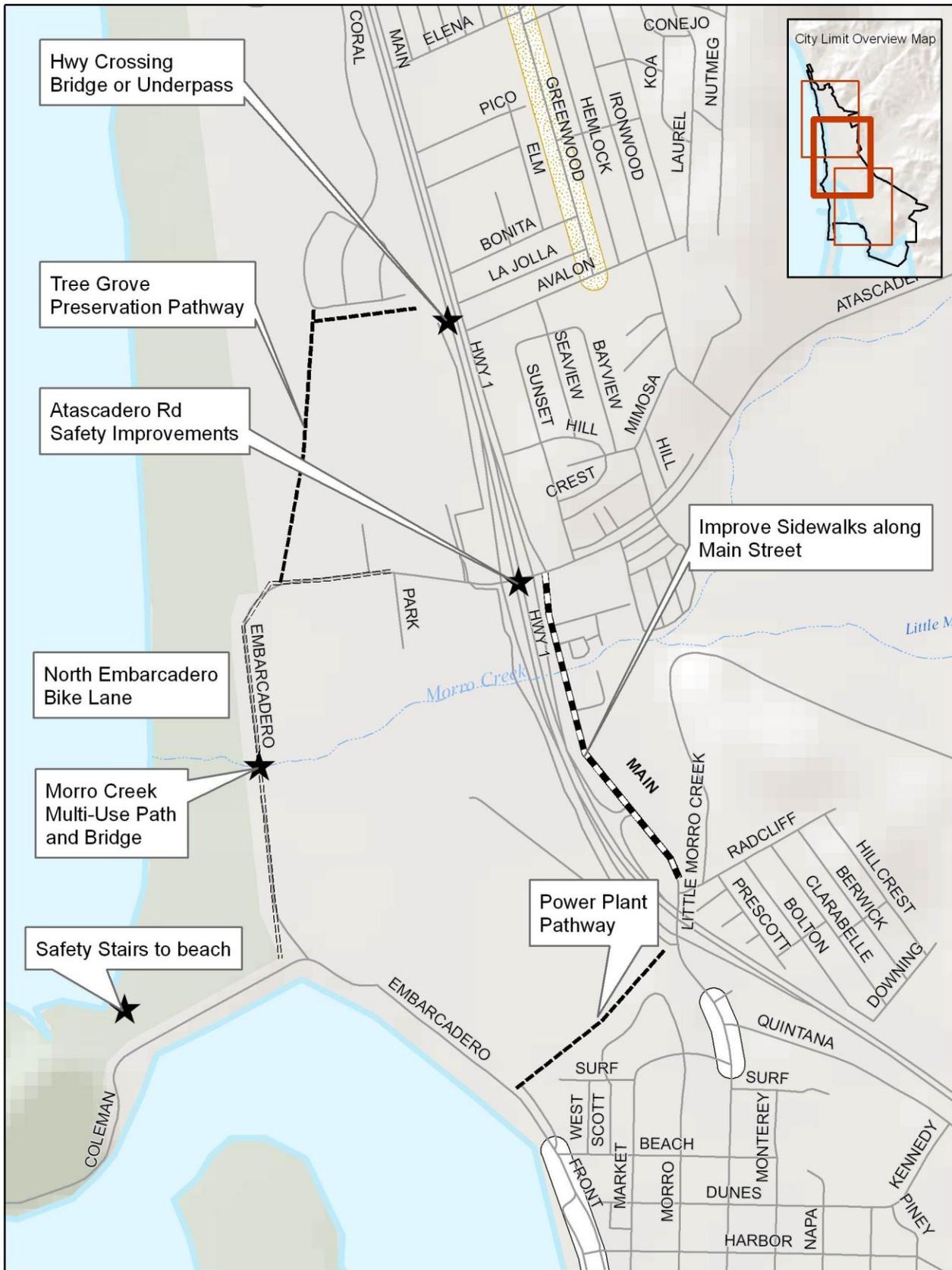
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Mile

City of Morro Bay Bike and Pedestrian Master Plan 2011

Proposed Bikeways and Pedestrian Facilities

11/1/2011



Proposed Class I Bike Path

Proposed Class II Bike Lane

Proposed Sidewalk

Complete Streets Audit

Safe Routes to School

Proposed Facility

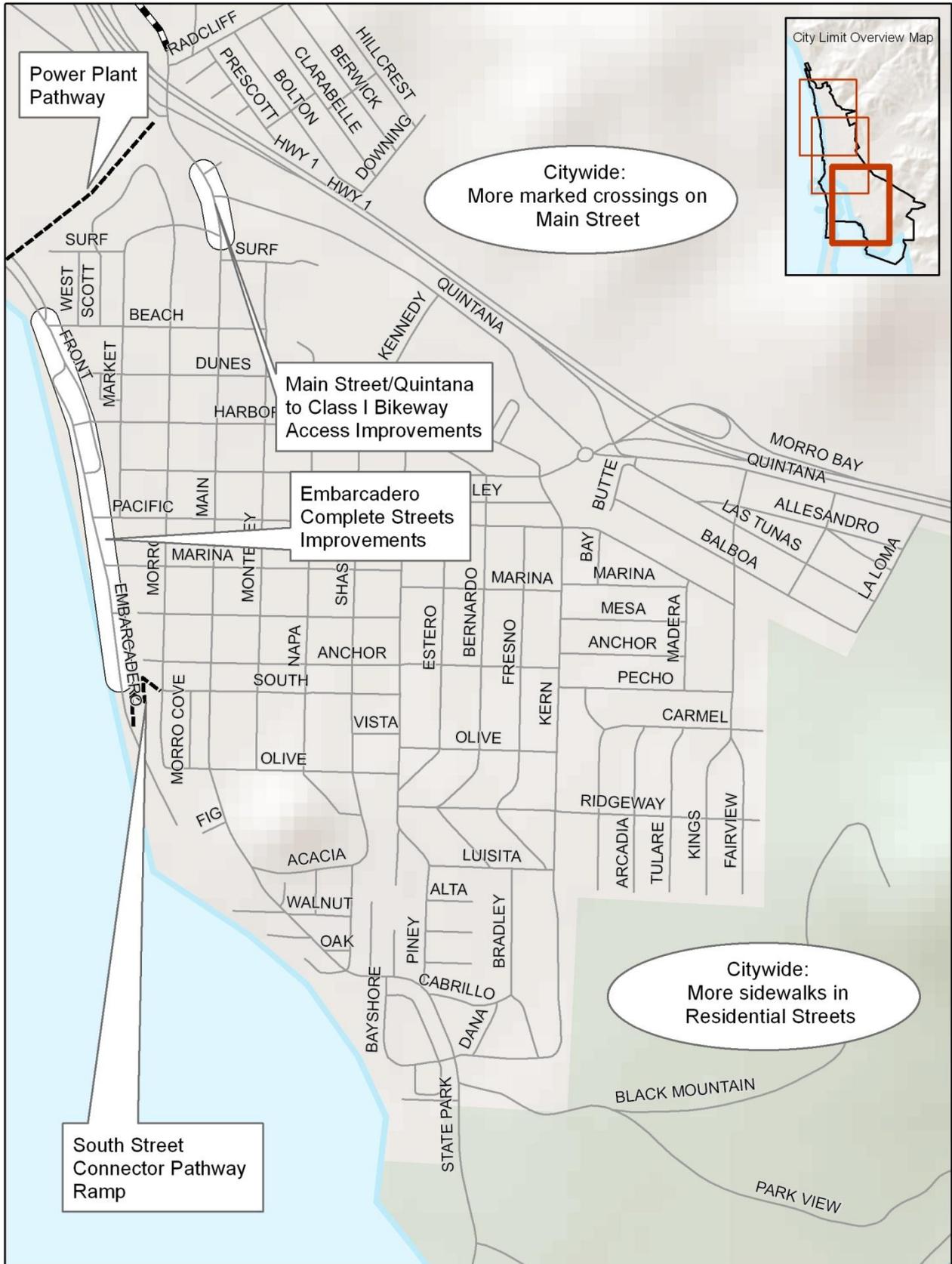
N

0
 0.25
 0.5 Mile

City of Morro Bay Bike and Pedestrian Master Plan 2011

Proposed Bikeways and Pedestrian Facilities

10/11/2011



- Proposed Class I Bike Path
- ===== Proposed Class II Bike Lane
- Proposed Sidewalk

- ★ Proposed Facility
- Safe Routes to School
- Complete Streets Audit



0 0.25 0.5 Mile

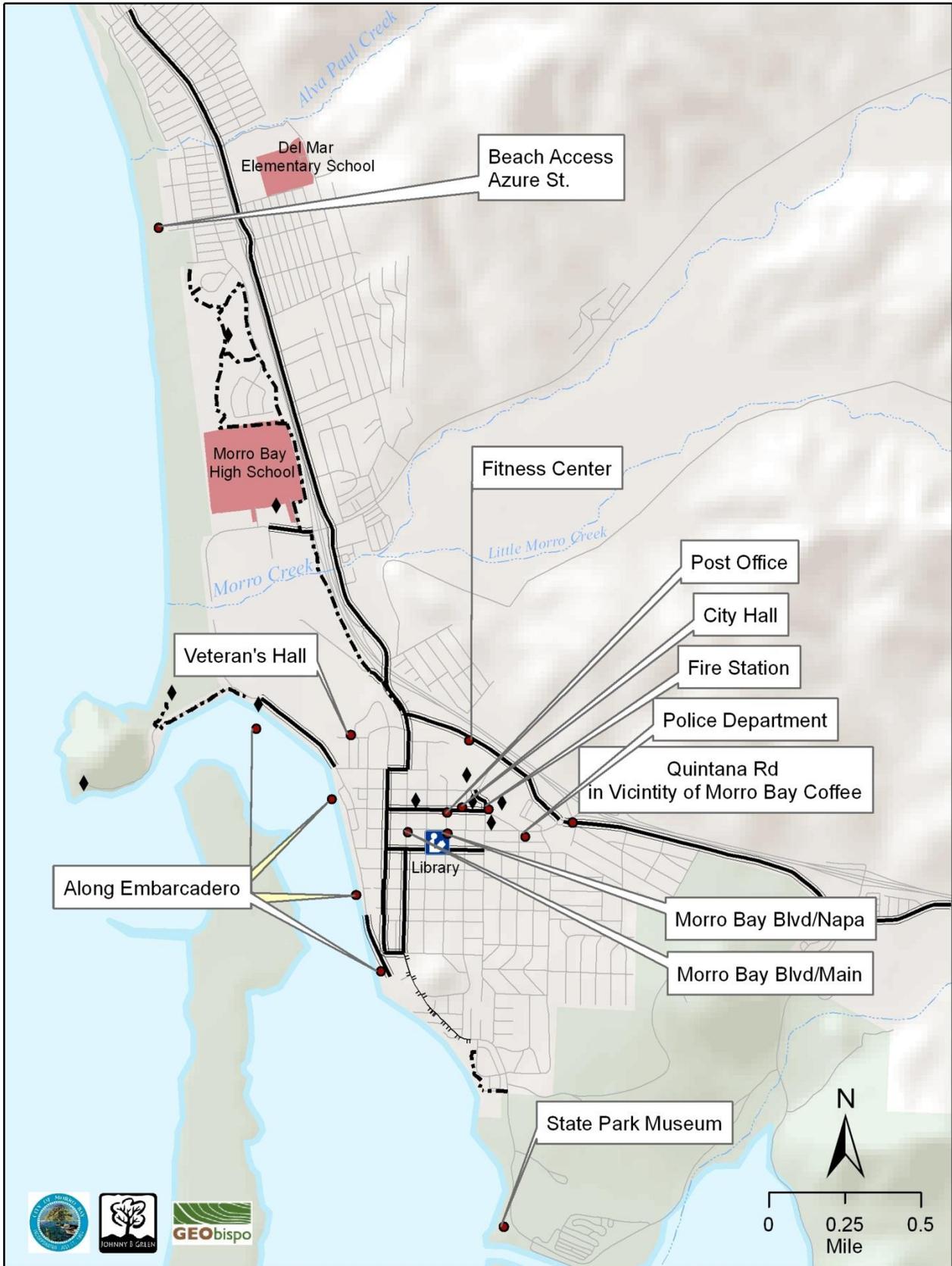
Appendix D– Existing and Proposed End-of-Trip Bicycle Parking Facilities

There are limited bicycle parking facilities through Morro Bay, with some exceptions at the Parks, Community Center, along the Morro Rock multi-purpose pathway, coastal access parking lots, Morro Rock Parking lot, Public Library and Albertson’s shopping Center. Many of these racks are the undesirable “Wheel bender” style which can potentially damage a bicycle.

City of Morro Bay Bike and Pedestrian Master Plan 2011

Existing and Proposed End of Trip Bicycle Parking Facilities

9/26/2011



- Existing Class I Bike Path (3.3 mi.)
- Existing Class II Bike Lane (7.1 mi)
- Existing Class II Bike Lane - one side (.02 mi.)
- Existing Class III Bike Route (.38 mi.)
- Proposed Bike Parking (14)
- ◆ Existing Bike Parking (9)
- 📖 Library

Appendix E – Existing and Proposed Bicycle Parking at Transportation Hubs

The San Luis Obispo Regional Transit Authority (SLORTA) operates daily fixed route transit service from Morro Bay to San Simeon, Cambria, Cayucos, Los Osos, Baywood Park, Cuesta College, California Polytechnic State University (Cal Poly), and San Luis Obispo. All SLORTA buses are equipped with front and rear bicycle racks that can carry three bicycles each.

SLORTA’s main pickup point in Morro Bay is at Morro Bay Park an additional stop is located on South Bay Blvd at Quintana Road. Morro Bay Park currently has a small bicycle rack with space to park three bicycles.

The Morro Bay Park SLORTA transit hub should incorporate bike lockers rather than a bike rack. People who ride to the hub and board a bus would anticipate leaving their bikes parked for a significant period of time and would feel more secure with a bike locker than a rack.

A map of Morro Bay Park with the circled location of the bike parking is included below.

City of Morro Bay Bike and Pedestrian Master Plan 2011 Existing and Proposed Bike Parking at Transportation Hub

9/14/2011



0 0.1 0.2 Mile



- Existing Class I Bike Path (3.3 mi.)
- Existing Class II Bike Lane (7.1 mi.)
- Existing Class II Bike Lane - one side (.02 mi.)
- Existing Class III Bike Route (.38 mi.)

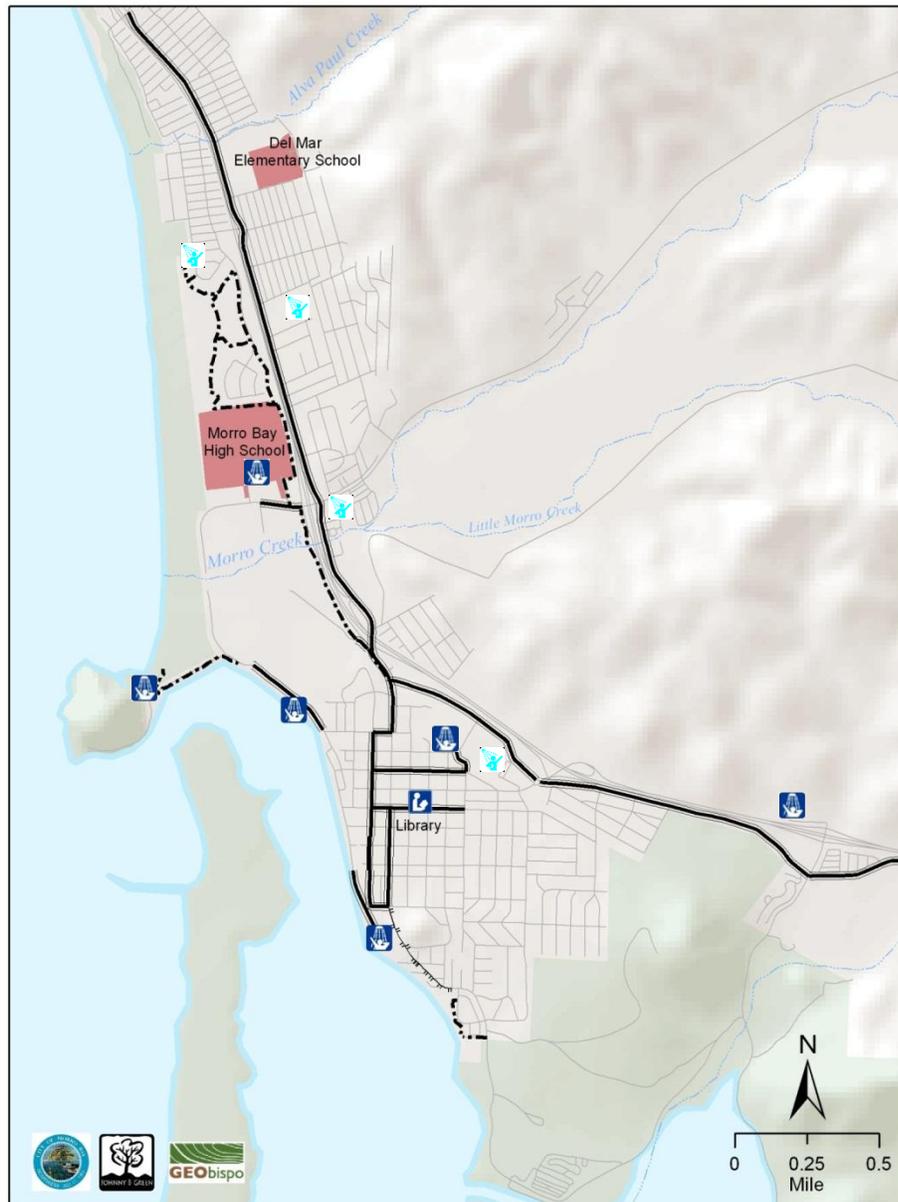
Appendix F – Existing and Proposed Changing and Storage Facilities

End-of-trip facilities are designed to accommodate and promote the use of bicycles. Showers, lockers, and changing rooms are an appreciated convenience for commuting bicyclists. Such facilities are most often provided by building owner tenants for use by those working in the building. Cyclists are encouraged to ride to work if employers offer bicycle support facilities which offer a safe place to store bicycles, changing facilities and showers.

City of Morro Bay Bike and Pedestrian Master Plan 2011

Existing and Proposed Shower Facilities

9/25/2011



- Existing Class I Bike Path (3.3 mi.)
- Existing Class II Bike Lane (7.1 mi.)
- Existing Class II Bike Lane - one side (.02 mi.)
- Existing Class III Bike Route (.38 mi.)
- Proposed Shower Locations
- Existing Showers (2)
- Library

Table 15 - Major Employers and Support Facilities

Major Employer	# of Employees	Bicycle Racks	Bike Lockers	Employee Showers
Casa de Flores	180	0	0	Yes
Albertsons	101	2	0	No
The Inn at Morro Bay	70	1	0	No
Spencer's Fresh Markets	52	1	0	No
Dynegy Falcon Holdings, Inc.	44	2	0	Yes
Miner's Ace Hardware	43	0	0	No
Tognazzini's	42	1	0	No
Mission Linen Supply	37	0	0	No
Morro Bay Fire Dept.	27	0	0	Yes
Morro Bay Police Dept	25	1	0	Yes

The City of Morro Bay maintains public restroom and shower facilities in a handful of locations, which are open during daylight hours. In addition to public restrooms at city parks and other facilities, public showers currently exist at the Tidelands Park and the Harbor Office, which bicyclists may utilize.

City employees also have access to shower facilities at the Recreation and Parks office. In addition, the Morro Bay Community Center has showers for employees, and there is an open-air shower near the Morro Rock restroom. While public restrooms may provide bicyclists with changing locations, and some bicyclists may take advantage of the public shower facilities, none of these facilities provide for long-term storage of clothing or equipment.

Appendix G – Bicycle Safety and Educational Programs

Safety is a major concern for both existing and potential bicyclists. For those who bicycle, safety is typically an on-going concern. For those who do not bike, perceived lack of safety is one of the most compelling reasons not to ride. Identifying bicycle collision sites can draw attention to unsafe locations, particularly if multiple collisions occur at the same location and it is determined problematic.

Since 2006, there have been 19 collisions involving bicycles in Morro Bay, two of which were severe, and thankfully no fatalities. Of the 19 collisions involving bicycles, 13 of the collisions were the fault of the cyclist.

Table 16: Collision Locations, Type, Severity and Responsible Party

Date	Location	Bike / Pedestrian	Severity	Responsible Party
2006 - May	Berwick Drive	Bike	Severe	Bike
2006 - September	Trinidad Street	Pedestrian	Other injury	Pedestrian
2006 - September	Rite Aid Parking Lot	Pedestrian	Pain	Driver
2006 - October	Main Street	Bike	Other injury	Bike
2007 - January	Quintana Road	Pedestrian	Pain	Unknown
2007 - January	Main Street	Bike	Other injury	Bicyclist
2007 - March	Main Street	Bike	Pain	Bicyclist
2007 - August	Main Street	Bike	Other injury	Both
2008 - January	Main Street	Bike	Pain	Both
2008 - February	Surf Street	Pedestrian	Other injury	Driver
2008 - May	Quintana Road	Pedestrian	Pain	Driver
2008 - July	Quintana Road	Bike	Pain	Driver
2008 - September	Quintana Road	Bike	Other injury	Unknown
2008 - November	Dunes Street	Bike	Other injury	Bicyclist
2008 - November	Main Street	Bike	Severe	Bicyclist
2009 - June	Java Street	Bike	Pain	Driver
2009 - September	Morro Bay Blvd.	Bike	Pain	Bicyclist
2010 - February	Main Street	Bike	Nothing	Both
2010 - March	State Road 41	Bike	Other injury	Bicyclist
2010 - June	Main Street	Bike	Other injury	Bicyclist
2010 - July	Quintana Road	Bike	Other Injury	Bicyclist
2010 - September	Main Street	Bike	Pain	Bicyclist
2010 - October	Marina Street	Pedestrian	Other Injury	Driver
2010 - November	Monterey Avenue	Bike	Other injury	Bicyclist
2011 - January	Main Street	Pedestrian	Other injury	Pedestrian
2011 - April	Shasta Street	Bike	Other injury	Driver

Bicycle education should also begin at a young age when children are taught the basic rules of the road in conjunction with hands-on bicycling instruction. Programs aimed at adults generally reach those interested in learning how to safely share the road with motor vehicle traffic as well as the benefits and methods of bicycle commuting. Motorist oriented programs may be the most difficult to implement because these programs only reach their intended audience during driver education courses.

In order to successfully implement a bicycle education program Morro Bay must attempt to involve as many City organizations as possible. These include Planning, Public Works, Police, local businesses, employers, local cycling clubs, and community organizations.

The City of Morro Bay is fortunate to be part of a county where numerous educational and promotional programs are ongoing. The City has collaborated in the past and will continue in the future with the following bicycle promotional and educational activities:

Table 17: Bicycle education and enforcement programs

Responsible Organization	Bicycle Education or Enforcement Program or Activity	Active Since	Performance Measure
MB Police Dept.	Bicycles to needy families	3 of last 5 years	1-2 bicycles donated per year
MB Police Dept.	Kids Club Safety talk and rodeo	3 years	20 students / 5 parents per year
MB Police Dept.	Traffic Control: Lighthouse Century, Grand Fondo, MB Triathlon		Officer deployment
MB Police Dept.	Helmet distribution to needy minors violating helmet law;	5+ years	5-10 helmets per year
MB Police Dept.	D.A.R.E. bicycle & helmet giveaway	5+ years	2 bikes, 2 helmets per year
MB Police Dept.	Bicycle Patrol program for events with heavy pedestrian traffic	5+ years	
SLO County Bike Coalition	Bike education at Montessori school	1 year	
SLO County Bike Coalition	Bike valet at MB Harbor Fest	2009	
SLO County Bike Coalition	Bike valet at 4 th of July Festival	2 years	
SLO County Bike Coalition	Bike education at OPTIONS (non-profit assisting with mental illness)	2010	

Appendix H – Citizen and Community Involvement in Plan Development

The Morro Bay Citizens Bike Committee (MBCBC) has been actively contributing to the development of this bicycle plan for several years. Feedback from MBCBC has been received at City Council meetings, via email, telephone, conversations with city staff, and through staff’s review of MBCBC meeting notes and minutes.

This feedback includes MBCBC recommendations on where bikeways are needed in Morro Bay, recommendations as to the type of bikeway best suited for different applications, recommendations on signage, and feedback on important safety issues. Feedback received from MBCBC also includes suggested locations for installation of bicycle parking and other bicycle infrastructure, identification of hazardous bikeway vegetation and other maintenance issues, discussions on how to best integrate a Morro Bay bicycle network with regional bicycle infrastructure, and feedback on how to encourage and facilitate such regional connections.

The Morro Bay Citizens Bike Committee reviewed an administrative draft of this plan in 2010, and additional feedback from MBCBC was received at this time.

On August 28th, 2011 a Community Meeting was held at Veterans Hall, followed by ranking of preferred programs and projects. The following tables summarize the comments and rankings received from the public.

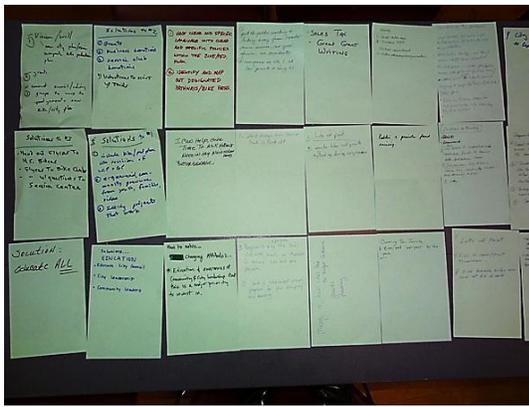


Table 18 : Compiled List of Public Comments from Community Meeting Ranked by Frequency

Main Pedestrian Problems	
“Insufficient pedestrian infrastructure - not enough sidewalks, no sidewalks e.g. along San Jacinto.”	3
“Uneven pavement”	2
Main Bicycle Problems	
“Lack of connected bike network e.g. no straight connection to Embarcadero, or difficult negotiation of Main St. at Quintana, crossing Morro Creek, no connecting trail between Los Osos and Morro Bay”	11
“Insufficient bicycle infrastructure - parking, lanes, etc.”	3
“Biking from Kern or Black Hill to Cloisters Park with young children on hills, major streets, rough roads, road sharing w/cars.”	2
“Do not feel safe in traffic e.g. fear of getting hit from behind by autos”	2
“Insufficient marking or maintenance of bike/pedestrian paths”	2
Bike-Ped Problems	
“Too much or too fast vehicular traffic”	4
*Highway 41 at Park Rd., short connect to "the Rock"	

Table 19: Compiled List of Public Comments submitted via Website - Ranked by Frequency

Have you encountered any difficulties or inconveniences in Morro Bay as a bicycle rider or pedestrian? If so, please describe and include the location if relevant.:	# of Comments
“North Morro Bay to Embarcadero/Harbor Walk is challenging, need shortcut bridge at Morro Creek, in part, because of the necessity to go up and over the hill on Main Street, south of Quintana. Want to shop downtown and on the Embarcadero.”	19
“Getting to the Class I bike bath from northbound Main at Quintana and vice-versa”	11
“Main street in North Morro Bay does not connect safely to the Cloister's Park bike path. It is very dangerous for all of the school age kids to have to cross a busy Hwy 41 & Main Street intersection and two freeways on/off ramps to connect to the Cloisters Park bike path. It is not a safe route for all the kids who ride their bikes to Morro Bay High School or the older kids at Del Mar who ride from central Morro Bay to Del Mar school. This is a state law that there are safe routes to and from school.”	6
“Crossing Hwy 1 at north end San Jacinto”	4
“Some streets lack sidewalks.”	3
“The intersection of San Jacinto, Main Street, Alder Street is a nightmare and very unsafe for people to cross.”	3

“Crossing Atascadero Road on the bike path in front of the high school is difficult during high traffic volume occasions.”	2
“Winter storms cause flooding making the path and bike path between the freeway and the power plant nearly un-walkable due to the depth of the water. Dig out the ditch.”	2
“It is difficult to get to or out of the Embarcadero by bicycle because of the steep hills.”	2
“Most of Embarcadero is not bicycle/pedestrian friendly”	2
“The new bike lane on North Main Street on the freeway side is not wide enough.”	2
“Traffic difficult to navigate on streets to Embarcadero.”	2

Table 20: Compiled List of Public Comments submitted via Website - Ranked by Frequency

What programs, policies or projects would you like to see implemented in order to make bicycling or walking safer and more enjoyable in Morro Bay?	# of comments
“Bike/Pedestrian Bridge over Morro Creek. Possible Eagle Scout project with a couple of local engineers consulting?”	19
“More bike racks for parking in public places, major attractions, commercial districts & in recreation areas. Install bike racks at local businesses that hold the bike upright and are secure, illuminated, out of pedestrian walkways.”	10
“Promotion of a Cayucos to Morro Bay connector. Huge for tourism draw and green transportation option for travel between Cayucos and Morro Bay”	6
“Designated path connecting Cloisters Park and North Morro Bay path to Harbor Walk , including the Rock along ocean.”	5
“Short cut to the Embarcadero by creating a path alongside the Power Plant where the Class I Bike/Pedestrian Path ends near Quintana, a short-term solution until bridge is built.”	5
“Fill the gaps in the Class I bike paths thru town.”	3
“Bike Education mandatory in high school or all school levels.”	3
“Need more safe routes for families around town which connect throughout town”	3
“Consider one way streets with expanded promenades for bikes/pedestrians”	3
“Better, wider bike lanes on busy streets.”	2
“There needs to be a foot/bike bridge at around Ocean View Furniture that connects North Morro bay businesses and residents to the beach side bike path.”	2
“More bike lanes on the busier roads.”	2
“Stripe streets clearly and mark where the trail crosses.”	2
“Taking roles and providing support for connectors; more shoulders or (especially) new paths to San Luis Obispo via Cuesta College and Los Osos would be visionary.”	2
“Bike-Pedestrian programs, infrastructure, etc. will promote activity and tourism. Commitment to building dedicated paths throughout town that connect key economic sections.”	2

Appendix I – Relationship to Other Adopted Plans

2010 Regional Transportation Plan-Preliminary Sustainable Communities Strategy (2010 RTP-PSCS)

The 2010 San Luis Obispo County Regional Transportation Plan adopted by the San Luis Obispo Council of Governments includes provisions in Chapter 6 for non-motorized transportation. The San Luis Obispo Council of Government's (SLOCOG) Non-Motorized Transportation program is designed to support and build upon the planning efforts of local jurisdictions. For example, the RTP identifies projects that have been constructed such as the Morro Bay High School Bike path as well as future projects. This plan and the 2010 RTP consistently display the same goals of developing and maintaining a safe and efficient regional bikeway system. These plans both aim to promote bicycling as a means of decreasing auto-dependency and pollution. In addition, Class II bike lanes have been the focus of earlier RTPs and many of these bike lanes have been completed in Morro Bay. The emerging emphasis for both Morro Bay and the RTP is to fill critical gaps in order to create a connected community.

The Morro Bay Bicycle and Pedestrian Master Plan is consistent with the following policies of the RTP:

NM 1. Promote development of a coordinated and connected regional bikeway system with emphasis on linking gaps of the regional system where appropriate bikeways do not exist.

NM 2. Promote livable community cores and a well connected bike and pedestrian system that promote walking and bicycling.

NM 3. Ensure compliance with AB 1358, the Complete Streets Act of 2008, which requires that all jurisdictions address "Complete Streets" in their circulation element updates.

NM 4. Promote the integration of bicycle and pedestrian facilities with other modes of transportation to assure that safe interconnected bike and pedestrian options connect to other transportation modes, include bike lockers and/or racks as a standard improvement at all Park and Ride lots and multimodal transportation centers.

NM 5. Pursue plans to develop multi-use trails, Class I and II bikeways, and boardwalks connecting commuter, major destinations, and recreational areas using utility, rail (abandoned and active), and roadway rights-of-way throughout the region.

NM 6. Encourage the development of boardwalks, Class I and II bikeways, and recreational trails that travel through and connect to scenic areas or other recreation destinations in both the Coastal Trail and Anza Trail Corridors; encourage joint projects with Santa Barbara and Monterey counties and state parks to provide bikeways linking the two areas

NM 7. Work with agencies to assure proposed bikeways comply, to the maximum extent possible, with the appropriate safety design criteria and uniform specifications as defined in Caltrans' Highway Design Manual as well as criteria and specification in the California Manual of Uniform Traffic Control Devices (MUTCD)

NM 8. Conduct an annual "Unmet Bicycle Needs" public hearing to receive testimony on unmet bicycle needs for consideration in regional and local plans

NM 9. Encourage local jurisdictions to use maximum flexibility in applying standards for vehicle lane widths and medians to implement cost effective bike lanes and multiuse paths.

NM 10. Encourage local jurisdictions and employers in providing bicycle parking/storage facilities or 'bike-valet' at destination points such as shopping centers, public facilities, transportation hubs, and Park-and-Ride lots and special events.

NM 11. Assure that efforts are made to reduce barriers to cycling and walking.

2001 San Luis Obispo County Air Pollution Control District:

Clean Air Plan recommends several methods to options to reduce air pollution associated with vehicular travel:

- T-1C: Voluntary Commute Options Program
- T-2A: City Transit Improvements
- T-2B: Regional Transit
- T-3: Bicycling and Bikeway Enhancements
- T-4: Park and Ride Lots

2010 San Luis Obispo County Bikeway Plan

In September 1994, the County of San Luis Obispo adopted a County Bikeways Plan; this plan was updated in 1996, 2005 and again in 2010. This plan recommends placing Class I and class II bicycle routes throughout the County including Class II bikeways from San Luis Obispo to Cayucos. This particular route would stretch along Route 1 and run through Morro Bay. Morro Bay has already proposed constructing a Class I bike path along Route 1.

The County Bikeway Plan pursues the following:

- Connect all Communities in the County with Bicycle Facilities
- Close Gaps in Existing Bikeways
- Identify and Break Down Barriers to Bicycle Commuting

2006 San Luis Obispo County Parks and Open Space Element

- Morro Bay Golf Course is part of Morro Bay State Park but is now entering its second half-century under County management.
- Coastal Access provides public access to and along California's coastline, including the Morro Bay Estuary. Access ways are defined as vertical and lateral. Vertical access connects the closest public road to the coast, in some cases simply by providing a viewing platform. Lateral access provides access along the coastline, basically providing an area to walk along the beach.

The State Coastal Trail Vision Plan

This plan has a detailed map of existing and proposed bike routes throughout Morro Bay. The plan also proposes constructing several parks along with staging areas for pedestrians and bicyclists. In addition, it

includes a proposed pedestrian/bicycle bridge along Embarcadero Road linking the wastewater treatment plant to the Dynegy power plant and proposed scenic overlooks.

Lastly, the plan includes key funding sources for each part of the proposed project. When this bicycle transportation plan was completed, this project had not been adopted and is subject to public review and City Council consideration.

Appendix J – Proposed Bikeway and Pedestrian Projects

Proposed projects listed in this section have been established through the Bicycle Advisory Committee, public feedback from the Community Meeting, and submissions through the Morro Bay’s website.

The proposed projects have been weighted then ranked, by a return email submission of those (“Morro Bay Trailblazers Group”) who attended the Community Meeting and desired further level of input into the process.

The projects were added into a Planning Matrix and weighted with a multiplier and scored against criteria including: Public Input, Connectivity, proximity to Activity Centers, Transit, and Collisions.

Table 21: Compiled List of Bicycle Projects & Programs determined by Stakeholder Priority and Weighted Ranking

Rank Order	Bicycle Projects & Programs – Stakeholder Priority	Weighted Ranking*
1	Bike-Ped bridge over Morro Creek & connector paths to Atascadero Rd & Embarcadero	214
2	Safer crossing at San Jacinto and Hwy 1/Main/Alder	152
3	Bike-Ped path through Power Plant	116
4	Make Embarcadero more bike-friendly	113
5	between HS and Morro Shores Inn at Atascadero Road	94
6	Connection to future Cayucos Trail - bike route on Sandalwood & Beachcomber	94
7	Improve bike routes through State Park	93
8	Safe bike route to Del Mar School on Greenwood	92
9	connection to south end of Class 1 at Quintana & Main	78
10	Install more bike racks in business district	69
11	Add bike lanes on San Jacinto	64
12	at SW end of Cloisters Park bike path to NE corner of HS	57
13	Improve maintenance of existing trails, paths, and markings	53
14	Better signage/trail markings	41
15	Educate cyclists on rules of the road & bike safety	28
16	Educate drivers about cyclist rights	28

17	ADA compliant ramp up bluff from Embarcadero to Olive Street	22
18	Replace rigid bollards with flexible ones in bike paths	16
19	Lighting for bike paths	15
20	Publish bike & trail maps	15
21	Provide bike box markings and bike signal loops at : San Jacinto, Main & Quintana & Yerba Buena	2

Table 22: Compiled List of Pedestrian Projects & Programs determined by Stakeholder Priority and Weighted Ranking

Rank Order	Pedestrian Projects & Programs – Stakeholder Priority	Weighted Ranking*
1	Bike-Ped bridge over Morro Creek & connector paths to Atascadero Rd & Embarcadero	207
2	Safer crossing at San Jacinto and Hwy 1/Main/Alder	148
3	Make Embarcadero more pedestrian-friendly	136
4	Safe pedestrian route to DelMar School on Greenwood	127
5	Bike-Ped path through Power Plant	94
6	Improve maintenance of existing sidewalks and walking paths	88
7	More sidewalks in residential areas, especially North Morro Bay	85
8	Add sidewalks on San Jacinto	82
9	Construct pedestrian stairs from Rock parking lot to beach	56
10	ADA compliant ramp up bluff from Embarcadero to Olive Street	47
11	More marked crosswalks on Main Street south of downtown	38
12	Lighting for sidewalks and walking paths	36
13	Educate drivers about pedestrian rights	21
14	Improve the sidewalk on Main St between Hwy 41 and Radcliffe	8
15	Bike lanes for peds on San Jacinto	7
16	Ped path along Lower State Park Road	6

Table 23: Planning Matrix with Criteria, Score, Multiplier & Description

Criteria	Score	Multiplier	Total Possible Score	Description
Public Input	2	3.0	6	Street / location was identified by the public as desirable future facility (score above >100)
	1	3.0	3	Street / location was identified by the public as desirable future facility (scored below <100)
	0	3.0	0	Was not identified by the public as desirable for a future facility
Connectivity	2	3.0	6	Direct Access to an existing bicycle/pedestrian facility
	1	3.0	3	Secondary connectivity to an existing bicycle/pedestrian facility
	0	3.0	0	Does not directly or indirectly access an existing bicycle/pedestrian facility
Activity Centers	2	3.0	6	Connects to a major trip generating destination in Morro Bay
	1	3.0	3	Secondary connectivity to a major trip-generating destination in Morro Bay
	0	3.0	0	No connectivity to a major trip-generating destination in Morro Bay
Transit	2	2.0	4	Direct access to a transit center
	1	2.0	2	Connects to an existing bikeway accessing a transit station within a half mile of the station
	0	2.0	0	Does not directly or indirectly access a transit station with a half mile
School	2	2.0	4	Direct Access to a Morro Bay School
	1	2.0	2	Secondary access to a Morro Bay School (within 1/2 mile)
Collisions	0	2.0	0	Does not directly or indirectly access a Morro Bay school
	2	1.0	2	On a roadway that has experienced four or more collisions in the last five years

2011 Morro Bay Bicycle & Pedestrian Master Plan

1	1.0	1	On a roadway that has experienced one to four collisions in the last five years
0	1.0	0	On a roadway that has not experienced a collision in the last five years

Bikeway Type	Project Name	From	To	Public Input	Connectivity	Activity Centers	Transit	Schools	Collisions	Ranking Total
Bike Path	Safety Crossing Atascadero Road	High School	Main Street	6	6	6	0	4	0	22
Bike Lane	North Embarcadero	North-side of Morro Creek	Atascadero Road	6	6	3	0	4	0	19
Complete Street	Embarcadero "Complete Streets" Audit and Improvements	Coleman Dr.	Tidelands Park	6	6	6	0	0	0	18
Bike Path	Morro Creek Multi-Use Path & Bridge	Morro Creek	Coleman Dr.	6	3	3	0	4	0	16
Bike Lane	Power Plant Connector Trail-Bike/Ped Path	Main Street	Embarcadero Road	6	6	3	0	0	0	15
Complete Street	South Street - Class I Connector	Morro Avenue	Embarcadero Road	3	6	6	0	0	0	15
Bike Path	San Jacinto Street - Bike Lane	Sandalwood Avenue	Ironwood Ave	3	3	6	0	2	0	14
Bike Lane	Tree Grove Preservation Path Way	North Embarcadero	Emerald	3	3	3	0	4	0	13
Bike Route	Beach Tract Bike Route Improvements (Beachcomber/Sandalwood)	Azure	Toro Rd.	3	3	3	0	2	1	12
Complete Street	Main Street / Quintana Road and Bike Path "Complete Street" Audit and Improvements	Main Street	Quintana Road	3	0	3	0	0	1	7
Support Facility	Install more bike racks in business district	Business District	Business District	3	0	3	0	0	0	6
Complete Street	Improve Hwy 1 Crossing Safety at San Jacinto & Yerba Buena	San Jacinto Street	Yerba Buena Street	3	0	3	0	0	0	6

Table 24: Proposed Bikeway Projects weighted through Planning Matrix

Facility Type	Project Name	Limit 1	Limit 2	Connectivity	Activity Centers	Transit	Schools	Public Input	Collisions	Ranking Total
Bridge	Bike-Ped bridge over Morro Creek	Embarcadero	Embarcadero	6	6	0	3	6	0	21
Crossing	Safer crossing at San Jacinto Street and Hwy 1/Main Street /Alder Avenue	San Jacinto Street	Alder Avenue	6	3	0	3	6	0	18
Complete Streets	Make Embarcadero more pedestrian-friendly	North Embarcadero	Tidelands Park	6	6	0	0	6	0	18
Sidewalks	Safe pedestrian route to Del Mar School on Greenwood	Avalon Street	Sequoia Street	3	3	0	6	6	0	18
Sidewalks	Add sidewalks on San Jacinto	Sandalwood Avenue	Ironwood Avenue	6	3	0	3	3	0	15
Stairs	Construct pedestrian stairs from Rock parking lot to beach	Rock Parking Lot	Rock Parking Lot	6	6	0	0	3	0	15
Pathway	Bike-Ped path through Power Plant	Main Street	Embarcadero	6	3	0	0	3	0	12
Maint.	Maintenance of existing sidewalks and walking paths	Citywide	Citywide	3	3	3	0	3	0	12
ADA Ramp	ADA compliant ramp up bluff	Embarcadero	Olive Street	6	3	0	0	3	0	12
Pathway	Ped path along Lower State Park Road	State Park Road	State Park Road	3	6	0	0	3	0	12
Sidewalks	Improve the sidewalk on Main Street	Hwy 41	Radcliffe Street	6	0	0	0	3	2	11
Sidewalks	More sidewalks in residential areas	North Morro Bay	North Morro Bay	3	3	0	0	3	0	9
Crossing	More marked crosswalks on Main Street	Main Street	South of downtown	3	3	0	0	3	0	9
Lighting	Lighting for sidewalks and walking paths	Citywide	Citywide	3	3	0	0	3	0	9

Table 25: Proposed Pedestrian Projects weighted through Planning Matrix

Appendix K – Past Expenditures for Bicycle Facilities

City of Morro Bay expenditures for bicycle facilities from (2000-2010) are shown below.

Table 25 : Past Expenditures for Bicycle Facilities

Year	Project	Type	Cost*
2011	Main Street Waterborne Re-stripe	Class II	\$1,355
2009	Embarcadero Thermoplastic Bike lane stripping, from Beach to walk	Class II	\$4,895
2001	Coral Street pathway continuation at High School	Class I	\$177,000
2005	Main Street - 2970ft bike path from Atascadero Road to Quintana Road	Class I	\$17,000
2009	Embarcadero – 1,620ft Morro Rock to Embarcadero	Class I	\$119,000
2010	North Main Street – 4,450ft eliminating some parking	Class II	\$36,000
2007	Quintana Road – 8,810ft parking reduced one side of road only	Class II	\$67,000
2006	Atascadero Road – 1,500 ft bike lanes from Highway 1 to Park Street	Class II	\$13,000
2004	Downtown Morro Bay – from South to Olive Street and Morro to Main Street – 900ft	Class II	\$5,000
	TOTAL		\$440,250

Source: City of Morro Bay 2011

*Bicycle Facilities costs are often part of a larger project. These costs are estimated costs of the bicycle related portion of the project.



AGENDA NO: B-4

MEETING DATE: February 28, 2012

Staff Report

TO: Honorable Mayor and City Council **DATE:** February 21, 2012
FROM: Rob Livick, PE/PLS – Public Services Director/City Engineer
Cindy Jacinth – Administrative Technician
SUBJECT: Community Development Block Grant (CDBG) program funding recommendations for 2012/2013

RECOMMENDATION:

Council review, and approve funding recommendations for the 2012 Community Development Block Grant (CDBG) program as shown below and approve adjustment of awards on a proportional basis upon final receipt of the 2012/2013 funding allocation from the Department of Housing and Urban Development (HUD).

FISCAL IMPACT:

Available funds are estimated at \$57,533 for the 2012/2013 cycle.

BACKGROUND/DISCUSSION:

The 2012 CDBG award process began in Fall 2011. The first of two Workshops were held throughout the County to solicit public comment on community needs. The County published a request for CDBG proposals. The City received 11 applications for CDBG funds by the deadline. The revised total funding is anticipated to be \$57,533. The amount allocated this year is down from the initial estimate of \$93,405, which was based on previous allocation amounts. The reduction in the projected estimate was due to Congressional funding cuts to HUD's budget, as well as new census data which affected all jurisdictions in the Urban Counties.

The amount that an agency receives is based on the total HUD allocation to the Urban County and is apportioned based on population, poverty persons and overcrowding in housing.

Prepared By: RL/CJ

Dept Review: RL

City Manager Review: _____

City Attorney Review: _____

Recommended Projects	Requested
City of Morro Bay – Handicapped Accessibility - Barrier Removal Projects	\$46,027
City Program Administration Costs – Limited to 20% of Allocation	\$11,506
Estimated Total Funding Available	\$57,533

On December 13, 2011, after reviewing the applications and hearing testimony from applicants, Council approved draft funding recommendations for the 2012/2013 cycle. The recommendations were then published for the required minimum of 30 days during which the second of the two Workshops was held. At that Workshop, County and City staff was available to discuss the recommendations and answer any questions regarding the CDBG program.

Upon approval, the funding recommendations will be forwarded to the County for submittal to and approval by the County Board of Supervisors and inclusion in the countywide Consolidated Plan.

CONCLUSION

Council may modify the grant recommendations prior to approval. However, awards must meet program requirements, providing a minimum of 70% of funding for benefit to low and moderate-income persons, and no more than 15% can be allocated to the public service category.

ATTACHMENTS

1. CDBG Allocation Worksheet
2. U.S. Census Bureau Data

ATTACHMENT 1

CDBG ALLOCATION OF 2012 CDBG FUNDS

CDBG Allocation \$ 1,654,260

2010 American Community Survey Data

City/Co.	Population	Poverty Persons	Overcrowded Housing	Allocation
Arroyo Grande	16,844	995	64	\$ 63,605
Atascadero	25,721	2,253	282	\$ 133,774
Morro Bay	9,186	1,061	131	\$ 57,533
Paso Robles	28,681	2,862	415	\$ 167,775
San Luis Obispo	43,939	13,740	550	\$ 506,588
County	103,840	9,172	3,183	\$ 724,985
Total	228,211	30,083	4,625	\$ 1,654,260

	Est. Allocation	20%	15%
Arroyo Grande	\$ 63,605	12721	9541
Atascadero	\$ 133,774	26755	20066
Morro Bay	\$ 57,533	11507	8630
Paso Robles	\$ 167,775	33555	25166
San Luis Obispo	\$ 506,588	101318	75988
County	\$ 724,985	144997	108748
Total	\$ 1,654,260	330852	248139

Arroyo Grande

Population 16,844
 Poverty 5.9% 995
 Overcrowding 64

Atascadero

Population 25,721
 Poverty 8.80% 2,253
 Overcrowding 282

Grover Beach

Population 12,818
 Poverty 13.10% 1,676
 Overcrowding 347

Morro Bay

Population 9,186
 Poverty 11.60% 1,061
 Overcrowding 131

Paso Robles

Population 28,681
 Poverty 10.0% 2,862
 Overcrowding 415

Pismo Beach

Population 7,735
 Poverty 5.50% 424
 Overcrowding 61

San Luis Obispo

Population 43,939
 Poverty 31.30% 13,740
 Overcrowding 550

County

Population 248,764 103,840
 Poverty 12.90% 32,183 9,172
 Overcrowding 3,183

All 248,764 32,183
 Cities 144,924 23,011
 County 103,840 9,172

0.088328

23,011
 9,172
32,183



S1701

POVERTY STATUS IN THE PAST 12 MONTHS

2006-2010 American Community Survey 5-Year Estimates

Supporting documentation on code lists, subject definitions, data accuracy, and statistical testing can be found on the American Community Survey website in the Data and Documentation section.

Sample size and data quality measures (including coverage rates, allocation rates, and response rates) can be found on the American Community Survey website in the Methodology section.

Although the American Community Survey (ACS) produces population, demographic and housing unit estimates, for 2010, the 2010 Census provides the official counts of the population and housing units for the nation, states, counties, cities and towns. For 2006 to 2009, the Population Estimates Program provides intercensal estimates of the population for the nation, states, and counties.

Subject	Morro Bay city, California					
	Total		Below poverty level		Percent below poverty level	
	Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error
Population for whom poverty status is determined	9,186	+/-1,023	1,061	+/-454	11.6%	+/-4.8
AGE						
Under 18 years	1,259	+/-301	319	+/-245	25.3%	+/-17.2
Related children under 18 years	1,259	+/-301	319	+/-245	25.3%	+/-17.2
18 to 64 years	5,863	+/-643	655	+/-240	11.2%	+/-4.1
65 years and over	2,064	+/-322	87	+/-78	4.2%	+/-3.7
SEX						
Male	4,500	+/-542	568	+/-295	12.6%	+/-6.3
Female	4,686	+/-637	493	+/-199	10.5%	+/-4.1
RACE AND HISPANIC OR LATINO ORIGIN						
One race	9,113	+/-1,020	1,061	+/-454	11.6%	+/-4.9
White	8,756	+/-1,001	1,016	+/-453	11.6%	+/-5.1
Black or African American	0	+/-132	0	+/-132	-	**
American Indian and Alaska Native	63	+/-52	11	+/-19	17.5%	+/-27.6
Asian	178	+/-154	0	+/-132	0.0%	+/-20.0
Native Hawaiian and Other Pacific Islander	0	+/-132	0	+/-132	-	**
Some other race	116	+/-103	34	+/-56	29.3%	+/-43.9
Two or more races	73	+/-69	0	+/-132	0.0%	+/-38.5
Hispanic or Latino origin (of any race)	1,156	+/-520	456	+/-392	39.4%	+/-24.3
White alone, not Hispanic or Latino	7,740	+/-997	605	+/-211	7.8%	+/-2.6
EDUCATIONAL ATTAINMENT						
Population 25 years and over	7,309	+/-833	644	+/-217	8.8%	+/-3.0
Less than high school graduate	445	+/-165	98	+/-85	22.0%	+/-18.5
High school graduate (includes equivalency)	1,333	+/-290	167	+/-98	12.5%	+/-6.8
Some college, associate's degree	3,147	+/-426	292	+/-132	9.3%	+/-3.9
Bachelor's degree or higher	2,384	+/-409	87	+/-79	3.6%	+/-3.3
EMPLOYMENT STATUS						
Civilian labor force 16 years and over	4,720	+/-596	385	+/-163	8.2%	+/-3.5
Employed	4,547	+/-568	347	+/-154	7.6%	+/-3.4
Male	2,438	+/-383	216	+/-113	8.9%	+/-4.7
Female	2,109	+/-361	131	+/-83	6.2%	+/-3.7
Unemployed	173	+/-96	38	+/-42	22.0%	+/-23.2
Male	84	+/-70	0	+/-132	0.0%	+/-35.6
Female	89	+/-62	38	+/-42	42.7%	+/-39.1
WORK EXPERIENCE						

Subject	Morro Bay city, California					
	Total		Below poverty level		Percent below poverty level	
	Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error
Population 16 years and over	8,057	+/-898	758	+/-252	9.4%	+/-3.1
Worked full-time, year-round in the past 12 months	2,716	+/-452	107	+/-84	3.9%	+/-3.0
Worked part-time or part-year in the past 12 months	2,308	+/-375	319	+/-144	13.8%	+/-6.1
Did not work	3,033	+/-447	332	+/-145	10.9%	+/-4.4
All Individuals below:						
50 percent of poverty level	243	+/-149	(X)	(X)	(X)	(X)
125 percent of poverty level	1,389	+/-493	(X)	(X)	(X)	(X)
150 percent of poverty level	1,621	+/-512	(X)	(X)	(X)	(X)
185 percent of poverty level	2,043	+/-565	(X)	(X)	(X)	(X)
200 percent of poverty level	2,274	+/-593	(X)	(X)	(X)	(X)
Unrelated individuals for whom poverty status is determined	2,286	+/-458	457	+/-167	20.0%	+/-6.0
Male	947	+/-265	162	+/-93	17.1%	+/-8.3
Female	1,339	+/-324	295	+/-130	22.0%	+/-8.4
Mean income deficit for unrelated individuals (dollars)	2,245	+/-927	(X)	(X)	(X)	(X)
Worked full-time, year-round in the past 12 months	914	+/-279	45	+/-48	4.9%	+/-4.9
Worked less than full-time, year-round in the past 12 months	544	+/-192	167	+/-108	30.7%	+/-15.2
Did not work	828	+/-217	245	+/-125	29.6%	+/-11.3
PERCENT IMPUTED						
Poverty status for individuals	18.4%	(X)	(X)	(X)	(X)	(X)

Data are based on a sample and are subject to sampling variability. The degree of uncertainty for an estimate arising from sampling variability is represented through the use of a margin of error. The value shown here is the 90 percent margin of error. The margin of error can be interpreted roughly as providing a 90 percent probability that the interval defined by the estimate minus the margin of error and the estimate plus the margin of error (the lower and upper confidence bounds) contains the true value. In addition to sampling variability, the ACS estimates are subject to nonsampling error (for a discussion of nonsampling variability, see Accuracy of the Data). The effect of nonsampling error is not represented in these tables.

While the 2006-2010 American Community Survey (ACS) data generally reflect the December 2009 Office of Management and Budget (OMB) definitions of metropolitan and micropolitan statistical areas; in certain instances the names, codes, and boundaries of the principal cities shown in ACS tables may differ from the OMB definitions due to differences in the effective dates of the geographic entities.

Estimates of urban and rural population, housing units, and characteristics reflect boundaries of urban areas defined based on Census 2000 data. Boundaries for urban areas have not been updated since Census 2000. As a result, data for urban and rural areas from the ACS do not necessarily reflect the results of ongoing urbanization.

Source: U.S. Census Bureau, 2006-2010 American Community Survey

Explanation of Symbols:

1. An '***' entry in the margin of error column indicates that either no sample observations or too few sample observations were available to compute a standard error and thus the margin of error. A statistical test is not appropriate.
2. An '-' entry in the estimate column indicates that either no sample observations or too few sample observations were available to compute an estimate, or a ratio of medians cannot be calculated because one or both of the median estimates falls in the lowest interval or upper interval of an open-ended distribution.
3. An '-' following a median estimate means the median falls in the lowest interval of an open-ended distribution.
4. An '+' following a median estimate means the median falls in the upper interval of an open-ended distribution.
5. An '***' entry in the margin of error column indicates that the median falls in the lowest interval or upper interval of an open-ended distribution. A statistical test is not appropriate.
6. An '*****' entry in the margin of error column indicates that the estimate is controlled. A statistical test for sampling variability is not appropriate.
7. An 'N' entry in the estimate and margin of error columns indicates that data for this geographic area cannot be displayed because the number of sample cases is too small.
8. An '(X)' means that the estimate is not applicable or not available.



B25014

TENURE BY OCCUPANTS PER ROOM
 Universe: Occupied housing units
 2006-2010 American Community Survey 5-Year Estimates

Supporting documentation on code lists, subject definitions, data accuracy, and statistical testing can be found on the American Community Survey website in the Data and Documentation section.

Sample size and data quality measures (including coverage rates, allocation rates, and response rates) can be found on the American Community Survey website in the Methodology section.

Although the American Community Survey (ACS) produces population, demographic and housing unit estimates, for 2010, the 2010 Census provides the official counts of the population and housing units for the nation, states, counties, cities and towns. For 2006 to 2009, the Population Estimates Program provides intercensal estimates of the population for the nation, states, and counties.

	Morro Bay city, California	
	Estimate	Margin of Error
Total:	4,646	+/-556
Owner occupied:	2,716	+/-390
0.50 or less occupants per room	2,398	+/-371
0.51 to 1.00 occupants per room	306	+/-105
1.01 to 1.50 occupants per room	2	+/-11
1.51 to 2.00 occupants per room	10	+/-16
2.01 or more occupants per room	0	+/-132
Renter occupied:	1,930	+/-333
0.50 or less occupants per room	1,169	+/-253
0.51 to 1.00 occupants per room	642	+/-195
1.01 to 1.50 occupants per room	40	+/-45
1.51 to 2.00 occupants per room	79	+/-81
2.01 or more occupants per room	0	+/-132

Data are based on a sample and are subject to sampling variability. The degree of uncertainty for an estimate arising from sampling variability is represented through the use of a margin of error. The value shown here is the 90 percent margin of error. The margin of error can be interpreted roughly as providing a 90 percent probability that the interval defined by the estimate minus the margin of error and the estimate plus the margin of error (the lower and upper confidence bounds) contains the true value. In addition to sampling variability, the ACS estimates are subject to nonsampling error (for a discussion of nonsampling variability, see Accuracy of the Data). The effect of nonsampling error is not represented in these tables.

While the 2006-2010 American Community Survey (ACS) data generally reflect the December 2009 Office of Management and Budget (OMB) definitions of metropolitan and micropolitan statistical areas; in certain instances the names, codes, and boundaries of the principal cities shown in ACS tables may differ from the OMB definitions due to differences in the effective dates of the geographic entities.

Estimates of urban and rural population, housing units, and characteristics reflect boundaries of urban areas defined based on Census 2000 data. Boundaries for urban areas have not been updated since Census 2000. As a result, data for urban and rural areas from the ACS do not necessarily reflect the results of ongoing urbanization.

Source: U.S. Census Bureau, 2006-2010 American Community Survey

Explanation of Symbols:

1. An '***' entry in the margin of error column indicates that either no sample observations or too few sample observations were available to compute a standard error and thus the margin of error. A statistical test is not appropriate.
2. An '-' entry in the estimate column indicates that either no sample observations or too few sample observations were available to

compute an estimate, or a ratio of medians cannot be calculated because one or both of the median estimates falls in the lowest interval or upper interval of an open-ended distribution.

3. An '-' following a median estimate means the median falls in the lowest interval of an open-ended distribution.
4. An '+' following a median estimate means the median falls in the upper interval of an open-ended distribution.
5. An '***' entry in the margin of error column indicates that the median falls in the lowest interval or upper interval of an open-ended distribution. A statistical test is not appropriate.
6. An '*****' entry in the margin of error column indicates that the estimate is controlled. A statistical test for sampling variability is not appropriate.
7. An 'N' entry in the estimate and margin of error columns indicates that data for this geographic area cannot be displayed because the number of sample cases is too small.
8. An '(X)' means that the estimate is not applicable or not available.



AGENDA NO: D-1

MEETING DATE: 02/28/12

Staff Report

TO: Honorable Mayor and City Council **DATE:** February 22, 2012

FROM: Andrea K. Lueker, City Manager
Rob Schultz, City Attorney

SUBJECT: Discussion of Director of Tourism and Formation of a Tourism Bureau

RECOMMENDATION

The City Council, City Staff, Advisory Board, Chamber of Commerce and numerous others have spent significant time during the last 12 months determining the best way to harness and increase tourism dollars in Morro Bay. There have been significant improvements made, which have been listed in the June and September, 2011 staff reports (see Attachments A & B).

One of the last issues to resolve is the Director of Tourism position and/or a Tourism Bureau concept. After reviewing the various proposals to address this issue, staff recommends the following: 1) Move forward with forming a separate 501(c)(6) nonprofit entity, 2) Begin the process of combining the TBID and CPC boards, 3) Continue with the Visitor Center contract with the Chamber for fiscal year 2012-2013.

FISCAL IMPACT

If City Council approves staff recommendation, there will be legal fees and costs to form a 501 (c)(6) nonprofit entity which will be borne by TBID funds. There may also be some staff time allocated to help create the new 501 (c)(6) nonprofit entity, however, that time will be offset by the reduction in staff time currently allocated to the Community Promotions Committee (CPC) and Tourism Business Improvement District (TBID) Boards.

BACKGROUND

Over the past year, a number of recommendations have been made and implemented to improve our visitor's experience. One of the last issues to resolve is that of the Director of Tourism Position/Tourism Bureau. As part of a lengthy motion during the September 27, 2011 City Council meeting, Council directed staff to work with the Community Promotions Committee and Tourism Business Improvement District Advisory Board on the potential Director of Tourism/Events Coordinator positions. Staff convened the Tourism Partners which included the Chair and Vice-Chair of the CPC and TBID,

Prepared By: _____

Dept Review: _____

City Manager Review: _____

City Attorney Review: _____

Staff Report re: Director of Tourism/Tourism Bureau
February 22, 2012

representatives from the Chamber and Barnett Cox to meet and define the roles and responsibilities of each existing tourism partner and where there might be service gaps that need to be addressed in order to provide the best possible experience for our visitors and guests (see Attachment C). Following that meeting, two community workshops were held and facilitated to identify the job description of a Director of Tourism (see Attachment D). Two participants from the workshops then developed a proposal (Eckles/Alexander Proposal) that looked at the entire structure of the City's tourism promotion, and a reorganization of that structure. In response to the Eckles/Alexander Proposal, the Chamber of Commerce has presented various alternate options. Subsequently, the TBID and CPC each held a Special Meeting, where proposals were presented. The TBID supported the Eckles/Alexander Proposal and recommended forwarding it the City Council for consideration. The CPC supported one of the Chamber Proposals and recommended forwarding it to the City Council for consideration.

Certainly the process on consideration of proposals has created some unrest and concern in the community. Staff has reviewed the various proposals and is supportive of portions of both proposals. With the goal of attracting and retaining visitors to Morro Bay, staff has combined portions of the various proposals and also presents that for consideration by the City Council.

DISCUSSION

Eckles/Alexander Proposal (see Attachment E) - It is proposed that a new nonprofit 501(c)(6) entity be formed to manage the TBID funds, the CPC funds and Visitor Center funds. The City would enter into a contract with the new nonprofit to manage the funds and Visitor Center. The TBID and CPC Boards would be combined together and the Board of Directors of the nonprofit would be the same as the combined board. The nonprofit would administer the TBID/CPC, Visitor Center and hire a Director of Tourism and implement programs in accordance with a written contract adopted by Council. The nonprofit would be required to prepare an annual report to the Council on use of funds, comply with the open meeting requirements of the Ralph M. Brown Act, and keep records in accordance with the California Public Records Act. A report prepared by Alexander on other jurisdictions with this structure is attached as Attachment F.

Chamber Proposal (see Attachments G & H) – The Chamber proposal has been modified from when it was presented to the TBID and CPC. The Chamber proposal dated December 28, 2011 proposed adding an additional full time position of a Marketing Coordinator to the Chamber Staff, and for the Chamber to continue with the Visitor Center contract. The Chamber proposal dated January 28, 2012 proposes that the TBID and CPC (structured as the City determines), hire, oversee and fund a Director of Destination Marketing (DMO). The Chamber would provide office space, equipment and support to the DMO Director at no cost to the TBID/CPC. The Chamber would continue to operate the Visitors Center through a contract with the City. The Chamber would work closely with the DMO, but not have oversight of that individual. The Chamber, in conjunction with the Visitor Center, would continue to provide the events and services they currently do.

Hiring a Director of Tourism (DOT) (see attachment I) – This proposal is for the City to contract with a third party or firm to perform DOT services and keep the current structure with TBID and CPC intact. Through several public workshops, participants helped determine the duties and responsibilities of a DOT;

Staff Report re: Director of Tourism/Tourism Bureau
February 22, 2012

those fell into 5 categories which included marketing program, public relations, community outreach, account management/administration of finances and research. Further consideration of the DOT, such as where the individual would be housed, funding options and chain of command would need to be reviewed if the City Council is interested in pursuing this proposal.

Staff's Recommendation – Staff's recommendation consists of blending aspects of both the Eckles/Alexander Proposal and the Chamber proposal.

It is Staff's position that it is time to combine the TBID and CPC Advisory Boards. The Eckles/Alexander Proposal, the Chamber Proposal, the TBID recommendation, and CPC recommendation all agree that it is in the best interest of the City to combine the two advisory boards and create one new advisory board.

It is Staff's recommendation to incorporate a nonprofit 501 (c)(6) entity with which the City would enter into a "special services agreement" to implement and administer an Annual Work Plan as approved by the City Council. This would mirror how many cities have delegated the administration of their BIDs. By contracting with a nonprofit entity to implement an Annual Work Plan, the combined TBID/CPC will be able to operate more efficiently in processing payments, executing contracts (i.e. BCA), and in responding to marketing opportunities. To ensure continued compliance with the law and Annual Work Plan, staff will continue to attend TBID/CPC meetings and provide oversight as necessary, but to a much lesser degree than its current involvement. With this arrangement, the nonprofit corporation will be responsible for the day-to-day operation of the TBID/CPC with the TBID/CPC Advisory Board still advising the City Council as needed and submitting an Annual Work Plan in April of each year. The City Council will retain its ultimate authority over the TBID/CPC as exercised in its approval or modification of the Annual Work Plan, approval of the annual assessment, and in determining whether or not to continue to contract with the nonprofit corporation to administer the District.

It is Staff's recommendation that the Visitor Center remain under contract with the Chamber of Commerce for fiscal year 2012-2013. It is Staff's position that the new nonprofit 501(C)(6) would not have the ability in its first year to take on the endeavor of running the Visitor Center in addition to being formed, hiring staff, and executing contracts. Pursuant to the Chamber proposal, the Chamber would offer office space, equipment and support to the new 501 (c)(6) entity. Should the City Council desire to put out a Request for Proposal for the operations of the Visitor Center that could be done for fiscal year 2013-2014.

It is Staff's recommendation that the funding amount for the Visitor Center contract and the new nonprofit contract be determined during the budget process.

The staff recommendation allows for the structure to be changed in a relatively short period to provide for the continuity of keeping the Visitors Center running.

CONCLUSION

City Council should direct staff to move forward with forming a separate 501(c)(6) nonprofit corporation, and begin the process of combining the TBID and CPC boards.



AGENDA NO: B-1

MEETING DATE: 06/14/2011

Staff Report

TO: Honorable Mayor and City Council

DATE: June 6, 2011

FROM: Andrea K. Lueker, City Manager

SUBJECT: Discussion on the Visitors Center; Proposed Marketing Specialist, and the Fiscal Year 2011-2012 Contract to Operate the Visitors Center

RECOMMENDATION

Staff recommends the following:

1. Retain the current management structure at the Visitors Center with the following modifications;
 - a. Hold a Partners/Stakeholders Workshop to develop and modify the marketing plan, identify goals and strategies and assign completion tasks;
 - b. Hold a Partners/Stakeholder Workshop for the Visitors Center;
 - c. Consider a Marketing Specialist position following the Workshops;
 - d. Determine specific measures of success for the Visitors Center;
 - e. Conduct a six month review of the Visitors Center;
 - f. Participate on the Economic Development Committee;
 - g. Renew the Contract with the Chamber of Commerce for 2011/2012 to run the Visitors Center;
2. Add off-site, informational, visitors' kiosks.

FISCAL IMPACT

Not applicable at this time.

BACKGROUND

Over the past nine months, the City Council has initiated significant changes that affect 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 increase in exchange for Tourism Business Improvement District (TBID) agreeing to return its assessments to 3%;
3. Approving TBID funding of \$50,000 of the Visitors Center costs;

Prepared By: _____

Dept Review: _____

City Manager Review: _____

City Attorney Review: _____

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. Moving forward with a new marketing/advertising agency; and
6. Requiring that the Visitors Center provide to TBID Advisory Board/Community Promotions Committee (CPC), pursuant to a motion approved by the TBID Board in March 2011, a monthly report, including copies of 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.

During the January 25, 2011 City Council meeting, the Council further reviewed the progress to date, and directed staff to:

1. Reschedule this item as a public hearing within sixty (60) days to include further analysis and time study;
2. Invite stakeholders; and
3. Explore the concept of a public workshop.

DISCUSSION

Throughout the past months, the City Council has evaluated the Visitors Center, as well as provided direction for a number of changes to be made. The City is in a redefining position now, with a new marketing/advertising agency, Barnett Cox & Associates, coming onboard to promote the Morro Bay experience. Barnett Cox & Associates is beginning work on a marketing plan which when finalized will provide clear direction to take in its efforts to enhance and increase tourism, an important goal of the marketing strategy. In order for the City to realize its full potential, it is extremely important that the many different agencies and organizations in the City work collaboratively.

Attached are discussions of the recommended and not recommended options for the City Council. Staff has provided a recommended direction for the City Council to consider and implement or amend, as they see fit.

CONCLUSION

With the changes the City Council has made and directed to be made with both the Visitors Center and the new marketing agency and marketing plan, accompanied by the Chamber of Commerce hiring a new Chamber CEO this year, staff believes the City is poised for an increase in tourism, better organization of our marketing efforts, initiation of strategic economic development, and enhancing agencies to foster a cooperative working relationship.



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:

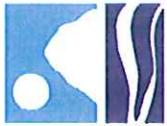
- What is the best way to unite the various businesses in Morro Bay?
- How do we ensure that all businesses benefit from the marketing efforts?
- Do you think Discover your Better Nature is an effective slogan?
- What geographical area does Morro Bay currently pull tourists from?
- What geographical 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



**City of Morro Bay
Office of the City Manager
595 Harbor Street ♦ Morro Bay, CA 93442
Tourism Partners Meeting – October 27, 2010 - Results**

Leadership from BCA, the Tourism Business Improvement District (TBID), the Community Promotions Committee (CPC), the City and the Chamber of Commerce (Andrea Lueker, Shari Clark, Maggie Cox, Dave Cox, Craig Schmidt, Susan Stewart, Don Podesto, Michele Jacquez and Joan Solu) met and defined the roles and responsibilities for each tourism partner, identified service gaps and addressed who might be able to address those gaps. The information from the October 27th meeting is below and provides a good starting point for the discussion of a director of tourism.

<u>Identification of role/responsibility</u>	<u>Who is performing now</u>	<u>Who could perform</u>
1. People to lead Familiarization Tours (6-12 yearly)	TBID	BCA, others
2. Develop and nurture a brand	BCA w/ TBID & CPC	BCA w/TBID & CPC
3. Group sales (qualifying leads, outreach, forecasting)	Not being performed	Others
4. Trade shows	Chamber, TBID, BCA	Others + Agency Member
5. Website	BCA, Chamber	BCA, Chamber
6. City permit follow-up	City	City, others
7. Liaison between Tourism partners	Chamber	Chamber, others
8. Visitors Center (VC)	Chamber	Chamber, others
9. Fulfillment – all phases	VC, BCA, TBID, CPC	VC, BCA, TBID, CPC, others
10. Oversee meetings – administration	City	City, others
11. In-service training for businesses (lodging, restaurants, etc.)	Chamber	Chamber
12. Communication with stakeholders	City, TBID, CPC, BCA	BCA, Chamber, others
13. Gathering information from all tourism businesses	Chamber, City	Chamber, City
14. Representation at Morro Bay Special Events (booth)	City, TBID, CPC, BCA, Chamber, VC	City, TBID, CPC, BCA, Chamber, VC, others

- 15. Improving awareness of events in and around the County City, TBIC, CPC, BCA, Chamber, VC, VCB BCA, others
- 16. Development of inventory of assets of Morro Bay City, Chamber City Chamber

Morro Bay Director of Tourism Job Description (D.O.T.)

16 Returned forms

Job Category	Who Performs Now	Who Should/Could Perform	Keep in Job Description
Account Management/ Admin			
<ul style="list-style-type: none"> Coordinate and facilitate monthly MB TBID/CPC meetings and all sub-committee meetings 	City	City or D.O.T.	X-2
<ul style="list-style-type: none"> Attend and represent Morro Bay at all state, regional, and countywide tourism gatherings and meetings 	Chamber/CITY/TBID/CPC/BCA	D.O.T.	X
<ul style="list-style-type: none"> Effectively manage and oversee the tourism operations of the Visitor Center, coordinate staff and volunteers. 	Chamber	D.O.T./Chamber	X-5
<ul style="list-style-type: none"> Recommend outside professional expertise or contractors to the TBID including Public Relations, Creative/Graphic Design. 		D.O.T.	X-1
<ul style="list-style-type: none"> Prepare annual performance reviews of all contractors. Presents the TBID with wage, salary, or contract parameter recommendations. 		D.O.T.	X-1
<ul style="list-style-type: none"> Develop and facilitate Marketing and Finance Committees comprised of both TBID and non-TBID members 		D.O.T./City	X-1
<ul style="list-style-type: none"> Liaison between different Morro Bay stakeholder groups 	Chamber/CITY/TBID/CPC/BCA	D.O.T.	X
<ul style="list-style-type: none"> Prepare annual report 	TBID/Chamber	D.O.T.	X-1
<ul style="list-style-type: none"> Designs, develops and implements in-service training programs for staff volunteers 		D.O.T./Chamber	X-6
Finances			
<ul style="list-style-type: none"> Prepare annual budget for approval 	BCA/TBID/CPC	D.O.T.	X
<ul style="list-style-type: none"> Manage day-to-day financial responsibilities including financial statements, accounts receivable/payables, etc. 	City	D.O.T./City	X
<ul style="list-style-type: none"> Ensure the optimum use of all organization resources and funding 	TBID/CPC	D.O.T.	X
<ul style="list-style-type: none"> Seek new funding sources 		D.O.T./ TBID/CPC	X-1
Research			
<ul style="list-style-type: none"> Research market trends/opportunities 	BCA/TBID	D.O.T.	X-1
<ul style="list-style-type: none"> Gather pertinent Morro Bay tourism statistics for distribution 	BCA/TBID	D.O.T.	X

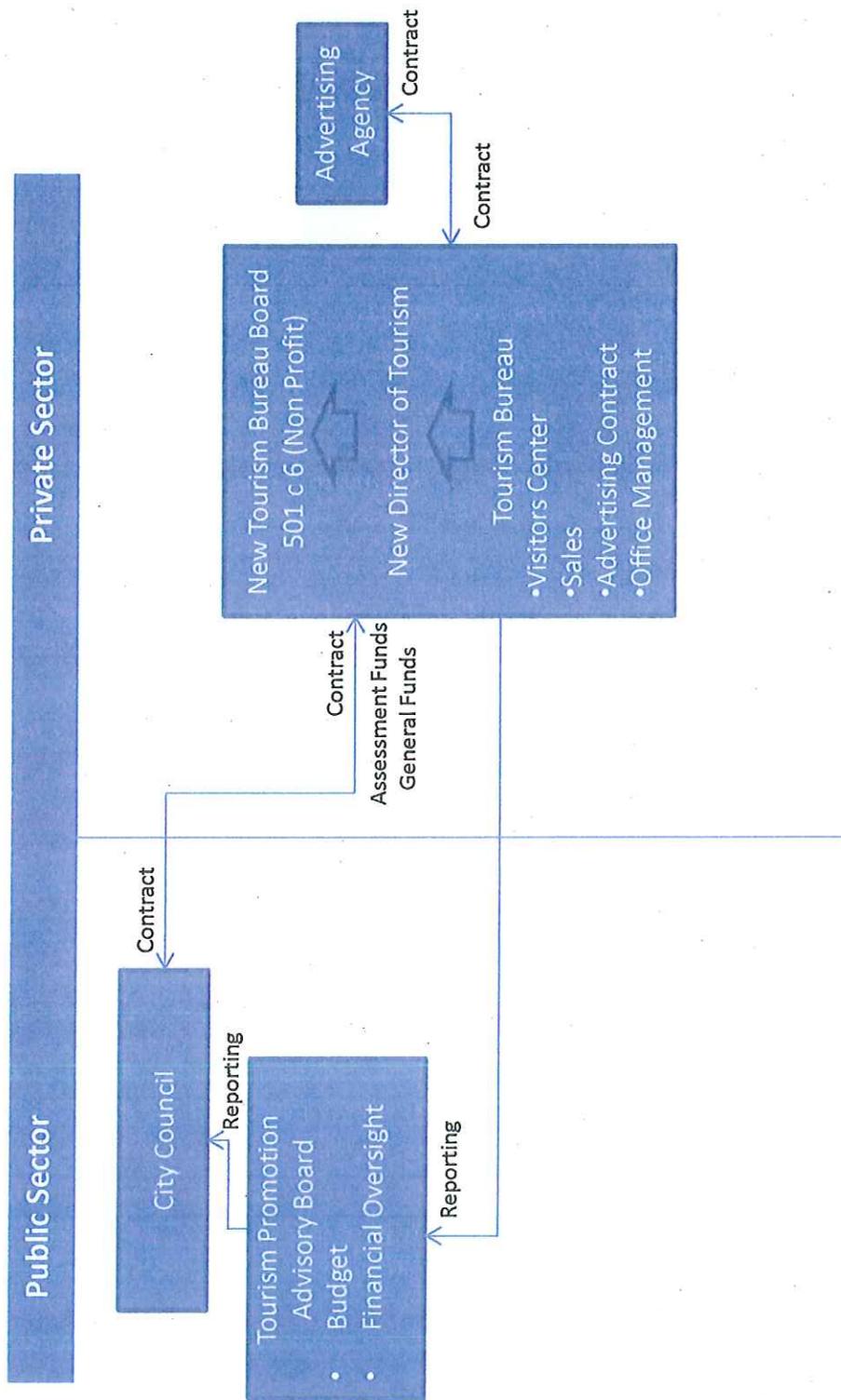
Marketing Programs				
<ul style="list-style-type: none"> Prepare/create marketing vision and strategy 	BCA		D.O.T.	X
<ul style="list-style-type: none"> Work with selected agency (BCA) to develop and implement annual marketing plan (advertising/social media programs) 	BCA w/TBID, CPC		D.O.T.	X
<ul style="list-style-type: none"> Create and maintain a strong brand identity throughout all advertising programs 	BCA		D.O.T.	X
<ul style="list-style-type: none"> Travel to, coordinate, and attend all trade shows in which Morro Bay has elected to participate 	Chamber/TBID/BCA		D.O.T.	X
<ul style="list-style-type: none"> Develop sales procedures to facilitate group sales efforts 			D.O.T.	X
<ul style="list-style-type: none"> Generate and distribute group sales leads to MB businesses 	SLOCVCB		D.O.T./Chamber	X
<ul style="list-style-type: none"> Periodically review website and make changes as required. 	BCA/TBID/CPC		D.O.T.	X
<ul style="list-style-type: none"> Coordinate all FAM (familiarization) tours 	TBID		D.O.T.	X
<ul style="list-style-type: none"> Be the key administrator of the tourism website, make changes as required. 	BCA/Chamber		D.O.T.	X
<ul style="list-style-type: none"> Promote Morro Bay to tour operators, travel agencies, small groups 	TBID		D.O.T.	X
<ul style="list-style-type: none"> Work to promote the City as a destination for film 	SLOCVCB		D.O.T.	X
Public Relations				
<ul style="list-style-type: none"> Develop and organize familiarization tours for trade and media groups 	TBID		D.O.T.	X
<ul style="list-style-type: none"> Develop and maintain a pro-active public relations program for internal and external communications 	BCA		D.O.T.	X-1
<ul style="list-style-type: none"> Keep our tourism community educated about relevant tourism trends, TBID's past accomplishments and current tourism programs fax, e-mail, newsletter and presentations at appropriate public forums 	TBID		D.O.T.	X
<ul style="list-style-type: none"> Handle written and verbal correspondence with press and other travel media in a timely and professional manner. 			D.O.T.	X
<ul style="list-style-type: none"> Prepares and delivers speeches to both local and regional civic and governmental organizations on Tourism. 			D.O.T.	X

Community Outreach	City/TBID/CPC/BCA/Chamber		
<ul style="list-style-type: none"> Develop and maintain strong and positive relationships with tourism providers in our local community, and within the relevant tourism industry. (stakeholders) 	City/TBID/CPC/BCA/Chamber	D.O.T.	X
<ul style="list-style-type: none"> Contact, engage and coordinate local businesses to participate in designated promotions 		D.O.T.	X
<ul style="list-style-type: none"> Deleted per group 			
<ul style="list-style-type: none"> Establish and maintain rapport with SLO County, regional and State of CA tourism agencies and seek to leverage promotional and public relations opportunities 		D.O.T	X
<ul style="list-style-type: none"> Develop strong relationships with key departments of local city and county governments (eg. TBID, BID Alliance) 	TBID	D.O.T	X
<ul style="list-style-type: none"> Develop strong relationships with area entities including the CPC, Chamber of Commerce, Business Forum, etc 		D.O.T	X

Additional Comments from 1/5/2012 Workshop

1. Visitor Center operation is a big issue. Should there be an RFP for the VC?
2. Promote existing events.
3. Coordinate community calendar
4. Fine tune reporting structure. (to whom is the D.O.T. accountable?)

Tourism - Proposed



Tourism Restructuring Research

Summary

Of the fifteen TBID's that were researched, all (except Santa Clara) were structured with an advisory board that reports to the various City Councils at least once a year and a separate 501 (c) 6 board that hired an Executive Director/Tourism professional to manage the day to day marketing activities.

In all cases the members of these two boards were either identical or the 501 (c) 6 board had a few additional members from other visitor related businesses. With exception of Huntington Beach the majority of the members of the 501 (c) 6 boards were representatives from the hotels in those communities.

Twelve of the TBIDs promoted their City or area as a destination rather than just a place to spend the night. The three TBID's that were exceptions were Dana Point, Newport Beach and Santa Clara. These three TBIDs were formed for a very specific reason. All of their funding and their marketing efforts are targeted to groups who might book large blocks of rooms in the hotels that formed the TBIDs.

Of the fifteen, eleven had Visitor Centers. Seven of the eleven are being run by the TBID staff the remaining four are being run by others.

Below is a detail discussion of each of the TBID contacted.

Carlsbad contact: Exec Director Sam Ross 760-547-6341 Budget: \$745K

501 (c) 6-Visit Carlsbad (web: visitcarlsbad.com)

Advisory Board is composed of the GM's of six hotels. The 501 (c) 6 Board has seven members who are the GM's or their Marketing officers from the six hotels + a representative of LEGOLAND.

The Visitor Center is run by Visit Carlsbad. The responsibility of running the VC was included in the ordinance that set up the TBID (Note: the VC is in the old train station built 1890 is owned by the City and leased to the Visit Carlsbad/VC at \$1 per year).

No General Fund money is involved today. In the past a portion of the TOT was used to fund tourism promotion. The Chamber is no longer involved.

The majority of their dollars are for digital marketing. They use an Advertising Agency for their Web site development... day to day maintenance is handled in house.

Coronado contact: Exec Director Todd Little 858-621-6215 Budget: \$500K

501 (c) 6-Coronado Business Improvement District (web: visitcoronado.com)

Coronado (cont.)

The Visitor Center is in a partnership with the Historical Society and is funded by the General Fund (the funding must be small because it does not appear as a line item in the City's budget)

The CTID Board is identical to the Advisory Board. The board is composed of four hoteliers, Chamber rep, Coronado Main St and the Coronado Historical Society + two at large. The decision to form a TBID was made to remove the day to day involvement of the City in marketing. When the City was involved there were delays in the decision making process which was viewed as a cause for some missed opportunities. The Chamber is not involved.

Todd Little is responsible for running the Board meetings and compliance with the Brown Act and Public Records Act.

They do not have advertising agency.

A portion of the marketing dollars are directed to the San Diego VCB to attract out of area tourist. Todd Little's organization concentrates in getting San Diego County residents to drive across the bridge.

Dana Point

This is a very unusual TBID. There are only four hotel/resort members (St. Regis, Ritz-Carlton, Marriott and Double Tree) in the TBID. The fee is \$3/occupied room night which generates a budget of \$1 million. The Board is composed of the General Managers of each of the four hotel/resorts. 100% of the funds go to a national advertising agency for marketing.

Fairfield contact: Exec Director Anand Patel 707-399-2445 Budget \$400K

501 (c) 6- Fairfield Tourism Association (web: visitfairfield.com)

Advisory Board and the 501 (c) 6 board are the same. It is composed of four hoteliers, Chamber representative, Vintners Association and a retail store owner. Funding is 100% from the TBID.

The Fairfield Tourism Association is responsible for handling all visitors inquires. Other than their offices there is not a physical Visitor Center. The Chamber is not involved other than leasing office space to the Fairfield Tourism Assoc.

They do not have an advertising agency. They are currently using a PR firm to help with a rebranding project. All creative is done on a contract bases. There are plans to bring the creative in house.

Huntington Beach contact: Exec Director Steve Bone 714-969-3492 Budget \$2 million

501 (c) 6-Huntington Beach Visitors and Marketing Bureau (VMB)

Huntington Beach (cont.)

Advisory Board and VMB are the same. Board is 15 members which were designated by the ordinance-5 hoteliers and 10 who are from other stake holders such as surf shops, an environmentalist, and restaurants. Funding is 2% TBID and the General Fund provides 10% of the 10% TOT.

Visitor Center is an enclosed kiosk at the pier. The VMB office also acts as a visitor center. It is the VMB responsibility to maintain the supplies at the kiosk.

They use a high powered Ad Agency to do all of their creative.

Huntington Beach also has a Downtown BID and an Auto Dealer BID.

Laguna Beach contact: Exec Director Judy Bijlani 949-715-4405 Budget for tourism promotions \$550K

501 (c) 6-Laguna Beach Visitors and Conference Bureau (web: lagunabeachinfo.com)

Laguna Beach is an original BID (note no "T") which was based on the 1984 law. Half of the revenue goes to promote tourism the other half goes to three art organizations and the Laguna Beach Playhouse.

The Advisory Board is composed of three City employees and four from the 501 (c) board. They meet once a year. The Laguna Beach Visitors and Conference Board are composed of ten members with the majority being hoteliers the others are representatives of businesses that benefit from tourism.

The Visitor Center is run by the LBVCB and is located one block from the main beach. Judy manages the Visitor Center. The Visitors Center and her office are in the same building.

The Chamber is not involved in tourism promotion. To make it easier for the visitor, the LBVCB and the Chamber are in the process of upgrading the telephone system so if someone calls the Chamber the voice recording will start with something like ...if you would like visitor information press 1...those calls will ring in the Visitors Center.

They do not have an advertising agency. All creative that requires a higher skill level than is available in house is done by a freelancer.

Newport Beach contact: Exec Director Gary Sherwin 949-719-6100- TOT Budget \$2.7m; TBID \$1.4m

501 (c) 6-Visit Newport Beach Inc. (Visitors and Conference Bureau) (web visitnewport.com)

501 (c) 6- Newport Beach TBID

Newport Beach (cont.)

Newport is structured completely differently than most of the other bids that I talked too.

The Newport Beach Visitors and Conference Bureau have a contract with the City to promote the City as an destination. It is funded by 18% of the City's TOT 10% revenue. Their current contact is for five years. The funding formula has been in place for a number of years. Their board is composed of 24 members from a broad spectrum of the hospitality industry, with hoteliers representing eight of the seats (The chair and vice chair are both hoteliers). Because the Visitors and Conference Bureau is under contract with the City to provide a service it is not subject to the Brown Act.

In 2007 the six of the eight major hotels (who contribute 81% of the TOT) wanted to increase group sales. Since they realized to target groups they would need funding beyond the existing Visitor & Conference Bureau contract they established a TBID. One hundred percent of the funding of the TBID is dedicated to targeting groups. The Board of the new 501 (c) 6 is composed of members of the six largest hotels. All six members are on the larger Visitors and Conference Board. Their meetings are held after the large board meets and are subject to the Brown Act and the Public Records Act.

The staff at the Visitors and Conference Center answers to both boards. The two boards set policy, approve budgets and marketing plans, but don't get involved in the day to day decisions. According to Gary if the boards don't like what he and his staff are doing or if they are not producing results they will be fired.

The only Visitors Center is in the Visitors and Conference Bureau office in Fashion Island.

Both groups rely on in house staff to execute the market strategy.

Oceanside contact: Exec Director Leslie Gaul 800-350-7873 Budget \$550K

501 (c) 6-Visits Oceanside (web visitoceanside.com)

Hotels with 30+ rooms along with vacation rentals are included in the TBID.

Advisory Board and 501 (c) 6 are the same. Thirteen members, 8 hoteliers 5 other from tourist related activities. The Chamber's ED is a nonvoting member and Leslie sits as a nonvoting member on the Chamber board. Leslie avoided some of the political issues of the 501 (c) 6 set up by working hard to include the other stakeholders on the Board, however because all of the money was coming from the hoteliers they are guaranteed a majority on the board.

No on-going City funds are involved. The City has in the past partnered on funding of special projects but these requests are handled on a case by case bases.

Oceanside (cont.)

In the past the City helped fund the Chamber run Visitors Center. The City's budget came under pressure and the hotelier formed the TBID. During the formation process it was determined that the new 501 (c) 6 would operate the Visitors Center. The Oceanside Visitors Center is a California Welcome Center. Leslie said that there were pros and cons for being a California Welcome Center but in her opinion the pros slightly outweigh the cons.

They do not have an advertising agency. They used a firm that specializes in Web development and creative type changes to the web page.

Placer Valley contact: David Attaway 916-773-5400 x101 Budget \$770K

501 (c) 6-Souths Placer Tourism (web: placertourism.com)

Combination of the cities of Roseville, Rocklin and Lincoln

Advisory Board and South Placer Tourism Board have the same members. The Board is composed of a member of the Chamber of each City; a representative from the staff of each City and the eleven other members are from businesses related to tourism. Bylaws of 501 (c) 6 are structured so a majority of the Board is made up of hoteliers. Hoteliers contribute 100% of the funding.

There is no Visitors Center.

Since their focus is on sports they have an ad agency that specializes in that type of destination marketing (with the exception of December and January they have a sports event every weekend and on some weekends as many as five). They use a separate firm to do the creative on their web site but do the maintenance in-house.

Rancho Cordova contact: Lisa Jones board member 916-388-4141 Budget \$580K

501 (c) 6-Rancho Cordova Travel and Tourism Corp (web: in development)

This TBID is brand new. Previously TBID funds went to the Sacramento Visitors and Conference Bureau. When the City of Rancho Cordova incorporated the hoteliers decided to form their own TBID. The hotels in RC do well during the week because of business travelers. The TBIDs objective is to increase the weekend stays.

The Advisory Board and the 501 (c) 6 Boards are identical. There are nine members; seven hoteliers, the Chamber ED and a City employee. The City charges a small administrative fee. Offices are rented from the City.

There is no Chamber involvement. There are no City funds.

Santa Clara contact: Exec Director Steve Van Dorn 408-244-8244 Budget \$650K

501 (c) 6-Convention and Visitors Bureau (web: santaclara.org)

Santa Clara is completely different than most of the other TBIDs I contacted. It was formed by the eight hotels that surround their Convention Center (300K+ sq. ft.). Their mission is to use the TBID money to attract groups to the Convention Center and to cross promote the packages offered by the eight hotels.

The TBID Board is composed of the GM's of the eight hotels. It is a sub board of the Santa Clara Chamber. The Santa Clara Chamber is a very large organization. They have contracts with the City to manage both the Visitors and Conference Bureau and the Convention Center.

They are moving almost all of the TBID dollars to a digital marketing.

Santa Ynez Valley contact: Exec Director Mary Harris 805-325-3528 Budget \$600K

501 (c) 6- Santa Ynez Valley Hotel Assoc. (web: syvha.com)

The Santa Ynez Valley TBID is composed of the cities of Solvang, Buellton and the unincorporated towns of Santa Ynez, Los Olivos, Los Alamos and Ballard.

The Advisory Board and the TBID board are the same. They are composed of the representatives of the seven major hotels in the Valley. The numbers of seats on the Board are determined by the number of rooms in each of the cities. Casino representatives are not included.

Two thirds of the funding goes to advertising that Mary Harris controls. The goal is to promote the Valley as a destination. The other third is split between the Visitor and Conference Bureaus in Solvang and Buellton plus special events in other areas of the Valley. There is not an advertising agency per se. Mary uses specialized free lancers for the print and the web creatives.

There are two Visitor Centers in the Valley. They are operated by separate nonprofits and are funded by the City where they are located.

Temecula Valley contact: Kimberly Adams 951-252-2133 Budget \$1.2m

501 (c) 6-Temecula Valley Conventions and Visitors Bureau (TVVCB) web: temeculacvb.com)

Advisory Board and 501 (c) Board are the same. There are twenty one members. Their bylaws state that a representative from each of the three largest hotels must be on the Board + four other hoteliers. The other twelve are from other tourist related businesses or associations.

Temecula (cont.)

The only City funds are \$40K for a rack card program. They rent their office space from the City for \$3200/mo. (The Pechanga Resort is apparently very generous... with their help the City just built a \$100 million Civic Center and they charge all outside groups for the new fancy office space.)

Kimberly's organization pays for and manages the Visitor Center in Old Town Temecula. In addition to their Visitors Center, the Vineyard Association maintains their own Visitor Center. The Chamber also passes out tourist related information.

The Chamber is not involved in the marketing effort to promote tourism.

Kimberly's staff has grown from herself + 1 PT to 6 full time and 4 part-time.

Vallejo contact: Exec Director Mike Brown 707-642-3653 Budget \$365K

501 (c) 6-Vallejo Convention and Visitors Bureau (web: visitvallejo.com)

Advisory Board is composed of 3 hoteliers and 2 others. The same five on are also the Board members of the Visitors and Conference Bureau.

The Visitors and Conference Bureau was started by the Chamber in 1987 and became a separate organization in 1990. The City used to supply up to \$600K in funding. The City no longer funds any of the tourism related activities. All of the funding comes from the TBID. The Advisory Board meets twice a year.

The Visitors Center and the Visitors and Conference Bureau are in the Ferry Building and are staffed by the same people.

There is no Ad Agency. All creative is done in house.

Ventura, Oxnard and Camarillo contact: Exec Director Jim Luttjohann 805-648-2075 (Ventura Visitors and Conference Bureau) Budget \$1.2 million.

501 (c) 6- Ventura County Lodging Assoc. (web: under development)

This is a brand new TBID. They have yet to hire an Exec Director or get a web site up. All of the funding for the new organization will come from the TBID. The City of Ventura was the lead agency. There are three existing 501 (c) 6's they are: Ventura Visitors and Conference Bureau, Oxnard Visitors and Conference and the Camarillo Chamber.

The Advisory Board is identical to the new 501 (c) 6 Board. It is composed of hoteliers (based on the number of rooms in each city) and the Exec Directors of each of the three existing above mentioned organizations. Each of the existing organization also receives approximately 20% of the TBID funding that is generated by their respective Cities.

**DRAFT PROPOSAL
TO PROVIDE
DESTINATION MARKETING SERVICES
FOR
THE CITY OF MORRO BAY**

Prepared and Submitted by
The Morro Bay Chamber of Commerce
December 28, 2011

Given the current community conversation regarding a Director of Tourism position for the City of Morro Bay, the Morro Bay Chamber of Commerce would like to submit a possible option for consideration. All of this is predicated on availability of a funding source.

The Ideal Destination Marketing Organization (DMO)

At a recent Tourism Partners meeting on October 27, 2010, attended by representatives of the Tourism Business Improvement District (TBID), the Community Promotions Committee (CPC), the City of Morro Bay, the Morro Bay Chamber of Commerce and the City's marketing agency, Barnett Cox, 16 roles of an ideal DMO were identified.

- Coordination of familiarization tours
- Development and nurturing of a community brand
- Group Sales (Qualifying leads, outreach, forecasting)
- Attend trade shows
- Maintain the website
- City permit assistance for events
- Liaison between tourism partners
- Visitor center operations
- Fulfillment (all phases)
- Meeting administrator
- In-service training for tourism businesses
- Coordinate communication between partners
- Coordinate data collection from tourism businesses
- Represent Morro Bay at special events
- Enhance awareness of events in and around SLO County
- Develop an inventory of assets of Morro Bay

While group sales are really a function of the lodgers that provide conference space, we believe the Chamber is the perfect entity to assist and facilitate opportunities in partnership with local business stakeholders. We are recognized as a worldwide business organization that is effective in working with local businesses to expand their bottom line. We are a planning organization that effectively coordinates teams of volunteers to man our local events. We have served tourists long before we were awarded the community's Visitor Center contract.

Our initial plan for assisting properties in group sales is to leverage our experience to partner in attracting groups from 4 areas:

- Recreation/sports visitors who are already coming to the area.
- College family visitors who are bringing their new students to town and celebrating graduations at the end of the school year.
- SMERF (Social, Military, Educators, Religious, and Fraternal) organizations.

- Creative conferences for smaller groups building to larger groups as we develop the ability to handle larger conference groups.

We want to realistically attract the kinds of groups that would be satisfied with our currently available accommodations. Most of our hotels/motels range in room numbers from 2 to 98. Of the _____ number of hotels/motels in the area, most are within a 10 block range. We have a walkable retail and food service areas. Smaller numbers of rooms in one facility does not lend itself to large conference groups, but it does lend itself to the 5 groups we identified above.

Our plan would require coordination and cooperation from all the partners for effective marketing:

- Development of a community calendar for Morro Bay and county events would have to be created and updated on a weekly basis projecting 1 year in advance.
- For Recreation/Sports groups, contacts and databases would have to be made with local tournament directors in Morro Bay and the surrounding areas on a yearly basis
- For college family visitors, contacts would have to be made with Cal Poly and Cuesta College Parent Programs to check on dates for parent weekends and graduation, and to find out if they have "Where To Stay" advertising opportunities.
- SMERF planning would require an effort to identify key contacts, establish databases.
- For creative conferences, contacts would have to be made with visual art groups, like painters, artisans, photographers, and writers groups.

The cooperation part of the above effort would be to create packages to offer to the above identified groups.

- We would develop a list of hotels who would be interested in offering a package deal for group visitors.
- We would develop a list of restaurants who would be interested in offering limited menu items at a discount to be added to the hotel packages.
- We would develop a list of recreational businesses who would be interested in offering a special rate for 1 activity to be included in the hotel/restaurant/activity package.

We feel the best way to fulfill the coordination required for a successful marketing program would be to add one full-time position of a Marketing Coordinator to the Chamber staff. With our established rapport with our local businesses, the Chamber is a natural choice for coordinating this effort. The Marketing Coordinator would be responsible for attending trades shows and travel events to represent and distribute marketing materials for Morro Bay. They would be responsible for assuring adequate print collateral to support the packages.

The Marketing Coordinator would be the point person for updates and maintenance of Morrobay.org. They would also be the person to assist event coordinators with permitting and logistic issues, updating the community calendar, posting events on other calendar sites, assist with communication amongst the partners, be the contact person for local, regional and state tourism entities, develop training opportunities for the tourism and service industries and inventory assets and compile tourism related data.

There is data suggesting that contracting with a Chamber of Commerce to provide tourism services for the community is a common practice. In a recent Western Association of Chamber Executives survey of 141 Chambers (appendix A), it was shown that 51.8% of those Chambers receive government funding to operate the community's visitor center and 53.2% receive government funding to provide tourism fulfillment services (tourism packets, emails, web maintenance, phone calls, written correspondence, etc).

The communities surveyed range in size from a population of 1100 (Alpine County, CA) to a population of 208,500 (Gilbert, AZ). Other services communities typically contract Chambers of Commerce are economic development, community events, promotion and marketing, Leadership programs, workforce development, tourism fulfillment, operation of the community's visitor center, downtown promotion, relocation services, international trade and general operating expenses.

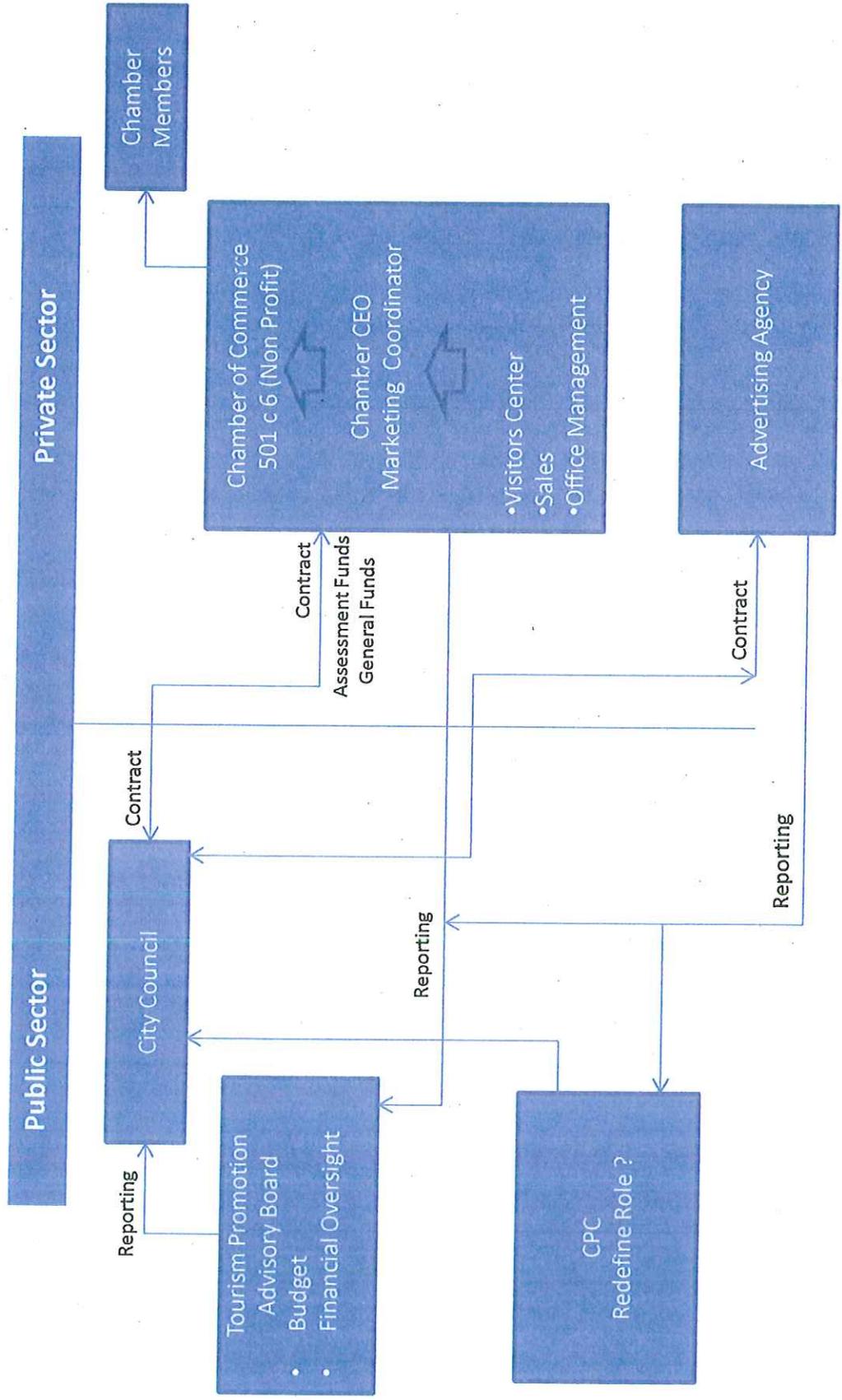
There are several reasons for this public/private relationship. With tax dollars dwindling, costs escalating and painful staffing cuts, government is looking more to partnering with Chambers to provide vital services important to creating a strong local economy. With that being the primary goal of the Morro Bay Chamber of Commerce (appendix B), a partnership to leverage resources makes perfect sense. The Chamber offers office space, supporting technology, a direct connection to the business community and a supporting staff administered by an experienced destination marketing organization manager.

Questions have been asked as to whether there is an advantage to separating marketing services from the Chamber because of the suggestion that visitor's information may be skewed when coming from the Chamber. In a recent study conducted by the Shapiro Group (appendix C) on the relevance of Chambers, the results indicate consumer favorability increases 51% when it is known to the consumer of the involvement with a Chamber of Commerce.

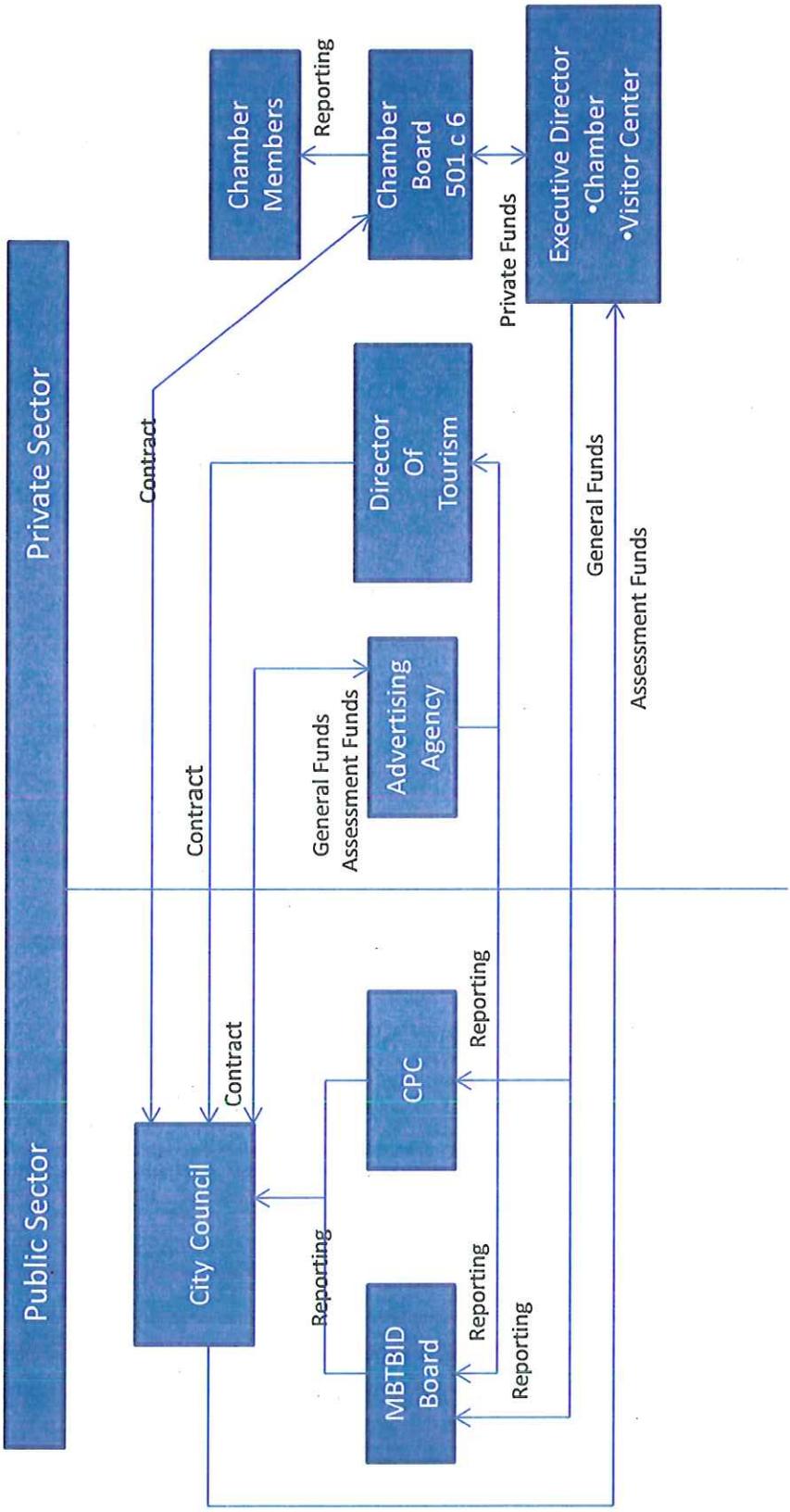
As noted, the current CEO of the Morro Bay Chamber of Commerce has 15 years of experience managing two successful international destination organizations. Administering a marketing position within the Morro Bay Chamber of Commerce would be an easy and familiar addition.

The Chamber is the only organization that day in and day out represents business before legislative and regulatory bodies. It is the 365-day visible advocate promoting and protecting private business interests, providing training and networking opportunities, and organizing community events that celebrate and promote the community. The Chamber benefits the community by promoting practices that increase jobs and tax revenues within the community. A strong Chamber is an important component for a strong economy. Adding a Marketing Coordinator to the Chamber staff would save the community the additional expense of renting an office, purchasing additional technology and staff. Leveraging resources and assets will allow the Chamber to provide the previously mentioned DMO roles and responsibilities in concert with the other four marketing partners in a cost effective and professional manner. The cost to add this position to the Chamber would fall at the lower end of range (from less than \$10,000 to over \$250,000) quoted for government funding for contract services. We are estimating the cost for a Marketing Coordinator to be \$50,000 a year in additional funding.

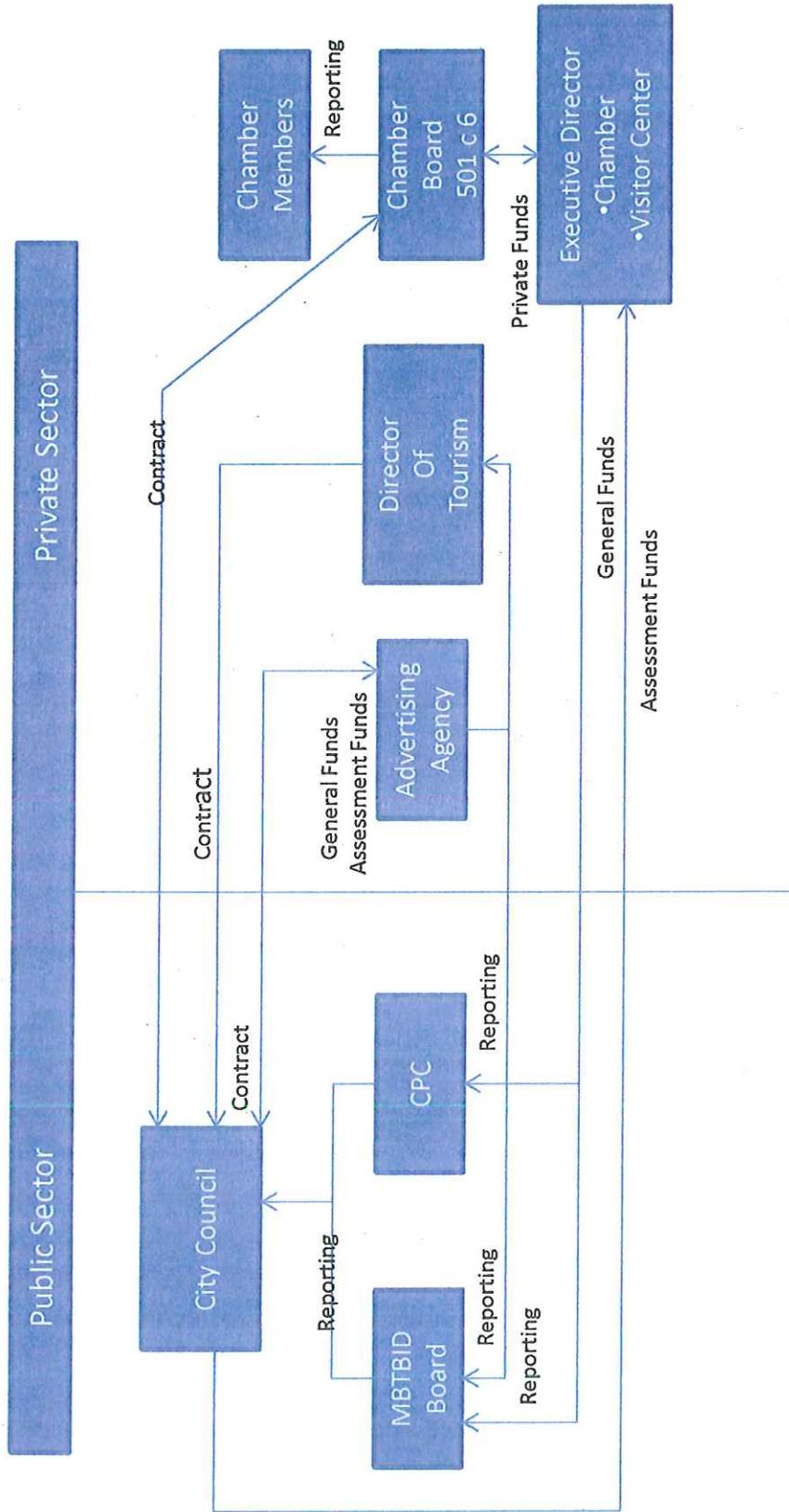
Tourism – Chamber Proposed



Tourism - Proposed



Tourism - Proposed





AGENDA NO: D-2

MEETING DATE: 2/28/2012

Staff Report

TO: Honorable Mayor and City Council

DATE: February 28, 2012

FROM: Michael Pond, Fire Chief

SUBJECT: Review of the Morro Bay Sprinkler Ordinance

RECOMMENDATION

Staff recommends the City Council receive and file this report.

FISCAL IMPACT

There is no fiscal impact.

SUMMARY

The City of Morro Bay sprinkler ordinance is more restrictive than the minimum code requirements found in the California Fire Code and California Building Code. However, the Morro Bay ordinance is in line with the majority of San Luis Obispo County.

According to the National Fire Protection Agency (NFPA) U.S. Experience With Sprinklers report, "Automatic sprinklers are highly effective elements of total system designs for fire protection in buildings. They save lives and property, producing large reductions in the number of deaths per thousand fires, in average direct property damage per fire, and especially in the likelihood of a fire with large loss of life or large property loss."

Fire Departments across the country rely on built in fire protection to assist in the preservation of life and property. Fires progress quickly and require a rapid and overwhelming response to keep them in check. Small departments, such as those found in San Luis Obispo County, don't have the resources to adequately address the fire threat without assistance from built in fire protection and mutual aid from neighboring fire departments. Buildings with fire resistive construction, built-in fire suppression systems, and served by a quality local fire department are provided the best protection from life and property loss due to fire.

BACKGROUND

Prepared By: _____

Dept Review: _____

City Manager Review: _____

City Attorney Review: _____

The City of Morro Bay has maintained a sprinkler ordinance that exceeds the minimum requirements of the State of California since at least the 1980's. While the 5,000 square foot ordinance of the 1980's was initially viewed as progressive, by 2008 it was one of the least restrictive ordinances in San Luis Obispo County. Most communities in San Luis Obispo County have passed ordinances requiring sprinklers in new structures with square footage from 0-1,000 square feet or larger. The approval of more stringent sprinkler requirements in San Luis Obispo County and nationwide is due to the proven effectiveness of sprinklers in saving lives and reducing property loss.

On May 12, 2008 the Morro Bay City Council unanimously (5-0) passed Ordinance 538, amending Section 14.600.200 (now Section 14.08.090) of the City of Morro Bay Municipal Code. This enhanced sprinkler ordinance brought Morro Bay in line with neighboring communities of San Luis Obispo County. The ordinance moved the city from a 5,000 square foot threshold to 1,000 square feet in new construction including commercial and residential projects.

A sprinkler retrofit was required for existing structures adding 1,000 square feet or increasing in size by 50%. Also, a change in occupancy with an increased fire hazard would require a building to install sprinklers. In 2010, the California Fire Code made residential sprinklers a statewide minimum requirement regardless of the size of the residence.

DISCUSSION

The best and least expensive time to install sprinklers is during initial construction and when additions are made to a building. Once installed, the fire protection system remains in place for the life of the building with little additional cost. The City of Morro Bay sprinkler ordinance addresses new construction and additions larger than 1,000 square feet or an addition exceeding 50% of the original structure. Retrofitting an existing building that is not constructing additional floor area would not be required to install sprinklers. If a building's occupancy changes and there is an increased hazard, retrofitting of sprinklers could be required.

The differences in our local ordinance compared to the minimums identified in the California Building Code (CBC) and California Fire Code (CFC) depend on occupancy type and whether it is new construction or an existing structure. The CFC addresses sprinkler needs in new construction but it is often silent to the retrofitting of existing or remodeled structures.

Table 1

Occupancy Type	CFC Minimum Sprinkler Requirements	Morro Bay Sprinkler Ordinance	CFC Remodeled Buildings Sprinkler Retrofit required	MB Remodeled Buildings Sprinkler Retrofit required
Group A-1,A-3, A-4 (assembly with fixed seating for performances, movies, worship, recreation, indoor sporting events)	12,000 sq. ft. or oc. load of 300	1,000 sq. ft.	Depends on size, hazard, & Fire Chief Interpretation	With increase of 1,000 sq. ft. or 50% of floor area.
Group A-2 (assembly intended for food/drink/restaurants)	5,000 sq. ft. or oc. load of 100	1,000 sq. ft.	Depends on size, hazard, & Fire Chief	With increase of 1,000 sq. ft. or 50% of floor area.

			Interpretation	
Group A-5 (assembly for outdoor activities, concession)	1,000 sq. ft.	Was exempt. Now must meet CFC 1,000 sq. ft.	Depends on size, hazard, & Fire Chief Interpretation	With increase of 1,000 sq. ft. or 50% of floor area.
Group B (Business offices, service transactions, show rooms, laundry, etc)	Sprinklers not required.	1,000 sq. ft.	Depends on size, hazard, & Fire Chief Interpretation	With increase of 1,000 sq. ft. or 50% of floor area.
Group B (ambulatory health care facilities serving fewer than 5)	0 sq. ft.	Was exempt to 1,000 sq. ft.. Now must meet CFC 0 sq. ft.	Depends on size, hazard, & Fire Chief Interpretation	With increase of 1,000 sq. ft. or 50% of floor area.
Group E (public schools)	12,000 sq. ft.		Depends on size, hazard, & Fire Chief Interpretation	With increase of 1,000 sq. ft. or 50% of floor area.
Group F-1 (moderate –hazard factory industrial, fabrication, manufacturing, etc)	12,000 sq. ft.	1,000 sq. ft.	Depends on size, hazard, & Fire Chief Interpretation	With increase of 1,000 sq. ft. or 50% of floor area.
Group F-1 (woodworking)	12,000 sq. ft.	1,000 sq. ft.	Depends on size Depends on size, hazard, & Fire Chief Interpretation	With increase of 1,000 sq. ft. or 50% of floor area.
Group H (high-hazard)	0 sq. ft.	0 sq. ft. per CFC	Depends on size, hazard, & Fire Chief Interpretation	With increase of 1,000 sq. ft. or 50% of floor area.
Group I (Institutional)	0 sq. ft.	0 sq. ft. per CFC	Yes Group I-2	With increase of 1,000 sq. ft. or 50% of floor area.
Group M (Mercantile)	12,000 sq. ft.	1,000 sq. ft.	Depends on size, hazard, & Fire Chief Interpretation	With increase of 1,000 sq. ft. or 50% of floor area.
Group M (upholstered furniture)	0 sq. ft.	0 sq. ft. per CFC	Depends on size, hazard, & Fire Chief Interpretation	With increase of 1,000 sq. ft. or 50% of floor area.
Group M (high piled storage)	0 sq. ft.	0 sq. ft. per CFC	Depends on size, hazard, & Fire Chief Interpretation	With increase of 1,000 sq. ft. or 50% of floor area.
Group R (residential)	0 sq. ft.	1,000 sq. ft.	Depends on size, hazard, & Fire Chief Interpretation	With increase of 1,000 sq. ft. or 50% of floor area.
Group S-1(storage)	12,000 sq. ft.	1,000 sq. ft.	Depends on size, hazard, & Fire Chief Interpretation	With increase of 1,000 sq. ft. or 50% of floor area.
Group S-1 (storage of commercial trucks/buses)	5,000 sq. ft.	1,000 sq. ft.	Depends on size, hazard, & Fire Chief Interpretation	With increase of 1,000 sq. ft. or 50% of floor area.

Group S-1 (repair garages)	5,000-12,000 sq. ft.	1,000 sq. ft.	Depends on size, hazard, & Fire Chief Interpretation	With increase of 1,000 sq. ft. or 50% of floor area.
Group S-2 (parking garages)	5,000-12,000 sq. ft.	1,000 sq. ft.	Depends on size, hazard, & Fire Chief Interpretation	With increase of 1,000 sq. ft. or 50% of floor area.
Group U (carport with habitable space above and attached garages)	0 sq. ft.	0 sq. ft.	Yes	With increase of 1,000 sq. ft. or 50% of floor area.
Group U (miscellaneous, barns, sheds, green houses, stables, etc)	Depends on size, hazard, & Fire Chief Interpretation	Sprinklers not required	Depends on size, hazard, & Fire Chief Interpretation	No
Buildings exceeding 1,000 sq. ft. and a change in use increases fire hazard.	Depends on occupancy type	Sprinklers required.	Depends on size, hazard, & Fire Chief Interpretation	With increase of 1,000 sq. ft. or 50% of floor area.

As you can see in Table 1 above, the City of Morro Bay sprinkler ordinance is more restrictive than the minimum state codes. However, Morro Bay's sprinkler ordinance is very similar to most communities in San Luis Obispo County. Table 2 compares the Morro Bay sprinkler ordinance with sprinkler requirements in neighboring communities and San Luis Obispo County areas.

Table 2

COMMUNITY	RESIDENTIAL	COMMERCIAL	ADDITIONS/RETROFIT
Arroyo Grande	CFC 0 SF or more	1,000 SF or more	Throughout existing structure if increased by 1,000 SF or 50%
Atascadero	0 SF or more	0 SF or more	Throughout existing structures of 3,000 SF or more adding 10%

Avila Beach	CFC 0 SF or more	1,000 SF or more	Throughout existing structure if increased by 1,000 SF or 50%
Cambria	0 SF or more	1,000 SF or more	Addition making home over 2,500 SF
Cayucos	CFC 0 SF or more	0 SF or more	
Grover Beach	CFC 0 SF or more	1,000 SF or more	Residential additions in excess of 40% Commercial additions in excess of 25%
Los Osos	CFC 0 SF or more	1,000 SF or more	Throughout existing structure if increased by 1,000 SF or 50%
Morro Bay	CFC 0 SF or more	1,000 SF or more 0 SF west of Embarcadero	Throughout existing structure if increased by 1,000 SF or 50%..
Oceano	CFC 0SF or more	No ordinance	
Paso Robles	CFC 0 SF or more	5,000 SF or more	
Pismo Beach	CFC 0SF or more	1,000 SF or more	Throughout existing structure if increased by 1,000 SF or 50%
San Luis Obispo County	CFC 0SF or more	1,000 SF or more	Throughout existing structure if increased by 1,000 SF or 50%
San Luis Obispo City	0 SF or more	1,000 SF or more	Remodels increased by 25%
San Miguel	0 SF or more	0 SF or more	Ag buildings over 500 SF
Santa Margarita	CFC 0 SF or more	0 SF or more	
Templeton	0 SF or more	2,500 SF or more	

Fire department capabilities should be considered when addressing sprinkler ordinances. It takes 13 firefighters to extinguish a typical house fire. The City of Morro Bay staffs 4 firefighters each day and relies on the call back of off duty personnel and mutual aid to help provide additional firefighters. Today's structures put out more BTU's and reach flashover much quicker than structures built in the last 60 years due to the use of plastics and other flammable materials. Sprinklers provide time for people to exit a building by providing an immediate fire attack which reduces smoke and heat. Sprinklers assist firefighters in confining fire to the area of origin and they provide a more tenable environment for firefighters to work prior to the arrival of additional firefighting resources. Morro Bay has experienced a number of fires where the property loss was minimized by the activation of fire sprinklers. Examples of local fires controlled or minimized by fire sprinklers in Morro Bay have occurred at Bayside Care/Casa de Flores, Mission Linen, Blue Sail Inn, Marina Square, Giovanni's, and Dockside Too.

In addition to saving lives and property, the installation of sprinklers provides potential tradeoffs for builders. For example, a structure designed with automatic fire sprinklers allows for a reduction in the required fire flow, increased travel distance to a fire hydrant, and increased distance to a fire access road. In 2008, the building official identified 40 additional tradeoffs available to a builder depending on the occupancy type.

CONCLUSION

It took many years for people to get used to paying for safety features found in today's vehicles. Seat belts, shoulder restraints, air bags, and engineered crumple zones all increase survivability during a crash but at great expense. Safety features for buildings occupied by people are seeing a

similar progression in engineered safety. There is a cost to building safe structures. Fire blocking, drywall, fire separations, electrical breakers, smoke detectors, CO detectors, and sprinklers are all part of a progressive design to provide the best opportunity for occupant survival, property preservation, and for firefighter safety and success. The Fire Chief strongly supports the use of fire sprinklers and recommends there be no changes to our current ordinance.