

# City of Morro Bay

## City Council Agenda

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### *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.*

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**NOTICE OF  
SPECIAL MEETING  
TUESDAY, JANUARY 26, 2016  
MORRO BAY VETERAN'S HALL – 4:00 P.M.  
209 SURF STREET, MORRO BAY, CA**

ESTABLISH QUORUM AND CALL TO ORDER

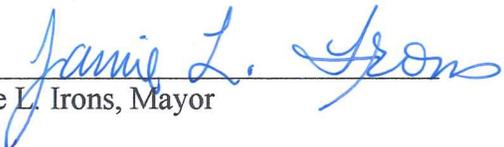
PUBLIC COMMENT RE: ITEMS ON THE AGENDA

SPECIAL MEETING AGENDA ITEM:

- I. STUDY SESSION TO DISCUSS FY 16/17 PROGRAM OBJECTIVES ASSOCIATED WITH THE ADOPTED CITY GOALS

ADJOURNMENT

DATED: January 21, 2016

  
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Jamie L. Irons, Mayor

**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.**



AGENDA NO: I

MEETING DATE: January 26, 2016

## Staff Report

**TO: Honorable Mayor and City Council**

**DATE: January 20, 2016**

**FROM: Dave Buckingham, City Manager**

**SUBJECT: Study Session to Discuss FY 16/17 Program Objectives Associated with the Adopted City Goals**

### **SUMMARY**

On January 12, 2016, the City Council held the first of two study sessions that will result in the City Council adopting our City of Morro Bay Program / Budget *Objectives* for the Budget Year July 2016 – June 2017. The attached document has been updated in preparation for the January 26<sup>th</sup> Study Session and has been posted on the City website under Hot Topics to encourage public participation.

Following the January 26<sup>th</sup> Study Session, this item will be brought to Council for discussion at the February 9<sup>th</sup> City Council Meeting, with final adoption anticipated to occur on February 23<sup>rd</sup>.

### **ATTACHMENT**

Initial draft list of possible FY 2016/17 Goals and Objectives – revised Jan. 19, 2016

Prepared By: DS

City Manager Review:

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as of: Jan 19<sup>th</sup>, 2016

On January 12<sup>th</sup> 2016, the City Council held an initial study session to consider FY16/17 Budget Objectives. The Council heard public, staff and advisory board input and provided their own input. Staff took the notes from that Jan 12<sup>th</sup> meeting and merged them into this 2<sup>nd</sup> draft working document.

Staff worked to capture all public comment. Some items staff does not recommend including on FY 16/17 objectives are noted at the end of this document.

This draft list includes 105 discreet objectives. Last year the city had 73 objectives.

- Not all objectives were started due to budget limitations.
- There appeared to be some consensus that the city was changing too much, too fast, and thus that the number of objectives should be reduced.
- Work on objectives in some cases came at the expense of staff not having resources to get their routine tasks accomplished.

Since we do not anticipate a significant increase in the budget, or an increase in staffing, staff recommends we go through the difficult process of removing many of these items from our "must do" FY 16/17 objectives list.

We look forward to receiving continued public input, via email or conversation, and especially at the next Goals and Objectives Study session scheduled for Jan 26<sup>th</sup> 2016.

For reference:

- Items in green remain with good support. Some will likely need to be removed, though, as we move forward.
- Items in purple have been modified from the initial draft.
- Items in amber have been added since the Jan 12<sup>th</sup> study session.
- Items in red have been removed completely or merged into other items.

**Goal #1 - Develop New WRF**

- Public Participation.** Continue to pursue robust public input on site design and aesthetics opportunities/process associated WRF project, site and ancillary facilities.
- Property Acquisition.** Complete property appraisal, make first earnest money payment, and close on property.
- Facility Master Plan.** Complete the facility master plan.
- Complete the Master Reclamation Plan.** Make initial, then final determinations on reclamation options for the water reclamation component of the facility and approve the master reclamation plan.

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- e) **Environmental Review.** Complete and certify environmental review.
- f) **SRF Loan Application.** Complete state revolving fund (SRF) construction loan application.
- g) **Grant Funding.** Investigate and pursue additional Proposition 1 grants applicable to the WRF project.
- h) **Annexation.** As part of the GP/LCP process, evaluate possible annexation of property acquired for the WRF and bring to Council for decision.
- i) **Construction Delivery Decision.** Bring to Council for decision the method of procurement to be used for construction of the WRF.
- j) **Construction RFP.** Issue a Request for Proposal to pre-qualify design-build or builder teams, dependent on procurement method, to participate in the bidding process.
- k) **Construction Contract.** Issue a design-build or other design/construction contract approved by Council.
- l) **Cayucos Participation Decision.** Bring to Council for decision final throughput design / construction requirement based on Cayucos CSD decision on participation in the MB WRF project.
- m) **Cayucos Decision.** Work with the Cayucos Sanitary District to frame decision regarding future ownership of shared property at existing WWTP site.
- n) **City Corporation Yard Transition.** Complete design and identify funding requirements for possible City corporation yard component of the WRF project.
- o) **Improve Influent Quality.** Research and bring to Council for decision various options, from incentives to ordinances, to improve the quality of influent at the new WRF to decrease treatment costs.

**Goal #2 - Improve Streets**

- a) **2018 Ballot Initiative.** Research and bring to Council for direction, the process and preparatory actions required to include a streets funding revenue measure on the Nov. 2018 ballot. (Clarified this refers to a ballot initiative)
- b) **Traffic Calming.** Complete three to five traffic calming projects at appropriate locations, as funding and needs dictate. Include San Jacinto/Main and Easter Street for primary consideration. (Included specific projects – moved from the Goal 4)
- c) **Water and Sewer Franchise.** Research and bring to Council for direction information on the possible implementation of a Water and Sewer franchise fee to improve streets.
- d) **41/Main Street Intersection Funding.** Research options and bring to Council for decision the required 50-percent local match (~ \$2M) to the Highway 41, Main Street

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and Highway 1 (ramp) Intersection improvement project. (Moved from Goal 4, otherwise unchanged.)

- e) **Traffic Signs.** Replace 20% of non-conforming traffic signs.
- f) **Traffic Markings.** Refresh Street markings in conjunction with the 2016 paving program.
- g) **Bike Needs.** Complete specific items from the unmet bike needs list that are funded in the FY16/17 budget process. Include Highway 1 and Yerba Buena, Bike Parking at public buildings, and traffic calming on San Jacinto for primary consideration. (If not completed in 2015/16, also complete the Class 1 path from Lemos to Cloisters, San Jacinto and Main bike safety, and installation of Bike Friendly Community signs.)
- h) **Bike Lane Painting.** Bring to Council in the budget scaled proposals for green painting various bike lanes including extensions through intersections, as appropriate.

**Goal #3 - Review and Update Significant City Land Use Plans**

- a) **GP/LCP Public Input.** Pursue robust public input in the continuing GP/LCP process.
- b) **Zoning Option for GP/LCP update.** Bring to Council for consideration a proposal to add a full zoning update/overhaul to the GP/LCP update as part of the Mid-Year Budget discussion.
- c) **WRF Property Masterplan.** Complete site master plan for any property optioned / acquired for WRF construction.
- d) **Wireless Ordinance.** Update wireless ordinance and process through Coastal Commission.
- e) **Downtown/Waterfront Strategic Plan (DWSP).** Consider incorporating the downtown/waterfront strategic plan into the GP/LCP process. Complete the DWSP part of the plan.
- f) **Northern Waterfront Implementation Plan.** Update the Northern Waterfront Implementation Plan and/or consider integration into the Waterfront Master Plan/General Plan/Local Coastal Plan process.
- g) **Green Building.** Update the Green Building Incentive program.
- h) **Greywater & Solar Ready.** Develop and implement a "Greywater" Ready initiative for new construction + "Solar Ready" (both on future agenda)
- i) **2016 Building Code.** Review and Adoption of 2016 California Building and Standards Code

**Goal #4 - Maintain Core Public Safety Services**

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- a) **Speed Survey.** Update citywide speed survey to determine appropriate safe driving speeds for all streets.
- b) **Marijuana Ordinances.** Begin a robust public discussion, informed by the results of a likely marijuana “recreational use” statewide initiative on the November 2016 ballot, that results in Council consideration and action on all aspects of marijuana cultivation, medical and possible recreational use.
- c) **Good Neighbor Campaign.** Plan and implement a “Good Neighbor Campaign”, including aspects of Public Safety and Code Enforcement.
- d) **Warning Citations.** Research and bring to Council for approval changes to various sections of the MBMC that currently require 1<sup>st</sup> offence warnings for all violations of the code.
- e) **Public Safety Scrub of MBMC.** Complete a thorough review of all public safety ordinances in the MBMC and bring recommended changes to Council for decision.
- f) **Strategic Plan Implementation.** Implement certain items to be identified from the 2015/16 Police Department and Fire Department strategic plan updates.
- g) **Public Education.** Provide 3 CERT training sessions for the public and multiple Hands-Only-CPR presentations with the goal to educate 500 citizens in Hands –Only-CPR.
- ~~h) **San Jacinto and Main.** Implement, or, research and bring to council for direction, a proposal to improve the perceived safety issues crossing Highway 1 and Main Street at the San Jacinto Street intersection. (Included under objective 2.b)~~
- ~~i) **Easter Street.** Research and bring to Council for direction a proposals to improve the perceived safety concerns on Easter Street near Highway 1. (Included under objective 2.b)~~

**Goal #5 - Ensure Fiscal Sustainability**

- a) **Budget Forecast.** Complete a, professional, external, 10-year budget forecast in Jan-Mar 2017 with the new Council.
- b) **Budget Transparency.** Consider and implement additional budget transparency / citizen participation actions.
- c) **CFAC Review.** Review and refine the roles and responsibilities of the Citizens Finance Advisory Committee after their first full year of operation.
- d) **Community Choice Aggregation.** Partner with regional entities to further research possible implementation of a Community Choice Aggregation approach to energy choice.

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- e) **Budget Policies.** Adopt a comprehensive set of financial and budget policies to provide a meaningful and easily understood framework for maintaining financial discipline. (MP Recommendation)
- f) **Cost Allocation Plan.** Prepare an OMB A-87 compliant Cost Allocation Plan on which to base contributions from all funds. Consider cost allocation study in FY17. Work OMB A-87 requirements into that product or existing product. (MP Rec.)
- g) **Vehicle Replacement.** Determine City vehicle requirements, then determine replacement costs over a 15-year period to estimate the total costs required to fund replacements on an annual basis.
- h) **Trolley Program Evaluation.** Evaluate the popularity of the trolley program among residents, tourists, and business owners and bring recommendations to Council for that may redirect some funding to street improvement. (MP Rec.)
- i) **Recreation Programming.** Evaluate partnerships and/or contracting opportunities to increase the range recreation programming through the use of external service providers. (MP Rec.)
- j) ~~**RV-Camping Areas.** Research and bring to council for direction proposals for establishing paid RV/camping areas in the city. (MP Rec.) (Removed – to be considered with North Waterfront Master/Implementation Plan.)~~

**Goal #6 - Support Economic Development**

- a) **Tidelands Trust Lease Management Policy.** Update and revise the City Lease Management Policy.
- b) **Economic Development Strategic Plan Adoption.** Bring to Council for adoption the Economic Development Strategic Plan due to be complete in June 2016.
- c) **MBPP.** Placeholder for objective related to MBPP.
- d) **Business Information on Website.** Complete a full renovation of the “Doing Business” section of the City’s website to enhance service for existing businesses and better market to potential new business for Morro Bay.
- e) **Business Incentives.** Research, evaluate, and report to Council on business incentive opportunities that may encourage existing business reinvestments in Morro Bay or recruit new businesses to the community.
- f) **Commercial Real Estate Inventory.** Partner with a local real estate agent to create a commercial real estate inventory and market this information on the City’s website.

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- g) **Aquarium Project.** Work closely with the Central Coast Aquarium to bring a Concept Plan for approval to Council and Coastal Commission.
- h) **Business Improvement Districts.** Be receptive to, and provide City support, to any business improvement district opportunities proposed by Morro Bay business interests.
- i) **Economic Development Code Scrub.** Complete an analysis of the Morro Bay Municipal Code to revise/remove policies that impede or hamper an improved business climate.
- j) **Maritime Museum.** Update the current MOU and complete a license agreement with the Central Coast Maritime Museum.
- k) **Marine Services Facility.** Contract for, complete and bring to Council for consideration a full feasibility study for the proposed Marine Services Facility.
- l) **Tourism Integration.** Complete the integration of the management of Tourism Business Improvement District operations with other aspects of the City's Economic Development plans and activities.
- m) **Morro Bay as a Destination.** Likely using our existing "Discover your Better Nature" trademark and in coordination with Morro Bay hotels, restaurants, retail and activities, take action in multiple areas to more holistically market Morro Bay as a destination including "Discover Better": dining, biking, paddle sports, bird watching, shopping, surfing, wildlife, hiking, wine tasting, etc.
- n) **Food Trucks.** Research and bring to Council for consideration a change to the MBMC to allow "food trucks" during approved events.
- ~~o) **Business Community Partnerships.** In collaboration with the Morro Bay Chamber of Commerce and other crucial economic development partners, seek to enhance coordination between retail / restaurant / activity and hotel sectors. (Combine with 6g? 6j?)~~
- ~~p) **Business Support Services.** Research, evaluate and report to council on opportunities to provide City-based support services for local businesses, which could include partnerships with additional economic development agencies. Combine with 6d?)~~

**Goal #7 - Improve City Infrastructure, Facilities and Public Spaces.**

- a) **Market Street Bluff / Centennial Parkway Area Revitalization.** Begin a public process and bring to Council ideas for revitalization of the city owned properties adjacent to Centennial Parkway, including the Front Street parking lot, the Branigans / Distasio building, and the City-owned parking lot at Market and Pacific.
- b) **Implementation of Concept Plans.** Depending on public input and funding, complete design, research funding tools and begin implementation work on various projects

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including Centennial Parkway revitalization, Embarcadero Promenade, and the area including 781 Market Ave / Front Street Parking Lot and the parking lot at Market and Pacific.

- c) **Parking Management Plan.** Implement specific parking management improvements directed by Council resulting from the 2015/16 Parking Management Plan review.
- d) **ADA Compliance Improvements.** Complete \$50K of ADA compliance improvements, or as set by the FY2016/17 budget.
- e) **Signage and Branding.** Install new welcome, wayfinding and street signs based on updated city “branding” resulting from the Vision / Values and DWSP projects.
- f) **Improve Trash Collection in Public Areas.** Research and bring to Council a proposal to increase the frequency of public trash collection in public areas.
- g) **Tree Trimming.** Research and bring to Council for direction a proposal to increase the frequency of tree trimming in the downtown from ~5 years to ~2 ½ years, while continuing City tree management and planting consistent with the Urban Forest Management plan.
- h) **Community Beautification.** Budget depending, implement specific Community Heritage and Beautification Committee recommendations including installing permanent aesthetic lighting in downtown street trees, providing direct City support to the Hidden History interpretive panel project, and Vet’s Hall turf removal / garden installation.
- i) **ESH Fencing.** Fence the Environmentally Sensitive Habitat (ESH) between the Embarcadero dirt extension and the Morro Bay Power Plant property in the same manner as the ESH fencing on the opposite side of the road.
- j) **City Hall Functional Improvements.** Complete partial remodeling of MB City Hall.
- k) **Facility Maintenance Program.** Update the Facility Maintenance Program using priority setting in time to influence the 2017/18 budget cycle. (MP Rec.)
- l) **Develop and Implement a City "Integrated Pest Management" policy.**

**Goal #8 - Enhance Quality of Life**

- a) **Parks Master Plan.** Update the parks master plan.
- b) **Community Pool Planning.** Prepare for, and enact, the overall management of community access at the new Morro Bay High School/Community Pool.
- c) **City-Sponsored/Partnered Events.** Execute the following City/Partnered Events: Fourth of July, Rock to Pier Run, Downtown Trick-Or-Treat (partner with the Chamber of Commerce), Lighted Boat Parade/Christmas Tree Lighting (partner with Rotary).

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- d) **Sea Otter Awareness.** Take specific action to raise awareness of Sea Otter protection practices and participate in the 2016 Sea Otter Awareness Week.
- e) **Fall Concerts.** Research, partner, and bring to Council a proposal for an autumn concert series.
- f) **Downtown Friday Series.** Research, partner, and bring to Council a proposal for a summer “Downtown Friday Night” series that could include street closures for concerts, other entertainment and food and beverage opportunities for local businesses in the public right-of-way.
- g) **Pickleball Court Space.** Research and present to Council opportunities for additional, future Pickleball court space.
- h) **Recreation Guide.** Sponsor and publish the Morro Bay Recreation Programs Guide in Fall, Winter and Spring beginning Fall 2016.
- i) **Vet’s Hall Renovation Planning.** Bring to Council a proposal for partial revitalization of Vet’s Hall.
- j) **Public Meeting Broadcasts.** Bring to Council a proposal for upgrading City-owned broadcast equipment used to video and broadcast public meetings.
- k) **Community Paramedicine.** Research and partner with other EMS agencies in our County for possible proposals for Federally funded Community Paramedicine Programs starting after 2018.

**Goal #9 - Improve Water Supply Diversification**

- a) **State Water Planning.** Assess the long-term requirements for continued participation in the State Water Project, conduct initial determination what level of participation is appropriate, and identify timeline for contract renewal.
- b) **Desal Permit.** Submit permit application for full time use of the City desal plant as part of the City’s water portfolio.
- c) **Desal Location.** Research and bring to Council for decision options to relocate the City desal plant.
- d) **Planning.** In concert with the GP/LCP update, complete Master Plans for Water Supply, Water System, Wastewater Collection, and stormwater as a “One Water” Plan.
- e) **Chorro Creek Basin Evaluation.** Evaluate if the Chorro creek groundwater basin is a viable water source and is required in the City portfolio.
- f) **Conservation.** Maintain Water Conservation Program funding and continue conservation programs and public awareness to meet State-mandated conservation requirements.

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- g) **CMC Emergency Exchange Agreement.** Compete emergency exchange agreement with CDCR for CMC water.
- h) **Morro Basin Management Planning.**

**Goal #10 - Improve City Operations**

- a) **IT Support.** Assess opportunities to enhance IT help desk support services through supplemental, contractual support.
- b) **IT Disaster Protection.** Move City computer servers from City Hall to the Fire Station.
- c) **Records Management.** Develop a prioritized, budgeted short- and long-term plan for improving records management policies and procedures, including development of a trustworthy electronic records system, and staff education regarding legal requirements and best practices.
- d) **Compensation Study.** Complete a professional, external, comparative study of City of Morro Bay compensation policies and levels to ensure both taxpayers and employee interests are appropriately served. Complete the study in time for 2017/18 MOU negotiations.
- k) **Lease Management Office Reorganization.** Research and bring to Council for consideration transferring Harbor lease and property management functions to the Administrative Services Department or another City Department. (MP Recommendation)
- e) **MBMC and City Organization.** Review and bring to Council for consideration changes to the MBMC related to City staff organization.
- f) **Succession Planning.** Develop a succession planning framework and conduct detailed succession planning for positions at high risk for turnover. (MP Rec.)
- g) **Harbor Maintenance.** Evaluate transferring Harbor maintenance functions to Public Works. (MP Rec.)
- h) **GIS.** Research and bring to Council for decision options for providing comprehensive geographic information system data for both internal and customer serving applications.
- i) **Employee Wellness.** Research and implement, or bring to Council for approval (as required), a voluntary program to encourage employee wellness.
- j) **Employee Health Options.** Begin research and update Council on alternatives to provide more responsive and more affordable health care delivery.
- k) **Refine and formalize, with Council resolution, the relationship between the City and the Community Resource Connections Office.**

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Recently suggested items staff recommends not including on FY16/17 objectives.

- **WRF Solids.** Public comment indicated disagreement with an apparent decision on composting of solids at the new WRF. This decision has not been made and will be made by WRFCAC / Council in the ongoing WRF construction process.
- **Undergrounding Power Lines.** Comment suggested adding undergrounding powerlines to the objectives. MB has an effective policy regarding undergrounding for new projects. We agree undergrounding existing powerlines would be a great thing for Morro Bay, but recent work on this indicates the cost is prohibitive based on the city's current budget. As the budget improves in the years ahead (and existing priorities like streets are funded, this item should be reconsidered.
- **Include Recycling and consider potential opportunities to include organics.** Comment recommended adding an objective addressing recycling and organics. Morro Bay Garbage Company is in the process of distributing household trash cans for the mandatory collection of organics. That is already under implementation. The city has also recently added recycling containers to most / all public trash cans. Staff believes specific steps have been / are being taken to improve recycling and organics and does not recommend an additional general objective.
- **Develop an Art Policy.** The City has an existing policy for public art. It does need updating, however, based on other priorities this year, staff recommends this item be delayed to next year.
- **Establish a Tree Committee.** The Public Works Advisory Board has advisory input to the City's tree policies and the recently established Urban Forest Management Plan is a strong existing policy. Establish a Creek maintenance plan for Morro Creek. Comment suggested establishing such a maintenance plan. Staff is already working on this item which must be complete in two years. Staff recommends adding this to objectives next year if it is not complete this year.
- **Ban hunting in the Back Bay.** With other major public discussions such as continued debate on the the proposed marine sanctuary coming this year, staff recommends this questions not be considered this year.
- **Ban All Fireworks, Including Public Fireworks.** Existing policy gives staff effective control over public fireworks displays, and there is significant interest from our visitor-serving business to not ban fireworks. There was one display in 2015. Staff recommends continuing with our current policies.
- **Ban Most signs and Banners.** Comment recommended banning most signs and banners in the city, including existing displays such as the banners in City Park, the "Conserve Water" signs on city property, event banners such as the recent "Winter Bird Festival"

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welcome signs, and other public info such as the radio station notification. Existing policy gives staff effective control on the use of banners on city property and staff believes these displays are important ton continuing good community info sharing.

- **Chronicle and Recognize City's Environmental Stewardship Projects / Initiatives / Accomplishments.** Comment recommended adding this specific objective. The City's accomplishments are often noted in the news, on the website and facebook as they occur. Staff recommends continuing this practise without a specific objective to maintain a specific list.