



City of Morro Bay Annual City Goals Update



Annual Goals Update

Agenda

1. Overview
2. 10 Key Activities in 2015
3. Status of 73 FY15/16 Objectives
4. Other Important Completed / Ongoing Activities
5. Management Partners Recommendations Status
6. FY14/15 Year-End Budget Overview
7. Communicating in the Community Update



Annual Goals Update

Overview

- **FY15/16 Goals and Objectives**
 - Developed and approved in Jan – Feb 2015.
 - “Roadmap” for City activity through the year.
- **Management Partners Organizational Survey**
 - Jan – May 2015 survey resulted in 65 recommendations
 - Some work in FY15/16 and some in future years



Annual Goals Update

Overview

- **FY14/15 Year-end Budget Overview**
 - 10-year Budget Forecast in Mar 2015
 - FY14/15 audit being completed now
- **Communicating in the Community**
 - FY15/16 Objective to markedly improve communication
 - Communicating in the Community suite of tools now implemented and in use.



10 Key Activities This Year



10 Key City Activities in 2015

1. Setting Goals and Objectives

- 1st time annual objectives set for each goal – Work Plan
- Objectives tied to development of annual budget
- Objectives prioritized by staff and council

2. Budget Process – Forecast and Transparency

- 1st ever 10-year Budget forecast
- Close projection of revenues / expenditures over 10 years
- Introduced requirements based budgeting



10 Key City Activities in 2015

3. WRF Progress

- Moving decisively forward
- Fatal Flaws analysis of Rancho Colina site complete
- PM, FMP and Environmental Teams all on board
- Exploring alternate sites

4. Improved Management Practices

- Quarterly Budget Reviews w/ CFC
- New auditor
- Purchasing standards / module being implemented



10 Key City Activities in 2015

5. Improved Relationships

- Close coordination with Coastal Comm. – GP / LCP impacts
- CCC holding Feb 2016 meeting in Morro Bay
- Relationship with SLO EVC / other economic vitality orgs

6. Cost Recovery Policy - Improved Fee Structure

- Council approved 1st comprehensive cost recovery policy
- New fee structure based on that policy
- City no longer subsidizing building and planning activities



10 Key City Activities in 2015

7. Business Recruitment and Expansion

- LEAP Team – staff focused on outreach to biz
 - Elemental Herbs move to MB
 - South Bay Wild expansion
 - The Siren – investment in downtown

8. Water & Sewer Rates / Utility Discount Program

- 1st rate increase in 20 years – making tough decisions
- Increase essential to make water / sewer fund solvent
- Utility Discount Program provides ~10% discount



10 Key City Activities in 2015

9. Improved Communication

- New Website active
- 10X increase in Facebook “likes”, 100X increase in interaction
- Public Meetings on YouTube

10. Improved Event Coordination

- New DCM will synchronize events – MB as a destination
- City-sponsored 4th of July - future City event?
- AMGEN Tour of CA coming to MB



Some Areas for Future Consideration



Annual Goals Update

Areas for Improvement

Allocate additional resources to make the City look better

- Tree Trimming, Trash collection, Bathroom cleaning

Staff Responsiveness / Engagement

- Responding to emails, phone calls / “Town Halls” on general subjects

Citizen Friendly Budgeting

- Use of “OpenGov

Use Advisory Boards assistance on Capital Improvement Program

- Facilities, Vehicles, etc



FY15/16 Goals and Objectives Status



Annual Goals Update

FY15/16 Goals

- 1) Develop New **WRF**
- 2) Improve **Streets**
- 3) Review and Update Significant City Land Use **Plans**
- 4) Maintain Core **Public Safety** Services
- 5) Ensure **Fiscal Sustainability**
- 6) Support **Economic Development**
- 7) Improve City **Infrastructure**, Facilities and Public Spaces
- 8) Enhance **Quality of Life**
- 9) Improve **Water Supply** Diversification
- 10) Improve **City Operations**



Annual Goals Update

FY15/16 Goals

- **10 General Goals**
- **73 distinct annual Objectives**
- **Status of 73 Objectives**
 - 30% - Complete
 - 58% - Ongoing
 - 7% - To be started in the new year
 - 5% - Not funded
- **Goal-by-Goal Update**



Annual Goals Update

FY15/16 Goals

Goal #1 - Develop New WRF

- a) **Public Input.** Ensure robust WRFCAC and public input. Ongoing.
- b) **Governance.** Governance structure with CSD. Complete.
- c) **MOU for Now.** Interim agreement with CSD. Complete.
- d) **Fatal Flaws.** Complete a detailed “fatal flaws” of RC. Ongoing.
- e) **FMP.** 1st first phase of Facilities Master Plan. Ongoing.
- f) **Environmental Review.** Initial Study for ER. Ongoing.

Note.

- Based on the status of ongoing negotiations staff recommends this new objective: *“WRF Property MOU. Negotiate and finalize an MOU, subject to appropriate Environmental Review, for the purchase of appropriate and sufficient property to construct a WRF consistent with previously adopted Council Goals.”*



Annual Goals Update

FY15/16 Goals

Goal #2 - Improve Streets

- a) **Streets Ballot Measure.** Ballot measure proposal. Ongoing.
- b) **Traffic Management Plan.** Adopt a neighborhood traffic management plan and implement five traffic calming measures. Ongoing
- c) **Traffic Control Measures.** Refresh marking of all crosswalks; stop bars; legends; etc, and bicycle lane markings. Replace regulatory signs. Ongoing.
- d) **Pavement System.** Pavement Management System Update. Ongoing.
- e) **Bike Needs.** Unmet bike needs and/or maintenance. Ongoing.



Annual Goals Update

FY15/16 Goals

- Goal #3 - Review and Update Significant City Land Use Plans
 - a) **GP/LCP.** Complete GP / LCP update by Dec. 2017.
Ongoing.
 - b) **Secondary Unit Ordinance.** Update Secondary Unit Ord.
Ongoing.
 - c) **Sign Ordinance.** Update the Sign Ordinance. Ongoing.
 - d) **Neighborhood Design.** Develop Design Guidelines.
Complete.
 - e) **Downtown Specific Plan.** Update Downtown Specific Plan. Scheduled.



Annual Goals Update

FY15/16 Goals

e) **Downtown Specific Plan. Update Downtown Specific Plan. Scheduled.**

Note:

- Work on a downtown plan is scheduled to begin in the spring, following work on objectives 7a and 7b.
- Based on reassessment, LEAP input, and staff research, staff recommends Council change this goal to a “Downtown / Waterfront Strategic Plan”.
 - Looks holistically at both the Downtown and Waterfront as one entity, linking them more closely together.
 - Will save money since many items in a Downtown Specific Plan would be replicated in the General Plan update,
 - Will provide all of the important parameters and information to encourage investment in the Downtown / Waterfront area – while also getting consensus on branding and theme for Morro Bay’s core.
 - Staff recommends Council modify this objective to: ***Develop a Downtown Waterfront Strategic Plan for implementation and certification with design guidelines to establish the identity and vision of the Downtown / Waterfront core of Morro Bay.***



Annual Goals Update

FY15/16 Goals

Goal #4 - Maintain Core Public Safety Services

- a) **CERT and EOC.** Conduct Community Emergency Response Team (CERT) courses and enhance EOC training. Ongoing.
- b) **Drought Annex.** Complete drought annex to City's Multi-Hazard Emergency Response Plan. Ongoing.
- c) **IT Communication.** Implement MBPD IT solutions. Complete.
- d) **Code Enforcement.** Proactive code enforcement program. Complete.
- e) **Emergency Plan Updates.** Complete emergency plan updates presented by SLO County. Ongoing.



Annual Goals Update

FY15/16 Goals

Goal #4 - Maintain Core Public Safety Services

- **f) Body-Worn Cameras.** Implement body-worn cameras for MBPD Officers. Ongoing.
- **g) PD Strategic Planning.** Police Department Strategic Plan to enhance organizational efficiency. Ongoing. MBPD began work on strategic plan in Oct '15. Ongoing.
- **h) Public Safety Ordinances.** Bring to Council ordinances related to emerging public safety trends. Complete.
- **i) FD Strategic Plan.** Complete a Fire Department strategic plan update to improve organizational efficiency. Ongoing.



Annual Goals Update

FY15/16 Goals

Goal #5 - Ensure Fiscal Sustainability

- a) **Budget Process.** Retool the City's budgeting process. Develop a 5-year strategic budget forecast. Complete.
- b) **Financial Reporting and Oversight.** Establish a citizen's Financial Oversight body. Complete.
- c) **Capital Replacement.** Establish capital replacement accounts for major capital assets, include a minimum contribution to each account in the 2015/16 budget. Complete.
- d) **Fee Recovery.** Review and bring to Council for decision balanced cost recovery for City fees and charges. Complete.



Annual Goals Update

FY15/16 Goals

Goal #5 - Ensure Fiscal Sustainability

e) Management Partners. Research all Management Partners recommendations. Ongoing.

f) Vehicle Leasing. Research and decide on City vehicle leasing vs. ownership policy. Complete.

g) Energy. Explore renewable energy projects that reduce energy costs. Ongoing.



Annual Goals Update

FY15/16 Goals

Goal #6 - Support Economic Development

- a) **LEAP.** Provide a high degree of staff support and participation in the Local Economic Action Plan process; bring appropriate LEAP proposals to Council. Complete.
- b) **Economic Development Strategic Plan.** Bring to Council for decision, a proposal to retain a consultant to help the City create a 5-year Economic Development Strategic Plan. Complete.
- c) **High-Speed Fiber.** Coordinate and bring to Council for decision, options for a public / private partnership to deliver high-speed fiber connectivity in Morro Bay. Ongoing.
- d) **Tri-W Property.** Research possible incorporation into the General Plan / LCP, partial development of the “Tri-W” property. Ongoing.

Note: Staff recommends Council remove this item from our FY15/16 objectives and direct staff to incorporate it in the GP/LCP process.



Annual Goals Update

FY15/16 Goals

Goal #6 - Support Economic Development

e) Marine Services Facility. Evaluate the ongoing boatyard studies and feasibility and/or proposals for establishing a marine services facility in Morro Bay. Ongoing.

f) Event Coordination. Implement measures to improve event coordination and support in Morro Bay and consider an event coordinator function. Complete.

g) Chamber of Commerce/Tourism Bureau Relationships. Evaluate, analyze and present to Council alternate models for partnerships between the City and both the Chamber of Commerce and Morro Bay Tourism Board. Ongoing.

h) Projects. Continue forward momentum on various projects including: Maritime Museum, Marine Research Center / Aquarium, Coast Guard facility, and Tidelands Park fish cleaning station. Ongoing.



Annual Goals Update

FY15/16 Goals

- Goal #7 - Improve City Infrastructure, Facilities and Public Spaces.
 - a) **Downtown Link.** Design and bring to Council for approval a specific plan to link the Embarcadero with Old Town at Centennial Parkway. If approved, begin work as soon as resources allow. Ongoing.
 - b) **Embarcadero Promenade.** Develop concept for an Embarcadero Promenade project to widen the west side Embarcadero sidewalk to ~15 feet as part of a Waterfront Master Plan. Ongoing.
 - c) **Parking.** Leverage 2007 Parking Management Plan, begin implementation of specific parking improvement actions. Ongoing.
 - d) **ADA Compliance.** Complete a full ADA compliance assessment of all City facilities and develop a plan to address issues. Ongoing.
 - e) **Needs Assessments.** Complete Harbor and Police Department's needs assessment for recapitalization of department buildings. Ongoing.



Annual Goals Update

FY15/16 Goals

- Goal #7 - Improve City Infrastructure, Facilities and Public Spaces.
 - f) City Property.** Research and bring to Council for consideration, best future use of all City properties. Complete.
 - g) Sidewalk Improvement.** Conduct a complete assessment of all City sidewalks and develop a plan for grinding and/or replacement with a focus on parks, school zones and business districts. Not Funded.
 - h) Sidewalk Responsibility.** Decide on a process for implementation of the California requirements for street frontage maintenance. Not started.
 - i) Street Signs.** Design a distinctive image for new street name signs. Not Funded.
 - j) Way-Finding Signs.** Update and/or replace 20% of “way-finding” signs across all of Morro Bay. Not Funded.

Note: Recommend council remove g, i and j from work plan.



Annual Goals Update

FY15/16 Goals

Goal #8 - Enhance Quality of Life

- a) **New Pool.** Develop and implement a plan to operate the community-use portion of the new high school pool. Ongoing.
- b) **Access to Healthcare.** Initiate outreach reestablishing a health center in Morro Bay. Not started.
- c) **Funding of Non-City Events.** Develop policies and procedures regulating the use of City funds for non-City events. Ongoing.
- d) **City Events.** Bring to Council a list of City of Morro Bay sponsored events. Focus resources to enhance those events. Ongoing.



Annual Goals Update

FY15/16 Goals

Goal #8 - Enhance Quality of Life

e) **QOL Survey.** Implement annual community quality of life/customer service surveys. Not Budgeted.

Note. Staff recommends Council remove this item from the FY15/16 Objectives.

e) **Community Needs Assessment.** Conduct a community needs assessment to reestablish recreational priorities for residents and visitors. Complete.

f) **Recreation Program Improvements.** Improve marketing and execution of core recreation programs. Complete.



Annual Goals Update

FY15/16 Goals

Goal #9 - Improve Water Supply Diversification

- a) **State Water.** Conduct an assessment of the long-term requirements for continued participation in the State Water Project. Ongoing.
- b) **DeSal Permit.** Complete the Coastal permitting of the City's existing desalination plant support infrastructure including the seawater wells and the outfall. Ongoing.
- c) **Rate Study.** Complete the ongoing water (and sewer) rate study for a balanced plan to ensure the fiscal sustainability of City Water (and Sewer) Funds. Complete.
- d) **WRF Water Usage.** Develop a reuse plan for WRF recycled water that protects and enhances the City's current water supply, while considering additional appropriate uses of recycled water in accordance with the City's approved Local Coastal Plan policies. Ongoing.



Annual Goals Update

FY15/16 Goals

Goal #9 - Improve Water Supply Diversification

e) **Regional DeSal.** Research the potential of a public-private partnership (3P) to design, build and operate a regional desalination facility. Not Started.

Note: Staff Recommends Council remove this item from out FY15/16 objectives.

e) **Conservation.** Continue City implementation and community education to improve water conservation. Complete.

f) **Groundwater Improvement.** Evaluate Morro and Chorro creek groundwater basins for salts and nutrients and identify strategies to improve water quality. Ongoing.



Annual Goals Update

FY15/16 Goals

Goal #10 - Improve City Operations

- a) **Public Input.** Provide opportunities for robust public involvement and input in all major City decisions. Ongoing.
- b) **Vision, Values and Mission.** Develop and bring to Council for adoption, City of Morro Bay Vision, Values and Mission Statement. Ongoing.
- c) **Strategic Planning.** Research and bring to Council for adoption, a City strategic planning framework. Complete.
- d) **Information Technology.** Fundamentally remake IT operations in the City to gain efficiency, effectiveness, collaboration and transparency using IT solutions. Write IT Master Plan. Ongoing.
- e) **Public Information.** Measurably improve public information and public outreach, maximizing IT solutions while ensuring residents less tech-oriented have appropriate access to public information. Complete.



Annual Goals Update

FY15/16 Goals

Goal #10 - Improve City Operations

f) Water Metering and Billing. Research and bring to Council for decision, a contracted arrangement for automated water meter reading and complete billing operations. Ongoing.

Note. Staff recommends Council remove this objective from our 2015/16 list for future consideration.

g) Customer Service. Develop and implement employee customer service standards. Develop and implement an employee recognition system for providing great customer service. Scheduled.

h) Grants. Research and apply for all possible grants to help fund renewal, operations and capital improvements. Ongoing.



Other Important Activities This Year



Other Important Activities

1. Reorganization of City Departments

- Maintenance move to Public Works
- Community Development made stand-alone department
- DCM: Econ Dev., IT, Public Info, Rec.

2. Tourism Marketing District

- City joined the County TMD
- 1% assessment to market SLO Regional Destination
- \$30K contribution to AMGEN



Other Important Activities

3. Business License Audit

- Conducting audit of Business licensing
- Council established \$15K and \$4K thresholds / amnesty
- Complete stakeholder review of relevant MBMC section

4. Harbor Lease Audit

- In 3rd year of audit of Tidelands trust leases
- 14 of 22 Audits are complete
- Work ongoing on 8 master leases



Other Important Activities

5. Cloisters Neighborhood Group

- Repaired relationship with Cloisters group
- Positive understanding and interaction on assessment.
- Collaboration on annual budget.

6. Special Olympics

- Lions Club led effort to host Special Olympian Day in MB
- Modeled City / Private Org partnership for future events



Other Important Activities

7. Closed City Gas Station

- Closed shop on City operated gas station
- Implemented “Voyager Card” to fuel City vehicles locally
- Saving ~30% on every gallon of gas in City vehicles

8. Healthcare Reopener

- Reopened negotiations on employee health benefits
- Part of existing 2-year MOUs
- City and employees shared cost increases in same proportion as current percentage split.



Management Partners Update



Annual Goals Update

Management Partners

Overview

- Mar '15 – 10-year budget forecast complete
- May '15 – Organization Survey complete
- Survey included 65 specific recommendations

Status of Recommendations

- 46% - Complete
- 20% - Added to FY15/16 Work Plan (this year's goals)
- 17% - Recommend consider for FY16/17 Objectives
- 8% - Recommend for FY17/18 Objectives



Annual Goals Update

Management Partners

Complete

- Established Cost Recovery Policy
- Balanced General Fund at end of fiscal year
- Began public/private partnerships in Rec Division
- Brought on new auditor

Ongoing

- Working on improvements to payroll system
- Evaluating paid-parking in certain high-demand areas
- Developing proposal to integrate Tourism into City



Annual Goals Update

Management Partners

Consider for FY16/17 Objectives

- Adopt comprehensive set of budget policies
- Research moving Harbor Lease Management to AS or CD
- Integrate goal-setting / priorities in Capital Improvement Program

Consider for FY17/18 Objectives

- Research outsourcing of FD to CalFire
- Research outsourcing of PD to Sheriff's office



Budget Overview



Annual Goals Update

Budget Overview

FY14/15 End of Year Overview

- GF Ended FY14/15 \$116K in the black
- Property Tax and TOT revenues measurably above projection
- EOY distribution of surplus to GFER results:
 - GFER currently at \$3.6M
 - GFER goal for end of this year is \$3.6M
 - Based on positive year last year, we have already reached GFER goal for this year.
- Harbor fund ended \$110K in black.



Annual Goals Update

Budget Overview

FY15/16 First Quarter Status

- Q1 Budget Review attended by CFAC members.
- All departments on budgeted expenditure lines.
- Revenues in CD meeting projection at significantly increased level
- Revenue in Rec lagging – not increasing program fees, but expanding program participation to increase revenue
- Reducing costs of programs via private partnerships



City of Morro Bay Community Engagement



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City Tourism Operations Review

The City of Morro Bay is undertaking a routine review of its tourism marketing and promotions efforts. [click here for documents and information on this issue.](#)



Trident Winds Offshore Wind Energy Project

The City of Morro Bay is cooperating with Trident Winds, LLC on a



City of Morro Bay

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2 hrs

The City of Morro Bay is aware of two children being stuck by a needle they found



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City Tourism Operations Review

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Trident Winds Offshore Wind Energy Project

The City of Morro Bay is cooperating with Trident Winds, LLC on a potential off-shore wind energy project, [learn more at this link](#).



Water Reclamation Facility Project Updates

Get updates on this important community project, [over here](#).



City Budget

Learn about the City's 10-Year Budget forecast and 2015/2016 Fiscal Year Budget, [right here](#).

View All >



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City of Morro Bay

8 hrs

Morro Bay Youth Basketball registration is open now through THIS FRIDAY, NOVEMBER 13TH! This league is open to boys and girls in 2nd through 8th grades. Assessments will be held on Saturday, November 21, 2015 at Morro Bay High School Old Gym. To register online: <https://apm.activecommunities.com/morrobay/Home> SIGN-UP TODAY!





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November 2015

Su	M	Tu	W	Th	F	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5

Tue, Nov 10
Special Closed Session City Council Meeting

Tue, Nov 10
City Council Meeting

Thu, Nov 12
CMB/CSD Joint Powers Agreement Meeting

Tue, Nov 17
Special City Council Meeting

Wed, Nov 18
Public Works Advisory Board Meeting

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November							2015
Su	M	Tu	W	Th	F	Sa	
1	2	3	4	5	6	7	
8	9	10	11	12	13	14	
15	16	17	18	19	20	21	
22	23	24	25	26	27	28	
29	30	1	2	3	4	5	



CMB/CSD Joint Powers Agreement Meeting

CMB/CSD Joint Powers Agreement Meeting

November 12, 6:00 PM @ Morro Bay Community Center Multi-Purpose Room
1001 Kennedy Way
Morro Bay, CA 93442

[More Details](#)



Community Development

11-24-15 Planning Commission Meeting

November 24, 6:00 PM @ Veteran's Memorial Building

[More Details](#)



Community Events

Morro Bay Thanksgiving Community Dinner

November 27, 1:00 PM - 3:00 PM @ Morro Bay Community Center

You are invited to join family, friends, and the community to enjoy a free Thanksgiving Dinner. If you cannot make it to the Community Center due to illness or lack of transportation; meals will be delivered by Morro Bay Peace Officers to Morro Bay residents only. WANT TO HELP? Need help cooking, serving, decorating, singing, juggling, leading the Hokey Pokey. AND/OR Bring canned or non-perishable good to the dinner for distribution at Monday Night Meals at the Veterans Memorial Building and the Salvation Army. NEED A MEAL DELIVERED? Call Morro Bay Senior Center @ (805) 772-4421 HOSTED BY Morro Bay Police Officers Association, Morro Bay Seniors, and Art Goes Places SUPPORTED BY The City of Morro Bay, Albertsons, Inn at Morro Bay, The Lions Club, Guerrilla Gardening Club, Top Dog Coffee, Kitzman Culligan Water, Cookie Crock, Miner's Ace Hardware, St. Peter's by the Sea, Mission Linen, Eco Rotary Club, Estero Bay United Methodist Church, Dorn Restaurant, and The Historical Soci

[More Details](#)



Main City Calendar

Special Closed Session City Council Meeting

November 10, 4:30 PM @ City Hall Conference Room

[More Details](#)

City Council Meeting

November 10, 6:00 PM @ Veteran's Memorial Hall

[More Details](#)

Special City Council Meeting

Jump To:

- CMB/CSD Joint Powers Agreement Meeting (1)
- Community Development (1)
- Community Events (1)
- Main City Calendar (3)
- Public Works (1)
- Recreation (2)



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Expand All Events

Sunday

Monday

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Friday

Saturday

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01

12-01-15 Planning Commission Meeting

Joint City Council / WRFCAC Meeting

Joint City Council / WRFCAC Meeting

02

03

Harbor Advisory Board Meeting

04

05

06

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08

City Council Meeting

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MB Senior Citizens, Inc. Board Meeting

10

Public Workshop - Trident Offshore Wind Energy Project

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12-15-15 Planning Commission Meeting

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Public Works Advisory Board Meeting

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Morro Bay Community Foundation Board Meeting

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METHOD	LIST NAME	DESCRIPTION
	Agenda - City Council	Notification City Council agenda has posted to the website.
	Agenda - Community Promotions Committee	Notification Community Promotions Committee agenda has posted to the website.
	Agenda - Harbor Advisory Board	Notification Harbor Advisory Board agenda has posted to the website.
	Agenda - MB/Cayucos WWTP Joint Powers Agreement	Notification MB/Cayucos WWTP Joint Powers Agreement agenda has posted to the website.
	Agenda - Measure Q Citizens Oversight Committee	Notification Citizens Oversight Committee agenda has posted to the website.
	Agenda - Planning Commission	Notification Planning Commission agenda has posted to the website.
	Agenda - Public Works Advisory Board	Notification Public Works Advisory Board agenda has posted to the website.
	Agenda - Recreation & Parks Commission	Notification Recreation & Parks Commission agenda has posted to the website.
	Agenda - Tourism Business	Notification Tourism Business Improvement District agenda has posted to the



in electrical, sewer, street maintenance and water fields.



News Flash

METHOD	LIST NAME	DESCRIPTION
<input checked="" type="checkbox"/>	City	
<input checked="" type="checkbox"/>	Community Development	Planning and Building
<input checked="" type="checkbox"/>	Harbor	
<input checked="" type="checkbox"/>	Hot Topics	
<input checked="" type="checkbox"/>	Police Dept	Police Media Releases
<input checked="" type="checkbox"/>	Public Services	
<input checked="" type="checkbox"/>	Public Works	Streets, Water, Engineering, Facilities & Parks Maintenance, Capital Projects, Transit, Storm Water, Wastewater
<input checked="" type="checkbox"/>	Recreation	



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City Tourism Operations Review

The City of Morro Bay is undertaking a routine review of its tourism marketing and promotions efforts. [click here for documents and information on this issue](#).



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The City of Morro Bay is aware of two children being stuck by a needle they found



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Service Requests

Submit a new Service Request

1. Personal Info

2. Where and What

3. Details

4. Confirm

Tell Us About Yourself

Email Address*

staylor@morro-bay.ca.us

First Name

MI

Last Name

Sam

Taylor

Street Address Need a second line?

595 Harbor Street

City

State

Zip

Morro Bay

CA

93442

Phone + Ext Want to provide another?

805-772-6290

Notify me by

Email at

staylor@morro-bay.ca.us



Voice at

805-772-6290



Text at

805-772-6290



* For text notifications, standard text message charges may apply from your wireless provider, depending on your text message plan.

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Service Requests

Submit a new Service Request

1. Personal Info

2. Where and What

3. Details

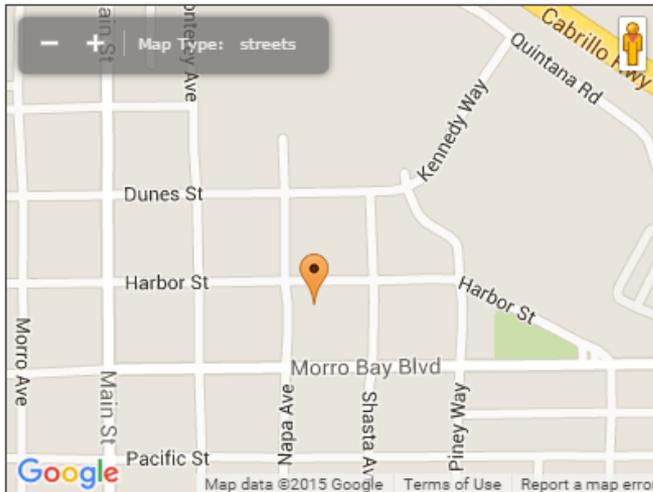
4. Confirm

Please provide us with the following information regarding your request:

Where is the issue?

Search for an address, or drag the pin to the map to mark the location of the issue.

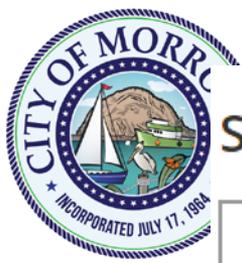
595 Harbor Street



What type of issue? *

Economic Development

Continue with Request



Service Requests

Submit a new Service Request

1. Personal Info

2. Where and What

3. Details

4. Confirm

Enter any comments you may have regarding this issue:

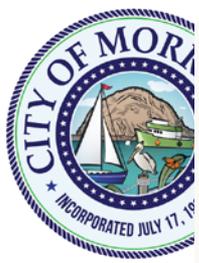
I have an idea for economic development!

Files

For certain issues, it's helpful to provide photos or documents to help us understand the issue. If you have any such files, please add them here.

Upload files

Submit Request



Service Requests

Submit a new Service Request

1. Personal Info

2. Where and What

3. Details

4. Confirm

Thank you

Your service request has been submitted. Below are the details. Please keep this information for your records. We will notify you when there are updates to the status of your request, based on your selected notification preferences.

Request ID: 412

Your Comments

I have an idea for economic development!

What

Economic Development

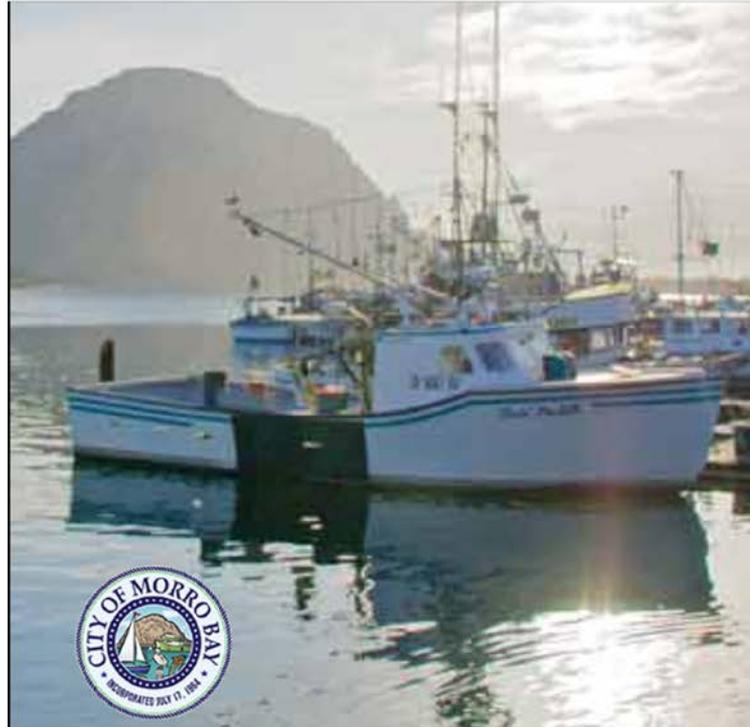
Where

595 CA-1, Morro Bay, CA



What would you like to do now?

- [Submit another request](#)



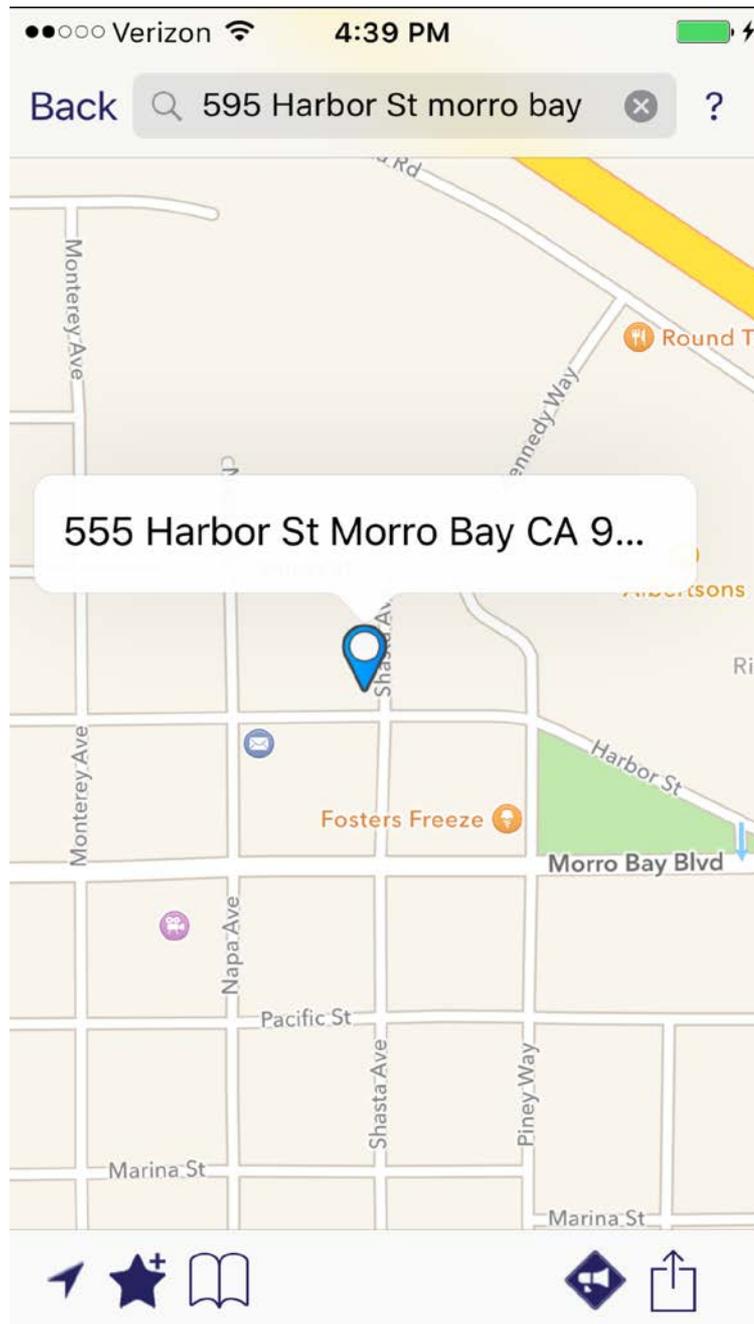
 Report an Issue

 What's Around Me?

 City Website

 Watch Meetings

 Like/Follow Us





To begin a new service request select an issue type.

Ask Us/General FAQs >

Business Issues >

City Facilities

Graffiti Issues >

Housing/Neighborhood Issues >

Parking Issues >

Parks Issues

Road/Street Issues >

Sanitation Issues >

Street Sign Issues >

Traffic/Street Lights >



●●○○ Verizon 4:40 PM

[← Back](#) **Comments and Photos**

I have an economic development idea!

0 photos **Submit Request**





Done

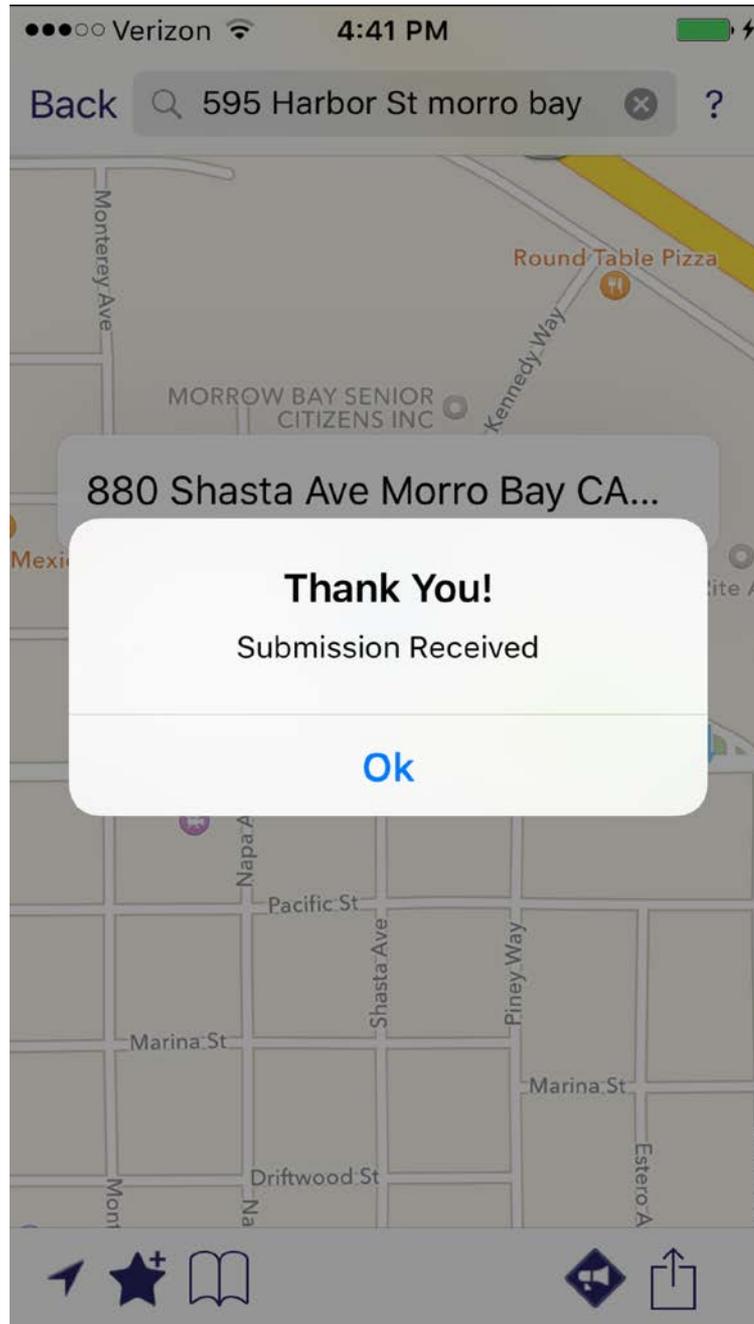


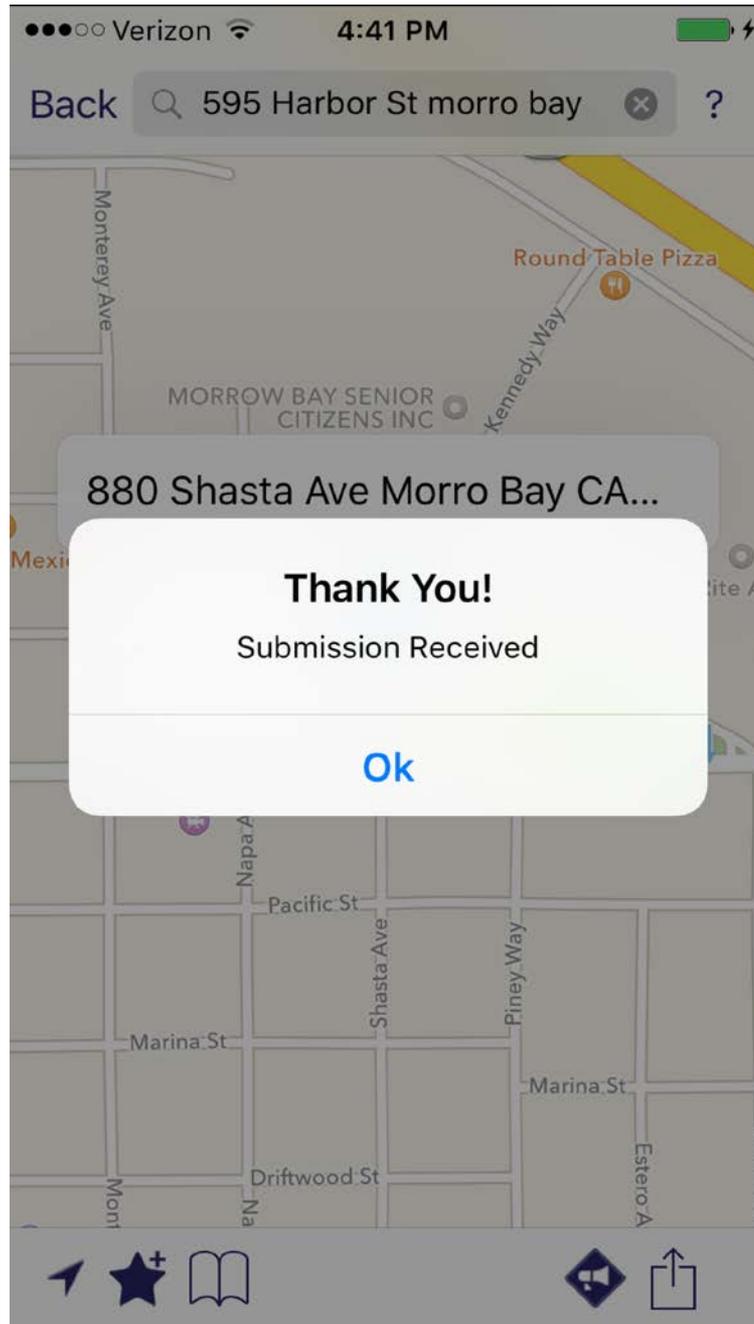
Sam Taylor
Deputy City Manager
Administration

Harbor Street
Morro Bay CA 93442
morro-bay.ca.us

Bus: (805) 772-6299
Fax: (805) 772-6572
staylor@morro-bay.ca.us









What Open

Economic Development

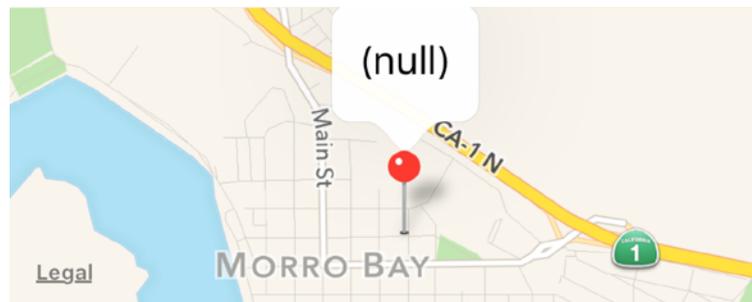
I have an economic development idea!



When

Reported 43 seconds ago
Last update 43 seconds ago

Where





Verizon 4:41 PM

< Messages (1) (805) 250-4168 Details

Text Message
Friday 3:30 PM

Your request with Ciy of Morro Bay, CA has been created. <http://r2g.me/D8Mzg0>

Today 4:41 PM

Your request with Ciy of Morro Bay, CA has been created. <http://r2g.me/D8NDEz>



Text Message

Send



Back to Messages 4:42 PM morrobayca.qscend.com

Ciy of Morro Bay, CA

Economic Development

Location

901-947 Shasta Ave, Morro Bay, CA

Status

Open

Comments

I have an economic development idea!

History

+ Created a minute ago

I have an economic development idea!





Economic Development

Location

901-947 Shasta Ave, Morro Bay, CA

Status

Closed

Comments

I have an economic development idea!

History

- +** **Created 3 minutes ago**
I have an economic development idea!
- 💬** **Activity entered now**
What a great idea! Thanks so much for taking the time to share. We'll implement it right now.
- ✓** **Closed now**
What a great idea! Thanks so much for taking the time to share. We'll implement it right now.





City of Morro Bay Government Organization

Create Call to Action Share

Promote

THIS WEEK

9,622
Post Reach

1,124
Post Engagement

0
Website Clicks

Recent

2015

2014

Timeline About Photos MBEOC Twitter More

1,467 likes +28 this week

9,622 post reach this week

View Pages Feed See posts from other Pages

Boost Your Post "Today the ..." is performing better than 80% of your recent posts.

Promote Your Page for \$5
Connect with more of the people in United States

Promote Page

ABOUT

Morro Bay, California

(805) 772-6205

Add Price Range

http://www.morrobayca.gov/

APPS



Status Photo / Video Offer, Event +

Write something...

City of Morro Bay shared Amanda Starrantino's photo.
Published by Sam Taylor (?) · 2 mins ·

What a gorgeous photo of Morro Bay taken by KSBY's Amanda Starrantino last week!



Amanda Starrantino in Morro Bay, California Like Page



City of Morro Bay November Information

City enhancing ways we share information, receive feedback



The new City of Morro Bay Website launches in early November, and will include a community calendar.

My Morro Bay/Service Requests: While our current website has “Let Us Know” to share feedback, ask questions or make comments, it’s not the most functional system. We’re working to bring you My Morro Bay, a smartphone app and new website service request system that will allow you to easily snap a photo around the community of a pothole, or fallen tree limb, and then send it to staff to make the fix. Community members will get direct updates about their request, including an automated phone call if they ask for one. We hope to have this system go live with the launch of the new website.

Social Media: Finally, we’d encourage folks to participate on our social media feeds on Facebook and Twitter. On January 2, the City’s Facebook page had 215 “likes,” or people who received status updates. As of October 12, some 1,254 people have liked the page. We want to create a place for healthy, respectful community conversation. Join us at the links below!

The challenge for any community government that truly believes in making sure it’s a government of, by, and for the People is to make sure that those people have a say.

We’re working hard to enhance how we share information with you, and how you can give feedback to us, ask questions or seek help. Here’s a sneak peak at some new efforts:

New Website: We want to make sure that the City website is the community’s knowledge repository for all things about their local government. It should be simple to use and easy to find the information you’re looking for. We’ve been working since June to build a fully renovated website that will be easier to navigate. We also want the website to be a sort of community gathering place. People can contact us about events and we will share them directly on the website’s new community calendar. The site will also be much easier to use on a smartphone or tablet. We’re aiming to launch the first weeks of November. Keep an eye out at www.morro-bay.ca.us.



The new My Morro Bay app will allow community members to notify us of issues from any location in the City.

Online: morro-bay.ca.us



twitter.com/cityofmorrobay



facebook.com/cityofmorrobay



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Your first name

Your last name

Your email address

SIGN UP

RECENT POSTS

Downtown SLO Farmers' Market Has a New Vision

Mustang Madness For Charity

Morro Bay Police Shoot Burglary Suspect

Deadline today for Beckett family benefit dinner, silent auction

Big News at Poly's Tech Pitch

Search ...

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November 2015

October 2015

September 2015

August 2015

July 2015

BAY NEWS, THE VIEW FROM HARBOR STREET

LOOKING BACK AND AHEAD; YOUR PARTICIPATION IS NEEDED

OCTOBER 28, 2015 WEB EDITOR

A View From Harbor Street
By David Buckingham ~

What in the world has the City been up to? What are we thinking about next? The answers to those questions, and more, will be featured at a specially formatted regular meeting of the Morro Bay City Council on Tuesday, Nov. 10.



David Buckingham

One purpose of the meeting is for the community to review what we've accomplished this year, and to look ahead to items coming in the months ahead. Here's a quick preview of the meeting:

- First, Mayor Jamie Irons will provide an overview — putting the past year, and the year ahead, in context. The City staff will then provide an update on City goals, the budget, and recommendations made by the Management Partners review. The meeting will end with an update on all the primary ways

the City is communicating with our residents, including a roll-out of our new website and new community interaction platform — "My Morro Bay."

- City goals: Last February the City Council refined our 10 City goals, and approved more than 70 specific objectives for this fiscal year (July 1, 2015 to June 30, 2016). Many have been accomplished, and many others remain in progress.

We'll review what's been done, what's coming up, and have a discussion on the pace of change.

- Budget: This section will be a quick look — good news — at how

SUNSET DROVE VIDEO OVER CENTRAL COAST



LIKE US ON FACEBOOK



You like this



TP Tolosa Press
1 hr

STORY: Making a Home on Tiki
~ Now imagine you live on a 29-foot sailboat hooked up to a mooring ball in Port San Luis Harbor. Sounds ok for a single guy right? Throw in a wife, a 16-year-old daughter and a 10-year-old daughter and you would be the Rider family.

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TWEETS 175 FOLLOWING 21 FOLLOWERS 66 LIKES 34

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City of Morro Bay

@CityOfMorroBay

Located on the Central Coast of California, Morro Bay is a premier beachfront tourist destination and business incubator. Header photo by resident Liz Miller.

Morro Bay, CA
morro-bay.ca.us

52 Photos and videos



Tweets Tweets & replies Photos & videos

City of Morro Bay Retweeted
Morro Bay @morrobaytravel - Nov 7
 Registration for the Winter Bird Festival opens today! 200+ bird species regularly seen here during the Festival! bit.ly/1JpnyUg

City of Morro Bay Retweeted
juanc @jcantHero - Nov 6
 @CityOfMorroBay #MorroBay #SanLuisObispo @BadalonaTurisme #Badalona #PortdeBadalona #similarlandscapes



New to Twitter?

Sign up now to get your own personalized timeline!

Sign up

You may also like - Refresh

- Morro Bay Police @MorroBayPD
- Morro Bay @morrobaytravel
- Morro Bay Life @MorroBayLife
- AvocadoMargaritaFest @AvoMargFest
- Morro Bay Chamber @MorroBayChamber

Trends

- #LoveYourCurls
- Promoted by Dove
- #LoveYourself



Looking Ahead to 2016



Annual Goals Update

Looking Ahead (Tentative)

- Dec: Aquarium Proposal / Styrofoam Ban Decision
- Jan: Alternate Model for TBID / GP/LCP Award
- Jan: FY16/17 Goals and Objectives
- Feb: Secondary Unit Ordinance / Streets Financing
- Mar: Sign Ordinance / Events Policy Decision
- Apr: Downtown Waterfront Strategic Plan?
- May: FY 16/17 Budget Process



Summary of Recommendations

- ✓ **Recommendation #1.** Modify Goal 1.c to: “WRF Property MOU. Negotiate and finalize an MOU, subject to appropriate Environmental Review, for the purchase of appropriate and sufficient property to construct a WRF consistent with previously adopted Council Goals.

- ✓ **Recommendation #2.** Modify Goal 3.e to: Develop a Downtown Waterfront Strategic Plan for implementation and certification with design guidelines to establish the identity and vision of the Downtown / Waterfront core of Morro Bay.

- ✓ **Recommendation #3.** Remove Objective 6.d (Tri-W Property) from the work plan. Staff does not have resources (time) to work objective 6.d, Tri-W Property.



Summary of Recommendations

- ✓ **Recommendation #4.** Remove Objective 7.g (Sidewalk Improvement) from the work plan. Objective 7.g, Sidewalk Improvement, was not funded.
- ✓ **Recommendation #5.** Remove Objective 7.i (Street Signs) from the work plan. Objective 7.i, Street Signs, was not funded.
- ✓ **Recommendation #6.** Remove Objective 7.j (Wayfinding Signs) from the work plan. Objective 7.j, Wayfinding Signs, was not funded.



Annual Goals Update

Summary of Recommendations

- ✓ **Recommendation #7.** Remove Objective 8.e (QOL Survey) from the work plan. Objective 8.e, QOL Survey, was not funded.

- ✓ **Recommendation #8.** Remove Objective 10.f (Water Metering and Billing) from the FY15/16 work plan pending additional staff analysis.

- ✓ **Recommendation #9.** Approve Staff Recommendations for timing of work on Management Partners recommendations as recommended in Attachment 1.