



**August 5, 2019**

It has been a very busy summer season for Morro Bay. Tourism is up 4% overall from last year, in terms dollars generated by overnight stays. This is great news for the City and community! However, with this benefit comes increased stress on important City functions like trash pick-up and restroom cleaning to name a few. With that in mind, I would love to give a shout out to the Public Works Consolidated Maintenance Team, and Harbor Patrol for a key assist, in working extra hard to keep our community clean with the increased number of visitors. This small crew accomplishes a lot, on top of keeping our community clean (their recent accomplishments are outlined on the Public Works section of this update). The City will be exploring ways to deal with the impacts of increased number of visitors later this fall.

On another note, I have added a new section to the City Manager's Update: City Goals. Each update will include a review of one of the City's 4 major goals (Financial and Economic Sustainability; Public Infrastructure; Community Engagement; and Updating Land Use Plans). This update discusses the City's economic development roadmap and our important partnership with the [Morro Bay Chamber of Commerce](#).

Please review the Update and let me know if you have any questions or thoughts about how to make the report more useful. Have a wonderful week! Feel free to share your thoughts with me by email at [scollins@morrobayca.gov](mailto:scollins@morrobayca.gov) or phone at 805-772-6206.

Sincerely,

Scott Collins  
City Manager

## City Goals – Financial and Economic Sustainability



[City Council's top priority](#) is achieving financial and economic sustainability for the City and community of Morro Bay. The decommissioning of the Power Plant in 2012 resulted in a significant loss of revenue to the City's General Fund and the Harbor Enterprise Fund through property and payroll tax decreases and lease revenue cessation or reduction. Revenues from the Power Plant once allowed the

City to operate in a way that is no longer sustainable.

A smart, strategic move to grow an industry poised to lead the development of Morro Bay's economy at the time happened in 2009. A Tourism Business Improvement District, or TBID, was formed by hoteliers a few years before the Power Plant was shuttered. The work of Morro Bay TBID, compounded by the concurrent work of regional and state tourism agencies, has induced significant tourism growth for our City. The tax revenue for the City's General Fund that is paid by visitors helps our City to pay for essential services but these revenues alone, subject to forces of nature and market whims, are insufficient to allow our City to stay solvent in the long term. The City must diversify its revenue.

City Council adopted the [Economic Development Roadmap](#) in 2017 because it recognized the need to chart a sustainable course for Morro Bay. The roadmap was developed through significant outreach to businesses and community members and market research. It provides a plan of action to move Morro Bay forward through economic uncertainty toward prosperity without losing the charm and small-town vibe that make this such a wonderful place to live, work, learn and play.

Any good plan must be implemented – i.e. action must take place – in order to achieve declared outcomes. Without implementation, a plan becomes nothing but a good idea encased in a binder sitting on a shelf in the City Manager's bookcase. That's where the Morro Bay Chamber of Commerce comes into play. The City and Chamber recently entered year two of partnership to bring the plan to diversify and strengthen Morro Bay's economy to life. The Chamber organization, with its collective expertise in business support and development, facilitation, marketing and economic analysis, is the perfect partner for the City. Moving into the new Fiscal Year (July 2019 – June 2020) the partnership is focused on the following objectives:

- Support existing local businesses by providing free access to business education, main economic indicator data, and regional market trends.
- Review the commercial development permitting process, identify "pain points" that are creating unnecessary barriers to new investment, and advise changes that would achieve measured economic revitalization and diversification.

- Market Morro Bay as a place to do business by promoting the City's successes. A first example of this effort is with the publication of a front-page story in Pacific Coast Business Times that you can read here:  
<https://www.pacbiztimes.com/2019/07/19/morro-bay-plans-100-million-makeover-to-attract-more-visitors/>

By focusing on these efforts, and utilizing the skills and resources of the Chamber staff, its volunteer Board of Directors and committee members, and its general membership that encompasses all the industries we have in the city, we hope to strengthen the businesses we have and attract new businesses to town to enhance our economic vitality.

This effort, combined with enhancing tourism marketing efforts, tightly managing City expenses and considering revenue enhancement opportunities, should put the City and community on a path to fiscal and economic sustainability.

## Public Works

### **Water Reclamation Facility (WRF) Program Update**

The City is making progress on several fronts regarding the Water Reclamation Facility (WRF) program, including nearing completion of design for the advanced treatment facility, permitting the overall program, and working with the state on a low-interest State Revolving Fund (SRF) loan and grant.

#### **WRF Permitting, Design/Construction**

The California Coastal Commission (CCC) unanimously approved the Coastal Development Permit (CDP) for the WRF program at its July 11, 2019 meeting in San Luis Obispo. Permitting work for water quality is on-going with the State and Regional Water Quality Control Boards. More information to come.

The WRF team is working through the next stages of permit and design work on the facility, pipeline conveyance system and injection wells system. The City is still on target to begin construction of the facility in Sept./Oct. 2019. More information to come on that soon.

#### **WRF Funding Update**

As mentioned in the previous City Manager's Update, the City received good news on June 18, 2019 in Sacramento. The State Water Board approved its Fiscal Year 2019/20 Intended Use Plan for wastewater and water project funding. The City of Morro Bay's WRF project was approved to be part of the IUP for 2019/20. This means the City is primed to receive up to \$105,000,000 in SRF funding (low-interest loan and a grant of \$5M) in Fiscal Year 2019/20. The City has re-engaged its rate consultant to review the different scenarios on the SRF and WIFIA financing and will work closely with the staff at the State Water Board and the U.S. Environmental Protection Agency (EPA) to determine the optimal blend of those financing sources. City staff has engaged with a rate consultant to analyze the potential rate impacts and present that information to the Citizen's Finance Advisory Committee and Council once we

have more information. The City is also completing the last few remaining pieces to finalize the loan agreement with the U.S. Agency on the WIFIA low-interest loan.

## **Consolidated Maintenance Update - Top Results for the Last Four Weeks**

### **Streets**

- Dug out damaged asphalt area at the 500 blk. of Zanzibar. Base, compact and pave back with Hot Mix Asphalt (HMA). Also, repaired berm with HMA at the 800 blk. of Marina.
- Filled several potholes around town with Cold Mix Asphalt.
- Dug out a 30'x 5' damaged asphalt area on the 300 blk. of Mindoro. Base/compact for temp. repair.
- Pour and finish concrete in old tree well that was too close to driveway at the 600 blk. of Morro Ave.
- Trimmed roadside vegetation for better line of sight at the corner of State Park Rd./South Bay Blvd.

### **Trees**

- Trimmed several trees around town out of the Right of Way for hazard reduction.
- Cut and haul large fallen limbs at Del Mar Park, 800 blk. of Napa, and 300 blk. of Anchor.
- Cut and haul posted for removal tree at the 300 blk. of Mindoro.
- Planted 11 trees around town. Installed root barrier, tree stakes and soil.

### **Bayshore Bluffs, Morro Cove, North Point**

- Filled trails with DG and compacted. (Also did stairs to beach at N. Point.) Weed abatement at all.

### **Cloisters**

- Replaced broken water line on drinking fountain.

### **Rock**

- Installed 5 memorial plaques on concrete benches along Rock lookout area.

### **City Hall**

- Re-organized front office spaces for efficiency. Replaced 9 soiled carpet tiles in conference room.

### **MBCC**

- Serviced operable wall and installed new shut off limit switch in upper assembly.

### **Facilities**

- Trimmed shrubs and weeded around most City facilities.

### **MBFD**

- Repaired AC discharge component for proper drainage.

**MBPD**

- Cleared sewer clog in station by snaking cleanouts.

**Tidelands**

- Installed barrier fencing in designated areas for 4<sup>th</sup> of July Family Fun Day.
- Repaired several components of irrigation for proper operation.
- Rebuilt and secured ladder handrail for playground ship.
- Cleared major sewer clog by snaking lateral to main from restroom and fish cleaning area.

**Coleman**

- Pulled toilet to replace wax ring and repair hold down collar.
- Repaired flush valve with new parts in Men's restroom.

**Lila Keiser**

- Remove rotted fascia boards around S. end of restroom. Install new fascia, drip edge & caulk seams.

**Centennial**

- Concrete fill in the voids on the tops of 20 wood pilings used to construct the staircase.
- Replaced 2 deck boards and repaired the undercarriage stringers.



Photos: Trees planted on Quintana.

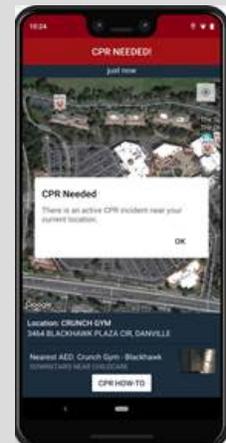
## Morro Bay joins PulsePoint, a Chance to Save a life and Keep Informed



We are pleased to announce the launch of PulsePoint in Morro Bay! As part of our regional San Luis Obispo County Dispatch, we are part of the multi community approach in the implantation of this great app that will save lives, engage our community in our daily incidents, and give us one more avenue to notify our City employees, volunteers,

and citizens with important messages such as evacuations, situational updates, and re-populations.

PulsePoint is a Smartphone app designed to improve cardiac arrest survival rates through improved bystander performance and active citizenship. PulsePoint empowers everyday employees, volunteers, and citizens to provide lifesaving assistance to victims of sudden cardiac arrest. App users who have indicated they are trained in CPR and willing to assist in case of an emergency can now be notified if someone nearby is having a cardiac emergency and may require CPR. If the cardiac emergency is in a public place, the location-aware application will alert trained citizens in the vicinity of the need for bystander CPR simultaneous with the dispatch of our crews to the medical emergency. The application also directs these citizen rescuers to the exact location of the closest publicly accessible Automated External Defibrillator (AED). Note: User notification only occurs after the 9-1-1 system has been activated.



PulsePoint also keeps our community engaged and informed. After signing up for the app on your IOS or Android device, any person can keep informed of the Fire Department and Harbor Department responses in real time. You will be able to look up if there is a vehicle accident in the community or the smell of smoke in Morro Bay is an approaching wildland fire and you be able to connect our radio frequencies through the PulsePoint app. In addition, PulsePoint will offer us another notification channel for instructions to our CERT members, evacuation notices, or simply situational awareness.



When our regional 911 dispatch receives a call of someone suffering from a heart attack in a public place, dispatchers will send an alert to the PulsePoint app as they dispatch first responders to the scene. Anyone near the scene who also downloaded the app will be alerted and can then provide life-saving CPR.

PulsePoint also notifies app users of the closest publicly accessible automated external defibrillator (AED) by displaying a map in relation to the user's location. Special training is not required to operate an AED; the automated device will guide the rescuer through the process

step-by-step. Public access AEDs are registered with the County Emergency Medical Services Agency.

**How to sign up with your smart phone**

Add the free PulsePoint App from your App Store (IOS or Android). When you open you App, **push yes** to having access to your location, **yes** to allowing notifications, and **yes** to following SLO County Fire. If you are signing up at home that has a possible different dispatch system, you can go to the menu and select SLO County Fire. You can add or delete your different agencies and how you want to be notified for notifications.

**Desktop Link:**

The link below is for your desktop computer, it will show all the incidents dispatch by our regional County Dispatch including Grover Beach, Arroyo Grande, Oceano, Morro Bay, Cayucos, Cambria, Templeton, Los Osos, Santa Margarita, San Miquel, and all mutual aid in the County.

<https://web.pulsepoint.org/?agencies=40555>

**Highlights and FAQs link:**

<https://www.pulsepoint.org/category/highlights/>

<http://www.pulsepoint.org/pulsepoint-respond/#faqs>

The last three years, the Morro Bay Fire Department has trained over 2,000 citizens and visitors “Hands Only CPR.” We believe PulsePoint will be a powerful tool in our efforts to increase our cardiac arrest survival rates in our community. You can also choose to be notified of incidents by type when they are dispatched and listen to radio traffic straight from the app. We hope you take this opportunity to look at PulsePoint and if you have any questions, please don’t hesitate to contact us at the Fire Department, 805-772-6242



**Be prepared when your electrical power goes out**

Our community’s electrical power has been off during significant events in our community such as flooding, earthquakes, and our winter storms. As we have seen in the recent years, California wildfires has grown causing major destruction to many communities. The community of Morro Bay is not in a high hazard wildfire location, but we will be affected by any large conflagration within San Luis Obispo, Santa Barbara, and Monterey Counties.





To reduce the risk of wildfires, PG&E has developed a Community Wildfire Safety Program. One component of this program, called Public Safety Power Shutoff, involves proactively turning off electricity if extreme fire danger conditions exist. Should conditions allow, PG&E will notify customers in advance of a power shutoff. Additionally, customers who are part of the PG&E Medical Baseline Program may receive advanced notifications. For more

information about PG&E's Medical Baseline Program, please visit PG&E's website ([www.pge.com](http://www.pge.com)) to download an application or call PG&E at 1-800-743-5000.

If you feel that a power outage could adversely affect your health, or you rely on powered medical equipment, we urge you to plan. Even if local emergency planners initiate evacuations based on power outages, we encourage you to stay with friends and family outside of the affected area.

If you plan to stay at your home:

- Ensure you have a battery powered radio so you can receive emergency information.
- Consider purchasing a generator and back up batteries for your medical equipment and devices.
- Have emergency food and water supplies for several days.

You can visit <https://prepareforpowerdown.com> for general information about the program, as well as more detailed information regarding power planning for electricity and battery dependent assistive technology and medical devices.

Please call (805) 781-5011 if you have any further questions about PG&E's Public Safety Power Shutoff Program. If you have questions on what you can do to prepare yourself for any power shutoff, give us a call at the Fire Department, 805-772-6242.

## Police

### **Promotions**

Congratulations to Sgt. Dale Cullum and Mark Martin for their recent promotions. On July 3, 2019, Officer Cullum was promoted to Sergeant. Sgt Cullum has been in Law Enforcement for 23 years joining Morro Bay Police department in January 2010 as an Officer, Senior Officer, Field Training Officer, Detective and Acting Sergeant. During the promotional process, several of his fellow officers expressed that their biggest mentor was Officer Cullum. He has given them wisdom and guidance as an officer and general life experiences. We look forward to watching as Sgt. Cullum continues to mold and shape the future of this department into something that we can all be proud of.

On July 25, 2019 Corporal Martin was promoted to Sergeant. Sgt Martin has been with Morro Bay Police Department for 17 years and has served as a Corporal for the last 15. We look forward to watching Sgt. Martin lead his team and do amazing things for our department and city.

### **Underage Tobacco Enforcement and Compliance Operation**

Special thanks to the following who participated in Morro Bay PD's grant funded tobacco enforcement and compliance operation:

Sgt. Dale Cullum

Officer Thomas Nolen

San Luis Obispo County Ashley Allen

Decoys Amber and Noah.

We sent officers along with their assigned decoys out to 13 tobacco retail stores throughout our city. Unfortunately, three of the tobacco retail stores were out of compliance and sold tobacco product to underage decoys. All three of the retail employees received a misdemeanor citation. In the near future, our agency will be conducting additional tobacco compliance checks.

## Harbor

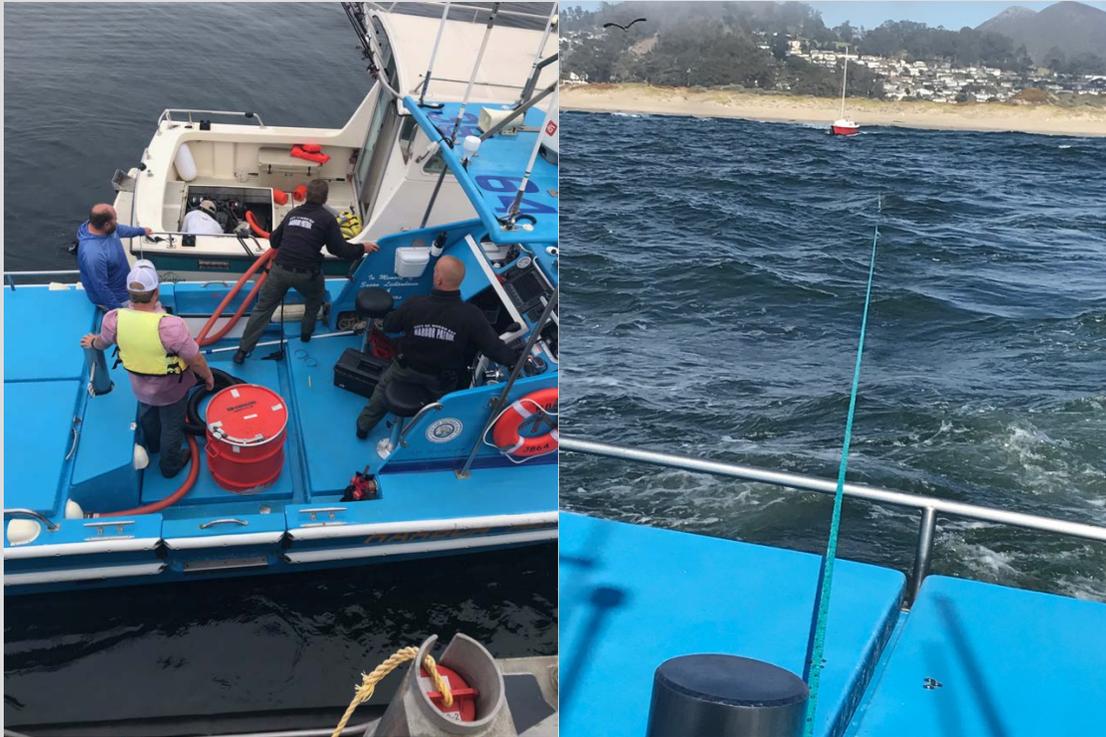
Harbor Patrol was involved in a few calls of interest the last few weeks. A capsized kayaker spent many hours in the water off Montana de Oro before being able to alert someone he needed help. Harbor Patrol Rescue Watercraft (RWC) and Patrol Boat were dispatched to rescue the fisherman and plucked him out of the water. A close call for the angler who spent the next 5 days in the hospital recovering from complications from the cold-water immersion.

A recreational boat requested emergency assistance as their boat was sinking several miles offshore due to a crack in their exhaust hose. Harbor Patrol (as seen in photo) were able to get a dewater hose in the boat and quickly patch the leak while taking the boat back in tow.

A 17' sailboat took a hard course outside the harbor and ended up coming into the beach on the sandspit south of the South Jetty. Harbor Patrol and Beach Lifeguards were able to swim a line into the shore and successfully tow the boat back off the beach (pictured) and return the 2 people safely back into the harbor.

These types of emergencies are part of what the Harbor staff continually trains on with Coast Guard, Lifeguards and Fire Department personnel. Last week Harbor Patrol trained in repetitious pick-ups, rescuing all 100 Junior Lifeguards with the RWCs.

The fog and wind have been a bit relentless lately at the beach with about 150 people a day during the week and up to 500 beach patrons on the weekend days. We are starting to look forward to our glorious fall weather.



Photos: Harbor Patrol assisting boaters

## Tourism

### **2019/2020 Morro Bay Marketing Plan**

Mental Marketing and Morro Bay Tourism launched the board approved #VacationRules campaign in the fall of this year with KPIs showing great success on year-over-year response to ads. The Morro Bay Tourism Board has recently approved the 2019/2020 Marketing Plan which continues to build on the current campaigns while at the same time incorporating the Morro Bay Tourism Strategic Plan in key objectives moving forward. Below are examples of how we will reach those objectives.

### **Long-term Vision**

The strategic focus on the stabilization of the destination into the future includes promoting art, culture, and the national estuary. Messaging will be to educate visitors on how to care to Morro Bay as if it was their home.



**Hashtag Program**

Morro Bay Tourism and Mental Marketing have put together a #hashtag messaging program to implement across all outreach platforms including long format blogs, press releases, landing pages, short format digital ads, and social media. Building community relationships is vital to grow the hashtag program.

Overall MB Tourism Brand Hashtag: #morrobaycation  
 Current MB Brand Campaign Hashtag: #vacationrules

**Demographics**

Increase campaign driven revenue by fine tuning geographic and demographic outreach based from actionable data.

**LIFESTYLE TARGETS**

ON THE GO TRAVELER  
 HIP MILLENNIAL AND INFLUENCER  
 BUDGET CONSCIOUS FAMILIES

**Monthly Press Releases**

Craft story ideas in line with the Morro Bay brand and key messaging strategy, which also capitalize on current travel trends such as families taking vacations year-round, an increase in traveling millennials, and food tourism’s expansion beyond food.

**Visiting Journalist Program**

Target specific journalists, including those who write for the more affluent traveler, and host them resulting in feature stories that generate demand for Morro Bay lodging.

## Blog

Found on [morrobay.org](http://morrobay.org), these long form local stories, tips, and information are for those who want to read more about Morro Bay.

Vacation Rule #8 **THE COAST IS CLEAR!**



Get Mid-Week Savings Here! #morrobaycation

MORRO BAY  
PUT LIFE ON COAST

## Midweek Growth

Lift occupancy by growing demand through increased media buy and focusing on midweek growth. Continuing to strengthen midweek savings messaging will also lead to growing length of stay.

## Recreation

### Special Events



Recreation Services was proud to present our annual 4<sup>th</sup> of July Family Fun Day at Tidelands Park. We had a fun filled day with two local bands, a magic show, our annual bike parade, delicious food and drink vendors, family games, bounce house, a carnival for the kids, and close to 2000 participants.



July 20, 2019 was the 50th Annual Brian Waterbury Memorial Rock to Pier Run and 8th Annual Half Marathon. We had 1,184 participants register for the combined events this year. Breakfast was prepared and served by the Bay Osos Kiwanis Club (pancakes, fruit, sausage, and beverages). Kitzman's Culligan Water provided the water for our event this year as well as the past 30 years. A wonderful warm-up was provided by FitnessWorks staff and music was provided by the Crisptones. Our junior lifeguard and pool lifeguard staff provided first aid along the course and our youth services and sports staff provided the muscle! Results can be found at <https://results.rmaces.live/Central-Valley-Timing/events/2019/brian-waterbury-memorial-rock-to-pier-run-and-rockn-around-the-pier-half-marathon/results>.

Our race is the oldest running event on the Central Coast. Thank you to San Luis Distance Club for your continued support of the run.

## Seniors

July is usually a “quiet” month as many of our members travel to see family or take trips. We did hold our summer Cuesta classes as well as starting a Rummikub group, relaxed with a wine tasting and filled the bus for our trip to Chumash Casino. Guess it wasn't that quiet after all! August ramps back up as all the Cuesta classes begin with a new class on Current Events being offered. We are also excited about our first ever Chili Cook Off competition complete with celebrity judges!



Seniors receiving some excellent wine education from winemaker and owner  
Glenna from Symbiosis Wines

## Aquatics Programs

Our current pool schedule is M- F 6:00 am to 9:00 am and M-F, 11:00 am to 2:00 pm and Saturday/Sundays 11:00 am to 4:00 pm for lap swim. Recreational Swim will be available on Tuesday/Thursday 12:00 pm to 2:00 pm and Saturday 1:00 pm to 4:00 pm.

Summer swim lessons are underway. We are fortunate to have the support of the Community Foundation of Estero Bay who will be providing free swim lessons this summer to families that qualify. Space is still available.

## Sports

Summer Adult Softball is currently underway. Leagues are playing on Monday Nights (Coed) and Tuesday nights (Masters). Registration is now open for the 2019 Morro Bay Classic Labor Day Tournament.



Registration is now closed for the 2019 Estero Bay Youth Soccer League. Coaches meeting was held on August 1, 2019 and practices will begin the week of August 19.

In the ocean, the Morro Bay Junior Lifeguard Program session 2 is underway with 100 boys and girls participating. We had a visit to the Harbor Patrol and Coast Guard offices this week and were visited by the John Wayne Cancer Society's Block the Blaze Program.

## Youth Services

- Youth Services:
  - Kids Camp is in their last week of our 8 week camp. As summer comes to an end, we look back on all the fun and adventures that were had. We visited SLO for a movie trip, Avila Valley Barn and Pool, and even went all the way to Gilroy Gardens Amusement Park. We scavenger hunted along the Embarcadero, swam at MBHS Pool, kayaked in the bay, and learned how to surf from our very own Junior Lifeguard Instructors. We were fortunate to partner with the Morro Bay City/County Library and have all our campers sign up for their summer reading program as well as participate in their summer programs. We even had our annual Variety Show where kids and staff showcased their amazing talents. A big thank you to the Morro Bay community for supporting our camp and to the awesome Camp Counselors for all of their handwork!





# Cool for the Summer

TOURING MORRO BAY



**Field Trips**  **Monday Fundays**

## Special Days

 **MB Library Partnership** 





KIDS' CAMP ANNUAL  
VARIETY SHOW

# Arabian Nights



# ★ Dress Up Days ★



- Rockies Teen Center and Teen Action Committee
  - Rockies Teen Center hosted our first annual Fortnite Tournament. We had 26 participants in the tournament, and first, second, and third place all went to 11 year old local kids. Look out for our next tournament in late August!



## Finance

### Community Meeting For City Fee Study

Please join us at the Veterans Memorial Building, 209 Surf Street, August 8, 4:00-6:00 PM, for a community discussion on the City's Fee Study update and proposed increased fees. The fee study can be found on the City's website at

<http://morrobayca.gov/DocumentCenter/View/13486/Revenue-Cost-Specialists-Fee-Study-2019-07-01>

### Applications for Community Grants

The City is currently accepting applications for community grants. Applications are due by 5:00 PM, August 30, 2019 and should be submitted to City Hall, c/o Finance Director. Applications may be [emailed to Jennifer Callaway](#), mailed or hand delivered to 595 Harbor Street, Morro Bay, CA 93442.

The application and Council approved Community Grants Policy that includes a requirement for annual reporting of grant funds as well as a sample City contract awardees will be required to sign can be found on the City's website at:

<http://morrobayca.gov/DocumentCenter/View/13516/Community-Grant-Application>.

Please review all materials carefully when determining if you would like to apply for a City of Morro Bay Community Grant. Grants may be awarded for projects and/or programs that qualify under one of the following categories:

1. Community and Social Services: Funding for programs and services that address identified community needs or problems (as stated in the City's General Plan, action plan, Council Goals, or other policies). These may include, but may not be limited to:
  - a. Crisis Intervention and/or Centers
  - b. Youth Services and Athletics
  - c. Active Adult service agencies
  - d. Health and Safety
  - e. Youth-Serving Agencies
  - f. Social service agencies and programs.
  - g. Bilingual service agencies
  - h. Low-income service agencies
  - i. Homelessness
  - j. Economic Development
2. Cultural Arts, including but not limited to:
  - a. Museum, including artistic, historical or scientific display or education
  - b. Performing Arts, including music and theater arts
  - c. Fine and Visual Arts
3. Project: Funding for one-time projects designed to address a significant community need or problem. City funding shall be limited to a specific timeframe, usually not more than one year.