

# City Council Goals 2025-2027

## Harbor Advisory Board Update

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March 2025





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## CITY COUNCIL **GOALS** 2025 -2029

### *Presentation Outline:*

- Overview of Strategic Goal Setting Process
- Public Engagement Opportunities
- Effect of 10-Year Financial Forecast on Goals
- Status of Current Goals, Objectives and Action Items
- Your Input



# Council Goal Setting Process Overview

- Established by Council Resolution 83-18
- Strategic Planning Framework
  - Ensures Annual Budgets Advance Adopted Goals
- Goal Setting Process Requires substantial public input
- Careful Consideration of Financial Forecast





# Public Engagement Opportunities

- Public Inputs
  - Survey (+500 Responses)
  - Advisory Body Engagement
  - Community Forum (Mar. 13)
  - Council Goal Setting Workshop (Mar. 25)

## SHAPE OUR *future*

Important city objectives are being set in 2025. Here's how you can participate.

### 01 COMMUNITY SURVEY BEGINS

Click the link in the comments to participate.

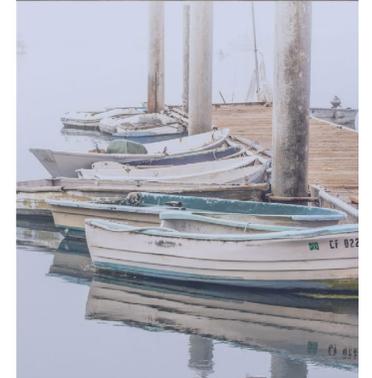
### 02 ADVISORY BODY ENGAGEMENT AND FEEDBACK

### 03 COMMUNITY FORUM

### 04 COUNCIL GOAL SETTING

### 05 BUDGET STUDY SESSION

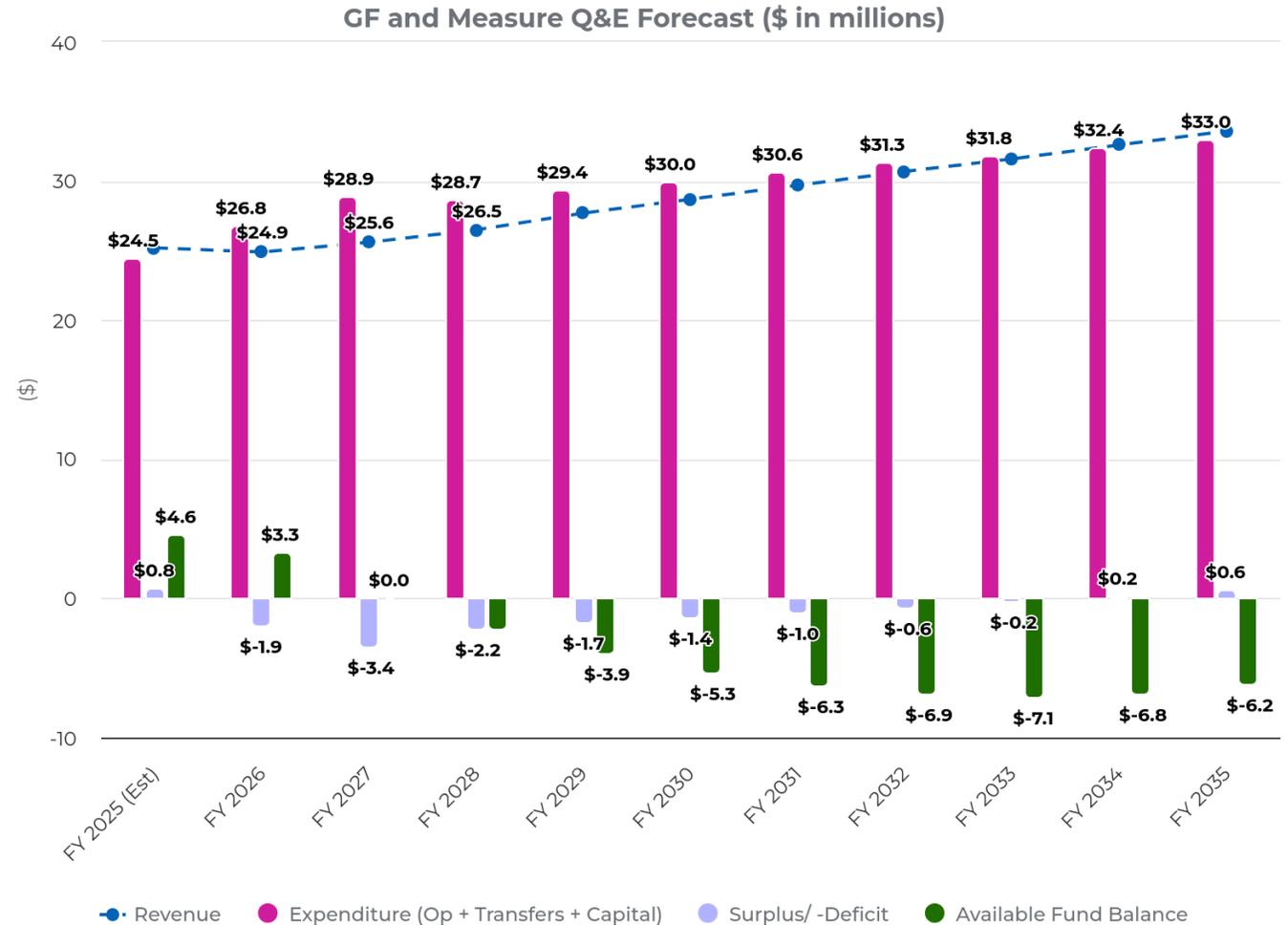
With budget adoption scheduled June 2025.





# 10-year Fiscal Forecast – Overall

- 10-Year Fiscal Forecast
  - Expenditure grows much faster than revenue
  - Fiscal Sustainability = A Balanced Forecast
  - A Combination of Increased Revenue and Decreased Expenditures will be Required to Balance the City's Forecast





# Funding Goals and Objectives- Operating Forecast

- 10-Year Fiscal Forecast
  - Narrow margin for capital projects
  - Fiscal Sustainability = A Balanced Forecast
  - A Combination of Increased Revenue and Decreased Expenditures will be Required to Balance the City's Forecast

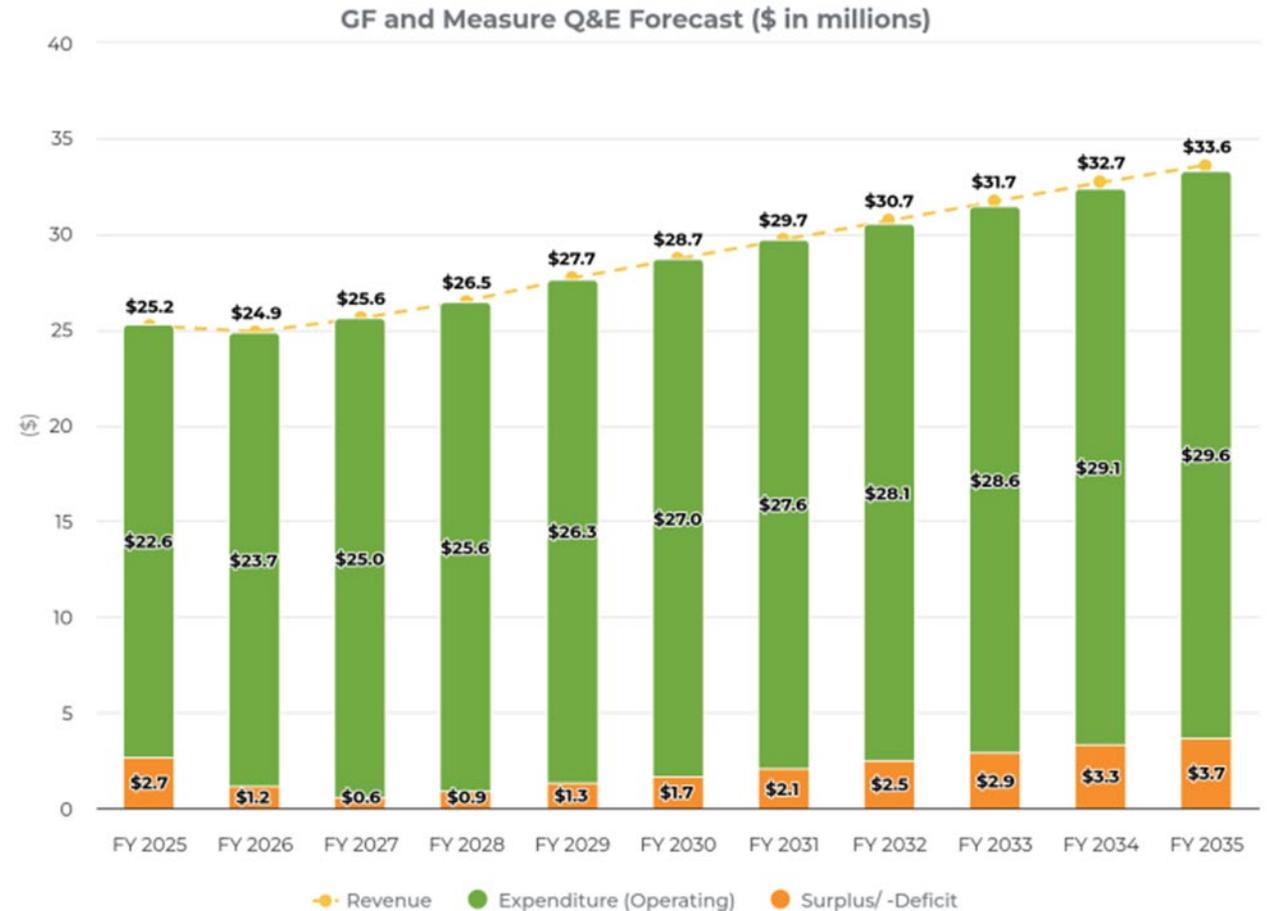
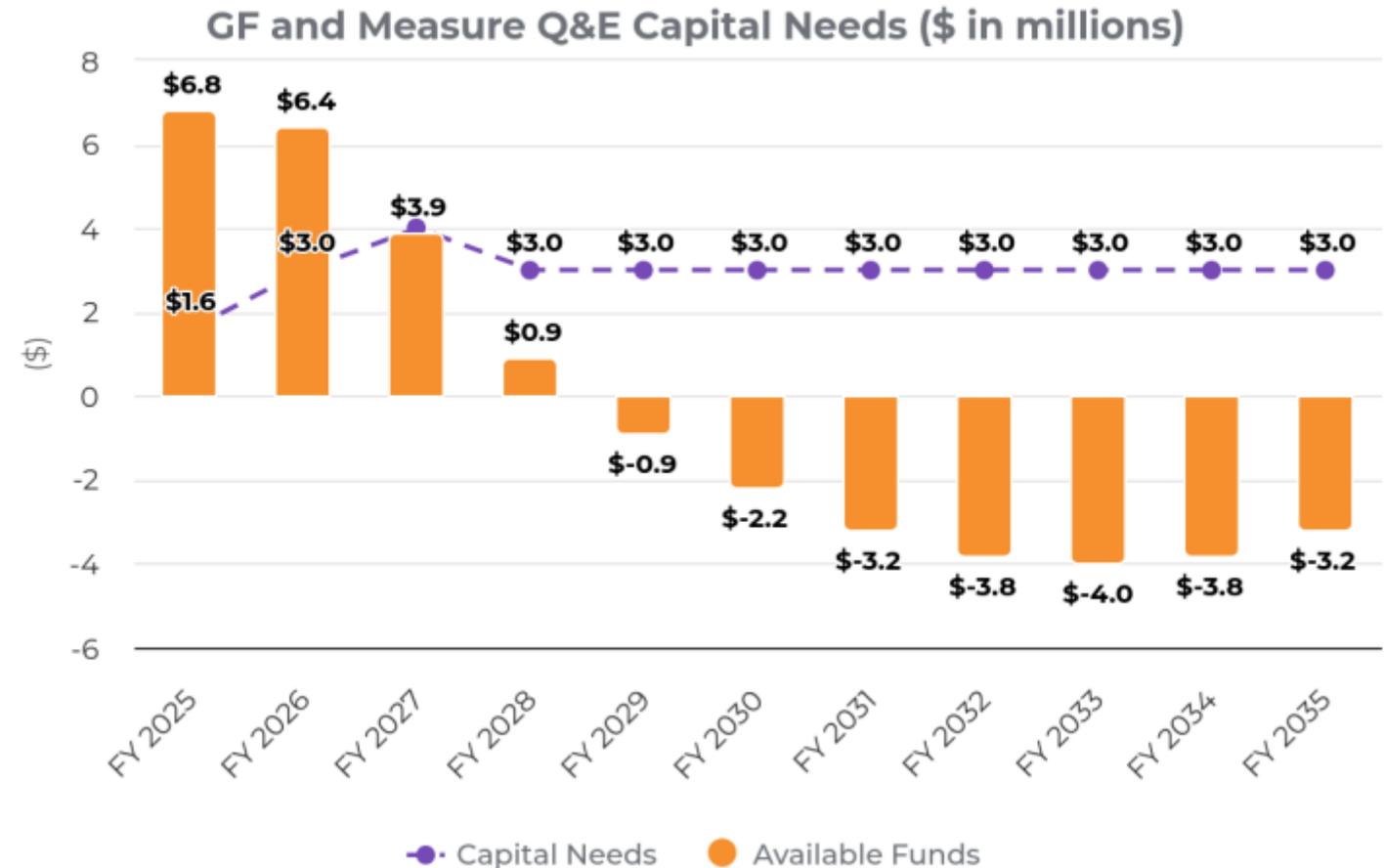


Figure 2 - Combined General Fund and Q/E Operating Forecast



# Funding Availability & Capital Needs Forecast

- 10-Year Fiscal Forecast
  - Narrow and decreasing margin for capital projects
- Possible Solutions –
  - a. closely track existing projects
  - b. prioritize resources
  - c. Revenue generation





# Current City Council Goals

- Public Infrastructure (7)
- Economic Vitality (6)
- Housing / Homelessness Response (7)
- Community Engagement (7)

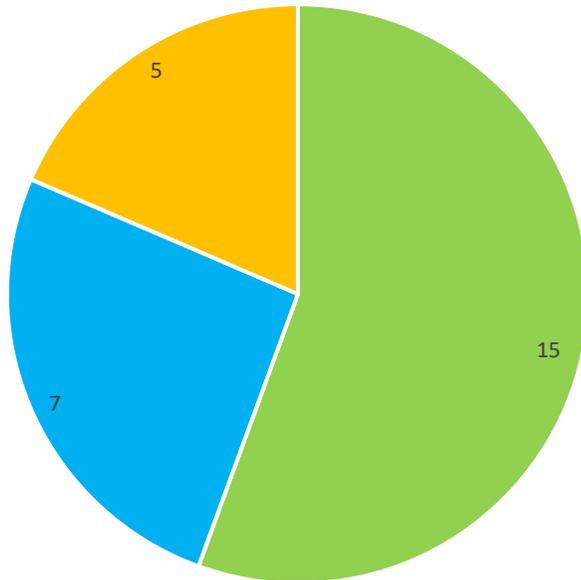


A total of 27 short-term actions within 4 core areas



# Status Update

Current Status



■ complete ■ near complete ■ in progress

## 15 completed:

1-Public Infrastructure, 3-Econ Vitality, 6-Housing, 5-Comm Engagement

## 7 near completion:

4-Public Infrastructure, 2-Econ Vitality, 1-Housing, 0-Comm Engagement

## 5 in progress:

2-Public Infrastructure, 2-Econ Vitality, 0-Housing, 1-Comm Engagement

# PUBLIC INFRASTRUCTURE



## GOAL STATEMENTS:

- (1) Assess and provide report on state of infrastructure including streets, sewer lines, sidewalks, storm drains and Harbor infrastructure.
- (2) January 2023 storm response and future mitigation.
- (3) Repair, update and enhance Veterans Hall so it can continue to serve the community.
- (4) Striping program to improve sidewalks, crosswalks & accessible parking.

## SHORT-TERM ACTIONS

- Street Paving
- Complete Capital Needs Assessments
- Complete Development Impact Fee Study
- Update Council Chamber:  
*A/V upgrades, web-based agenda management system for closed captioning and improved accessibility for visually impaired*
- Prioritize storm recovery efforts, maximizing FEMA/insurance reimbursement opportunities; Hazard mitigation / climate resiliency (grant funding eligibility)
- Public safety needs assessment (Standards of Cover)
- Improve streetscape with road striping, parking lines & curb painting

# ECONOMIC VITALITY



## GOAL STATEMENTS:

- (1) Pursue grant writing opportunities.
- (2) Evaluate opportunities for City-owned properties.
- (3) Streamline permit process for residential and commercial development.

## SHORT-TERM ACTIONS

- Market Plaza development opportunities (currently under negotiations)
- Monitor and stay engaged in offshore wind development
- Pursue grant opportunities, including:
  - *RFP for full-service Grant Writer & Grant Administration (if successful)*
  - *Coleman Beach area*
  - *Climate Action Plan & Waterfront Master Plan*
  - *DBW grant funding for boat ramp replacement*
- Review of City-owned properties, strategy to optimize use or revenues. Explore use of commercial realtor to manage commercial rental property
- Streamline permit processing for residential (including ADUs) and commercial development (also supports Housing goal)
- Presentation to Council on Paid Parking Study and proposed Pilot Program; implement, as directed

## GOAL STATEMENTS:

- (1) Identify low-income housing opportunities.
- (2) Explore achievable options for unhoused residents.
- (3) Speed up processing of ADU permits to increase availability of affordable housing.

# HOUSING HOMELESSNESS RESPONSE



## SHORT-TERM ACTIONS

- Housing Element Program Implementation (Housing by-right Policy and Objective Design Guidelines projects underway – \$275K rec'd in grant funding)
- Review possible upzone of Seashell Estates property for proposed housing project
- Explore achievable options at the City level (emergency warming shelters, pallet homes, etc.)
- Continue participation in County's 5-year Housing & Infrastructure Plan
- Continue participation in the County-wide 5-year Strategic Plan to address homelessness
  - *Homeless Outreach Case Manager*
- Identify affordable housing incentive program
- Speed up processing of ADU permits to increase availability of affordable housing

# COMMUNITY ENGAGEMENT



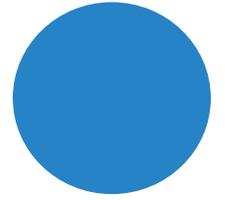
## GOAL STATEMENTS:

- (1) Build relationships and improve the purpose of advisory bodies to attract and retain members.
- (2) Hold community workshops and study sessions on upcoming development.
- (3) Improve City website and social media presence.

## SHORT-TERM ACTIONS

- Leverage partnerships with Chamber, Visit Morro Bay, local service clubs and community organizations, and other event hosts
- Explore/assess available communication tools
- Conduct joint Council/advisory board meetings periodically and consider biannual or annual advisory board reports to Council
- Develop Historic Preservation Ordinance using draft ordinance prepared by Historical Society as a starting point
- Continue MBPD Citizens Academy, Consider Community Academy and other opportunities for project / community outreach, including study sessions and workshops
- Develop and implement outreach and communication plan using different formats to reach broad spectrum of residents
- Ad hoc Committee review of Planning Process

# Examples of striping work, sidewalk improvement, and park improvement



# Example of park Improvements through partnerships



# 2025 -2027 - City Goal Setting Process

## • Your Input

- 1) Do the current City four areas of focuses and short-term goals address the needs and priorities of the community, particularly in relation to HAB / Harbor Department areas of responsibility?
  - i. If yes, how to modify them for the next cycle?
  - ii. If not, what are the goals that the City should consider?
- 2) If applicable, possible items for City Council to consider to be included in a corresponding “work plan” for HAB?
- 3) In answering these questions, HAB members should keep in mind the available staffing resources and city’s funding ability for new programs, as well as mandatory work scope.



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**02** ADVISORY BODY ENGAGEMENT AND FEEDBACK



**03** COMMUNITY FORUM



**04** COUNCIL GOAL SETTING



**05** BUDGET STUDY SESSION

With budget adoption scheduled June 2025.

A vertical banner on the right side of the slide. It features a blue-tinted background with two scenic images: the top one shows a calm beach with a person on a surfboard, and the bottom one shows several sailboats docked at a pier. At the bottom of the banner is a large QR code and the text "Scan to take the Community Survey." in white on a dark blue background.

# Harbor Dept / HAB

## Input for 2025 - 2027 City Goals

### Harbor Dept. suggestions -

- Repairs to boat ramp, using grant when feasible
- Tidelands Inspection program of lease sites and public areas
- Light poles refurbish or replace OSW “operation & maintenance infrastructure study”
- Practical plan to address mooring inspection needs
- Feasibly of state park marina dredging
- Parking programs: existing and paid at Rock
- Fully incorporate lease management software
- Continue seeking grants for North T-pier and Revetment
- Joint meeting
- Participate in WMPAC discussion

An aerial photograph of Morro Bay, California. The image shows the town of Morro Bay nestled in a valley, with the bay and Morro Rock in the foreground. The bay is filled with boats, and a breakwater extends from the shore. The surrounding landscape is hilly and brown, suggesting a dry climate. The sky is blue with some clouds.

## City Purpose:

- *Preserve the high quality of life in Morro Bay*
- *Provide essential public service and infrastructure to maintain a safe, clean and healthy place for residents and visitors to live, work and play.*

*Thank You*  
*\* for your service;*  
*\*for your input.*