



AGENDA NO: I

MEETING DATE: January 10, 2017
4pm Special Meeting
Goals Study Session

**THE FOLLOWING PUBLIC CORRESPONDENCE
WAS RECEIVED BY THE CITY COUNCIL
FOLLOWING POSTING OF THE AGENDA**

Dana Swanson

From: Nick Jerkovich [REDACTED]
Sent: Thursday, January 05, 2017 9:28 PM
To: goals
Subject: Fwd: Goals 2017

1. Reduce overhead telephone, cable wires. Enact an ordinance to make utility companies responsible for securing loose cables, removing old unused cables. If they don't comply charge them. This is a huge eyesore for the neighborhood.
2. Build a barrier between main st and highway 1. This is very dangerous as highway travelers can easily plow through fence. Also, the fence is an eyesore.
3. Build a cement skatepark where the old miniature golf course is or by the rock by the old location or the old elementary school. This is needed for kids to have an outdoor activity, a place to socialize and be active. The slo park is crowded. We need one in our backyard!
4. Fix the streets. Ironwood, Avalon, Elena, etc. are horrible.
5. Put a roundabout on main and Atascadero 41 intersection. The roundabout on morro bay blvd works well and keeps traffic moving.
6. Provide an underground tunnel to access beach from other side of freeway. Would add value to neighborhoods on opposite side of beach tract.
7. Plant more trees
8. Come up with a plan to bury power lines.
9. Public pool
10. Create more public multi-use trails. Maybe behind Delmar park up the creek and back in the hills. Would be great to have local mountain biking trails easily accessible from north morro bay. Chevron land?

Thanks!

Nick

Sent from my iPhone

Dana Swanson

From: Ron Reisner <[REDACTED]>
Sent: Saturday, January 07, 2017 2:06 PM
To: Jamie Irons; John Headding; Matt Makowetski; Marlys McPherson; Robert Davis
Cc: Dave Buckingham; Dana Swanson; Alexander, Homer
Subject: City Goals and Objectives Process
Attachments: Goals 2017-18-Format change suggestions -.pdf

Please refer to the attached Memo from Homer Alexander and myself.

Thank you, Ron

TO: Mayor Irons and Morro Bay City Council Members
FROM: Homer Alexander
Ron Reisner
DATE: January 7, 2017
SUBJECT: City Goals & Objectives Process

We recommend that you consider altering the current structure of the goals/objectives process.

There were eighty-nine (89) goals approved for the fiscal year ending June 2017. Of these some were: 1) meaningful short term goals; 2) goals that were long term projects which require multiple years to complete; and 3) goals that should have never been included for a City Council review, because they were tasks which should be completed as part of various City Department's day-to-day functions and/or responsibilities.

In our opinion there were too many items on the current year's list to be properly managed and/or achieved.

It seems to us that the utilization of taxpayer dollars for City staff time and consultant time, as well as the use of City Council time, should be predicated on realistic and achievable City Goals and Objectives. There are infinite possibilities for City goals and objectives at any point in time. The overriding goal should be to identify incremental goals and objectives that will produce results that benefit the residents, and can be realistically achieved over a defined period to time. Other "Blue Sky" goals may be interesting to contemplate, but do not justify the incremental outlay of taxpayer dollars, or the City Council's time in reviewing them during formal meetings.

Our suggestion would be to create two lists, one for objectives and one for goals. The first list (objectives) would include only projects that have a reasonable chance of being completed by June 2018. The second list (goals) would include long term projects, i.e. projects requiring multiple years to complete.

Suggested Definition of Near Term Goals – i.e. "City Objectives"

- It is our belief that each Department should have no more than four objectives, each of which could be executed in the stated time frame.
- The objective must be adequately funded during the 2017/18 City budget process, or it would be removed from the list.
- Items that should be completed as part of a City Department's day-to-day functions and/or responsibilities would NOT be included. Example: 2016 Goal 2.f. - Refresh street markings.
- Objectives to be completed no later than the end of the 2017/18 fiscal year.
- Department Heads responsible for their specific objective(s) would sign off on the objective prior to the final list being approved. The success or failure of each Department's objectives included in the final list would be included in the Department Head's annual review.

Suggested Definition of Long Term Goals – i.e. "City Goals"

This set of goals would include projects to which the City commits, but require more than one fiscal year to complete. This list would include only items which for which funding has been committed, or where a **realistic potential** source of funding has been identified. The funding does not necessarily need to be secured, but it must have been identified, and must be realistic. A goal item could be added once a solid source of potential funding is identified.

It is generally assumed that senior managers can spend no more than 5% of their available working hours pursuing long term goals. The January 3, 2016 staff report defines the time required for completion of these goals as four to six years. Since the City of Morro Bay's table of organization has only one senior manager (i.e. the City Manager), there should be no more than five goals on this list, to ensure a reasonable chance these goals can be achieved.

By developing two separate lists of objectives and goals, Department Heads, under the direction of the Deputy City Manager, can concentrate on the objectives that pertain to the specific Departments. Removing these short-term projects from the City Manager's oversight would allow the City Manager to concentrate on developing strategies for completing the City Council's defined long-term goals.

c: David Buckingham
Dana Swanson

Dana Swanson

From: [REDACTED]
Sent: Saturday, January 07, 2017 2:34 PM
To: goals
Subject: Trash cans in north Morro Bay

Sent from my iPhone

- >
- > There are NO public trash cans along Main St. in north Morro Bay. It
- > should be one of the goals in 2017.
- >
- > Sent from my iPhone=
- >

Dana Swanson

From: jeanne frye [REDACTED]
Sent: Saturday, January 07, 2017 4:11 PM
To: goals
Subject: ideas

Hi,

I am writing in regards to the letter asking for ideas.

What about offering a program to high school students where they could follow around a city employee one day a week. Hopefully this could help students get an idea what they want to do for a living and maybe the city could benefit from student aids

Kind regards,

Jeanne

Dana Swanson

From: Katrina Alexy Dot Com [REDACTED]
Sent: Saturday, January 07, 2017 7:03 PM
To: goals
Subject: Goals

Here are some goals I would like to see reached:

Create a historical overlay zone in the Heights area of Morro Bay preserving and protecting a section of the historical bungalows, cabins, vintage beach homes. This is to preserve an area that highlights the area's past and creates a small pocket for tourists to enjoy and get a taste of a simpler time ensuring Morro Bay preserves some of its post WWII architecture.

Reduce the glare of the newly installed street lights that are too bright. These lights are far too invasive and there are many more options for energy efficient "warmer" light bulbs.

Thank you.
Katrina Alexy

Sent from my iPhone

Dana Swanson

From: Lynda Merrill [REDACTED]
Sent: Sunday, January 08, 2017 10:24 AM
To: goals
Subject: Quality of Life

Dear Goals preparer: Please add the following:

Please forgive me but I don't know and can't seem to find a list of improvement of our Quality of Life goals that would indicate we as a City will recognize our precious wildlife, specifically our sea otter with a day of appreciation?

Eliminate the fireworks permit as this activity is unhealthy for our wildlife, birds and animals are hurt and injured and need to be taken to Pacific Wildlife care center after these fireworks 'are shot off'. Also , people with Autism are scared by the booming noise/flashes of light, and seniors are upset with the activity.

Shooting birds in our bay needs to be reexamined as our population of tourists and locals who enjoy our bay, bird watching, kayaking, boating and killing birds in the bay seems to be an activity of the past. Our City needs to oppose this activity.

thank you, Lynda Merrill

Dana Swanson

From: J House [REDACTED]
Sent: Sunday, January 08, 2017 11:14 AM
To: goals
Subject: Goals and Objectives - input

You need to cut down the number of annual goals and objectives. Having 10 goals and a total of 89 objectives for the year results in nothing but a laundry list of things. This does nothing to focus the city's limited staff and financial resources. Your annual goals and objectives should give both the city staff and financial resources focus!

A well functioning organization has 3-5 goals and no more than 10-15 total objectives.

Janice House
resident, Morro Bay

Dana Swanson

From: WILLIAM WOODY [REDACTED]
Sent: Sunday, January 08, 2017 1:36 PM
To: goals
Subject: Topics @ upcoming meetings we would like addressed

We would like an update on code enforcement, and what has been accomplished. My surrounding neighbor still has boats and RV's in the driveway. A lot of the downtown retail stores have their windows covered in advertising..... is this a code enforcement issue and can the City take care of this problem?

What is going to happen to the three stacks on the Duke Energy property? Could you give us an update.

We would like to see more recycling bins.

Have you been in touch with our new congressman to see what funds Morro Bay could qualify for to help with the cost of our much needed infrastructure and the new sewer plant?

Graffiti is everywhere. Who is responsible for the removal? For instance the retaining wall between the church and Albertsons. If it's not the City's then is it the responsibility of the City to make whoever is responsible remove the graffiti?

When are the restaurants required to provide eight foot sidewalks in front of their establishment? Wasn't that a 2015 goal?

Is it necessary for the City Manager to have two (or is it three) people to assist him in his job, when our town is only 10,000 plus. That could save the City money if he would handle his job in its entirety. The money could be used to repair sidewalks.

What is the City paying the outside law firm? Could you bring the exact figures with you to the meeting. How much money would be saved with a full time City Attorney.

Bill and Toni Woody

Sent from my iPad

Dana Swanson

From: Lori Kudzma
Sent: Monday, January 09, 2017 8:22 AM
To: Dana Swanson
Subject: FW: Addition to Objectives Workshop Packet
Attachments: 2017-18 Unmet Needs List.pdf

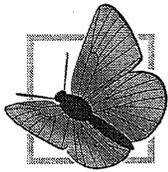
From: Walter Heath [mailto: [REDACTED]]
Sent: Friday, January 06, 2017 8:03 PM
To: Lori Kudzma <lkudzma@morrobayca.gov>
Subject: Addition to Objectives Workshop Packet

Hi Lori,

Please add the list of prospective objectives that was produced by the Citizens' Beautification and Heritage Committee (CBHC) to the January 10 meeting packets for members of city staff and city council. The CBHC consists of representatives from the following groups: Morro Bay Art Association, Morro Bay Public Art Foundation, Historical Society of Morro Bay, Guerrilla Gardening Club, Morro Bay Citizens' Bike Committee, Morro Bay Chamber of Commerce, Morro Bay in Bloom, CMB Public Works Department, CMB Public Works Advisory Board, and the public at-large. The minutes of CBHC meetings are submitted to the Public Works Advisory Board.

My apologies for the late submission.

Best,
Walter Heath
Chair
[REDACTED]



MORRO BAY
Citizens' Beautification
& Heritage Committee

The mission of the Citizens' Beautification & Heritage Committee is to facilitate the efforts of volunteer organizations and the City of Morro Bay (CMB) to enhance the quality of life of Morro Bay's residents and visitors through the creation of welcoming spaces and the preservation of our city's heritage.

2017-18 Unmet Beautification and Heritage Preservation Needs: Priority Needs

Public Art

- 1.) Request of city staff to investigate options of assessing contractors of municipal-construction projects 1% of the bid amount to a fund for public-art projects. **2017-18 Funding Need:** City staff time.
- 2.) Request of city staff to develop, with public input, a public-art master plan that includes an inventory of all current public art and a plan for maintenance and conservation of existing art. **2017-18 Funding Need:** City staff time.

Parks

- 1.) Request of city staff to determine the extent to which existing adopt-a-park agreements are still valid and to review the language of these agreements for the applicability of current liability and safety regulations, scope of work and the expectations of the parties involved. **2017-18 Funding Need:** City staff time.
- 2.) Request of city staff to conduct an inventory and needs assessment for the repair and replacement of equipment and fixtures in public restrooms, public showers and related signage and to publicly report the outcomes. **2017-18 Funding Need:** City staff time.
- 3.) Request of city staff to formally establish a city park in honor of Franklin Riley at the proposed location. **2017-18 Funding Need:** City staff time.

Heritage Preservation

- 1.) Request of city staff to develop and draft a historic-building recognition and preservation ordinance. **2017-18 Funding Need:** City staff time.

Overall Impression and Tidiness

- 1.) Request of city staff to request proposals for the development of graphic design standards for signage purchased by CMB in order to convey Morro Bay's identity and ensure a consistent presentation of that identity across all forms of directional and informational signage purchased by CMB. **2017-18 Funding Need:** Contract for design services.
- 2.) Request of city staff to coordinate a no-smoking in public places campaign with San Luis Obispo County Tobacco Control Program to help enforce existing municipal-code smoking restrictions and address cigarette-butt litter pollution. **Coalition partners:** Morro Bay National Estuary Program and Morro Bay Art Association (proposed for a school-based art contest to design campaign posters). **CMB role:** Reach out to San Luis Obispo County Tobacco Control Program to determine what resources are available to design and conduct a no-smoking campaign. Consider participating in National "Kick Butts Day 2017," www.kickbuttsday.org. **2017-18 Funding Need:** Funding, possibly from the Tobacco Control Program, to fund the production of campaign posters and to make media advertising buys, etc.

Landscaped Areas

- 1.) Request of city staff to manage the process of constructing a Peace Garden in place of the front landscaping at the Veterans' Hall, including request for design proposals that include specification of plant and hardscape materials and a reliable budgeted cost. **2017-18 Funding Need:** City staff time for preparation of RFP, pre-installation removal of lawn and ornamental plants, and installation of appropriate irrigation and hardscape (per the winning design). Volunteer groups could install the plants. A budget for materials and any contracted labor would need to be proposed and approved.
- 2.) Request of city staff to manage the process of constructing a view deck at the western end of Surf Street and a new stairway connection to Front Street in order to correct unsafe conditions at those locations. **2017-18 Funding Need:** A budget for the project would need to be proposed and approved.
- 3.) Request of city staff to coordinate with San Luis Coastal Unified School District the process of constructing a welcoming space between the dirt parking lot and the western driveway for the high school. This area eventually will be the entrance area to the community swimming pool. The principal of the high school is interested in a partnership with the City of Morro Bay to design and complete the project. **2017-18 Funding Need:** City staff time.

Urban Forestry

- 1.) Request of city staff to improve the existing interactive online walking tour of heritage trees by increasing access to the tour as a smart-phone application that can be publicized to visitors and residents. **2017-18 Funding Need:** City staff time.

Environmental Efforts

- 1.) Request of city staff to consult with California State Parks on the cost of a dunes-restoration project on city property adjacent to the bike/pedestrian bridge and extending to Atascadero Road on the north and Coleman Park on the south. **2017-18 Funding Need:** City staff time.

Gateway Improvements

- 1.) Request of city staff to prepare for prospective federal "shovel ready" infrastructure funding to improve the gateways at the northern and southern boundaries of the city and to improve the appearance of the Highway One corridor from Zanzibar to the Morro Bay Boulevard exit. Other recommended improvements include a new service-organization sign with a "Welcome to Morro Bay" message and a mural at the Highway 1/41 overpass. **2017-18 Funding Need:** City staff time to develop pre-RFP information including budgets to make these projects "shovel-ready" for funding.

Dana Swanson

From: William Alpert [REDACTED]
Sent: Monday, January 09, 2017 12:05 PM
To: goals
Subject: goals for 2017

Stop the fiscal bleeding. Cut excessive consulting costs in City Hall

- evaluate where a full time employee could replace expensive professionals on retainer. Example: city attorney
- publish a pie chart of revenue sources on the website. Update it every year.
- publish a pie-chart of how our tax money is being spent. Update it every year.

Give people more options (not just more locations) about the proposed Sewage Plant.

- fully disclose: what are the pros and cons of expanding/modernizing existing sewer treatment plant?
- explain how much the various sewage options will cost on a per-citizen basis. I've heard that the proposed new plant will cost \$250/month for every homeowner!
- stop producing fancy color brochures to promote the sewage treatment plant. A simple black and white mailer and a prominent link on the website would suffice.

Clamp down on unlicensed short term rentals.

- Provide an incentive for neighbors to report repeated violations.

Improve Streets

- create an online mechanism for citizens to report areas needing attention

Long Range

- Proposal for removal of above ground utilities while at the same time adding modern broadband access via fiber.

Thank You

-Bill Alpert

Dana Swanson

From: Sean Green [REDACTED]
Sent: Monday, January 09, 2017 12:10 PM
To: Dana Swanson; Council; Dave Buckingham
Subject: Agenda Correspondence: T 1/10, T 1/24 Special Meetings (MB goals)

Council and Staff,

In response to your "Help Steer Your City" call for ideas, I'm including 27 for your consideration, some of which may be too specific for a general policy document, but all of which feel ripe for immediate and feasible implementation. That said, I do agree with other commenters who've mentioned that a "laundry list" of goals isn't necessarily the best approach here. Instead, please consider creating parent categories under which some of these items will hopefully fall.

Please see list below:

1. Provide more readable/navigable City website, document database, and email correspondence
2. Provide clear listing/database of all current waterfront leases w/ City including leaseholders, subleaseholders, occupancies, term length, expiration dates, parcel map, permit applications, parking spaces, parking credits, and relevant contact information
3. Provide clear timeline to City residents as to when Digital West's high-speed fiber optic internet will be connected and available to public (re: Feb 2016 RFP), and make this process a City priority
4. Consider undergrounding every available above-ground utility along Digital West's new fiber optic loop downtown at the same time as new cable installation (Public Works, PG&E, Digital West collaboration)
5. Consider forming Dynergy Parcel Strategic Planning Committee (buyer outreach #1, exhausting of all City purchase options, City risk/return on investment, long term economic and community planning, integration with City and neighborhoods, public works access points, public input surveys, timeline/deadline creation, public relations, active and public Dynergy participation, keep residents informed, etc -- similar to WRFCAC), as this parcel will make or break the City's future.
6. Continue developing ideas for boat repair facility near triangle lot but await new General Plan prior to RFP process
7. Add one (1) or more vacation rental owners to TBID
8. Consider a moratorium on new hotel room development (similar to vacation rental permit moratorium) such that every new room approved by Community Development opens up one new vacation rental permit (net effect: protect existing hoteliers, encourage only worthwhile development, maintain a fair and appropriate balance between tourists and residents)
9. Enforce removal of "temporary" storage units (shipping containers) that have become permanent on public-facing private parcels (if businesses/residences need permanent storage, Community Development has a process in place for constructing)
10. Enforce RV/boat storage as written OR create special City-wide election w/ enforcement options if the issue becomes too contentious to resolve by Council/staff
11. Enforce/encourage waterfront lines of site and public access along Embarcadero; a few waterfront businesses have made great strides; others should follow suit
12. Connect and beautify pedestrian path between Harbor Hut and Mother's Beach (North Embarcadero)
13. Bridge all pedestrian boardwalk gaps along water (2017: Tidelands Park to Harbor Hut (South and Central); 2018: MB Landing to the Rock (North))
14. Require all new development along Embarcadero to submit pedestrian plan on BOTH west/east sides of building

15. Connect bike/pedestrian path from Morro Creek to Cloisters WEST of MBHS
16. Install security lights every 100' or so along North-South bike path from Main to Atascadero Rd along back side of power plant (unsafe at night)
17. Solidify traffic plan for Atascadero Rd intersection (w/ public input) that prepares City for inevitable development in the coming years
18. Inform public of new zoning changes (General Plan 2017) well in advance of implementation (1 year?)
19. Retake downtown right-of-ways for curb continuation; consider staking or marking undeveloped right-of-ways 30 to 60 days in advance of curb construction to allow parcel owners to make landscaping changes on their own; do not mark/disturb parcels where curb construction is not imminent
20. Complete only those curb continuation sections readily available for completion (i.e. don't start on new streets; simply fill in the gaps on streets that are almost complete/continuous already; cost/feasibility/practicality)
21. Create 4-way stops at every problematic/confusing downtown intersection (ex. Harbor St., Market St, Monterey St., Dunes St., etc) to encourage safety and pedestrian friendliness
22. Consider forming a North MB committee of business/resident mix to report comments/concerns/ideas semi-annually to Council as a cohesive group (rather than loose collection of individuals)
23. Begin to more specifically seek public input from North Morro Bay residents regarding top long-term priorities (transportation, finance, general well being, etc) to develop similar long-term approach as downtown/waterfront has (yes, we do have some of this info already, but more clearly identifying the region's needs should help prevent geographic rifts in the long run)
24. Seek downtown/waterfront business and employee input regarding employee parking solutions (longer employee shifts, especially on weekends, tend to fill up high demand parking and hurt potential City/business revenue opportunities); this way we hear first from those most affected by lack of available parking before reaching out to residents for further input
25. Continue to develop long-term parking solutions for high demand central corridor in the form of tourist-facing, fee-based parking structures, lots, and meters (\$1/hr; centralized machines; self-enforcement except weekends); annual permits to MB businesses/residents at low or no cost to override fee areas
26. Scale back parking-in-lieu fee exceptions, or at least have a plan to scale back in the near future (these fees aren't the limiting factor for large commercial projects); channel existing parking-in-lieu funds toward actual parking progress
27. Stress creativity, transparency, and feasibility in all aspects of City governance

Thanks in advance for your consideration,

Sean

Dana Swanson

From: Stewart (Stu) Skiff [REDACTED]
Sent: Monday, January 09, 2017 1:17 PM
To: goals
Subject: Ideas on Goals for coming decade
Attachments: Morro Bay Goal Setting.docx

Greetings.

We live in a very special place, here are my recommendations for Goals for coming Decade.

Stu & Myrna Skiff

[REDACTED]
In Beautiful Morro Bay, Ca. 93442
[REDACTED]

Morro Bay Goal Setting

1. Finish WRF include anaerobic digester, exclude Cayucos or obtain commitment.
2. Repair streets, dedicate larger portion of city revenues to streets.
3. Fiber optic high speed internet access for all businesses and citizens.
4. Smart Water Meters installed for all and monitored as network.
5. Do billing for city services in house
6. Identify water wasters and assist in lowering their bills
7. Roundabout at 41 and Main St.
8. Remove all telephone poles and bury cables.
9. Identify Traffic arteries traffic count volume as well as feeders.
10. Solicit investors for Centennial Stairway.
11. Plan for Dynegy facility use. (maritime museum, office complex for high tech
12. Plan for property area around Dynegy
13. Bridge arched walkway over harbor to Sand Spit to enhance tourism.
14. Wind Turbines off shore to increase city income and enhance fishing.
15. Increase water storage to 4 days.
16. Divert and save water runoff to ponds or tanks to enhance water table.
17. Create Morro Bay ISO (independent systems operator) to manage electricity.
18. Permit residential small wind turbines.
19. Something fun to do for kids with tourists.
20. 40 foot + Ferris wheel next to Rock.
21. Parking garage on east side of embarcadero.
22. Establish paid parking on embarcadero after 1hr. like slo.
23. Pave lot next to Morro Rock, sell parking for close parking.
24. Widen parking lot on south side of rock so emergency vehicles can turn around, leave gate open
25. Walkway on harbor side of embarcadero
26. Increase use of Desalination plants.
27. Remove ineffective stop signs and other unwarranted traffic control devices.
28. Neighborhood energy collectives for sharing wind and solar power.
29. Complete streets for bicycles and pedestrians.
30. Bike connection to Cayucos and Los Osos.
31. Disc Golf goals at Del Mar and Cloisters park.
32. Involve more residents, Register 90% of citizens with the city, talk about registration at all meetings.

Stu Skiff, 