



CITY OF MORRO BAY

# 2025-2027 City Goals

## CITY PURPOSE

In order to preserve the high quality of life in Morro Bay, the City's purpose is to provide essential public service and infrastructure to maintain a safe, clean and healthy place for residents and visitors to live, work and play. To achieve that purpose, the City invests the vast majority of its resources in services such as city planning, infrastructure maintenance and improvement, public safety, public utilities, recreation services, and the internal financial, human resources, and technology to support these public services.

## City Council Goals

### Economic Vitality & Fiscal Health

#### Goal Statement

A vibrant and active business community supported by coordinated strategies for economic vitality and fiscal health that create the conditions for individual business success and the long-term fiscal health of the City.

- **Downtown Revitalization**

Using existing plans, identify and implement programs for beautification and incentivizing private property improvements, including façade rehabilitation.

- **General Fund Reserve Analysis**

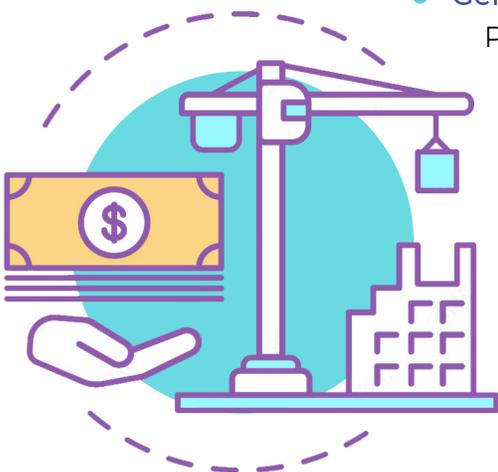
Perform a risk-based analysis of the City's Reserve Policy to identify appropriate reserve levels for long-term financial planning.

- **Revenue Enhancement**

Develop a comprehensive strategy for increasing revenues over time to support the provision of core services.

- **Planning and Building Permit Services**

Perform outreach and engagement with customers of the City's planning and building permit services to identify changes to improve satisfaction and increase economic activity in the City associated with building permits.



# Infrastructure Resiliency

## Goal Statement

An infrastructure program that includes regular maintenance to prolong the life of existing infrastructure (streets, buildings, structures, equipment) while implementing a Capital Improvement Plan that prioritizes new projects in alignment with available resources (funding and staff).

- **5-Year CIP**

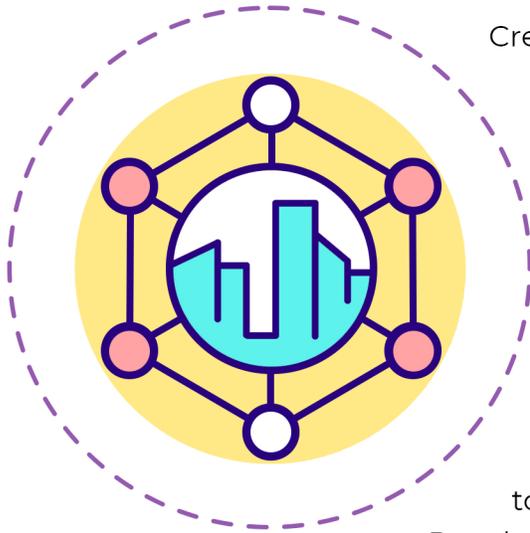
Create a 5-Year Capital Improvement Plan (CIP) that prioritizes infrastructure projects in consideration of available resources (funding and staff).

- **Infrastructure Maintenance**

Increase the City's efficiency and awareness of infrastructure maintenance requirements by improving the City's asset management and work order system, including the functionality of the public-facing Service Request form.

- **Harbor Infrastructure**

Utilize the recently completed study of the harbor revetments to prioritize projects and identify maintenance responsibilities. Develop a funding strategy informed by research on grant opportunities.



## Morro Elementary School (Site)

## Goal Statement

Work with the San Luis Coastal Unified School District to acquire or partner on the Morro Elementary School site or assist in development for the purpose of preserving community access, historic preservation, and/or housing development consistent with the City's General Plan.

- **Acquisition Plan**

Identify partners, such as market-rate and affordable housing developers, to work on a plan to fund the acquisition of the Morro Elementary School site.

- **Community Engagement**

Continue to engage with the community regarding uses of the school site that take into consideration the current land use designation for the property and cost of acquisition.

- **Grants**

Identify potential grant opportunities for historic preservation, public access, and other beneficial uses of the property that could be supported by one or more grants.

