



AGENDA NO: C-1

MEETING DATE: March 4, 2025

**STAFF PRESENTATION
RECEIVED BY THE PLANNING
COMMISSION FOR PUBLIC REVIEW
PRIOR TO THE MEETING**

City Council Goals 2025-2027

Planning Commission Update

Yvonne Kimball, City Manager
March 2025





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.

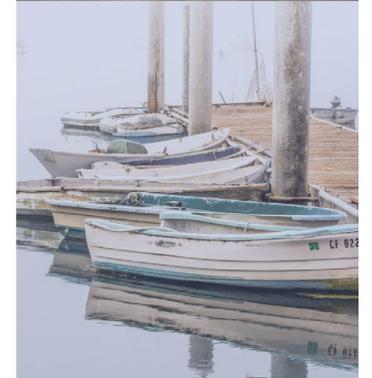
02 ADVISORY BODY ENGAGEMENT AND FEEDBACK

03 COMMUNITY FORUM

04 COUNCIL GOAL SETTING

05 BUDGET STUDY SESSION

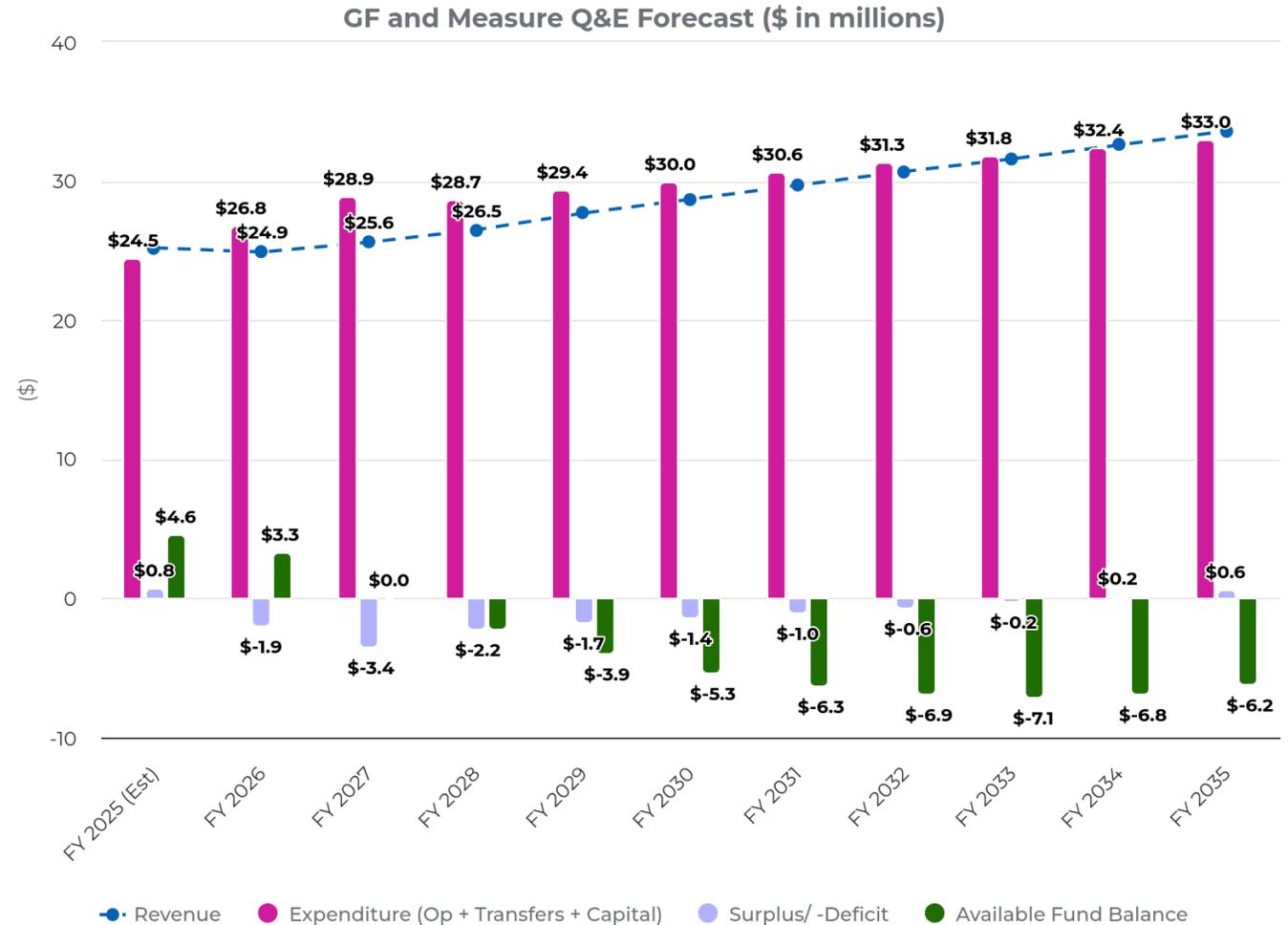
With budget adoption scheduled June 2025.





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

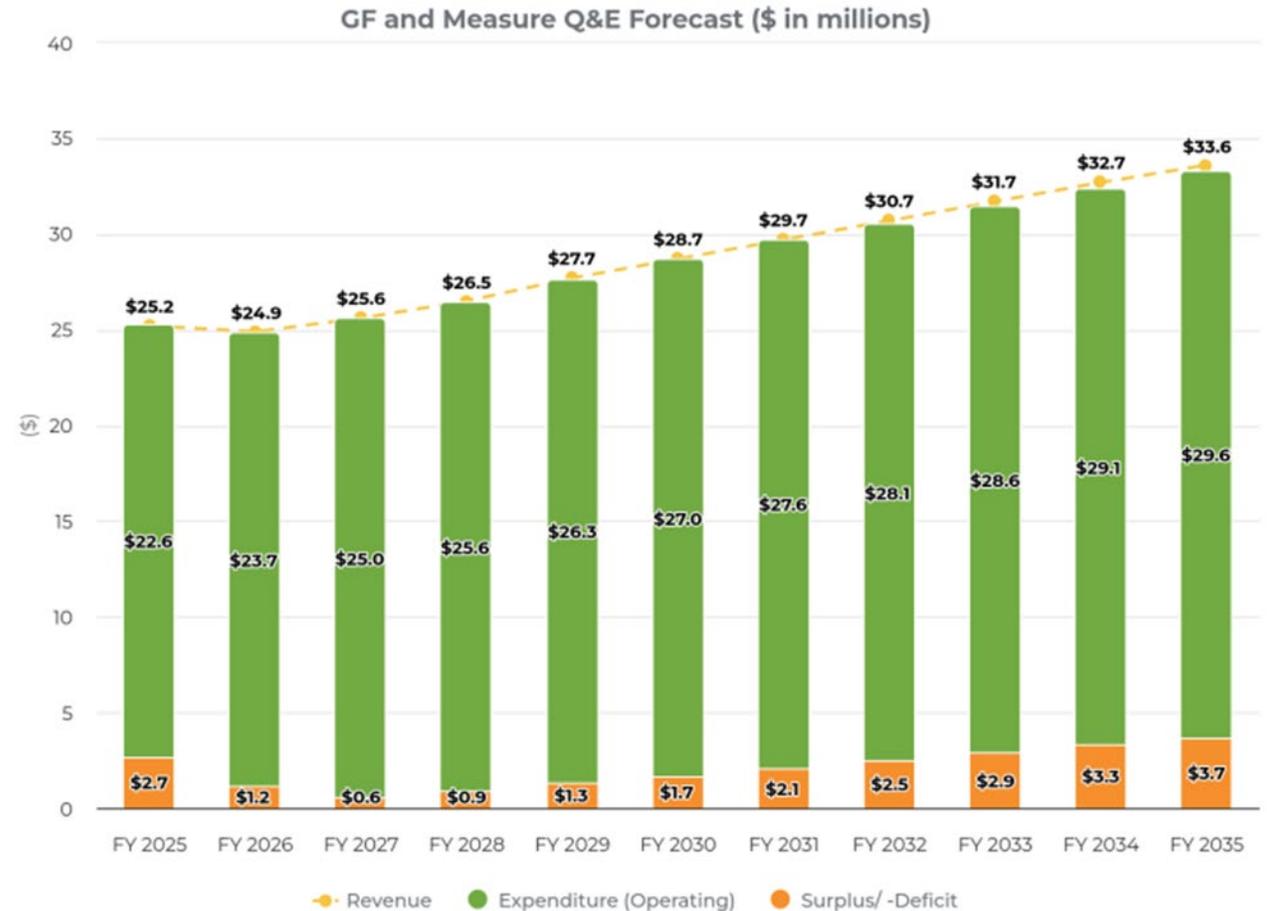
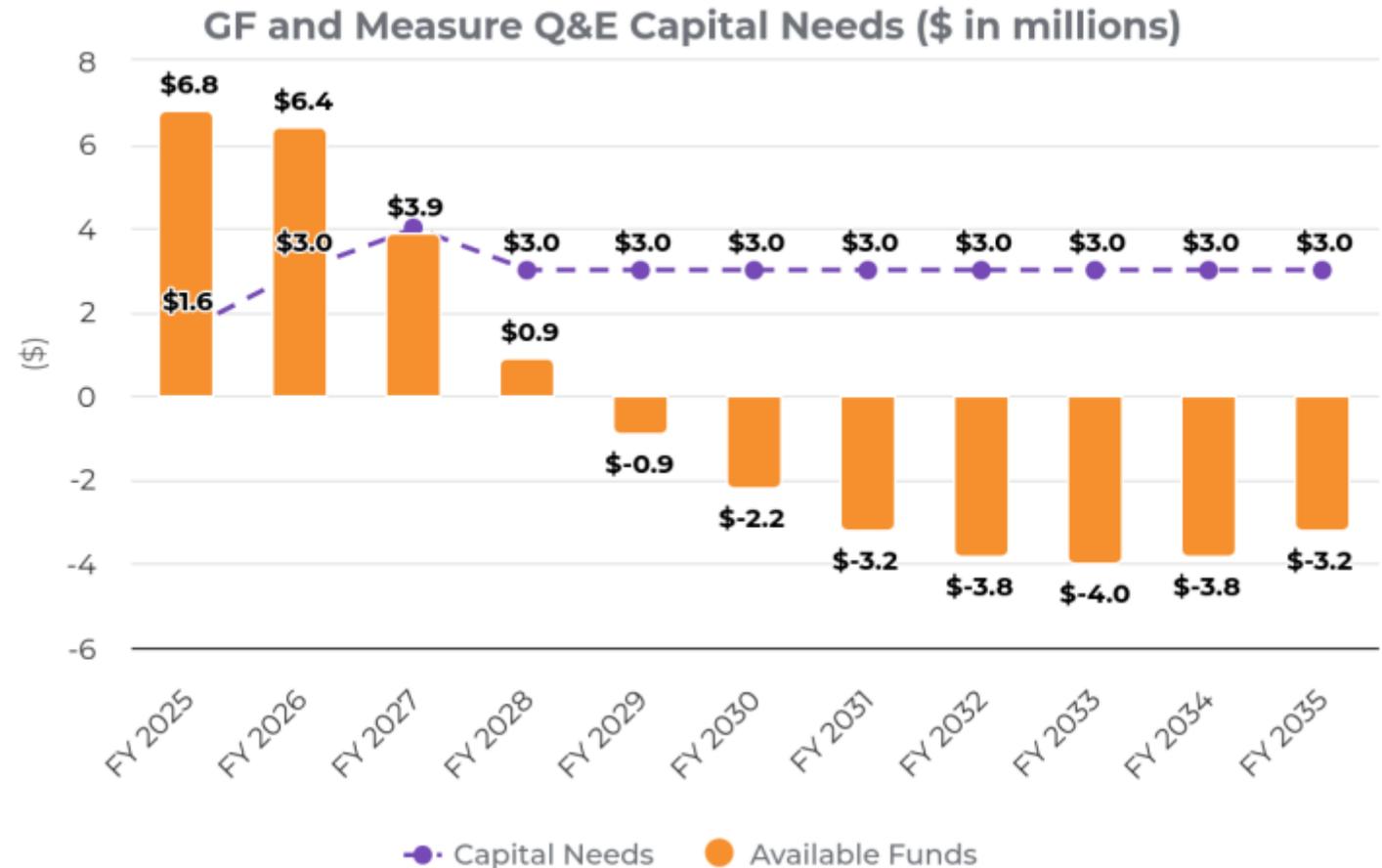


Figure 2 - Combined General Fund and Q/E Operating Forecast



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)

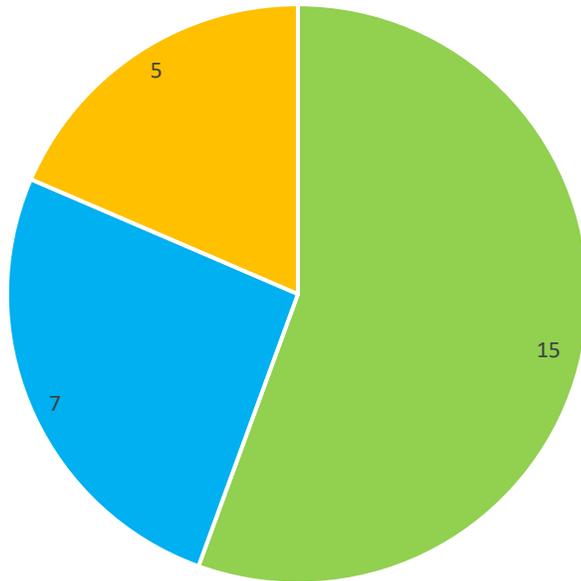


A total of 27 short-term actions within 4 core areas



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



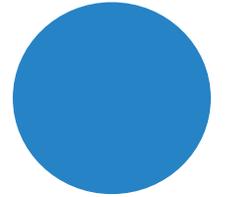
GOAL STATEMENTS:

- (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

Examples of striping work, sidewalk improvement, and park improvement



Examples of sidewalk improvement





Example of park improvements-Franklin



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

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 PC / Community Development 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 PC?
- 3) In answering these questions, PC 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 and a dog, 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.

Community Development Dept. / Planning Commission

Input for 2025 - 2027 City Goals

Existing Work

Ongoing

- Historical preservation ordinance
- Parking program at Rock – CCC communication
- Inventory of city owned properties, Market St. sites
- OSW “operation & maintenance infrastructure study”
- Downtown Design District Discussion (not on current goals)
- Short-term rental ordinance implementation and possible revision (not on current goals)
- Entitlement applications, such as Panaroma

Completed

- Zoning code certification
- Morro Ele property information session

Anticipated future Actions

- BESS performance ordinance
- Waterfront master plan



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.*