

PACIFIC GROVE CITY COUNCIL GOALS AND TACTICS, VISION AND MISSION STATEMENTS

1. **Complete Streets:** *Plan, design and implement streets, sidewalks and transportation networks that better allow access for all types of users.*
 - a. Pursue a hybrid of funding scenarios 1 and 2 for street treatments as outlined within the 2018 Pavement Management Program Report
 - b. Advance discussions with CalTrans to review scope and feasibility of potentially acquiring Highway 68 and begin implementation of the Highway 68 Study safe, shared route
2. **Environmental Stewardship:** *Adopt and develop policies and ordinances that preserve and protect the environment.*
 - a. Update of food ware/to-go and single-use plastics materials ordinance
 - b. Reduce parking requirements for developments proximate to transit stops
 - c. Update George Washington Park plan
 - d. Install electric vehicle infrastructure
 - e. Work with Greenwaste to explore feasibility to promote the reduction and recycling of organic waste
 - f. Work with Pacific Grove Chamber of Commerce, Monterey County Convention and Visitor's Bureau, the hospitality industry and other key stakeholders to promote sustainable tourism
 - g. Work with City consultants, recognized stakeholders, scientific experts and community organizations, including the Museum of Natural History to determine how to better address the declining population within the Monarch Sanctuary
 - h. Consider adoption of a Tree Plan
 - i. Conduct Community Wildfire Proficiency Plan
 - j. Continue to follow recommendations from Page & Turnbull report regarding historic assets
3. **City Asset Stewardship:** *Repair, maintain and improve City assets, including streets, sidewalks, sewer systems, buildings, parks and trails to better serve the community, anticipate future needs and prevent further degradation.*
 - a. Implement Pine Avenue safety improvements
 - b. Adopt a certified Local Coastal Program
 - c. Complete the Shoreline Management Plan

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- d. Obtain funding and commence the construction process for the Point Pinos Coastal Trail
 - e. Replace at least one broken streetlight per block in the Candy Cane, Hillcrest, and Sunset neighborhoods
 - f. Complete the City's Library Renewal Project
- 4. Community Responsiveness:** *Develop and implement systems, interfaces and infrastructure to better communicate with the public.*
- a. Develop public-facing work order submission systems
 - b. Procure and implement online planning, building, tree permit and recreation services applications
 - c. Implement agenda management and PRR software
 - d. Deploy community engagement software
 - e. Refresh, redesign and/or revamp the City's website
 - f. Implement the City Council Chamber Audio Visual Enhancements Project
 - g. Improve integration of digital offerings with the Library's online catalog system
 - h. Look to implement recommendations from Recreation survey
- 5. Financial Stability:** *Develop a strategic plan to better address current and future City expenditure and revenue needs while continuing to provide high quality municipal service.*
- a. Maintain City fee levels at cost recovery
 - b. In partnership with the California Coastal Commission, explore viability of paid parking at Lover's Point
 - c. Develop a 5-year strategic plan
 - d. Review and update budget amendment policy to facilitate stronger budgetary control of capital projects
- 6. Increase Affordable Housing:** *Determine policies, projects and programs that will advance the effort to create new affordable housing in the City*
- a. Consider an Inclusionary Housing Ordinance or updates to existing density bonus regulations to include policies and guidelines for incentives
 - b. Develop Rental Housing Guidelines to provide optional best practices for rental increases and relocation services

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- c. Explore proposed residential development at appropriate public property, such as the Lighthouse cinema parking lot
 - d. Convene joint meeting with City Council and Planning Commission to develop joint strategy
- 7. Help Local Businesses Thrive:** *Description: Review, and revise existing policies and programs, and develop a strategic plan to better serve existing businesses while attracting new commerce to better stimulate the economy and revitalize commercial corridors, especially the downtown.*
- a. Develop process to better expedite building permits
 - b. Remove planning permit requirements for small-scale facade changes for non-historic commercial buildings
 - c. Launch Facade Improvement Program City-wide
 - d. Provide CPTED (Crime Prevention through Environmental Design) input during permitting process
 - e. Increase resources and programs at Library for starting businesses (partner with Chamber, SBA, SCORE, Rotary, etc.)
 - f. Support re-occurring downtown evening activities through special events and promotions featuring music and other attractions
 - g. Assess implementation of LEAP report strategies
 - h. Consider proposed formation of property-based improvement district for the downtown

Values:

1. Accountability
2. Transparency
3. Honesty
4. Integrity
5. Respect
6. Diversity
7. Inclusiveness
8. Responsibility
9. Constructive Dialogue
10. Community Involvement
11. Resources Stewardship
12. Continuous Learning and Improvement

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Vision Statement:

An iconic seaside community that protects historic resources, promotes sustainable development and ensures respect for the environment.

Mission Statement:

Provide high quality and professional public services that address community needs while enhancing the quality of life.