



MEMORANDUM

TO: CITY COUNCIL

FROM: WHITNEY McDONALD, CITY MANAGER
BILL ROBESON, ASSISTANT CITY MANAGER/PUBLIC WORKS DIRECTOR

SUBJECT: DISCUSSION AND CONSIDERATION OF TOP 10 COUNCIL PRIORITIES FOR FISCAL YEAR 2020-21

DATE: SEPTEMBER 22, 2020

SUMMARY OF ACTION:

Consider and establish the City Council's Top 10 Priorities for Fiscal Year 2020-21

IMPACT ON FINANCIAL AND PERSONNEL RESOURCES:

There are no financial impacts from discussing and establishing a list of priorities for Fiscal Year 2020-21, which are proposed to be consistent with the adopted Fiscal Year 2020-21 budget.

RECOMMENDATION:

It is recommended the City Council discuss, modify as necessary, and approve the Top 10 Council Priorities for Fiscal Year 2020-21.

BACKGROUND:

At the City Council meeting of February 11, 2020, an ad hoc committee consisting of Council Members Paulding and George was created to refine a draft strategic plan for future consideration by the entire Council. The ad hoc committee then met with the City Manager, the Public Works Director, and the Community Development Director and developed a proposed Draft Strategic Plan, which was presented to the City Council at its meeting held on April 9, 2020. This meeting occurred less than one month after the State and County shelter-at-home orders were issued in response to the COVID-19 pandemic. In light of the state of emergency generated by the COVID-19 crisis, Council directed that the Draft Strategic Plan be brought back for further consideration and public outreach at the Mid-Year Budget Review in 2021.

At the regular City Council meeting held on July 28, 2020, Council requested that staff bring forward a discussion of Council priorities in lieu of bringing a discussion of the full Draft Strategic Plan earlier than the Mid-Year Budget Review.

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ANALYSIS OF ISSUES:

Staff has prepared a proposed list of Top 10 Council Priorities for Fiscal Year 2020-21 for discussion and possible approval, as shown in Attachment 1. These priorities were developed using the goals and priorities stated in the Draft Strategic Plan while also considering emergent issues confronting the City and its anticipated work load. For instance, the City's response to COVID-19 is included in Attachment 1 but was not separately identified in the Draft Strategic Plan. COVID-19 has and will continue to require the City to shift the ways that we support our local businesses, families, and workforce as different measures are taken to minimize the spread of the virus.

In developing the priorities identified in Attachment 1, staff also included large work items that must be completed this fiscal year. For instance, adoption of an updated Housing Element is included because State law requires the update to be completed this year. However, other items are entirely discretionary and may be altered by Council.

Each priority has been evaluated to ensure that it is specific, measurable, achievable, realistic, and time-bound (SMART). Some priorities that state larger, over-arching goals have been broken down into more discreet tasks that are intended to meet the SMART metrics. Staff has evaluated each item to ensure that it can be realistically completed this fiscal year. It is anticipated that new priorities will be established as part of the budgeting process for next year.

The list of Council's Top 10 Priorities is not intended to be exhaustive of all of the work items that will be undertaken by the City Council or staff this year. Each City Department will continue to discharge the duties it is otherwise assigned to complete. Work items that are addressed in the City's adopted Fiscal Year 2020-21 budget will also proceed as otherwise planned. The Top 10 Priorities list is intended to focus the City's efforts to meet the community's needs, as identified by Council, this fiscal year while also considering the City's current resource constraints.

It is recommended that Council consider the proposed Top 10 Council Priorities for Fiscal Year 2020-21 set forth in Attachment 1, make any desired modifications, and approve a list of priorities for use by City staff in prioritizing its work efforts this fiscal year.

ALTERNATIVES:

1. Review and approve the proposed Top 10 Council Priorities for Fiscal Year 2020-21 set forth in Attachment 1;
2. Review, modify and approve the proposed Top 10 Council Priorities for Fiscal Year 2020-21 set forth in Attachment 1;
3. Do not approve the proposed Top 10 Council Priorities for Fiscal Year 2020-21 set forth in Attachment 1 and provide direction to staff; or
4. Provide other direction to staff.

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ADVANTAGES:

Approval of a list of Top 10 Council Priorities for Fiscal Year 2020-21 will provide direction to staff regarding priority work items for this fiscal year. This action will help ensure that the community's needs, as identified by Council, are met this year while also considering the City's current resource constraints.

DISADVANTAGES:

Approval of a list of priorities will result in some work items not being completed this year. However, given existing resource constraints, not all desired or potential work items are capable of being completed this year regardless of what is identified in the Top 10 list.

ENVIRONMENTAL REVIEW:

No environmental review is required for this item.

PUBLIC NOTIFICATION AND COMMENTS:

The Agenda was posted at City Hall and on the City's website in accordance with Government Code Section 54954.2.

Attachment:

1. Proposed Top 10 Council Priorities for Fiscal Year 2020-21

Top 10 Council Priorities
Fiscal Year 2020-21 Work Items

COVID-19 Response

1. Ongoing response to changes in State and local COVID-19 orders and regulations, including changes to operations for local businesses and City functions and enforcement
 - Continue issuing temporary use and encroachment permits as necessary and appropriate to support changes in business needs throughout the reopening process
 - Continue supporting the parklet program throughout the reopening process and evaluate the potential for retaining parklets indefinitely
 - Continue providing recreation and childcare services in a safe and flexible manner, consistent with COVID-19 orders and restrictions
 - Review requests from business owners and the public for accommodations and enforcement in light of changing COVID-19 orders and restrictions
 - Adapt City functions to the reopening process in a manner that ensures the safety and overall wellbeing of employees and the public while also continuing to deliver excellent customer service

Fiscal Stability and Economic Development

2. Continue ensuring fiscal stability for the organization throughout the planning, budgeting, and expenditure processes
 - Prepare and present year-end and quarterly financial reports to Council
 - Prepare a biennial budget for Fiscal Years 2021-22 and 2022-23
 - Continue supporting the Five Cities Fire Authority's evaluation of financial and service level options for the delivery of cost-efficient fire and emergency services in Arroyo Grande
3. Develop short- and long-term economic development goals of the City in light of the adopted Economic Development Element, and evaluate and allocate SB 1090 funds for programs consistent with these economic development goals
 - Discuss and identify short- and long-term economic development goals by the Winter of 2020/2021
 - Evaluate and allocate SB 1090 funds for programs consistent with the identified economic goals by the Spring of 2021

Affordable Housing

4. Complete and adopt an updated Housing Element consistent with State law by January 2021
5. Complete and adopt an amended ADU Ordinance that also addresses Tiny Homes on Wheels, and support the completion of pre-approved ADU plans that will streamline the ADU approval process

Infrastructure and Water Resilience Planning

6. Complete and adopt an updated Circulation Element
7. Complete and approve a Water/Wastewater Rate Study in the Spring of 2021
8. Complete and approve a Central Coast Blue Memorandum of Agreement that builds upon the framework approved by Council on August 25, 2020
9. Receive an update and review the future of the Brisco Interchange Project before February 2021

Organizational Excellence and Diversity, Equity, and Inclusion Initiatives

10. Continue stabilizing and strengthening the organization through recruitment, retention, and structural adjustments, and develop and implement a Council-adopted goal to promote diversity, equity, and inclusion
 - Present a proposed policy to Council supporting diversity, equity, and inclusion by the Winter of 2020/2021
 - Implement diversity, equity, and inclusion initiatives in areas of hiring, retention, and community engagement
 - Recruit and retain new employees for key vacant positions
 - Continue implementing operational changes to optimize efficiency while maintaining excellent customer service
 - Continue updates to our Police Department's policies, practices, and training, including those that address diversity, equity, inclusion, and use of force
 - Support the Police Chief's development and implementation of a public outreach plan

*Items that do not include specific deadlines or dates are intended to be completed by the end of Fiscal Year 2020-21.

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