



A G E N D A
CITY OF SEASIDE
CITY COUNCIL

SPECIAL MEETING
VIRTUAL ONLY
Thursday, February 11, 2021
5:00 PM

This meeting is compliant with Governor Newsom's Executive Order N-29-20 which allows local legislative bodies to hold public meetings electronically only, without a physical location for public participation, accessible only telephonically or otherwise electronically (video conferencing) to all members of the public seeking to observe and address the local legislative body, in order to avoid public gatherings, and until further notice.

REMOTE PUBLIC COMMENTS To make a public comment, the following options are available:

- Before the Meeting via Email: Written comments can be emailed to CityClerk@ci.seaside.ca.us Include the following subject line: "Public Comment Item # (insert the agenda item number relevant to your comment). Written comments must be received by 5:00 p.m. on the day of the meeting. All submitted comments will be provided to the City Council or the Board for consideration, compiled as part of the record, and may be read into the record.
- During the Meeting via Oral Comments: When the Chair calls for public comment, attendees can queue to speak with the "Raise Hand" feature. On the Zoom application, click the "Raise Hand" button. On the phone, press *9. The Secretary to the Board will call speaker names and unmute speaker microphones. You will have up to 3 minutes to provide your comments, with time set by the discretion of the Mayor. Please note, if you chose to make comments orally, your written comments will not be read but will be included in the final record.

In an effort to ensure the virtual process closely follows our normal process, public comment will be accepted in writing during the meeting, but may not be read into the record during the meeting, but will be included as part of the final administrative record. Please do not plan to use the chat or Q&A features to put a comment on record. These resources are for tech support only

VIRTUAL MEETING ACCESS

This meeting can be watched via the City of Seaside You Tube channel
https://www.youtube.com/channel/UC1Cu7854Ohtjpr_XV1tDvRg
Or by joining the Zoom webinar link <https://us02web.zoom.us/j/81936832059>
Or call in phone number: 669-900-9128
Zoom Meeting Id 819 3683 2059

1. CALL TO ORDER

2. ROLL CALL – ESTABLISHMENT OF QUORUM

Ian N. Oglesby

Mayor

David R. Pacheco
Jason Campbell
Jon Wizard
Alexis Garcia-Arrazola

Mayor Pro Tem
Council Member
Council Member
Council Member

3. PLEDGE OF ALLEGIANCE

4. PUBLIC COMMENT

Members of the public wishing to address the Board on matters within the jurisdiction of the City of Seaside, but not on this agenda, may do so during the Public Comment period for up to three (3) minutes. Public Comments on specific agenda items are heard under that item. For the public record, please state your name.

5. STUDY SESSION

A. GOAL SETTING STUDY SESSION

RECOMMENDATION: Provide direction regarding 2021 / 2022 City Council goals.

6. ADJOURNMENT

Next Regularly Scheduled Meeting:
February 18, 2021
7:00 PM

The City of Seaside is committed to providing accessible facilities and accommodating people with disabilities in all of its services programs and activities. If special considerations are needed by any person to fully participate in this meeting, contact the City Clerk at 899-6707 no fewer than two business days prior to the meeting to allow reasonable arrangements. Agendas are posted at:

<http://www.ci.seaside.ca.us/129/City-Council-Committee-Agendas>

Agenda-related writings or documents provided during public meetings are available for public inspection during the meeting or from the office of the City Clerk. This agenda is posted in compliance with California Governor Newsom's Executive Orders N-29-20 and N-33-20.



CITY OF SEASIDE STAFF REPORT

Item No.: 5.A.

TO: City Council

BY: Craig Malin, City Manager

DATE: February 11, 2021

SUBJECT: GOAL SETTING STUDY SESSION

PURPOSE & RECOMMENDATION

Provide direction regarding 2021 / 2022 City Council goals.

BACKGROUND

The City Council met on December 14, 2020, to discuss potential City Council goals for the 2021 / 2022 Council term. At the meeting, 49 projects / programs / issues were brainstormed for possible action, and Council Members indicated their interest / support on the brainstormed list with stickers. Council Members had ten stickers to affix to any item and could affix not more than three stickers as an individual to any one item.

The attached 2.9.21 Working Draft document places the 49 separate into 33 relatable tasks, and summarizes attributes of the tasks along continuums of whether the item is already in progress, amount of City control, level of public outreach needed, potential impediments and resources required. Also listed is a suggested date (by half calendar year) for the Council to take up the topic, along with who at the City is / could be responsible for the topic (initials represent senior staff with "MCC" representing Mayor & City Council). The sticker "votes" from the December 14 meeting are included for illustrative purposes.

In preparing the Working Draft, I made certain to not eliminate any brainstormed topic, and then endeavored to sequence the program of work in a way that moved long-lead time items and certain necessary preconditions to community success forward, while some other topics requiring greater public outreach (easier in a post-vaccinated timeline) were moved backward. I put Campus Town in the forefront as a "must-do, most important" project, and then (after many drafts) proposed a sequencing of Council consideration of topics, grouping items where practicable. In the 2.9.21 Working Draft,

the sequencing has been numbered, for ease of reference in discussion.

There is no one perfect way to sequence the list, but there are a few practical perspectives that any list should consider. First and foremost, the work on this list largely represents policy work. Policy work is thought work, requiring senior staff research, community outreach and Council deliberation. Policy work can be related to and has long-term impacts on operational work, but thinking through policy options and charting the City's course is, fundamentally, Council work. How fast an operational department responds to a request for service, today, has nothing to do with the Council thinking through affordable housing, securing water, bridging the digital divide or other such topic. Policy work can only be done, and decided, by the Council.

Secondly, that a topic is on the list does not mean the City is going to do it or the Council has approved it. Topics are on the list because they were very briefly introduced at the December 14 meeting. Whether the City Council advances any of the items forward is a future decision. The proposed sequencing only suggests organizing the policy consideration into a timeline. Not only does the Council decide the outcome, it controls the timeline.

Even as spirited as we are, an organization of Seaside's size cannot do all the things on the list at once, but it can absolutely do several things at once, if we create adequate and systematic processing capability. My principal observation is the list is, in total, an excellent collection of projects, programs and policies that would help secure Seaside's bright future. My principal recommendation is the City Council should add a monthly Study Session to the calendar to create space for deliberative policy work outside of the typical press of City Council meetings to work through the list at a sustainable and thoughtful pace.

ATTACHMENTS

1. Goals 2021 22 2.9.21

Reviewed for Submission to the City Council by:



Craig Malin, City Manager

2.9.21 WORKING DRAFT - Goal Setting Timeline & Resources

ID# - "Votes" - Project/Program/Issue	In Progress?	City Control?	Public Outreach	Potential Impediments	Resources Required	Start/Finish/Who?
1 - 1 - Campus Town	Y	Partial (in litigation)	Minimal	Litigation, local economy	Skill & will 150+ hrs. ST	1H20/?/SD
Hire Development Coordinator	Y	Y	None	Securing candidate	Budget amendment	2h20/1H21/CM
(Plan review, H2O agreements)					Consult Egr, \$	1H21/2H21,NP,SD,CM MCC
----- First Half 2021 -----						
2 - 0 - Build More Affordable Housing						
2a Complete ADU Projects/Program	Y	Y	Moderate	NA	In budget 400 Hrs. ST	1H19/2H21/BN, MCC
2b Update Housing Ordinance (requires study sessions)	Y	Y	Moderate	Differing perspectives	80 Hrs. ST	2H21/2H21/BN, MCC
2c Establish Action-Oriented Non-Profit (requires study sessions - FEB)	M	Y	Significant	Timidity, Clamoring for "control", while losing sight of big picture, Standard cast of forces supporting status quo	\$XM of funds, full City Council commitment	1H21/2H21/CM, MCC
3 - 2 - Secure & Control Water (requires study sessions/s - MARCH)	Y	TBD	Significant	The Entirety Of Self Serving Status Quo Forces	\$150K - \$XXM Bonds	NA/NA/MCC

4a - 0 - Explore Shared Fire Services w Marina (requires study sessions - APRIL)	N	Requires partner	Significant	Decades of “us” / “them”	Vision, professionalism	1H21/1H22/CM,MG.MCC
4b - 0 - Fund 2nd Fire Station (requires study sessions)	Y	Y/M	Significant	City has not built a City building in decades	Determine partnership(s) first	1H22/2H22/CM,VD.MCC
5 - 4 - Close Digital Divide						
5a Potential MPUSD Partnership?	Y	Partner	Moderate	Differing perspectives	\$25-\$100K?	1H21/2H21/MCC
5b City Subsidy – Utility (requires study sessions – APRIL / MAY)	N	Y	Significant	\$ / Legal	\$/Full Council Attention / Support 300 hrs ST	2H21/2H22/MCC
6a - 1 - Code Enforcement/Private Prop Upkeep	Y	Y	Moderate	Inadequate Staff #	More Staff	NA/2H22
6b Code Update? (requires study session?)	Y	Y	Minimal	Inadequate Staff #	More Staff	1H21/1H21/MCC
7 - 1 - Relocate, Terminate RV Parking						
7a Termination	Y	Y	Minimal	Empathy	\$10-15K Month	1H20/1H21/MCC
7b Relocation (requires study session)	N	Y	Moderate	CEQA/\$ Practicality	\$100K+	2H21 – Ongoing/MCC
8 - 2 - Business Outreach & Support (requires study session/s)	Y	Y	Significant	Inadequate resources	> Available	NA/2H22/GS
9 - 4 - Reimagine Community Safety						
9a Social Workers Hired	Y	Y	Minimal	Start-up challenges	In Budget	2H20/1H21/DM
9b Community Safety Committee	Y	Y	Moderate	Policy disagreement	80–120 hrs ST	2H20/1H21/MCC-AP
9c PD Policies & Training	Y	Y	Minimal	Inertia	80–120 hrs ST	2H20 – Ongoing/AP

10 - 3 - Language Inclusivity	Y	Y				
10a Build/Coordinate Staff Resources	Y	Y	Minimal	Staff availability	In Budget	2H20 – Ongoing /DHs
10b Meeting Translation	Y	Y	Minimal	Cost/Technology	In Budget	2H20/2H21/LM
10c Dual Language Documents/Website	Y	Y	Moderate	Tech / Staff Time	In Budget	2H20/2H21/LM
11a - 1 - Complete General Plan Update	Y	Y	Significant	External Opponents	\$, 200 hrs ST	1H21/2H21/GS
11b Seaside East Charrette	Y	Y	Significant	Myopia	Vision, DPZ	2H21/2H21/CM
12 - 3 - Street & Sidewalk Improvements	Y	Y	Moderate	Inadequate \$	> Available	FY21/22 Budget/MCC
13 - 3 - Mobile Vendor Ordinance	Y	Y	Moderate	Policy disagreement	100+/- hrs ST	1H20/2H21/GS
14 - 0 - City Beautification (requires study session?)	Y	Y with partners	Moderate	Inadequate resources	?	Annual budgets/CM,MCC
15 - 0 - Street Maintenance (requires study sessions)	Y	Y	Moderate	Need far outstrips available resources	\$50M+	Annual budgets/NP,MCC
----- Staff In Progress -----						
16 - 3 - Cutino Park Completion	Y	Y	Minimal	NA	In Budget	1H20/2H21/NP
17 - 1 - Succession Planning	Y	Y	Minimal	The unforeseeable	Team orientation, Training \$	1H16/On-going/CM, MCC
18 - 0 - Police & Fire Accreditation	Y	Y	Moderate	Losing focus	Focus 500 hrs. ST	2H16/2H22/AP,MG

19 - 0 - Staff Back To Full Strength	N	N	Minimal	Global, national, & local economics	\$5M+, annually	FY21,22 Budgets/All (not happening soon)
20 - 2 - IT Modernization	M	Y	None-minimal	Insufficient staff / available time	More \$, more uncommitted time	FY21/22 Budget/LM,MCC
----- Second Half 2021 -----						
21a - 0 - Youth Civic Engagement (requires study session)	Y	?	Significant	Widely diverging perspectives	?	2H21/Ongoing/DM,MCC
21b - 2 - Teen Center 360 Degree (requires study session)	M	?	Significant	Widely diverging perspectives	?	2H21/Ongoing/DM,MCC
22 - 1 - National Monument Access						
22a Secure easements	Y	N	Moderate	Differing perspectives	Goodwill/\$	2H21/1H22/CM,MCC
22c Construct parking / trailhead	N	Not yet	Significant	Staff capacity & \$	<- (\$100-300K)	1H22/2H22/MCC
23 - 1 - City, School Collaboration	Y	N – partner	Moderate	Schedule constraints	40 – 60 hrs. ST	2H21/Ongoing/CM, MCC
24 - 0 - Commission Diversity Ordinance	M	Y	Moderate	None?	Best practices	2H21/2H21/LM, MCC
25a - 4 - Climate Action Plan	M					
25b 0 - Electrification ordinance	Y	Y	Significant	The long history of human habitation & cooking with flame	Technical assistance & outreach 120 hrs. ST	2H21/1H22/GS, MCC

25c - 0 - Carbon footprint action plan 25d - 0 - (incl. Blue Zones?)	Y	Y	Extraordinary	Narrowing focus to achievable City goals & milestones	Technical assistance & outreach 500 hrs. ST	2H21/2H22/GS.MCC
26 - 3 - Acquire, Activate Santa Barbara & Broadway	N	Y	Minimal	Local economy	tbd	2H21/1H22/GS, MCC
27 - 0 - Explore 218 Control (requires study sessions)	M	Y w/partners	Moderate	"Turf", long term cost / benefit review	Project choice clarification	2H21/1H22/NP,MCC
28 - 2 - Post Entitlement Accountability (requires study session)	M	Y	Minimal	Present agreements	NA	2H21/1H22/SD,MCC

----- 2022 -----

29 - 3 - Commercial Linkage Fee (requires study sessions)	N	Y	Significant	Commercial interests	Program advocates & technical assistance	1H22/2H22/LM,MCC
30 - 2 - Underground Utility District (requires study sessions)	N	Y/M may require or spur citizen vote	Extraordinary	People opposed to paying for program	Program advocates & technical assistance	1H22/1H22/LM, MCC
31 - 1 -Targeted Low Income Recycling (requires study sessions)	N	Y	Significant	Limited space for recycling containers	Program partners & outreach	1H22/2H21/LM,MCC

----- City Actions Substantially Complete -----

32 - 0 - Medical Officer Barracks Property Sold, Developer Controls	Y	N	None	Project economics	NA	Complete/Dev
33 - 0 - City Clerk Staffing	Y	Y	Minimal	Securing candidate	Budget amendment	1H21/1H21/CM

----- Other -----

Daily Operations, Mandates, COVID Emergency, Capital Program (incl. FORA Bond blight removal), ESCA, FY21 Monitoring, FY22 Planning & Approval, Golf Course Hotel, Main Gate?