



**A G E N D A**  
CITY OF SEASIDE  
ENVIRONMENTAL  
COMMISSION

REGULAR MEETING  
440 HARCOURT AVENUE (COUNCIL CHAMBER)  
Monday, September 22, 2025  
5:30 PM

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***NOTICE:*** *The City Council and the City's Boards, Commissions and Committees, will hold its public meetings in person, with a virtual option for public participation based on availability. The City of Seaside utilizes Zoom tele-conferencing technology for virtual public participation; however, we make no representation or warranty of any kind, regarding the adequacy, reliability, or availability of the use of this platform in this manner. Participation by members of public through this means is at their own risk.*

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1. To view this meeting: Please click on the following link to the City of Seaside YouTube Channel: <https://www.youtube.com/c/CityofSeasideCalifornia>
2. To view or participate in this meeting: Using the Zoom application on your smart phone, laptop, tablet or desktop and click on this link: <https://ci-seaside-ca-us.zoom.us/j/85698098682>  
**WEBINAR ID:** 856 9809 8682
3. To listen or participate by phone: Please call (669) 900-9128  
Enter the **WEBINAR ID:** 856 9809 8682 when prompted. There is no participate code – press the pound sign # after the recording prompts you.
4. To make public comment, the following options are available:

**Before the Meeting via Email:** Written comments can be emailed to [planning@ci.seaside.ca.us](mailto:planning@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 2:00 p.m. on the day of the meeting.

**During the Meeting:** When the Chair calls for public comment, members of the public participating in person and wishing to address the Commission may approach the podium when the Chair calls for public comment.

When the Chair calls for public comment, members of the public participating on Zoom and wishing to address the City Council can queue to speak with the "Raise Hand" feature. On the Zoom application, click the "Raise Hand" button. On the phone, press \*9 to "Raise Hand"; press \*6 to unmute.

5. In accordance with the City's Remote Meeting Participation Policy for Public Comment: The City of Seaside reserves the right to refuse, limit, and/or revoke use of video conferencing technology and the option for virtual public participation. Granting use of the virtual

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**1. CALL TO ORDER**

**2. ROLL CALL - ENVIRONMENTAL COMMISSION**

Kat Morgan	Commissioner
Emily Gottlieb	Commissioner
Forrest Kinard	Commissioner
Parvaneh Kevanfar	Commissioner

**3. REVIEW OF AGENDA**

*If there are any items that arose after the 72-hour posting deadline, this is the point in the meeting where a vote may be taken to add the item to the agenda. (A 2/3-majority vote is required).*

**4. PUBLIC COMMENT**

*Members of the public wishing to address the Commission 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. Comments on specific agenda items are heard under that item. For the public record, please state your name.*

**5. APPROVAL OF MINUTES**

**6. BUSINESS ITEMS**

**A. ELECTION OF OFFICERS: NOMINATE AND VOTE FOR CHAIR AND VICE CHAIR**

**B. OVERVIEW OF THE 2025-2026 CITY COUNCIL STRATEGIC PLAN**

**C. DISCUSS AND PROVIDE FEEDBACK ON THE PROPOSED PHASE I IMPLEMENTATION MEASURES OF THE CLIMATE ACTION AND ADAPTATION PLAN**

**D. DISCUSS POTENTIAL PROJECT IDEAS TO SUGGEST TO THE NEIGHBORHOOD IMPROVEMENT COMMISSION**

**7. REPORTS FROM COMMISSIONERS**

**8. REPORTS FROM STAFF**

This is a time specifically set aside for the Staff Liaison to provide updates on non-agendized requests from the Commission, and to provide brief information on topics under the purview of the Commission.

**9. ADJOURNMENT**

Next Regularly Scheduled Meeting:  
October 27, 2025  
5:30 pm

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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 (831) 899-6707 no fewer than two business days prior to the meeting to allow reasonable arrangements. Agendas and videos of past meetings are available on demand 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 Government Code Section 54954.2(a) or Section 54956.



## **Seaside Boards, Commissions and Committees Election of Officers Standard of Procedure**

1. The Committee Chair or, if there is no Chair, the person who called the meeting to order, will ask for nominations for the office of Chair.
2. Any member of the Committee may nominate himself/herself or any other member of the Committee; no second is required.
3. Once nominations are complete, the Chair will close nominations.
4. Announce the slate of nominees.
5. Ask for a vote on the nominees in the order of nomination.

Each voting member of the Committee shall have one vote. The nominee receiving votes from a majority of the members in attendance shall be declared the winner.

If no member receives a majority, the process shall be repeated, except in the event of a tie between the top two vote-getters, in which case a run-off shall be held. The winner shall assume the office of Chair immediately.

Using the same procedure, the new Chair shall secure the election of a Vice Chair.



**CITY OF SEASIDE  
STAFF REPORT**

**Item No.: 6.B.**

**TO:** Environmental Committee

**BY:** Beth Rocha, Senior Planner

**DATE:** September 22, 2025

**SUBJECT: OVERVIEW OF THE 2025-2026 CITY COUNCIL STRATEGIC PLAN**

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**RECOMMENDATION**

To provide a brief overview of the plan and items related to the Environmental Commission.

**BACKGROUND**

The Council Strategic Plan outlines the initiatives and projects that various City of Seaside Departments will undertake, as well as concepts to be explored during the 2025-2026 Fiscal Years, to advance the Council's Strategic Pillars. This dynamic plan reflects the City's commitment to progress and adaptability, allowing for additional projects and initiatives to be incorporated as community needs evolve. The Council will continue to reassess and refine these efforts as part of ongoing evaluations of the Strategic Plan or in response to emerging operational requirements.

**ONGOING**

Initiatives that require consistent attention, maintenance, or implementation over time to ensure sustained progress and impact.

**PUBLIC ENGAGEMENT**

Initiatives that require significant outreach to, and input from, the public. This includes community meetings, stakeholder feedback, surveys, and other participatory planning efforts essential to the goal's development or execution.

## POLICY

Applies to goals that will result in or require updates to municipal policy, ordinances, or regulatory frameworks. This may include adopting new rules, revising codes, or implementing standards aligned with city priorities.

## CAPITAL PROJECT

Refers to goals involving substantial physical infrastructure investments, including construction, renovation, or major equipment purchases.

## PROGRAM

Structured services or initiatives delivered by City departments to address specific needs, promote community well-being, or advance strategic priorities.

## PLANNING

Strategic or operational efforts involving research, studies, or strategic planning processes. This includes feasibility studies, master plans, needs assessments, and related analytical efforts to guide future decisions.

## FUNDING

Highlights that financial resources—such as grants, bond measures, or budget reallocations—are essential to the success of the goal. This includes identifying, securing, or allocating funds necessary to proceed.

## EXTERNAL COLLABORATION

Partnerships with outside organizations, agencies, or jurisdictions that enhance capacity, share resources, or align efforts for regional impact.

## **ATTACHMENTS**

1. Strategic Plan
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# ***STRATEGIC PLAN***

# City Council Strategic Plan 2025-2026

**The City of Seaside** stands at a transformative moment—proud of our momentum, clear-eyed about our challenges, and energized by new leadership and renewed commitment to our shared vision.

Adopted in 2023, Seaside’s streamlined Strategic Plan centered five powerful priorities:



**PILLAR 1**  
EFFECTIVE, ACCESSIBLE GOVERNANCE (EAG)



**PILLAR 2**  
VIBRANT LOCAL ECONOMY (VLE)



**PILLAR 3**  
DIVERSE, INCLUSIVE COMMUNITY (DIC)



**PILLAR 4**  
ENHANCED PHYSICAL INFRASTRUCTURE &  
ABUNDANT WATER SUPPLY (EPIAWS)



**PILLAR 5**  
COMMUNITY SAFETY & QUALITY OF LIFE (CSQL)

These pillars continue to reflect the heart of Seaside’s mission and aspirations: to be a vibrant, proudly diverse, energetic, and safe community with extraordinary natural beauty, economic opportunity, and high quality of life.

Over the past two years, Seaside’s departments have delivered significant wins across these priority areas. From the completion of the General Plan and continued development of Campus Town and Seagrove Apartments, to major infrastructure improvements, public safety enhancements, and expansion of community recreation and engagement programs—Seaside has shown that even with limited resources, we can and do achieve great things together.

At the February 2025 Strategic Planning Session, City Council and Department Heads reaffirmed the power of the current framework—and identified where sharper focus, stronger alignment, and more sustainable implementation can accelerate impact into 2026.



# Work Plan

The following list outlines the initiatives and projects that various City of Seaside Departments will undertake, as well as concepts to be explored during the 2025-2026 Fiscal Years, to advance the Council's Strategic Pillars. This dynamic plan reflects the City's commitment to progress and adaptability, allowing for additional projects and initiatives to be incorporated as community needs evolve. The Council will continue to reassess and refine these efforts as part of ongoing evaluations of the Strategic Plan or in response to emerging operational requirements.

To the right of each subgoal, you will find a list of impact factors, highlighting the critical elements necessary for successful goal achievement. Each goal will be accompanied by an indicator that identifies the key factors essential to its success. These impacts are defined as follows:

## **ONGOING**

Initiatives that require consistent attention, maintenance, or implementation over time to ensure sustained progress and impact.

## **PUBLIC ENGAGEMENT**

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## **PLANNING**

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## **FUNDING**

Highlights that financial resources—such as grants, bond measures, or budget reallocations—are essential to the success of the goal. This includes identifying, securing, or allocating funds necessary to proceed.

## **EXTERNAL COLLABORATION**

Partnerships with outside organizations, agencies, or jurisdictions that enhance capacity, share resources, or align efforts for regional impact.



# Pillar 1: Effective, Accessible Governance (EAG)

Strengthen delivery of high quality, efficient & financially sound operations, and welcoming services for the community.

## 1.1 ENHANCE EFFECTIVE COMMUNICATION & SERVICE

Timely, proactive and responsive communication to enhance service for all citizens.

## 1.2 OPTIMIZE TECHNOLOGY TO STREAMLINE PROCESSES & OPERATIONS

Leverage technology to streamline processes, advance user friendly accessible services, operational efficiencies, and decision-making.

## 1.3 FORTIFY FISCAL HEALTH, RESILIENCE & STEWARDSHIP

Improve fiscal health and funding capacity through prudent planning and fiscal stewardship, including public-private partnerships, bond measures, grant-writing, and other approaches.

## 1.4 EMPOWER HIGH PERFORMANCE TALENT & CULTURE

Empower high performance talent, leadership, and organizational culture to retain and attract top talent.

## 1.5 DEVELOP COLLABORATIONS & PARTNERSHIPS

Develop collaborations and partnerships to advance community services and the City Mission, Vision, & Goals.

### CITY DEPARTMENTS LEADING THE WORK:



City Attorney



City Clerk



City Manager



Community Development



Economic Development



Finance



Fire Department



Human Resources



Information Technology



Police Department



Public Works



Recreation Department



## Pillar 1: Effective, Accessible Governance (EAG)

Strengthen delivery of high quality, efficient & financially sound operations, and welcoming services for the community.

### How Do We Achieve This Goal?

ONGOING	PUBLIC ENGAGEMENT	POLICY	CAPITAL PROJECT	PROGRAM	PLANNING	FUNDING	EXTERNAL COLLABORATION
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### 1.1 ENHANCE EFFECTIVE COMMUNICATION & STELLAR SERVICE

Enhance timely, proactive and responsive communication and stellar service for all community members

Upgrade website (mobile responsiveness, ADA compliance, and streamlined user experience) and boost engagement through accurate content and targeted campaigns.

Strengthen civic trust by reducing response times to citizen inquiries and service requests.

Launch comprehensive public outreach campaigns annually, highlighting themes such as economic vitality, community pride, public safety, and civic participation.

Adopt cohesive multi-lingual communication standards for messaging.

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### 1.2 OPTIMIZE TECHNOLOGY TO STREAMLINE PROCESSES & OPERATIONS

Leverage technology to streamline processes, advance user friendly accessible services, operational efficiencies, and decision-making.

Deploy digital tools, emerging platforms and AI tools to ensure faster, more transparent processes for residents and businesses.

Leverage innovative financial technologies to modernize fee collection and revenue operations, improving efficiency while enhancing transparency, accessibility, and convenience for the public.

Strengthen cybersecurity and operational resilience through investments and infrastructure planning.

Implement a comprehensive digital library that enhances staff efficiency, promotes information accessibility, and supports long-term archival integrity.

Integrate advanced technologies into internal systems to optimize service delivery across departments.

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ONGOING	PUBLIC ENGAGEMENT	POLICY	CAPITAL PROJECT	PROGRAM	PLANNING	FUNDING	EXTERNAL COLLABORATION
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### 1.3 FORTIFY FISCAL HEALTH, RESILIENCE & STEWARDSHIP

Improve fiscal health and funding capacity through prudent planning and fiscal stewardship, including public-private partnerships, bond measures, grant-writing, and other approaches.

Conduct a comprehensive bond financing study to assess funding mechanisms for major infrastructure projects such as Fire Station#2.

Launch a citywide fee study to align current rates with actual service delivery costs, and explore models that support diversified revenue streams.

Identify long term capital improvement needs and grant funding opportunities.

Maintain a balanced budget while integrating strategic plan priorities in the budget process.

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### 1.4 EMPOWER HIGH PERFORMANCE TALENT & CULTURE

Empower high performance talent, leadership, and organizational culture to retain and attract top talent.

Recruit and retain diverse, qualified, mission-driven professionals to ensure alignment with current and future organizational and community needs.

Support professional development that fosters continuous learning, strengthens safety and field skills, builds cross-functional capacity, communication, and advances career growth.

Cultivate a culture of employee recognition that celebrates positive contributions to the organization and community.

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### 1.5 DEVELOP COLLABORATIONS & PARTNERSHIPS

Develop collaborations and partnerships to advance community services and the City Mission, Vision, & Goals.

Forge dynamic partnerships with local educational institutions to create innovative community-driven initiatives.

Develop and implement the Chevron Fab Lab in collaboration with MPUSD, CSUMB and the Fab Foundation, to expand access to STEM education and workforce readiness.

Achieve Blue Zones Community certification and identify sustainable initiatives that promote lasting community health and wellness.

Champion a regional intergovernmental approach to address local governance opportunities and challenges.

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## Pillar 2: Vibrant Local Economy (VLE)

Foster economic growth to further develop a vibrant, diversified, and sustaining local economy with greater economic mobility opportunity for our community members to flourish.



### 2.1 ACCELERATE MIXED-USE & COMMERCIAL DEVELOPMENT

Accelerate progress advancing priority development initiatives.

### 2.2 ENHANCE BUSINESS RETENTION & ATTRACTION SERVICES

Enhance services and resources to encourage business retention and attraction, including entrepreneurship, small business, and new and high wage industry cultivation.

### 2.3 ADVANCE WORKFORCE DEVELOPMENT

Advance workforce development for job and career pathways that provide economic mobility for residents.

#### CITY DEPARTMENTS LEADING THE WORK:



City Attorney



City Manager



Community Development



Economic



Public Works



Recreation Department



## Pillar 2: Vibrant Local Economy (VLE)

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### How Do We Achieve This Goal?

ONGOING	PUBLIC ENGAGEMENT	POLICY	CAPITAL PROJECT	PROGRAM	PLANNING	FUNDING	EXTERNAL COLLABORATION
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### 2.1 ACCELERATE MIXED-USE & COMMERCIAL DEVELOPMENT

Accelerate progress advancing priority development initiatives.

Advance the Campus Town development as a catalyst for economic growth, housing, and innovation.

Support the development of the Grand Hyatt Seaside Resort to elevate the local tourism economy and expand hospitality-driven commercial growth.

Secure a development partner and advance a unique, transformative mixed-use plan for the Main Gate property that fuels economic growth and elevates Seaside's identity as a vibrant destination.

Activate the West Broadway Urban Village to attract investment and create a vibrant, walkable district that showcases Seaside's distinct character.

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### 2.2 ENHANCE BUSINESS RETENTION & ATTRACTION SERVICES

Enhance services and resources to encourage business retention and attraction, including entrepreneurship, small business, and new and high wage industry cultivation.

Develop an economic strategic plan that uses data-driven market analysis and demographic insights to implement a targeted approach for business recruitment and retention efforts.

Implement tourism initiatives that celebrate our diversity, local assets, and natural beauty to ignite community pride, attract visitors, and drive sustainable economic growth.

Provide targeted resources, outreach, and support services to help small businesses thrive and strengthen the local economy.

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### 2.3 ADVANCE WORKFORCE DEVELOPMENT

Advance workforce development for job and career pathways that provide economic mobility for residents.

Strengthen workforce partnerships to expand youth-focused training for the jobs of tomorrow.

Develop programs to equip residents with the skills and training needed to access future-ready, high-quality jobs across diverse industries.

Foster workforce partnerships with higher education and regional trade industries to create career pathways.

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# Pillar 3: Diverse, Inclusive Community (DIC)

Advance cultural vibrancy and belonging by advancing housing affordability, honoring Seaside’s rich diversity, and ensuring all community members have ample opportunity to participate in civic life and contribute to wellbeing for all.



## 3.1 ADVANCE HOUSING AFFORDABILITY

Advance housing affordability.

## 3.2 EXPAND CULTURAL PROGRAMMING

Strengthen and celebrate Seaside’s rich diversity through events, arts, and initiatives that foster belonging, connection, pride, and influence.

## 3.3 FOSTER GREATER CIVIC ENGAGEMENT

Foster opportunities for greater civic engagement.

### CITY DEPARTMENTS LEADING THE WORK:



City Attorney



City Clerk



City Manager



Community Development



Economic Development



Finance



Fire Department



Human Resources



Information Technology



Police Department



Public Works



Recreation Department



## Pillar 3: Diverse, Inclusive Community (DIC)

Advance cultural vibrancy and belonging by advancing housing affordability, honoring Seaside's rich diversity, and ensuring all community members have ample opportunity to participate in civic life and contribute to wellbeing for all.

### How Do We Achieve This Goal?

ONGOING	PUBLIC ENGAGEMENT	POLICY	CAPITAL PROJECT	PROGRAM	PLANNING	FUNDING	EXTERNAL COLLABORATION
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### 3.1 ADVANCE HOUSING AFFORDABILITY

Advance housing affordability.

Evaluate and expand opportunities to accelerate affordable housing development on public and private properties.

Create and implement an affordable housing strategy to elevate and increase access to rental assistance programs.

Strengthen partnerships with affordable housing focused entities (i.e. Seaside Housing Collaborative).

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### 3.2 EXPAND CULTURAL PROGRAMMING

Strengthen and celebrate Seaside's rich diversity through events, arts, and initiatives that foster belonging, connection, pride, and influence.

Create engagement strategies to amplify awareness, participation, and pride in local cultural events.

Partner with community organizations to expand cultural programs that celebrate Seaside's diversity and strengthen civic pride.

Establish a permanent, publicly accessible location to preserve and showcase the City's historical archives.

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### 3.3 FOSTER GREATER CIVIC ENGAGEMENT

Foster opportunities for greater civic engagement.

Design and launch programs that inspire civic participation and local leadership.

Enhance existing community centered programs that educate, empower, and activate citizens (i.e Police & Fire Cadet programs).

Increase youth civic engagement through targeted programs, internships, and leadership development opportunities.

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## Pillar 4: Enhanced Physical Infrastructure & Abundant Water Supply (EPIAWS)

Address water issues and infrastructure priorities to increase sustainable vibrancy.



### 4.1 EXPAND WATER INFRASTRUCTURE & SUPPLY RESILIENCE

Address water infrastructure and supply resilience.

### 4.2 ENHANCE SAFE STREETS, MOBILITY & ACCESSIBILITY

Enhance safe streets, mobility, and accessibility.

### 4.3 ADVANCE SUSTAINABILITY & ENVIRONMENTAL STEWARDSHIP

Advance sustainability and environmental stewardship.

### 4.4 MAINTAIN INFRASTRUCTURE, PUBLIC FACILITIES & CITY ASSETS

Ensure the longevity, safety, and efficiency of Seaside's built environment.

#### CITY DEPARTMENTS LEADING THE WORK:



City Attorney



City Manager



Economic Development



Community



Finance



Public Works



## Pillar 4: Enhanced Physical Infrastructure & Abundant Water Supply (EPIAWS)

Address water issues and infrastructure priorities to increase sustainable vibrancy.

### How Do We Achieve This Goal?

ONGOING	PUBLIC ENGAGEMENT	POLICY	CAPITAL PROJECT	PROGRAM	PLANNING	FUNDING	EXTERNAL COLLABORATION
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### 4.1 EXPAND WATER INFRASTRUCTURE & SUPPLY RESILIENCE

Address water infrastructure and supply resilience.

Develop strategic partnerships and agreements to ensure long term water stability.

Modernize and expand aging water infrastructure.

Implement green infrastructure and stormwater management projects that maximize rainwater capture, enhance infiltration, and support long-term recharge of the Seaside Groundwater Basin.

Conduct a comprehensive review of the Water Credit Allocation Program.

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### 4.2 ENHANCE SAFE STREETS, MOBILITY & ACCESSIBILITY

Enhance safe streets, mobility, and accessibility.

Review and assess public parking capacity in the West Broadway Urban Village.

Develop and implement a pavement management strategy for timely repairs and maintenance of all public right-of-ways.

Address ADA upgrades and transit enhancements for pedestrians and bicyclists safety.

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### 4.3 ADVANCE SUSTAINABILITY & ENVIRONMENTAL STEWARDSHIP

Advance sustainability and environmental stewardship.

Adopt and Integrate recommendations from the Climate Action Plan.

Conduct a Comprehensive Energy Audit of City Facilities.

Expand access to clean transportation by installing EV charging infrastructure in high-traffic and underserved areas.

Design and implement improvements to coastal-facing infrastructure to enhance resilience.

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### How Do We Achieve This Goal?

ONGOING	PUBLIC ENGAGEMENT	POLICY	CAPITAL PROJECT	PROGRAM	PLANNING	FUNDING	EXTERNAL COLLABORATION
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## 4.4 MAINTAIN INFRASTRUCTURE, PUBLIC FACILITIES & CITY ASSETS

Ensure the longevity, safety, and efficiency of Seaside's built environment.

Modernize and upgrade aging public facilities.

Revitalize and sustain City parks and open spaces.

Develop a Capital Asset Management and replacement plan.

Improve major corridors with refreshed streetscapes, enhanced signage, and beautification projects that elevate community pride.

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## Pillar 5: Community Safety & Quality of Life (CSQL)

**Protect and uplift community well-being through proactive public safety, engaged and connected community members and neighborhoods, and enriched environments that support a thriving, healthy Seaside.**



### 5.1 ENHANCE PUBLIC SAFETY, CRIME REDUCTION & EMERGENCY PREPAREDNESS

Enhance public safety through expanded community engagement, proactive emergency preparedness, and modernized facilities.

### 5.2 DELIVER HIGH QUALITY RECREATION SERVICES & AMENITIES

Deliver high quality recreation services and amenities.

### 5.3 PROMOTE VIBRANT WELL- MAINTAINED NEIGHBORHOODS

Align land use, planning, zoning, and code enforcement efforts to support orderly growth, community liveability and consistent application of standards.

#### CITY DEPARTMENTS LEADING THE WORK:



City Attorney



City Manager



Economic Development



Public Works



Community



Recreation



Police



Fire Department



## Pillar 5: Community Safety & Quality of Life (CSQL)

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### How Do We Achieve This Goal?

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### 5.1 ENHANCE PUBLIC SAFETY, CRIME REDUCTION & EMERGENCY PREPAREDNESS

Enhance public safety through expanded community engagement, proactive emergency preparedness, and modernized facilities.

- Strengthen collaborations with regional safety and emergency response partners.
- Establish a Police reserve program to strengthen community safety capacity.
- Continue architectural design phase of Fire Station #2, ensuring the facility reflects modern standards, operational efficiency, and long-term resilience.
- Review and assess public safety related technology, training and equipment needs.

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### 5.2 DELIVER HIGH QUALITY RECREATION SERVICES & AMENITIES

Deliver high quality recreation services and amenities.

- Expand Youth Leadership through skill-building and mentorship programs.
- Enhance after-school offerings through collaborations and partnerships that support diverse and interest-based programs.
- Leverage natural and unique assets to grow outdoor recreation opportunities.
- Strengthen quality of life for older adults by expanding inclusive programs, services, and engagement opportunities that support active aging, social connection, and lifelong well-being.
- Implement goals and strategies outlined in the 2024 Parks & Recreation Master Plan.

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### 5.3 PROMOTE VIBRANT WELL- MAINTAINED NEIGHBORHOODS

Align land use, planning, zoning, and code enforcement efforts to support orderly growth, community liveability and consistent application of standards.

- Adopt the 2025 Title 24 California Code of Regulations to reinforce commitment to energy efficiency, sustainability, and climate resilience.
- Update Zoning Ordinance to Align with the 2040 General Plan Vision.
- Launch targeted data-driven initiatives, funding tools, and outreach campaigns that promote property upkeep and improve housing conditions.
- Align zoning, planning, and code enforcement with clear, equitable standards that reflect current community needs.

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# Implementation Overview

## STRATEGIC IMPLEMENTATION

The City of Seaside Strategic Plan 2025–26 is a living document—intended to remain dynamic, relevant, and adaptable as community needs evolve. It reflects a clear vision for Seaside’s future while allowing flexibility in implementation as priorities shift or new challenges emerge. This plan will guide City operations, policy decisions, and the allocation of limited resources throughout the upcoming fiscal year and beyond.

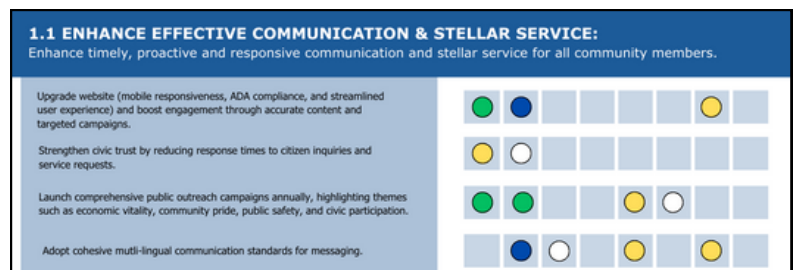
## TYING STRATEGY TO BUDGET

As part of the City’s commitment to accountability and fiscal stewardship, the Strategic Plan will serve as a foundational tool in the development of the Fiscal Year 2025–26 Budget. Staff will use this plan to align proposed department initiatives, funding requests, and capital investments with the Strategic Pillars and priorities outlined herein.

## MONITORING PROGRESS

To ensure transparency and momentum, the City of Seaside will provide quarterly updates to the City Council on implementation progress. These updates will include a color-coded tracking system to reflect the status of each initiative:

- In Progress (show blue dot)
- Delayed (show yellow dot)
- Completed (show green dot)
- Not Yet Started (show hollow/white dot)



This visual approach supports a shared understanding of project timelines and accountability across departments and with the community.

## STAY CONNECTED & PROVIDE INPUT

The Strategic Plan represents a collaborative effort—and your input matters. Community members are encouraged to stay engaged and help shape Seaside’s progress through ongoing dialogue and feedback.

### If you have questions or ideas about the Strategic Plan, please contact:

City Manager’s Office  
Email: [gmcDaniel@ci.seaside.ca.us](mailto:gmcDaniel@ci.seaside.ca.us)  
Phone: (831) 899-6700  
Website: [www.ci.seaside.ca.us](http://www.ci.seaside.ca.us)



**CITY OF SEASIDE  
STAFF REPORT**

**Item No.: 6.C.**

**TO:** Environmental Committee

**BY:** Beth Rocha, Senior Planner

**DATE:** September 22, 2025

**SUBJECT: DISCUSS AND PROVIDE FEEDBACK ON THE PROPOSED PHASE I IMPLEMENTATION MEASURES OF THE CLIMATE ACTION AND ADAPTATION PLAN**

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**RECOMMENDATION**

**BACKGROUND**

In September 2023, the City released a Request for Proposals for the preparation of a Climate Action and Adaption Plan (CAAP). The purpose of the CAAP is to provide a comprehensive plan to address the growing challenges posed by GHG emissions and climate-related hazards. The CAAP fulfills key state and local planning mandates, including compliance with:

- SB 32 (California’s 2030 emissions reduction mandate),
- SB 379 (requiring integration of climate adaptation into local planning), and
- Executive Orders B-55-18 and N-19-19, which call for statewide carbon neutrality and resilience planning.

On February 1, 2024, the City entered into a contract with Jacob Green & Associates (JGA) to develop the CAAP. Over the past year, JGA and City staff have conducted extensive research and community outreach, including surveys, meetings with stakeholders, social media postings, tables at events, flyers/mailings, and staff interviews/meetings.

On June 5th, 2025 the City Council unanimously approved the Climate Action and Adaptation Plan: <https://ci.seaside.ca.us/848/Climate-Action-and-Resilience-Hub>

The key component of the document are the Climate Mitigation Strategies (intended to reduce GHG emissions) and Climate Adaptation Strategies (intended to help the City prepare for the impacts of a warming world). A total of 42 Climate Mitigation Strategies are proposed as well as 39 Climate Adaptation Strategies. The process for implementing these strategies is included in pages 93-100 of the document. Each proposed strategy will be examined using the following process:

- Step 1: Feasibility Studies - Community Development staff will engage with other City Departments and public/community partners to research how the strategy may be implemented, along with possible resources. If possible, the Environmental Commission will act in an advisory capacity in the preparation of these studies.
- Step 2: Pilot Programs and Initial Implementation - Each strategy will be brought back to the City Council for a final review prior to implementation. Staff will identify potential benefits and costs associated with the proposed programs to implement the strategies. Pilot Programs may be proposed in order to gauge the effectiveness of programs at a small scale before large-scale adoption. Pilot programs will be managed by the implementing Department, with support from Community Development staff.
- Step 3: Full Implementation and Long-Term Adaptation - Once the Council has accepted the proposed programs and any pilot programs have been completed, the implementation programs will become a part of normal city operations. In most cases, Community Development staff would then disengage and the implementing Department would assume full responsibility for the ongoing maintenance of the programs.

Each year, staff will identify 3-5 strategies that the City will work on during the coming year. It is anticipated that the full implementation of the CAAP will take 15-20 years. The purpose of this method is to ensure that the City makes consistent, steady progress in permanently altering the way it operates in order to do so in a manner that mitigates and adapts to climate change. The CAAP will be reevaluated at least every five years to ensure that the proposed strategies are consistent with the most recent practices and technological breakthroughs that may occur during the life of the CAAP.

**ATTACHMENTS**

1. Climate Adaptation Strategies
  2. Climate Mitigation Strategies
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# CLIMATE ADAPTATION STRATEGIES





## CLIMATE ADAPTATION STRATEGIES

### Adaptation Measures for Critical Infrastructure

Seaside is home to several key infrastructure assets that are vulnerable to the effects of climate change, including roadways, utilities, and public facilities. The city’s adaptation measures focus on fortifying these assets against climate-related hazards, ensuring their continued functionality and reliability.

#### Road and Transportation Network Resilience

Seaside’s transportation network is crucial for mobility and economic activity. Many of Seaside’s major roads are susceptible to flooding and impacts from coastal erosion.

Number	Description	Priority	Timeframe Summary	Responsibility
RTN1	<b>Permeable Pavement Installation:</b> Implement permeable pavement in key public facility parking areas, such as Seaside City Hall and Seaside High School, to enhance drainage and reduce runoff by 30%.	High	Mid-term	Public Works
RTN2	<b>Flood-Resistant Road Materials:</b> Use flood-resistant and durable materials like asphalt binders and polymer-modified concrete to prolong the lifespan of roads in flood-prone areas.	Medium	Mid-term	Public Works

#### Utility Infrastructure Upgrades

The city’s utility infrastructure, including water, wastewater, and energy systems, is critical for maintaining public health and safety. Seaside’s adaptation plan includes measures to protect these systems from climate-related risks such as flooding and heatwaves.

Number	Description	Priority	Timeframe Summary	Responsibility
UTL1	<b>Seaside Wastewater Treatment Plant Protection:</b> Invest in flood defenses for the wastewater treatment plant near Monterey Bay to mitigate risks from sea level rise and coastal flooding. While the regional wastewater treatment plant is managed by Monterey One Water, the City of Seaside supports efforts to ensure its resilience to flooding, sea-level rise, and seismic risks.	High	Long-term	Public Works & Regional Water Partners
UTL2	<b>Burying of Power Lines:</b> Collaborate with PG&E to underground all major power lines by 2040 to improve grid reliability, reduce fire risk, and prevent outages during extreme weather events.	High	Long-term	Public Works & PG&E



Number	Description	Priority	Timeframe Summary	Responsibility
UTL3	<b>Resilient Pumping Stations:</b> Retrofit and elevate water and wastewater pumping stations in flood-prone areas to maintain functionality during extreme weather events. Recent upgrades to key lift stations, including [insert specific projects if confirmed], may fulfill this strategy. The City will monitor system performance and update the strategy to reflect any remaining needs in the forthcoming Storm Water Master Plan.	High	Long-term	Public Works
UTL4	<b>Cooling Systems for Critical Infrastructure:</b> Install heat-resistant cooling systems for critical utility infrastructure, such as substations, to prevent overheating during heatwaves.	Medium	Mid-term	Public Works
UTL5	<b>Backup Energy Systems:</b> Equip critical infrastructure with renewable-powered backup systems, such as solar-plus-battery storage, to ensure continued operation during power outages.	Medium	Mid-term	Public Works

### Public Facilities Resilience

Public facilities, including emergency shelters, community centers and schools, must be prepared to serve as safe havens during extreme weather events.

Number	Description	Priority	Timeframe Summary	Responsibility
PFR1	<b>Climate Resilience Hub Program – Existing City Facilities:</b> Retrofit key public buildings to serve as resilience hubs with backup generators, HVAC upgrades, roof reinforcement, and emergency food supplies.	High	Mid-term	Public Works / Fire Department
PFR2	<b>Green Roofs and Cool Roofs for Public Buildings:</b> Install green or cool roofs on new public buildings and retrofit existing facilities like the Seaside Public Library to improve energy efficiency and reduce urban heat impacts.	High	Long-term	Public Works / Community Development
PFR3	<b>Solar-Powered Emergency Shelters:</b> Equip emergency shelters with solar panels and battery storage to ensure uninterrupted power supply during extreme weather events.	Medium	Long-term	Fire Department
PFR4	<b>Accessibility Upgrades for Safe Havens:</b> Ensure all public resilience facilities are ADA-compliant, with improved access for vulnerable populations, including older adults and individuals with disabilities.	Medium	Mid-term	Fire Department

## Flood Control and Stormwater Management Improvements

Seaside is at increasing risk of flooding due to storm surge amplified sea level rise and the risk of extreme precipitation events. The city’s flood control and stormwater management strategy focuses on upgrading existing infrastructure and implementing innovative stormwater management solutions to protect vulnerable areas.

Number	Description	Priority	Timeframe Summary	Responsibility
FSM1	<b>Wetlands Restoration:</b> Restore wetlands and promote native vegetation to improve flood absorption and reduce stormwater runoff.	Medium	Long-term	Public Works
FSM2	<b>Stormwater Drainage System Upgrades:</b> Improve aging stormwater infrastructure to handle more intense storms by upgrading pipes and installing additional drains in flood-prone areas. Upgrades to key lift stations may fulfill this strategy. The City will monitor system performance and update the strategy to reflect any remaining needs in the forthcoming Storm Water Master Plan.	High	Long-term	Public Works
FSM3	<b>Stormwater Retention Basins and Green Infrastructure:</b> Construct stormwater retention basins at locations like Bayonet and Black Horse Golf Courses. Incorporate green infrastructure such as bioswales and rain gardens into public spaces.	High	Long-term	Public Works / Recreation

## Community Resilience

### Programs to Support Vulnerable Populations

Community resilience involves targeted programs to support vulnerable populations, particularly those at greater risk from climate impacts. These populations include low-income residents, elderly individuals, and people with disabilities. To address these needs, the city should implement a comprehensive set of initiatives focused on enhancing their capacity to respond to and recover from climate-related disruptions.

Number	Description	Priority	Timeframe Summary	Responsibility
VUL1	<b>Climate Resilience Hubs:</b> Establish hubs at community centers to provide cooling spaces during heatwaves, emergency supplies, and information on adaptation measures.	High	Mid-term	Community Development
VUL2	<b>Resilient Housing Initiative:</b> Prioritize retrofitting homes in flood-prone, fire-vulnerable, and heat-exposed areas. Provide grants, loans, or connections to state/federal programs.	High	Long-term	Community Development / Fire Department
VUL3	<b>Accessible Emergency Communications:</b> Develop multi-lingual, ADA-compliant emergency communication systems to ensure that vulnerable populations receive timely climate warnings and safety instructions.	High	Near-term	Public Safety
VUL4	<b>Mobile Resilience Resources:</b> Deploy mobile units equipped with resources like portable cooling systems, emergency supplies, and first-aid kits to reach underserved areas during extreme events.	Medium	Mid-term	Public Works / Fire Department

### Emergency Preparedness and Response Strategies

Seaside will enhance its emergency preparedness and response strategies to safeguard the community against increasing climate risks, such as extreme heat, flooding, and wildfires.

Number	Description	Priority	Timeframe Summary	Responsibility
EPR1	<b>Evacuation and Shelter Plans:</b> Develop detailed evacuation plans for high-risk neighborhoods, designate evacuation centers like schools and Climate Resilience Hubs, and coordinate transportation support with Monterey-Salinas Transit.	High	Mid-term	Fire Department
EPR2	<b>Community Education and Drills:</b> Conduct regular workshops and drills, if appropriate, to prepare residents for climate-related emergencies, including actions during heatwaves and flood events. All emergency preparedness materials related to the CAAP will be provided in Spanish and other languages as deemed appropriate and distributed through trusted local messengers.	High	Near-term	Community Development / Fire Department

Number	Description	Priority	Timeframe Summary	Responsibility
EPR3	<b>Real-Time Emergency Alert System:</b> Implement a real-time, multi-lingual alert system for extreme weather events, with SMS notifications and public broadcast options.	Medium	Mid-term	Public Safety
EPR4	<b>First Responder Climate Training:</b> Provide training for first responders on handling climate-specific emergencies, including extreme heat, floods, and wildfires.	Medium	Near-term	Fire Department
ERP5	<b>Wildfire Risk Assessment:</b> Seaside will assess wildfire risks within the Wildland-Urban Interface (WUI) using CAL FIRE data and integrate defensible space, fuel reduction, and evacuation planning into the adaptation framework.	High	Mid-term	Fire Department

## Nature-Based Solutions

### Protection and Restoration of Natural Habitats

The city's coastal dunes and the nearby Fort Ord National Monument are key areas for conservation and restoration efforts.

Number	Description	Priority	Timeframe Summary	Responsibility
HAB1	<b>Wetland Restoration:</b> Restore wetlands near Roberts Lake by removing invasive species, replanting native vegetation, and enhancing hydrological connectivity. Focus on re-establishing native salt marsh plants like <i>Salicornia pacifica</i> to support wildlife.	High	Long-term	Public Works
HAB2	<b>Restoring Fort Ord Vegetation:</b> Collaborate with the Bureau of Land Management and conservation groups to restore coastal sage scrub and oak woodlands at Fort Ord National Monument. Implement selective thinning, controlled burns with Cal Fire, and plant native oak trees.	High	Long-term	Public Works & Bureau of Land Management
HAB3	<b>Coastal Dune Preservation:</b> Protect and restore Seaside's coastal dunes by controlling invasive species, planting native dune grass, and creating barriers to prevent erosion from foot traffic and storm surges. Examine restoration or stabilization of sandstone features as a nature-based defense against breach events.	Medium	Mid-term	Public Works

## Urban Greening and Tree Planting Initiatives

Urban greening is a key component of Seaside’s strategy to combat the urban heat island effect, improve air quality, and enhance community well-being.

Number	Description	Priority	Timeframe Summary	Responsibility
UGT1	<b>Tree Planting:</b> Expand Seaside’s urban canopy by planting 5,000 trees across public spaces, streets, and residential areas by 2040, increasing canopy coverage from 12% to 20%.	High	Long-term	Public Works / Community Development / Recreation
UGT2	<b>Green Seaside Initiative:</b> Focus on greening underserved neighborhoods with drought-tolerant trees like <i>Quercus agrifolia</i> (coast live oak) and <i>Arbutus menziesii</i> (Pacific madrone). Transform vacant lots into pocket parks and green corridors connected to larger green spaces like Laguna Grande Park. Include green roofs and walls in commercial areas, especially along Broadway Avenue.	High	Long-term	Community Development / Recreation / Public Works
UGT3	<b>Green Schools Program:</b> Collaborate with schools to plant trees on school grounds and create outdoor classrooms in elementary and middle schools, educating students on biodiversity and sustainability.	Medium	Mid-term	Community & Economic Development
UGT4	<b>Urban Cooling Corridors:</b> Establish shaded pedestrian and bike routes along major streets by planting trees and integrating greenery into pathways, reducing heat exposure and improving walkability.	Medium	Long-term	Public Works / Community Development
UGT5	<b>Community Tree Adoption Program:</b> Launch a program to provide free trees and training to residents for planting and maintenance on private properties, encouraging community involvement in urban greening.	Medium	Mid-term	Recreation

## Community Outreach

### Programs to Raise Awareness About Climate Issues and Solutions

The Seaside Climate Education Initiative will consist of a series of workshops, seminars, and interactive exhibits that address key climate issues such as rising sea levels, extreme weather events, and the importance of reducing greenhouse gas emissions. These events will be held at accessible locations such as the local library and community centers and will be open to all residents.



Number	Description	Priority	Timeframe Summary	Responsibility
CAW1	<b>Climate Solutions for All:</b> Target underserved communities with multilingual workshops and resources in English and Spanish, improving access to sustainability tools and information.	High	Mid-term	Community Development
CAW2	<b>Climate Ambassadors Program:</b> Train residents to act as neighborhood climate advocates, conducting outreach, distributing materials, and hosting discussions on local climate issues and suggestions for action from the household to citywide levels.	Medium	Near-term	Community Development
CAW3	<b>Seaside Climate Action YouTube Channel:</b> Develop and share educational videos on climate science, biodiversity, and local youth engagement in sustainability. Promote these via social media and school partnerships.	Medium	Near-term	Community Development

### Partnerships with Schools, Businesses, and Community Organizations

Collaboration with local schools, businesses, and community organizations is a key component of Seaside’s outreach strategy. By leveraging these partnerships, the city aims to expand the reach and impact of its climate education programs.

Number	Description	Priority	Timeframe Summary	Responsibility
PCO1	<b>Monterey Peninsula Unified School District (MPUSD) Partnership:</b> Collaborate with MPUSD to integrate climate science and sustainability into K-12 curricula. Include field trips to Fort Ord National Monument and a Youth Climate Leadership Program for high school students.	High	Mid-term	Community Development / MPUSD
PCO2	<b>California State University Monterey Bay (CSUMB) Collaboration:</b> Partner with CSUMB to offer workshops and seminars on renewable energy, sustainable business practices, and climate policy for the general public.	Medium	Mid-term	Community Development / CSUMB
PCO3	<b>Green Business Support:</b> The City will continue to collaborate with the CA Green Business Certification program to support the integration of energy efficiency, zero waste and pollution prevention measures into local businesses. The City will continue to be supportive of and co-host the Annual Earth Day Celebration, led by Sustainable Seaside.	Medium	Long-term	Community Development



Number	Description	Priority	Timeframe Summary	Responsibility
PCO4	<b>Community Organizations Engagement:</b> Partner with groups like the Seaside Environmental Alliance to co-host events, provide educational resources, and recruit volunteers for local conservation efforts.	Medium	Near-term	Community Development / Environmental Groups
PCO5	<b>Local Youth Climate Action Internship Program:</b> Create internships for students from local schools and universities to assist with city-led sustainability projects, offering practical experience in renewable energy and conservation initiatives.	Medium	Mid-term	Community Development / Education Partners / Human Resources



# CLIMATE MITIGATION STRATEGIES





## CLIMATE MITIGATION STRATEGIES

### Energy Efficiency and Renewable Energy

Seaside’s Climate Action and Adaptation Plan outlines comprehensive strategies to enhance energy efficiency and expand renewable energy infrastructure, aligning with the city’s ambitious targets for reducing greenhouse gas (GHG) emissions. These efforts are crucial for achieving the emissions reduction targets set forth in the CAAP, while also supporting the broader state goals for climate action. This section details specific policies and programs designed to promote energy efficiency in buildings and the expansion of renewable energy infrastructure, such as solar and wind energy.

#### **Policies and Programs to Promote Energy Efficiency in Buildings**

Seaside is committed to significantly reducing energy consumption in both residential and commercial buildings, which currently account for approximately 40% of the city’s total GHG emissions. The city aims to reduce energy use in existing buildings 20% by 2030 and achieve near-zero emissions in newly constructed buildings by 2045. All programs will prioritize affordability. Seaside will ensure that no household is left behind in the clean energy transition.

Number	Description	Priority	Timeframe Summary	Responsibility
BLD1	<b>Building Energy Performance Standards:</b> Be aligned with most current green building standards.	High	Mid-term	Community Development
BLD2	<b>Incentive Programs for Retrofits:</b> Develop incentives for energy efficiency upgrades in existing buildings. Retrofit strategies will be designed for both owner-occupied and rental units, ensuring equitable access to energy efficiency improvements and resilience retrofits across housing types.	Medium	Mid-term	Community Development / Public Works
BLD3	<b>Building Electrification:</b> Promote electrification of 80% of residential and 60% of commercial buildings by 2045 through incentives and outreach. Households transitioning to electric appliances—such as heat pumps, induction ranges, and electric vehicles—can achieve lifetime savings of \$5,000 to \$15,000, depending on usage patterns and energy prices. Savings can be enhanced through Time-of-Use (TOU) electricity rates and programs like community solar, which reduce utility bills and increase energy affordability.	High	Long-term	Community Development



Number	Description	Priority	Timeframe Summary	Responsibility
BLD4	<b>Energy Efficiency Education and Outreach:</b> Continue outreach to raise awareness and provide resources on energy efficiency. Coordinate closely with Central Coast Community Energy's programs—including Electrify Your Home, EV charger rebates, and Community Solar—to streamline access and improve affordability for residents.	High	Near-term	Community Development

## Expansion of Renewable Energy Infrastructure

Seaside's strategy to expand renewable energy infrastructure focuses on increasing the capacity of local renewable energy installations, which will play a critical role in meeting the city's goal of sourcing 100% of its electricity from renewable sources by 2045.

Number	Description	Priority	Timeframe Summary	Responsibility
REN1	<b>Investment in energy storage solutions,</b> like battery systems, to enhance grid stability and minimize fossil fuel reliance.	High	Long-term	Public Works
REN2	<b>Community Solar Program:</b> Equitable access to solar through shared solar projects.	Medium	Mid-term	Public Works
REN3	<b>Solar on Public Buildings Initiative:</b> Install PV systems on 90% of suitable municipal buildings by 2035.	High	Long-term	Public Works
REN4	<b>Zoning and permitting updates</b> to streamline distributed energy resource deployment.	High	Near-term	Community Development
REN5	<b>Geothermal:</b> Study feasibility of district geothermal for low-carbon heating/cooling and resilience.	Medium	Long-term	Public Works
REN6	<b>Permitting streamlining and energy hubs:</b> Consider streamlining permitting for solar-plus-storage, and identify sites for energy resilience hubs (e.g., libraries or schools) capable of islanding during outages. Coordinate implementation with PG&E grid planning.	High	Mid-term	Community Development
REN7	<b>Power outage education:</b> In coordination with Central Coast Community Energy (3CE), the City will continue to promote public education on backup power options and preparedness for planned and unplanned outages. Outreach will include accessible materials, community workshops, and technical assistance for battery backup adoption,	High	Mid-term	Public Works

## Sustainable Transportation

Transportation is one of the largest sources of greenhouse gas (GHG) emissions in Seaside, accounting for approximately 40% of the city's total emissions. To match the state's climate targets, the CAAP sets out strategies to reduce vehicle miles traveled (VMT), promote sustainable modes of transit such as biking and walking, and expand electric vehicle (EV) infrastructure. These strategies are designed to not only decrease GHG emissions but also improve public health, enhance quality of life, and create a more sustainable and resilient urban environment.

### Strategies for Reducing Vehicle Miles Traveled (VMT)

Reducing VMT is a critical component of Seaside's strategy to lower transportation emissions. The City will continue to coordinate with MST for initiatives to reduce emissions such as Travel Demand Management (TDM) programs such as the Group Discount Program, Commute with Enterprise Vanpool, and the Travel Training Program. These can be leveraged to reduce solo driving and enhance workforce mobility.

Number	Description	Priority	Timeframe Summary	Responsibility
VMT1	<b>Land Use and Zoning Policies:</b> Implement mixed-use zoning near transit and employment centers, reduce or in suitable areas eliminate parking minimums, and encourage walkable neighborhoods. The City will explore policy tools such as zoning incentives to encourage adaptive reuse of vacant commercial properties for neighborhood-serving uses near transit corridors and will continue to explore transit-oriented development (TOD) opportunities aligned with MST's SURF! Busway. Sites such as Del Monte Boulevard, West Broadway, and the Auto Mall corridor will be prioritized for compact, transit-friendly growth	High	Long-term	Community Development
VMT2	<b>Transportation Demand Management (TDM) Programs:</b> Launch initiatives to reduce single-occupancy trips, including carpooling, telecommuting, and flexible work hours.	High	Mid-term	Public Works / Community Development
VMT3	<b>Parking Management:</b> Explore charging for parking in commercial areas to reduce congestion and discourage driving. Any future consideration of paid parking will include a comprehensive equity analysis. The City will explore exemptions for low-income commuters, coordination with MST to expand service hours/routes, and subsidized passes to offset the burden on residents without viable alternatives.	Medium	Mid-term	Public Works / Community Development

## Promotion of Public Transit, Biking, and Walking

To further reduce transportation emissions and promote healthy lifestyles, Seaside will work to enhance transit service and make significant investments in biking and pedestrian infrastructure. Monterey-Salinas Transit (MST) operates six routes in Seaside. The SURF! Busway project will significantly expand regional zero-emission transit access.

Number	Description	Priority	Timeframe Summary	Responsibility
TRN1	<b>Public Transit Enhancement:</b> Collaborate with Monterey-Salinas Transit to improve service frequency, reliability, and coverage. Explore transit priority lanes, signal prioritization, and free/reduced fares for low-income residents and students. MST’s existing Travel Demand Management (TDM) programs—such as the Group Discount Program, Commute with Enterprise Vanpool, and the Travel Training Program—will be leveraged to support mode shift and reduce solo commuting.	High	Long-term	Community Development / Public Works
TRN2	<b>Bike Infrastructure Development:</b> Improve safety and protection of current bike lanes and paths and expand to connect key destinations. Install bike racks and bike-sharing stations to support transit connections.	High	Mid-term	Community Development / Public Works
TRN3	<b>Pedestrian-Friendly Design:</b> Upgrade pedestrian infrastructure with new and/or wider sidewalks, better lighting, and enhanced crosswalks to make walking safer and more appealing.	Medium	Mid-term	Community Development / Public Works

## Electric Vehicle (EV) Infrastructure Development

The expansion of EV infrastructure is a cornerstone of Seaside’s strategy to decarbonize its transportation sector. By supporting the widespread adoption of electric vehicles and ebikes, the city aims to reduce emissions from personal and commercial vehicles, which currently account for over 70% of transportation-related emissions. Equity will be considered in all EV strategies.



Number	Description	Priority	Timeframe Summary	Responsibility
EV1	<b>EV Charging Infrastructure:</b> Install a robust public EV charging network, with the goal of ensuring 90% of residents live within a 5-minute drive of a charging station. Include fast-charging stations in key areas. Include utility pole-mounted Level 2 chargers in the public EV infrastructure strategy, particularly near multi-unit dwellings and downtown commercial areas. Coordinate with PG&E and city engineering for site suitability. The City will take MST's Innovative Clean Transit rollout plan into account when considering locations of potential EV facilities such as charging stations.	High	Long-term	Community Development / Public Works
EV2	<b>EV Incentive Programs:</b> Partner with Monterey County and others to offer incentives for purchasing EVs and ebikes and installing home charging stations.	Medium	Mid-term	Community Development / Public Works
EV3	<b>Electrification of Municipal Fleet:</b> Replace 100% of light-duty vehicles in the city's fleet with EVs by 2035.	High	Long-term	Community Development / Finance / Public Works / Police
EV4	<b>EV-Ready Building Codes:</b> Require all new developments to include EV-ready wiring by 2035 through updated building codes.	Medium	Long-term	Community Development

## Sustainable Land Use and Urban Planning

Seaside's CAAP incorporates comprehensive land use and urban planning strategies to address climate change by promoting higher-density development and integrating green building standards. By implementing smart growth policies and encouraging green building practices, Seaside aims to reduce greenhouse gas (GHG) emissions, conserve natural resources, and enhance the quality of life for its residents.

### **Smart Growth Policies to Reduce Sprawl and Promote Density**

Seaside is committed to promoting sustainable growth patterns that foster higher-density development in key areas. This approach not only helps reduce GHG emissions associated with transportation but also promotes walkability, reduces infrastructure costs, and preserves open space.

Number	Description	Priority	Timeframe Summary	Responsibility
SG1	<b>Mixed-Use and Transit-Oriented Development (TOD):</b> Collaborate with Monterey Salinas Transit to increase frequency and quality of service at transit hubs, pedestrian and bicycle access.	High	Long-term	Community Development / Public Works
SG2	<b>Urban Infill Development:</b> Promote development of vacant and underutilized properties in West Broadway Urban Village using incentives like density bonuses and expedited permitting for multi-family housing and mixed-use projects.	High	Mid-term	Community Development

## Green Building Standards and Incentives

Seaside’s commitment to sustainability extends to the built environment through the adoption of green building standards and incentives that promote energy efficiency, resource conservation, and healthy living spaces. The city aims for all new developments to meet or exceed state green building codes and to encourage the retrofitting of existing buildings to higher sustainability standards.

Number	Description	Priority	Timeframe Summary	Responsibility
GBS1	<b>Adoption of CALGreen and LEED Standards:</b> Require all new commercial buildings to meet CALGreen Tier 1 by 2035 and aim for LEED Silver for larger projects, with incentives for LEED Gold or higher certification.	Medium	Long-term	Community Development
GBS2	<b>Green Building Incentives Program:</b> Introduce incentives for retrofits, water-saving measures, and sustainable materials, including support for solar panels and efficient HVAC systems.	High	Near-term	Community Development
GBS3	<b>Net Zero Energy (NZE) for Municipal Buildings:</b> Require Net Zero Energy for all new municipal buildings and major renovations by 2045, integrating renewable energy and advanced efficiency systems.	High	Long-term	Public Works
GBS4	<b>Urban Green Infrastructure:</b> Require green roofs/walls, requiring 20% coverage for new developments in high-density areas.	Medium	Long-term	Community Development
GBS5	<b>Sustainable Materials and Practices:</b> Promote low-carbon materials and modular construction to reduce waste and lower emissions for new developments.	High	Near-term	Community Development

## Waste Reduction and Management

Seaside’s CAAP emphasizes the importance of sustainable waste management practices to reduce greenhouse gas (GHG) emissions and promote resource conservation. The plan includes detailed strategies aimed at minimizing waste generation, enhancing recycling efforts, and expanding organic waste diversion and composting programs.

### Strategies for Reducing Waste Generation and Increasing Recycling

Reducing overall waste generation and improving recycling rates are fundamental components of Seaside’s waste management strategy.

Number	Description	Priority	Timeframe Summary	Responsibility
WST1	<b>Waste Reduction Initiatives:</b> Continue to collaborate with the California Green Business Network to assist local businesses in becoming certified (includes waste reduction and recycling materials). Six businesses in Seaside already certified.	High	Near-term	Community Development
WST2	<b>Enhanced Recycling Programs:</b> Upgrade curbside recycling to include more materials, partner with schools for education campaigns, and install more recycling bins in public areas. The City will continue to work with ReGen Monterey and GreenWaste Recovery, its regional hauler partners, to expand recycling and composting programs. Future strategy updates may be informed by the renegotiation of franchise agreements anticipated in or before 2030.	High	Long-term	Public Works
WST3	<b>Construction and Demolition (C&amp;D) Waste Management:</b> Enforce stricter recycling rules for construction waste, requiring 75% diversion from landfills for new developments and renovations.	High	Mid-term	Community Development
WST4	<b>E-Waste and Hazardous Waste Collection:</b> Conduct drop-off events for e-waste and hazardous materials and build awareness of regional collection sites.	Medium	Mid-term	Community Development / Public Works

## Water Conservation and Management

Water is a precious resource. The city’s CAAP outlines a series of comprehensive water conservation and management strategies aimed at reducing water consumption, improving infrastructure, and promoting sustainable landscaping practices.

Water-Saving Measures and Infrastructure Improvements



## Water-Saving Measures and Infrastructure Improvements

Seaside will implement a range of water-saving measures and infrastructure improvements to reduce overall water consumption and enhance the efficiency of the city's water systems. These initiatives are designed to address both residential and commercial water use, as well as to optimize the operation of the city's water infrastructure.

Number	Description	Priority	Timeframe Summary	Responsibility
WTR1	<b>Smart Water Meter Installation:</b> Install smart water meters for all properties by 2040 to provide real-time usage data, helping users identify leaks and inefficient patterns.	High	Long-term	Public Works
WTR2	<b>Leak Detection and Repair Program:</b> Launch a comprehensive leak detection program using advanced technology to address leaks in public and private water systems.	High	Mid-term	Public Works
WTR3	<b>Water-Efficient Appliances and Fixtures:</b> Promote rebate programs for replacing old appliances with high-efficiency models like low-flow toilets and WaterSense-certified fixtures.	High	Near-term	Community Development / Building & Code Enforcement
WTR4	<b>Greywater Reuse Systems:</b> Encourage installation of greywater systems in new developments and renovations for irrigation purposes to reduce potable water demand.	Medium	Long-term	Community Development / Building & Code Enforcement
WTR5	<b>Public Infrastructure Upgrades:</b> Retrofit city-owned properties with efficient irrigation systems and drought-tolerant landscaping to enhance water efficiency.	High	Mid-term	Public Works / Recreation

## Use of Recycled Water and Drought-Tolerant Landscaping

Maximizing the use of recycled water and adopting drought-tolerant landscaping are critical components of Seaside's strategy to conserve water and enhance resilience to drought. These measures will help reduce the demand for potable water, support sustainable urban landscapes, and contribute to the city's overall water conservation goals.

Number	Description	Priority	Timeframe Summary	Responsibility
RWL1	<b>Expansion of the Pure Water Monterey Project:</b> Collaborate with Monterey One Water to increase the supply of purified recycled water for landscape irrigation and non-potable uses.	High	Long-term	Public Works & Regional Water Partners
RWL2	<b>Recycled Water Irrigation for Public Spaces:</b> Install infrastructure to irrigate parks, medians, and street trees using recycled water, starting with Laguna Grande Regional Park.	High	Mid-term	Public Works / Recreation
RWL3	<b>Drought-Tolerant Landscaping in New Developments:</b> Require native and/or low-water-use landscaping in all new developments, promoting rain gardens and permeable surfaces.	High	Long-term	Community Development
RWL4	<b>Residential Turf Replacement Program:</b> Continue to partner with MPWMD to incentivize replacing water-intensive lawns with drought-tolerant landscaping in residential areas.	Medium	Mid-term	Community Development
RWL5	<b>Public Education and Outreach:</b> Host workshops, demonstrations, and school programs to promote water conservation and sustainable landscaping practices.	Medium	Near-term	Community Development





**CITY OF SEASIDE  
STAFF REPORT**

**Item No.: 6.D.**

**TO:** Environmental Committee

**BY:** Beth Rocha, Senior Planner

**DATE:** September 22, 2025

**SUBJECT: DISCUSS POTENTIAL PROJECT IDEAS TO SUGGEST TO THE  
NEIGHBORHOOD IMPROVEMENT COMMISSION**

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**RECOMMENDATION**

Discuss and decide on recommendations, if any.

**BACKGROUND**

The Neighborhood Improvement Commission (NIC) has begun its outreach earlier this year to gather project ideas for the 2026/2027 NIC's planning cycle.

Each year, the NIC is responsible for identifying, vetting, and recommending neighborhood improvement projects for City Council approval as part of our Annual Work Plan.

These projects are funded through the Transient Occupancy Tax. The recommended projects are submitted to City staff for further evaluation based on feasibility, alignment with City Council priorities, available funding, and potential community impact.

Last year, City Staff vetted the projects and provided the NIC with the expected costs for each project.

Staff then presented the NIC recommended project list for the Council to weigh in on and provide further direction.

The following is an example of past projects and allocation of funds.

**Projects  
Removed**

Welcome	\$600
Banners	
Electronic	\$50,000
Bulletin Board	
Solar Powered	\$7,000
Picnic Table	
Lockers for	\$2,000
Personal	
Items	
Fort Ord	\$10,000
National	
Monument	
Directional	
Signage	
Welcome to	\$15,000
Seaside Sign	
on GJM	

**Projects  
Changed**

Annual Tree	\$5,000
Give-A-Way	
Benches	\$27,000
quantity	
changed from	
12 - 6	
Murals x2 to 1	\$15,000

**Total project reductions \$131,600**

**ATTACHMENTS**

None

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