



AGENDA

CITY OF SEASIDE
CITY COUNCIL/SUCCESSOR
AGENCY TO THE
REDEVELOPMENT AGENCY

REGULAR MEETING
440 HARCOURT AVE (COUNCIL CHAMBER)
Thursday, October 2, 2025
5:00 PM

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Enter the **WEBINAR ID:** 819 3683 2059 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 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 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 City Council 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 participation in no way constitutes an endorsement of any person or group to display hateful conduct, including sending or posting hateful images, making violent threats, or targeting others with hateful or abusive speech. The City may remove any participant that violates its agreement or applicable policy with proper notice as outlined in the conditions of use/meeting access.

1. CALL TO ORDER

2. ROLL CALL – ESTABLISHMENT OF QUORUM

Ian N. Oglesby	Mayor/Chair
David R. Pacheco	Mayor Pro Tem/Vice Chair
Alexis Garcia-Arrazola	Council/Agency Member
Rita Burks	Council/Agency Member
Alex Miller	Council/Agency Member

3. INVOCATION AND PLEDGE OF ALLEGIANCE

4. 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).

5. PUBLIC COMMENT

Members of the public wishing to address the City Council 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 for "Presentations" on this agenda are also taken at this time; comments on specific agenda items are heard under that item. For the public record, please state your name.

6. PUBLIC AGENCY COMMUNICATIONS

This is a time specifically set aside for representatives of public agencies to make brief comments of general interest to the City Council and the community.

A. SEASIDE CITY NEWS BROADCAST OF UPCOMING CITYWIDE EVENTS AND COMMUNITY ANNOUNCEMENTS

7. PRESENTATIONS

A. COMMUNITY PARTNERSHIP FOR YOUTH (CPY) SUMMER INTERN PROGRAM

B. ECONOMIC DEVELOPMENT UPDATE (JOSE BAZUA, ECONOMIC DEVELOPMENT DIRECTOR)

8. CONSENT AGENDA

A. APPROVE MINUTES FROM SEPTEMBER 18, 2025, REGULAR MEETING

RECOMMENDATION: Approve minutes as presented in the agenda packet.

B. APPROVE A PROCLAMATION RECOGNIZING OCTOBER 12-18, 2025, AS FREEDOM FROM WORKPLACE BULLYING WEEK

RECOMMENDATION: Approve proclamation.

C. APPROVE A PROCLAMATION RECOGNIZING OCTOBER AS NATIONAL BREAST CANCER AWARENESS MONTH

RECOMMENDATION: Approve proclamation.

D. APPROVE A PROCLAMATION RECOGNIZING OCTOBER AS NATIONAL DISABILITY AWARENESS MONTH

RECOMMENDATION: Approve proclamation.

E. APPROVE THE PROCLAMATIONS FOR THE RECIPIENTS OF THE FOURTH CLASS OF THE SEASIDE STARS PROGRAM

RECOMMENDATION: Approve the proclamations to Pearl Carey, James C. Bogan, Charles "Coach" Williams, and Shari Hastey "CPY", as the fourth class of the Seaside Stars program.

F. ADOPT A RESOLUTION AWARDED ON-CALL PROFESSIONAL SERVICES AGREEMENTS FOR TRAFFIC ENGINEERING IN THE AMOUNT OF \$250,000.00

RECOMMENDATION: Award the agreement.

G. ADOPT A RESOLUTION APPROVING AN AMENDMENT TO THE PROFESSIONAL SERVICES AGREEMENT WITH GEOSYNTEC CONSULTANTS, INC. FOR SUPPLEMENTAL SOIL SAMPLING SERVICES FOR CAMPUS TOWN PHASE 1B, 2A, AND 2B FOR AN AMOUNT NOT TO EXCEED \$43,100.00

RECOMMENDATION: Approve the amendment.

9. BUSINESS ITEMS

A. APPROVE MAYOR'S YOUTH FUND CONTRIBUTION REQUEST OF \$3,000.00 FROM SEASIDE MIDDLE SCHOOL TO ASSIST WITH THE COST ASSOCIATED WITH THEIR ANNUAL FOOD FLEX COURSE FOR THEIR EIGHTH GRADE STUDENTS

RECOMMENDATION: Approve the request.

B. STRATEGIC PLAN QUARTERLY UPDATE

RECOMMENDATION: Receive and file the first quarterly update to the 2025-2026 Strategic Plan.

10. COUNCIL MEMBER REQUESTS

A. NEW COUNCIL MEMBER REQUESTS

B. FOLLOW UP ON PREVIOUS REQUESTS

**11. CITY ATTORNEY, CITY MANAGER, CITY COUNCIL AND MAYOR
COMMENTS AND REPORTS ON COMMITTEE ASSIGNMENTS**

This is a time specifically set aside for members of the City Council, the City Manager and City Attorney to make brief comments of general interest to the community and report on committee assignments.

12. CLOSED SESSION

Pursuant to Government Code Section 54956 et seq., the City Council and Successor Agency to Redevelopment Agency may adjourn to a Closed Session to consider specific matters dealing with litigation, certain personnel matters, property negotiations or to confer with the City Attorney. Public comments on these items are taken after being read by the City Attorney. For the public record, please state your name.

**A. CONFERENCE WITH LEGAL COUNSEL PURSUANT TO GOVERNMENT CODE
SECTION 54956.9 - EXISTING LITIGATION**

Monterey County Superior Court Case No. 24 CV002872

Case Name: Seaside Highlands Homeowners Association v. City of Seaside, et al.

**B. CONFERENCE WITH LEGAL COUNSEL PURSUANT TO GOVERNMENT CODE
SECTION 54956.9 - EXISTING LITIGATION**

Monterey County Superior Court Case No. 25CV001036

Case Name: City of Seaside v. Seaside Highlands Homeowners Association, et al.

**C. CONFERENCE WITH LEGAL COUNSEL PURSUANT TO GOVERNMENT CODE
54956.9 (D)(2)**

Two matters of potential litigation

13. ADJOURNMENT

Next Regularly Scheduled Meeting:
October 16, 2025
5:00 PM

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FINAL MINUTES

CITY OF SEASIDE
CITY COUNCIL/ SUCCESSOR
AGENCY TO THE
REDEVELOPMENT AGENCY

REGULAR MEETING
440 HARCOURT AVE
Thursday, September 18, 2025
5:00 PM

1. CALL TO ORDER

Mayor/Chair Oglesby called the meeting to order at 5:00 p.m.

2. ROLL CALL – ESTABLISHMENT OF QUORUM

PRESENT: Burks, Garcia-Arrazola, Miller, Oglesby, Pacheco
ABSENT: None

3. INVOCATION AND PLEDGE OF ALLEGIANCE

The invocation was delivered by Rev. Harold Lusk (Bethel Missionary Baptist Church). The pledge of allegiance was led by Council/Agency Member Garcia-Arrazola.

4. REVIEW OF AGENDA

Item 13A was removed from the agenda.

5. PUBLIC COMMENT

Dianne Nielson, Annalisa Mitchell, Peter Kaiser, Karla Lobo, Tanja Roos, Constance Constable, Catherine Crockett

6. PUBLIC AGENCY COMMUNICATIONS

- Monterey Peninsula College President & Superintendent Dr. Marshall Fulbright
- The Village Project Inc., Reyna Vasquez and Zarea Boykin with Emanyatta Warriors and Summer Internship Program participants.
- Seaside High School Principal, Andrew Aguiniga

A. SEASIDE CITY NEWS BROADCAST OF UPCOMING CITYWIDE EVENTS AND COMMUNITY ANNOUNCEMENTS

- Seaside residents—get low-cost pet care with the SNIP Mobile Spay and Neuter Clinic on Tuesday, September 30th. Services include \$25 spay or neuter, vaccinations, and microchipping. The clinic takes place at 1271 Canyon Del Rey Boulevard, across from Chili's, by appointment only. Call or text 925-967-1001 to schedule.
- You're invited to the Seaside Stars Unveiling Ceremony! Saturday, October 11th, 2025, from 12:30 to 2:30 PM at 705 Broadway Avenue. This year, the City will induct the fourth class of honorees, which will feature Pearl Carey, James C. Bogan, Charles "Coach" Williams, and Shari Hastey!

- Get ready for the 5th Annual Oaxaca by the Sea! The City of Seaside invites you to celebrate the vibrant culture, traditions, and flavors of our sister city, Oaxaca—right here on the California coast. Join us on Saturday, September 28th, from 11 a.m. to 4 p.m. at City Hall.
- The Seaside Recreation Department invites you to Movies in the Park on Friday, October 3rd at 7 p.m.! Bring your blankets, family, and friends for a fun evening under the stars. And don't forget—you get to help choose the movie! Cast your vote now at bit.ly/mitp-october2025. Voting closes September 26th.
- Mark your calendars! On Saturday, September 27th, from 8:30 a.m. to noon, the City of Seaside invites you to take part in the Citywide Free Community Cleanup. Multiple dumpster locations will be available across town, including Highland Otis Park, Mal's Market parking lot, near Ord Terrace School, and Pacchetti Dog Park. Electronics will also be accepted in a separate container. This event is for Seaside residents only—no commercial dumping. Let's work together to keep Seaside beautiful!
- Everyone's Harvest, in partnership with Farms Together, is offering FREE boxes of produce at the Seaside Farmer's Market every Thursday! Please note that the new time for box distribution is 4:30 PM, so, mark your calendars, and we'll see you out at Laguna Grande Park on Thursdays.
- Join FOSPA on Saturday, September 20th at Durant Park, and, on the 27th at Capra Park AND Martin Park for a day of service and outdoor fun! For more information, including future workdays and locations, visit [Friends of Seaside Parks.org](https://FriendsOfSeasideParks.org).
- The City of Seaside staff invite you to join them this September for the launch of the Seaside Green Initiative. Throughout the month, staff will be taking part in programs designed to reduce the amount of landfill waste produced at City facilities.
- As part of this year's California Coastal Cleanup Day, Sustainable Seaside is leading a community clean-up at two local sites: Monterey State Beach and Robert's Lake. Join the effort on Saturday, September 20th, from 9 a.m. to noon.
- California Coastal Cleanup Day is the state's largest volunteer event for the environment. Over the years, more than 1.5 million volunteers have removed more than 25 million pounds of trash from our waterways. Together, we can protect wildlife and keep our coastlines clean for future generations. Volunteers can register and learn more at saveourshores.org/coastal-cleanup
- The City of Seaside invites the community to come together for the Eternal Light of Hope Ceremony. Held each year on September 25th, this gathering honors the lives lost to homicide in recognition of the National Day of Remembrance for Murder Victims. Join us on Thursday, September 25th, from 6 to 7 PM, at the Oldemeyer Center.
- The Monterey Bay Football Club wants you to be ready for Youth Soccer Night! This Saturday, September 20th, at 7 PM, head out to Cardinale Stadium for an evening of excitement, energy, and community spirit. Wear your local youth club soccer jersey to the match and get 20% OFF merchandise—in-stadium only! Get your tickets today at montereybayfc.com!
- Seaside Fire invites you to their Annual Open House as they charge into fire safety! Join the fun on Saturday, October 4th, from 10 AM to 2 PM at 1635

Broadway Avenue in Seaside. That's the Seaside Fire Open House—Saturday, October 4th, 10 to 2. For more information, call 831-899-6790.

7. PRESENTATIONS

A. RECEIVE PRESENTATION FROM BLUE ZONES PROJECT ON PROGRAM CERTIFICATION (KENDRA HOWELL, SENIOR POLICY LEAD)

Mayor Oglesby and Assistant City Manager Dan Meewis received the recognition on behalf the city.

B. CITY OF SEASIDE AND CALIFORNIA STATE UNIVERSITY MONTEREY BAY INTERNSHIP PROGRAM (SAMANTHA ALCARAZ, HUMAN RESOURCES DIRECTOR AND DR. JAMES HUSSAR, DEAN, COLLEGE OF ARTS, HUMANITIES, AND SOCIAL SCIENCES)

Dr. James Hussar provided a presentation reviewing the program and introduced the interns assigned to city departments.

8. CONSENT AGENDA

Item 8L was pulled from the agenda.

On motion by Mayor Pro Tem/Vice Chair Pacheco and second by Council/Agency Member Garcia-Arrazola and carried by the following vote, the City Council/Successor Agency moved to approve the consent agenda.

RESULT: 5-0-0-0

AYES: Burks, Garcia-Arrazola, Miller, Oglesby, Pacheco

NOES: None

ABSTAIN: None

ABSENT: None

A. APPROVE MINUTES FROM SEPTEMBER 4, 2025, REGULAR MEETING

ACTION: APPROVED

B. ACCEPT AND FILE THE CASH AND INVESTMENTS REPORT FOR THE CITY OF SEASIDE AND THE SUCCESSOR AGENCY OF THE REDEVELOPMENT AGENCY OF THE CITY OF SEASIDE FOR THE QUARTER ENDING JUNE 30, 2025

ACTION: ACCEPTED & FILED

C. APPROVE PROCLAMATION RECOGNIZING SEPTEMBER 15 - OCTOBER 15 AS NATIONAL HISPANIC HERITAGE MONTH

ACTION: APPROVED

- D. APPROVE A PROCLAMATION RECOGNIZING SEPTEMBER 22-26, 2025, AS STORMWATER AWARENESS WEEK**

ACTION: APPROVED

- E. APPROVE A PROCLAMATION RECOGNIZING OCTOBER 5-11, 2025, AS FIRE PREVENTION WEEK**

ACTION: APPROVED

- F. APPROVE A PROCLAMATION RECOGNIZING OCTOBER AS NATIONAL DISABILITY EMPLOYMENT AWARENESS MONTH**

ACTION: APPROVED

- G. APPROVE PROCLAMATION RECOGNIZING SEPTEMBER 17 - 23, 2025, AS CONSTITUTION WEEK**

ACTION: APPROVED

- H. APPROVE MAYOR'S YOUTH FUND CONTRIBUTION REQUEST OF \$3,000.00 FROM CENTRAL COAST HIGH SCHOOL TO ASSIST WITH THE COSTS ASSOCIATED WITH THEIR WORK TO LEARN PROGRAM**

ACTION: APPROVED

- I. APPROVE MAYOR'S YOUTH FUND CONTRIBUTION REQUEST OF \$3,000.00 FROM MONTEREY CONDORS CLUB TO ASSIST WITH THE COSTS ASSOCIATED WITH THEIR MAJOR LEAGUE SOCCER "GO RECREATIONAL AND COMPETITIVE" SOCCER PROGRAMS**

ACTION: APPROVED

- J. APPROVE A CO-SPONSORSHIP AND FEE WAIVER REQUEST FROM DELTA SIGMA THETA SORORITY, INC. FOR THE USE OF THE OLDMEYER CENTER FOR TWO COMMUNITY EVENTS IN 2026: A HEALTH CONFERENCE AND THE ANNUAL JABBERWOCK PAGEANT & YOUTH ON PARADE EVENT IN THE AMOUNT OF \$2,008.25**

ACTION: APPROVED

K. ADOPT A RESOLUTION AUTHORIZING THE CLOSURE OF YOSEMITE STREET, BETWEEN BROADWAY AVENUE AND MENDOCINO STREET, ON OCTOBER 4, 2025, FOR SEASIDE FIRE DEPARTMENT'S ANNUAL COMMUNITY PUBLIC EDUCATION OPEN HOUSE

ACTION: ADOPTED RESO #25-115

L. ADOPT A RESOLUTION AUTHORIZING A PROFESSIONAL SERVICES AGREEMENT WITH REGIONAL GOVERNMENT SERVICES TO EVALUATE THE CITY'S INTERNAL FEE COLLECTION PROCESS FOR AN AMOUNT NOT TO EXCEED \$31,500.00

PUBLIC COMMENT: Karla Lobo

On motion by Council/Agency Member Garcia-Arrazola and second by Mayor Pro Tem/Vice Pacheco and carried by the following vote, the City Council/Successor Agency moved to authorize the agreement with Regional Government Services to evaluate the city's internal fee collection process.

RESULT: 5-0-0-0

AYES: Burks, Garcia-Arrazola, Miller, Oglesby, Pacheco

NOES: None

ABSTAIN: None

ABSENT: None

ACTION: ADOPTED RESO #25-116

M. ADOPT A RESOLUTION AUTHORIZING THE CLOSURE OF BROADWAY AVENUE FROM ALHAMBRA TO CALAVERAS STREET FOR THE SEASIDE STARS 4TH ANNUAL UNVEILING EVENT ON SATURDAY, OCTOBER 11, 2025

ACTION: ADOPTED RESO #25-117

9. PUBLIC HEARING

A. ADOPT A RESOLUTION APPROVING THE CONSOLIDATED ANNUAL PERFORMANCE AND EVALUATION REPORT FOR THE COMMUNITY DEVELOPMENT BLOCK GRANT PROGRAM FOR FISCAL YEAR 2024-2025

Administrative Analyst II, Haroon Noori, provided a presentation that review the CAPER that had a total funding of \$594,380.00, expended \$584,656.00 and had 5,908 beneficiaries (as reported by the funded agencies). The agencies funded were Gathering for Women – Monterey, Eden Council for Hope and Opportunity, Meals on

Wheels of the Monterey Peninsula, Legal Services for Seniors, Greater Victory Temple, Girls, Inc. of the Central Coast.

PUBLIC COMMENT: Dianne Nielson, Andrew Vie, Staci Alziebler-Perkins, Shawn Stone, Amanda Kennedy, Susan Schiavone, Esther Hobbs

On motion by Mayor Pro Tem/Vice Chair Pacheco and second by Council/Agency Member Garcia-Arrazola and carried by the following vote, the City Council/Successor Agency moved to approve CAPER for the CDBG FY2024/2025.

RESULT: 5-0-0-0

AYES: Burks, Garcia-Arrazola, Miller, Oglesby, Pacheco

NOES: None

ABSTAIN: None

ABSENT: None

ACTION: ADOPTED RESO #25-118

10. BUSINESS ITEMS

A. SEASIDE 2025 CAR WEEK: COMMUNITY LISTENING SESSION

Assistant City Manager Dan Meewis, provided a presentation and review the car week events that was held in Seaside, and opened the listened session.

PUBLIC COMMENT: Rebecca Bishop, Rochelle Daniels, Jim Vossen, Tiffinie Meyer, Lucy A., Rob O'Keefe, Karla Lobo, Will Elkadi, Tonya Costa, Dianne Nielson, Darryl Choates, Lora James, Rosalyn Green

11. COUNCIL MEMBER REQUESTS

A. NEW COUNCIL MEMBER REQUESTS

1. Report on pickleball courts (Miller)

B. FOLLOW UP ON PREVIOUS REQUESTS

12. CITY ATTORNEY, CITY MANAGER, CITY COUNCIL AND MAYOR COMMENTS AND REPORTS ON COMMITTEE ASSIGNMENTS

Reports received.

13. CLOSED SESSION

City Attorney Sheri Damon read the closed session items, reminded that item 13A was removed from the agenda, and did not anticipate a report out.

**A. CONFERENCE WITH LEGAL COUNSEL PURSUANT TO GOVERNMENT
CODE 54956.9 (d)(2)**

Item was removed from the agenda.

**B. CONFERENCE WITH LEGAL COUNSEL PURSUANT TO GOVERNMENT
CODE SECTION 54956.9 - EXISTING LITIGATION**

Monterey County Superior Court Case No. 24CV002483

Case Name: Landwatch and Center for Biological Diversity v. City of Seaside, et al.

Report: Oral arguments set for October 22, 2025 at 8:30 a.m. Monterey County Superior Court

14. ADJOURNMENT

With no further business, the meeting adjourned at 8:30 p.m.

Respectfully submitted,

Dominique L. Davis, City Clerk

Ian N. Oglesby, Mayor



CITY OF SEASIDE STAFF REPORT

Item No.: 8.B.

TO: City Council

FROM: Greg McDanel, City Manager

BY: Dominique Davis, City Clerk

DATE: October 2, 2025

SUBJECT: APPROVE A PROCLAMATION RECOGNIZING OCTOBER 12-18, 2025, AS FREEDOM FROM WORKPLACE BULLYING WEEK

RECOMMENDATION

Approve proclamation.

BACKGROUND

The City of Seaside is committed to fostering a safe, inclusive, and respectful work environment for all employees and community members. Workplace bullying is a serious issue that negatively impacts employee well-being, productivity, and organizational culture.

In recognition of this, the California Healthy Workplace Advocates and the Workplace Bullying Institute have promoted Freedom from Workplace Bullying Week to encourage public and organizational awareness of the detrimental impacts of bullying in the workplace.

In past years, the City of Seaside has joined other municipalities in issuing proclamations to highlight this observance, thereby reaffirming the City's commitment to maintaining a supportive and abuse-free environment.

Discussion

Workplace bullying is defined as repeated, health-harming mistreatment of one or more persons by one or more perpetrators. It includes behaviors such as verbal abuse, offensive conduct, or work interference that undermines productivity and dignity.

Recognizing Freedom from Workplace Bullying Week aligns with the City's organizational values of respect, equity, and integrity. By issuing this proclamation, the City Council underscores its ongoing commitment to providing a healthy and productive workplace and encourages both City employees and the broader community to stand against workplace bullying.

Issuing this proclamation reinforces the City's dedication to fostering a safe, healthy, and respectful workplace and community. Staff recommends approval of the proclamation.

FISCAL IMPACT

None.

STRATEGIC PRIORITY

Effective Accessible Governance

ATTACHMENTS

1. 20251002 Workplace Bullying Week
-

Reviewed for Submission to the City Council by:



Greg McDanel, City Manager

City of Seaside PROCLAMATION



Freedom from Workplace Bullying Week

Commemorative Observance

***WHEREAS**, the City of Seaside has an interest in promoting the social and economic well-being of its employees and citizens; and*

***WHEREAS**, that well-being depends upon the existence of healthy and productive employees working in safe and abuse-free environments; and*

***WHEREAS**, bullying is a systematic campaign of interpersonal destruction that jeopardizes employee health, shatters careers, and strains families; and*

***WHEREAS**, bullying is a non-physical, non-lethal form of workplace violence that is abusive, causing psychological injuries and stress-related diseases; and*

***WHEREAS**, Freedom from Workplace Bullying Week provides an opportunity to break through the silence and secrecy, and to promote awareness, support, and solutions; and*

***WHEREAS**, the City of Seaside reaffirms that everyone deserves a safe, healthy, and dignified workplace;*

***NOW THEREFORE, BE IT PROCLAIMED**, that I, The Honorable Ian N. Oglesby, Mayor of the City of Seaside, on behalf of the City Council, do hereby proclaim October 12-18, 2025, as **Freedom from Workplace Bullying Week** and commend the California Healthy Workplace Advocates and the Workplace Bullying Institute, which raise awareness of the impacts of, and solutions for, workplace bullying in California and the U.S. and encourage citizens to mark this week with special activities and programs to break through the shame and silence enshrouding adult bullying at work.*

Ian N. Oglesby, Mayor
October 2, 2025



CITY OF SEASIDE STAFF REPORT

Item No.: 8.C.

TO: City Council

FROM: Greg McDanel, City Manager

BY: Dominique Davis, City Clerk

DATE: October 2, 2025

**SUBJECT: APPROVE A PROCLAMATION RECOGNIZING OCTOBER AS
NATIONAL BREAST CANCER AWARENESS MONTH**

RECOMMENDATION

Approve proclamation.

BACKGROUND

Breast cancer continues to be one of the most significant public health issues in the United States. According to the American Cancer Society, breast cancer is the most common cancer among women in the nation, aside from skin cancers, and is the second leading cause of cancer-related deaths. Approximately 1 in 8 women will be diagnosed with breast cancer during their lifetime.

National Breast Cancer Awareness Month, observed each October, raises public awareness about the disease, promotes the importance of early detection and screenings, and honors those whose lives have been affected. It also serves to inspire hope for continued progress in research, treatment, and prevention.

The City of Seaside has consistently supported awareness efforts and joins communities across the nation in reaffirming its commitment to the health and well-being of its residents.

By issuing this proclamation, the City Council highlights the importance of education, prevention, and support within the community. The proclamation honors survivors, remembers those lost, and stands in solidarity with families, caregivers, and advocates.

In addition, the proclamation encourages all residents to learn more about breast

cancer, take advantage of available screening programs, and engage in efforts that advance awareness and prevention. This aligns with the City's broader commitment to community wellness and health equity.

FISCAL IMPACT

None.

STRATEGIC PRIORITY

Diverse and Inclusive Community

ATTACHMENTS

1. 20251002 National Breast Cancer Awareness Month
-

Reviewed for Submission to the City Council by:



Greg McDanel, City Manager

CITY OF SEASIDE PROCLAMATION



NATIONAL BREAST CANCER AWARENESS MONTH

WHEREAS, breast cancer is the most common cancer among women in the United States, other than skin cancer, and remains the second leading cause of cancer death among women; and

WHEREAS, breast cancer continues to affect people of all ages, races, and ethnicities, leaving lasting impacts on individuals, families, and communities; and

WHEREAS, National Breast Cancer Awareness Month is a time to raise awareness about breast cancer, promote early detection and regular screenings, and honor survivors while supporting those currently battling the disease; and

WHEREAS, advances in research and treatment have saved countless lives, but continued progress depends on sustained awareness, advocacy, and access to quality care; and

WHEREAS, the City of Seaside is committed to promoting wellness, prevention, and community support in the fight against breast cancer; and

WHEREAS, all residents are encouraged to learn more about breast cancer, take proactive steps toward prevention and early detection, and show compassion and support to those affected by breast cancer and their families;

THEREFORE, BE IT PROCLAIMED, that I, The Honorable Ian N. Oglesby, Mayor of the City of Seaside, on behalf of the City Council, do hereby proclaim October 2025, as ***National Breast Cancer Awareness Month***, and the filing of this proclamation in the Office of the City Clerk.

*Ian N. Oglesby, Mayor
October 2, 2025*



CITY OF SEASIDE STAFF REPORT

Item No.: 8.D.

TO: City Council

FROM: Greg McDanel, City Manager

BY: Dominique Davis, City Clerk

DATE: October 2, 2025

**SUBJECT: APPROVE A PROCLAMATION RECOGNIZING OCTOBER AS
NATIONAL DISABILITY AWARENESS MONTH**

RECOMMENDATION

Approve proclamation.

BACKGROUND

National Disability Employment Awareness Month (NDEAM) is a nationwide campaign held every October to raise awareness about disability employment issues and to celebrate the many and varied contributions of America's workers with disabilities.

The observance began in 1945 when Congress enacted a law declaring the first week of October "National Employ the Physically Handicapped Week." In 1962, the word "physically" was removed to acknowledge the employment needs of people with all types of disabilities. In 1988, Congress expanded the week to a month and renamed it National Disability Employment Awareness Month.

The 2025 observance marks the 80th anniversary of this important recognition.

By adopting this proclamation, the City of Seaside demonstrates its commitment to fostering inclusivity, diversity, and equitable opportunities in the workplace and the community. NDEAM emphasizes the importance of ensuring that workplaces welcome the talents of all individuals, including those with disabilities, thereby strengthening both our economy and community fabric.

The City of Seaside encourages local employers, schools, and community organizations to use this month to highlight disability awareness, promote inclusive practices, and

provide opportunities that enhance accessibility for all.

FISCAL IMPACT

None.

STRATEGIC PRIORITY

Diverse and Inclusive Community

ATTACHMENTS

1. 20251002 National Disability Employment Awareness
-

Reviewed for Submission to the City Council by:



Greg McDanel, City Manager

City of Seaside PROCLAMATION



National Disability Awareness Month October 2025

WHEREAS, October 2025 marks the 80th anniversary of National Disability Employment Awareness Month (NDEAM); and

WHEREAS, the purpose of National Disability Employment Awareness Month is to educate about disability employment issues and celebrate the many and varied contributions of America's workers with disabilities; and

WHEREAS, the history of National Disability Employment Awareness Month traces back to 1945 when Congress enacted a law declaring the first week in October each year "National Employ the Physically Handicapped Week;" and

WHEREAS, in 1962, the word "physically" was removed to acknowledge the employment needs and contributions of individuals with all types of disabilities; and

WHEREAS, in 1988, Congress expanded the week to a month and changed the name to National Disability Employment Awareness Month; and

WHEREAS, workplaces welcoming of the talents of all people, including people with disabilities, are a critical part of our efforts to build an inclusive community and strong economy; and

WHEREAS, activities during this month will reinforce the value and talent people with disabilities add to our workplaces and communities and affirm the City of Seaside's commitment to an inclusive community that increases access and opportunities for all, including individuals with disabilities;

NOW, THEREFORE, I, Ian N. Oglesby, Mayor of the City of Seaside, on behalf of the City Council, do hereby proclaim the City of Seaside's support for the goals and ideals of **National Disability Employment Awareness Month** for **October 2025**, and call upon employers, schools, and other community organizations to observe October with appropriate programs and activities to advance the message that people with disabilities add value and talent to our workplaces and communities.

*Ian N. Oglesby, Mayor
October 2, 2025*



CITY OF SEASIDE STAFF REPORT

Item No.: 8.E.

TO: City Council

FROM: Greg McDanel, City Manager

BY: Dan Meewis, Assistant City Manager

DATE: October 2, 2025

**SUBJECT: APPROVE THE PROCLAMATIONS FOR THE RECIPIENTS OF THE
FOURTH CLASS OF THE SEASIDE STARS PROGRAM**

RECOMMENDATION

Approve the proclamations to Pearl Carey, James C. Bogan, Charles "Coach" Williams, and Shari Hastey "CPY", as the fourth class of the Seaside Stars program.

BACKGROUND

On February 3, 2022, the City Council approved the Seaside Stars policy to honor local Seaside residents and community members that have had a significant impact on the City.

On February 11, 2023, the City hosted the inaugural ribbon cutting, induction, and unveiling ceremony for the first class of honorees. The first class recognized six honorees of the Seaside community.

On March 16, 2024, the City hosted the second induction and unveiling ceremony. This ceremony recognized seven honorees. There was also an unveiling of the redesigned stars.

On November 16, 2024, the City hosted the third induction and unveiling ceremony, which saw five honorees being recognized.

On October 11, 2025, the City will induct the fourth class of honorees, which will feature - Pearl Carey, James C. Bogan, Charles "Coach" Williams, and Shari Hastey "CPY"

FISCAL IMPACT

No fiscal impact with this item.

STRATEGIC PRIORITY

Diverse and Inclusive Community

ATTACHMENTS

1. Coach Charles Williams PROCLAMATION
2. James C Bogan PROCLAMATION
3. Pearl Carey PROCLAMATION
4. Shari Hastey PROCLAMATION

Reviewed for Submission to the City Council by:



Greg McDanel, City Manager

PROCLAMATION



Charles "Coach" Williams 2025 Walk of Fame Inductee

WHEREAS, the City of Seaside honors individuals who have made a significant and lasting contribution to the well-being of our residents and quality of life in Seaside by inducting them into the **City of Seaside's Seaside Stars Program** which places a star with their name on Broadway Avenue. Charles Williams exemplifies the attributes of an honorable community leader who should be inducted; and

WHEREAS, Mr. Williams, a lifelong resident of Seaside, began work in 1981 for Monterey Peninsula Unified School District as a Physical Education Aide and proceeded to work at several schools including Ord Terrace Elementary, Manzanita Elementary and Del Rey Woods Elementary school. Mr. Williams would continue his work at various after school youth programs at the Oldemeyer Center, leading to a promotion to oversee the B.J. Dolan Youth and Education Center until his retirement in 2016; and

WHEREAS, Mr. Williams dedicated many years to local community youth and sports programs as a coach and mentor including Seaside Pony League, Boys Baseball, All-Star Baseball, and Fast-Pitch Softball. His teams traveled to compete in various tournaments including Salt Lake City, as well as the 1990 Omaha Nebraska World Series whereupon the team secured a 3rd place finish; and

WHEREAS, upon Seaside's selection by the United States Olympic Committee for the 2002 Olympic torch relay, Mr. Williams proudly represented the City of Seaside by carrying the Olympic Torch through town; and

WHEREAS, Mr. Williams' honors include receiving the Distinguished Service Award by the Seaside Jaycees for volunteer contributions to Seaside youth sports; and

WHEREAS, upon retirement Mr. Williams continues his volunteer efforts with local senior activities including Senior Bingo, Senior Dances, and Candlelight Luncheon programs at the Oldemeyer Center; as well as dedicates his time and efforts on behalf of the VFW, American Legion and Retired Men's Social Club. Additionally, Mr. Williams hosts pizza parties for residents of the Gateway Center, several times a year; and

WHEREAS, Mr. Williams embodies the spirit of life time service and dedication to the residents the City of Seaside; and

NOW THEREFORE, BE IT PROCLAIMED, that I, The Honorable Ian N. Oglesby, Mayor of the City of Seaside, on behalf of the City Council, do hereby recognize Charles "Coach" Williams induction into the **City of Seaside's "Seaside Stars Program"** for his dedication to Athletics and Competition.

Ian N. Oglesby, Mayor
October 11, 2025

PROCLAMATION



James C. Bogan 2025 Seaside Stars Inductee

WHEREAS, the City of Seaside honors individuals who have made a significant and lasting contribution to the well-being of our residents and quality of life in Seaside by inducting them into the **City of Seaside's Seaside Stars Program** which places a star with their name on Broadway Avenue. James C. Bogan exemplifies the attributes of an honorable community leader who should be inducted; and

WHEREAS, Mr. Bogan has dedicated more than sixty years of service to the United States Military both in active duty in the United States Army, as well as volunteering to serve American Veterans in the local community. Having joined the Army in 1962 as an Artillery Specialist, Mr. Bogan served two tours in Korea and two tours in Vietnam, earning two Bronze Stars with Valor for acts of heroism. During his tenure at Ford Ord, Mr. Bogan served as Drill Sergeant, proudly ensuring the survival of all 41 soldiers he trained for tour in Vietnam. Mr. Bogan retired in 1983 as First Sergeant following 21 years of active-duty service, and

WHEREAS, upon retirement, Mr. Bogan dedicated more than four decades serving Monterey County veterans, establishing and providing organizational leadership to more than twenty veteran-focused organizations including Disabled Veterans Chapter #85, Monterey Bay Veterans, Retired Enlisted Association, United Veterans Council, Veterans of Foreign War Post #8679; Central Coast Veterans Cemetery Foundation, Fort Ord Veterans' Cemetery Citizens Advisory Committee, Monterey County Commission on Disabilities, Veterans Transition Center, Monterey County Van Program and Monterey Peninsula Avenue of Flags; and

WHEREAS, Mr. Bogan spearheaded a forty-year effort to establish the Central Coast Veterans Cemetery in Seaside, California, securing the land, permits and funding to provide a final resting place for local veterans; and

WHEREAS, Mr. Bogan devoted more than twenty years volunteering at the VA Clinic in Marina, California, transporting veterans to appointments and supporting rehabilitation programs; as well as playing a pivotal role in Homeless Veterans Stand Down, which provides vital services to unhoused veterans; and

WHEREAS, Mr. Bogan's honors include 2006 National Veteran Volunteer of the Year, 2012 Veteran of the Year for the 27th Assembly District of California, and 2016 Monterey County Jefferson Award; and

WHEREAS, Mr. Bogan's guiding belief is 'Everything we have in our country was achieved on the backs of veterans.' Mr. Bogan continues to embody service and leadership and his legacy is a testament to courage, compassion and dedication to our veterans, community and nation; and

NOW THEREFORE, BE IT PROCLAIMED, that I, The Honorable Ian N. Oglesby, Mayor of the City of Seaside, on behalf of the City Council, do hereby recognize James C. Bogan induction into the **City of Seaside's "Seaside Stars Program"** for his actions in Civics and Government.

Ian N. Oglesby, Mayor
October 11, 2025

PROCLAMATION



Pearl Carey 2025 Seaside Stars Inductee

WHEREAS, the City of Seaside honors individuals who have made a significant and lasting contribution to the well-being of our residents and quality of life in Seaside by inducting them into the City of Seaside's Seaside Stars Program which places a star with their name on Broadway Avenue. Pearl Carey exemplifies the attributes of an honorable community leader who should be inducted; and

WHEREAS, at the end of World War II, Ms. Carey came to Seaside with her husband who was stationed at Fort. Ord, and immediately involved herself within the community as a leader in local civics and politics. Ms. Carey helped lead the successful campaign to incorporate the City of Seaside in 1954, and later was elected to the Seaside City Council in 1970, becoming the first black woman to serve as a Council Member; and

WHEREAS, Ms. Carey was a passionate civil rights leader and activist both locally and nationally. She proudly served as an elected delegate to the Democratic Party National Convention. She also served many years as a member and President of the NAACP Monterey Branch, earning the President's Award for lifelong service to the branch and community. Ms. Carey was a Commissioner for the Monterey County Commission on the Status of Women, co-founder of the Monterey County Chapter of the National Political Women's Caucus, co-founder and President of the ACLU Monterey County Chapter, President of the Democratic Women's Club of Monterey, and a member of the League of Women's Voters, the United Fund and the YWCA of Monterey Peninsula; and

WHEREAS, Ms. Carey worked hard for equality and became a national figure when challenging the Hatch Act, which prohibited government workers from participating in partisan politics, including elective office. She challenged the Hatch Act all the way up to the United States Supreme Court and won; and

WHEREAS, Ms. Carey found a personal passion for golf and later used her leadership and activism skills to provide greater access and representation for Black athletes in the sport of golf. She engaged with the Western States Golf Association, and served as a Director and President of the Pacific Women's Golf Association. Her efforts were widely recognized and Ms. Carey was presented with several awards including the NCGA Grand Master Award, the Helen Lanford Lifetime Achievement Award, the California Golf Writers' Association Golden State Award for Lifetime Service, and the USGA Joe Dey Award for Meritorious Service, of which she was the second woman ever to receive; and

WHEREAS, Ms. Carey was also passionate about youth, particularly young Black women, and used sports like golf and tennis to engage the young members of our community. Ms. Carey organized the Ebony Seaview Golf Tournament and even secured funding from the USGA Foundation to implement a sanctioned Junior Golf Program in Seaside; and

WHEREAS Ms. Carey has demonstrated the spirit of life time service and dedication to the residents of this community; and

NOW THEREFORE, BE IT PROCLAIMED, that I, The Honorable Ian N. Oglesby, Mayor of the City of Seaside, on behalf of the City Council, do hereby recognize Ms. Pearl Carey induction into the ***City of Seaside's "Seaside Stars Program" for Community and Social Equality.***

Ian N. Oglesby, Mayor
October 11, 2025

PROCLAMATION



Shari Hastey "CPY" 2025 Seaside Stars Inductee

WHEREAS, the City of Seaside honors individuals who have made a significant and lasting contribution to the well-being of our residents and quality of life in Seaside by inducting them into the City of Seaside's Seaside Stars Program, which places a star with their name on Broadway Avenue. Shari Hastey exemplifies the attributes of an honorable community leader who should be inducted; and

WHEREAS, Community Partnership for Youth (CPY) was established in Seaside in the early 1990s as a grassroots response to youth violence, gangs, and limited after-school opportunities, with a mission to provide safe spaces, mentoring, and positive alternatives for young people; and

WHEREAS, Shari Hastey has served as the Executive Director of CPY for over two decades, guiding the organization from its early years into a nationally recognized prevention program that has positively impacted the lives of thousands of children and families; and

WHEREAS, under her leadership, CPY has expanded to serve youth from elementary through high school, providing year-round academic support, leadership development, cultural enrichment, and recreational activities that inspire participants to set goals, graduate, and pursue higher education; and

WHEREAS, Shari has been instrumental in forging strong collaborations between CPY, the City of Seaside, the Monterey Peninsula Unified School District, law enforcement, and community volunteers, ensuring a united effort to create opportunities and safe pathways for Seaside youth; and

WHEREAS, through her tireless work, Shari has helped CPY become a cornerstone of Seaside's youth development efforts, with alumni returning as volunteers, mentors, and leaders, demonstrating the program's long-lasting impact; and

WHEREAS, Shari is admired for her unwavering commitment, collaborative spirit, and heartfelt belief that every young person deserves the chance to thrive, and she continues to be a role model for service, perseverance, and compassion; and

NOW, THEREFORE, BE IT PROCLAIMED, that I, The Honorable Ian N. Oglesby, Mayor of the City of Seaside, on behalf of the City Council, do hereby recognize **Shari Hastey's induction into the City of Seaside's "Seaside Stars Program"** for the category of **Outstanding Achievement**.

Ian N. Oglesby, Mayor
October 11, 2025



CITY OF SEASIDE STAFF REPORT

Item No.: 8.F.

TO: City Council

FROM: Greg McDanel, City Manager

BY: Thomas Korman, Public Works Director/City Engineer
Kirstin van Gend, Administrative Analyst II

DATE: October 2, 2025

SUBJECT: ADOPT A RESOLUTION AWARDING ON-CALL PROFESSIONAL SERVICES AGREEMENTS FOR TRAFFIC ENGINEERING IN THE AMOUNT OF \$250,000.00

RECOMMENDATION

Award the agreement.

BACKGROUND

The City has active and pending projects that require technical assistance from Traffic Engineering firms. Having three firms available allows the City to provide these services in a timely manner.

Individual project task orders will be issued based on the firm's expertise, workload capacity, services to be performed, schedule requirements, and hourly rates submitted in their proposal. All task orders will be issued based on an agreed-upon, written scope of work, implementation schedule, and maximum fee arrangement negotiated on a project-by-project basis.

Selection of the best qualified firms was made in accordance with the City's Purchasing Ordinance. On June 5, 2025, a Request for Proposal was issued and advertised through the City website. In addition, notification emails were sent to firms who expressed interest in providing Traffic Engineering Services to the City. Five (5) proposals were received on July 11, 2025. A selection committee, consisting of 3 staff members from the Engineering Division, independently evaluated and ranked the proposals. After deliberations, the top three ranked firms are as follows:

Firm, Location

Parametrix, Inc., Emeryville, CA
Kimley-Horn and Associate, Inc., Orange, CA
Interwest, Irvine, CA

The proposed Professional Services Agreements would be managed by the Engineering Division.

Alternatives

Council could decide not to award these Traffic Engineering Professional Services Agreements and direct staff to issue requests for proposals for each project individually.

However, this alternative is not recommended as there is a significant backlog of funded projects for which outside Traffic Engineering Services are required to augment City staff. Further, having pre-approved, on-call, as-needed firms readily available allows for more efficient and timely delivery of projects as multiple projects can be designed concurrently.

Environmental Determination

The City of Seaside determined that the proposed action is not a project as defined by the California Environmental Quality Act (CEQA)(CCR, Title 14, Chapter 3 (CEQA Guidelines), Article 20, Section 15378). In addition, CEQA Guidelines Section 15061 includes the general rule that CEQA applies only to activities which have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA. Because the proposed action and this matter have no potential to cause any effect on the environment, or because it falls within a category of activities excluded as projects pursuant to CEQA Guidelines section 15378, this matter is not a project. Because the matter does not cause a direct or any reasonably foreseeable indirect physical change on or in the environment, this matter is not a project. Any subsequent discretionary projects resulting from this action will be assessed for CEQA applicability.

FISCAL IMPACT

Fees for Traffic Engineering will be based on a project-by-project basis directly charged to individual project budgets. Each project is separately approved and budgeted by the Council. The City is under no obligation to expend any funds under these Professional Services Agreements.

STRATEGIC PRIORITY

Enhanced Physical Infrastructure & Abundant Water Supply

ATTACHMENTS

1. Resolution
 2. PSA-Interwest Consulting Group
 3. PSA-Kimley-Horn & Associates
 4. PSA-Parametrix
-

Reviewed for Submission to the City Council by:



Greg McDanel, City Manager

RESOLUTION NO. 25-XX

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SEASIDE

AUTHORIZING THE CITY MANAGER TO AWARD THREE PROFESSIONAL SERVICES AGREEMENTS IN THE AMOUNT OF \$250,000.00 EACH FOR ON-CALL TRAFFIC ENGINEERING PROFESSIONAL SERVICES FOR PROJECTS TO (1) PARAMETRIX, INC.; (2) KIMLEY-HORN AND ASSOCIATES, INC.; (3) INTERWEST CONSULTING GROUP.

WHEREAS, the need exists for the City to obtain prompt professional Traffic Engineering Services; and

WHEREAS, on June 5, 2025, the City issued a Request for Proposal (RFP) for On-Call Traffic Engineering Professional Services for projects within the City of Seaside and notified firms that specialize in this work, including those firms who had expressed interest, as well as those who had previously completed work for the City; and

WHEREAS, on July 11, 2025, the City received five (5) proposals from firms that perform this work; and

WHEREAS, staff formed a selection committee to independently review and score each firm's proposal based upon specific criteria in the RFP; and

WHEREAS, following deliberations, the selection committee determined that (1) Parametrix, Inc.; (2) Kimley-Horn and Associates, Inc.; and (3) Interwest Consulting Group were qualified firms; and

WHEREAS, the firms will provide services on an on-call, as-needed, project-specific basis as defined by the City, and all task orders will have a defined scope, schedule, and fee arrangement that will be negotiated based on the hourly rate schedule included in the agreement; and

WHEREAS, the City of Seaside determined that the proposed action is not a project as defined by the California Environmental Quality Act (CEQA)(CCR, Title 14, Chapter 3 (CEQA Guidelines), Article 20, Section 15378). In addition, CEQA Guidelines Section 15061 includes the general rule that CEQA applies only to activities which have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA. Because the proposed action and this matter have no potential to cause any effect on the environment, or because it falls within a category of activities excluded as projects pursuant to CEQA Guidelines section 15378, this matter is not a project. Because the matter does not cause a direct or any reasonably foreseeable indirect physical change

on or in the environment, this matter is not a project. Any subsequent discretionary projects resulting from this action will be assessed for CEQA applicability.

NOW, THEREFORE, BE IT RESOLVED, that the City Council of the City of Seaside does hereby:

1. Awards Professional Service Agreements for On-Call Traffic Engineering Professional Services for projects within the City of Seaside that (1) Parametrix, Inc.; (2) Kimley-Horn and Associates, Inc.; and (3) Interwest Consulting Group, for a term of one (1) year, with the option to extend for two (2) additional one-year terms, with an annual fee not to exceed \$250,000.00 each; and

2. Authorizes the City Manager, or his designee, to execute the Professional Services Agreements upon receipt of information required by the Request for Proposal (RFP) with any minor edits approved by the City Attorney.

3. Directs the Public Works Director of the City of Seaside to authorize individual Work Orders under the 2025 On-Call Traffic Engineering Professional Services.

4. The City Clerk is hereby authorized to make minor changes herein to address clerical errors, so long as substantial conformance of the intent of this document is maintained. In doing so, the City Clerk shall consult with the City Manager and City Attorney concerning any changes deemed necessary.

PASSED AND ADOPTED at a Regular meeting of the City Council of the City of Seaside duly held on the 2nd day of October 2025, by the following vote:

AYES:	COUNCIL MEMBERS
NOES:	COUNCIL MEMBERS
ABSENT:	COUNCIL MEMBERS
ABSTAIN:	COUNCIL MEMBERS

APPROVED:

Ian N. Oglesby, Mayor

ATTEST:

Dominique L. Davis, City Clerk

APPROVED TO FORM:

Sheri L. Damon, City Attorney

October 2, 2025
City Council Regular Meeting

Item 8F

ADOPT A RESOLUTION AWARDED ON-CALL PROFESSIONAL SERVICES
AGREEMENTS FOR TRAFFIC ENGINEERING IN THE AMOUNT OF \$250,000.00

[Attachment 2 – PSA Interwest Consulting Group](#)

October 2, 2025
City Council Regular Meeting

Item 8F

ADOPT A RESOLUTION AWARDING ON-CALL PROFESSIONAL SERVICES
AGREEMENTS FOR TRAFFIC ENGINEERING IN THE AMOUNT OF \$250,000.00

[Attachment 3 – PSA Kimley-Horn & Associates](#)

October 2, 2025
City Council Regular Meeting

Item 8F

ADOPT A RESOLUTION AWARDED ON-CALL PROFESSIONAL SERVICES
AGREEMENTS FOR TRAFFIC ENGINEERING IN THE AMOUNT OF \$250,000.00

[Attachment 4 – PSA Parametrix](#)



CITY OF SEASIDE STAFF REPORT

Item No.: 8.G.

TO: City Council

FROM: Greg McDanel, City Manager

BY: Thomas Korman, Public Works Director/City Engineer

DATE: October 2, 2025

SUBJECT: ADOPT A RESOLUTION APPROVING AN AMENDMENT TO THE PROFESSIONAL SERVICES AGREEMENT WITH GEOSYNTEC CONSULTANTS, INC. FOR SUPPLEMENTAL SOIL SAMPLING SERVICES FOR CAMPUS TOWN PHASE 1B, 2A, AND 2B FOR AN AMOUNT NOT TO EXCEED \$43,100.00

RECOMMENDATION

Approve the amendment.

BACKGROUND

Geosyntec is an approved consultant on the City's On-Call list approved by City Council on May 16, 2024. They have experience performing environmental investigation, excavation, and reporting work in the Phase 1A Development Area. Over the last few months, it was discovered that the extent of the lead-based-paint impacts on the soil was wider than originally anticipated.

On June 17, 2024, the City Manager signed a contract with Geosyntec Consultants, Inc. (Geosyntec) for Environmental Consultant Services - Phase 1A Preliminary Endangerment Assessment and Phase 1B Document Review for an amount not to exceed \$24,800.00. The scope of services and associated budget in the proposal included: environmental consultation, document preparation, and agency coordination services related to the properties near the intersection of Lightfighter Drive and General Jim Moore Boulevard in Seaside.

On October 3, 2024, City Council approved Amendment 1 to the contract to increase the amount by \$62,400.00 for supplemental soil sampling services for Campus Town Phase 1A, and on November 21, 2024 Amendment 2 was approved, increasing the

contract by another \$159,300.00 for soil removal, additional testing and reporting services for Campus Town Phase 1A. Amendment 3 was approved by the City Manager on June 20, 2025 to extend the Geosyntec contract through June 30, 2026 and did not include an increase to the contract amount.

Geosyntec submitted a proposal on August 13, 2025, for \$43,100.00. The scope of services is for supplemental soil sampling for Campus Town Phases 1B, 2A, and 2B near the intersection of General Jim Moore Boulevard and Gigling Road, also known as Fort Ord Surplus II Areas. This will include environmental sampling, tabulation of data, and evaluation of results. Staff reviewed the scope and fee of the proposal, and found it acceptable.

Staff recommends adopting a resolution authorizing an amendment to the professional services agreement with Geosyntec Consultants, Inc. to provide supplemental soil sampling services for Campus Town Phases 1B, 2A, and 2B for a total revised contract amount not to exceed \$43,100.00 and written amendments such that the total agreement does not exceed \$383,600.00.

A project contingency of 10% of Amendment 4 total (\$43,100.00), or \$4,310.00, is requested for unforeseen circumstances.

FISCAL IMPACT

The proposed contract amendment with Geosyntec Consultants, Inc. for additional services related to Campus Town Phase 1A is in the amount of \$43,100.00. A 10% contingency adds \$4,310.00 for a total of \$47,410.00

All fees and costs presented by this contract do not impact the General Fund, but instead are paid for by FORA funds - Consultant Account (no. 329-8110-1030).

STRATEGIC PRIORITY

Enhanced Physical Infrastructure & Abundant Water Supply

ATTACHMENTS

1. Resolution
2. Amendment 4

Reviewed for Submission to the City Council by:



Greg McDanel, City Manager

RESOLUTION NO. 25-XX

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SEASIDE

ADOPT A RESOLUTION APPROVING AN AMENDMENT TO THE PROFESSIONAL SERVICES AGREEMENT WITH GEOSYNTEC CONSULTANTS, INC. FOR SUPPLEMENTAL SOIL SAMPLING SERVICES FOR CAMPUS TOWN PHASE 1B, 2A, AND 2B FOR AN AMOUNT NOT TO EXCEED \$43,100.00

WHEREAS, on June 17, 2024, the City Manager approved a professional services agreement with Geosyntec Consultants, Inc. (Geosyntec) for Environmental Consultant Services - Phase 1A Preliminary Endangerment Assessment and Phase 1B Document Review for an amount not to exceed \$24,800.00; and

WHEREAS, the contract was amended on October 3, 2024 and November 21, 2024 expanding the scope and increasing the contract amount for supplemental soil sampling for Campust Town Phase 1A; and

WHEREAS, Geosyntec submitted a proposal on August 13, 2025, supplemental soil sampling for Campus Town Phases 1B, 2A, and 2B near the intersection of General Jim Moore Boulevard and Gigling Road, also known as Fort Ord Surplus II Areas, in the amount of \$43,100.00, for a total revised contract amount of \$383,600.00; and

WHEREAS, Staff reviewed the scope of work and fee in the proposal, and found it acceptable; and

WHEREAS, an amount of \$4,310.00 contingency, 10% of the amendment value, should be authorized on an as required basis; and

WHEREAS, there are sufficient funds in from the FORA Blight Removal – Consultant account (no. 329-8110-1030) to fund the additional soil sampling services.

NOW, THEREFORE, BE IT RESOLVED, that the City Council of the City of Seaside does hereby authorizes the City Manager to execute an amendment to the professional services agreement with Geosyntec Consultants, Inc. for supplemental soil sampling services for Campus Town Phases 1B, 2A, and 2B for an amount not to exceed \$43,100.00 and written amendments such that the total agreement does not exceed \$383,600.00.

PASSED AND ADOPTED at a Regular meeting of the City Council of the City of Seaside duly held on the 2nd day of October, 2025, by the following vote:

AYES: COUNCIL MEMBERS
NOES: COUNCIL MEMBERS

ABSENT: COUNCIL MEMBERS
ABSTAIN: COUNCIL MEMBERS

APPROVED:

Ian N. Oglesby, Mayor

ATTEST:

Dominique L. Davis, City Clerk

APPROVED TO FORM:

Sheri L. Damon, City Attorney

CONTRACT AMENDMENT #4

PROFESSIONAL SERVICES

City of Seaside

Date: October 2, 2025

Change Requested by: X City Consultant**Contract Date**June 17, 2024**Project Name**Environmental Consultant Services – Phase 1A Preliminary
Endangerment Assessment and Phase 1B Document ReviewTo (Consultant): Geosyntec Consultants, 1111 Broadway, 6th Floor, Oakland CA 94607

You are directed to make the following changes to the Contract Documents or amend the following described work not included in the contract documents for this project.

The purpose of this addendum is to provide additional professional services related to the project named above. The contract terms and conditions shall not be modified except for as stated herein.

MODIFY the following text in **Section 2, “SERVICES.”**

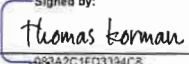
Consultant shall perform the tasks described and set forth in **Exhibit A, A-1, A-2 and A-3** attached hereto and incorporated herein as though set forth in full. Consultant shall complete the tasks according to the schedule of performance which is also set forth in **Exhibit A, A-1, A-2 and A-3**.

MODIFY the following text in **Section 5, “PAYMENT.”**

(a) The Agency agrees to pay Consultant monthly, in accordance with the payment rates and terms and the schedule of payment as set forth in **Exhibit B, B-1, B-2 and B-3** attached hereto and incorporated herein by this reference as though set forth in full, based upon actual time spent on the above tasks. This amount shall not exceed **THREE HUNDRED EIGHTY THREE THOUSAND SIX HUNDRED DOLLARS (\$383,600.00)** for the total term of the Agreement unless additional payment is approved as provided in this Agreement.

Original Contract Amount	Previous CCO Total (Not including this Amendment)	This Amendment Total	Revised Contract Amount
\$24,800.00	\$340,500.00	\$43,100.00	\$383,600.00
Original Contract Time	Original Completion Date	Months to Add (Including This Amendment)	Revised Completion Date
12 Months	June 30, 2025	12	June 30, 2026

CONTRACT AMENDMENT #4
PROFESSIONAL SERVICES
City of Seaside

SUBMITTED BY:		
Signed by:  Signature	Thomas Korman Public Works Director/City Engineer Name and Title	9/17/2025 Date
CITY APPROVAL BY:		
Signature	Greg McDanel City Manager Name and Title	Date

CONSULTANT ACCEPTANCE BY:		
 Signature	Anju Wicke Senior Principal Name and Title	9/18/2025 Date



1111 Broadway, 6th Floor
Oakland, California 94607
PH 510-836-3034
FAX 510-836-3036
www.geosyntec.com

August 13, 2025

Ms. Sheri Damon
City Attorney, City of Seaside
440 Harcourt Avenue
Seaside, California 93955

**Subject: Proposal for Environmental Consulting Services
 Supplemental Soil Sampling – Phases 1B, 2A, and 2B
 City of Seaside, Former Fort Ord
 General Jim Moore Boulevard & Gigling Road
 Seaside, California**

Dear Ms. Damon,

Geosyntec Consultants, Inc. (Geosyntec) is pleased to submit this proposal to the City of Seaside (Seaside), to provide supplemental soil sampling services at Campus Town Phases 1B, 2A, and 2B near the intersection of General Jim Moore Boulevard and Gigling Road, Seaside, California (Site). Seaside has acquired the Site, known as the Fort Ord Surplus II Areas, from the United States Department of Defense that was part of the former Fort Ord Army Base. Seaside established development areas (e.g., Phase 1B) within the Seaside city limits. Seaside has entered into a development agreement with a master developer to implement a mixed-use development project (Campus Town). The development will include high density residential housing, single family homes, commercial business and retail, and associated public facilities such as parks, open space, and schools.

OBJECTIVE AND SCOPE OF WORK

The objective of Geosyntec's services for this proposal is to further evaluate potential impacts related to lead-based paint (LBP), organochlorine pesticides (OCPs), and polychlorinated biphenyls (PCBs) within Phases 1B, 1A, and 2B. This will involve collecting supplemental soil samples in the vicinity of Buildings 4403a, 4405, 4413, 4450a (also known as R443), and 4483 in

City of Seaside
August 13, 2025
Page 2

accordance with DTSC's *Interim Guidance Evaluation of School Sites*.¹ Additionally, soil will be sampled around three pad-mounted electrical transformers to test for environmental impacts related to the potential presence of PCBs in the historical transformers. The scope of work, involving environmental sampling, tabulation of data, and evaluation of the results, is described below.

Task 1 – Supplemental Soil Investigation

To evaluate existing structures for potential impacts related to LBP and OCPs prior to demolition, Geosyntec proposes to collect surface and near-surface soil samples from 0 to 6 inches and 2 to 2.5 feet below ground surface (bgs) at 20 designated locations surrounding five buildings:

- Building 4405 (Burger King) – 2 locations;
- Building 4403a (Fire Station Shed) – 4 locations;
- Building 4483 (Chapel Building) – 6 locations;
- Building 4450a (Outbuilding) – 4 locations; and
- Building 4413 (Southwest Structure) – 4 locations.

Where asphalt or concrete is encountered, a subcontractor (anticipated to be Penhall) will use a concrete coring machine to expose soil, after which Geosyntec staff will collect samples using a clean hand trowel or hand auger. Soil will be placed in laboratory-provided jars. Notes will be taken during hand augering describing soil consistency and any pertinent observations.

Transformer sampling will be conducted in accordance with the DTSC *Interim Guidance Evaluation of School Sites*, which calls for pole-mounted units to be sampled at one location near the base or stained areas, and pad-mounted units to be sampled at two locations. For budgeting purposes, Geosyntec has planned to sample soil from around three pad-mounted transformers to evaluate environmental impacts related to potential PCB-containing transformer oil. Each location will yield one surface sample (0–6 inches bgs) and one subsurface sample (approximately 2 to 2.5 feet bgs). The DTSC *Interim Guidance Evaluation of School Sites* allows for subsurface soils to

¹ Department of Toxic Substances Control (DTSC), 2006. *Interim Guidance Evaluation of School Sites with Potential Soil Contamination as a Result of Lead from Lead-Based Paint, Organochlorine Pesticides from Termiticides, and Polychlorinated Biphenyls from Electrical Transformers*. 9 June.

City of Seaside
 August 13, 2025
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be put on hold pending the results of the surface samples. For this cost estimate, Geosyntec assumes that all 12 samples will be analyzed for PCBs.

All samples will be transported under standard chain-of-custody protocol to Enthalpy Analytical in Orange, California. Samples will be analyzed for lead by United States Environmental Protection Agency (USEPA) Method 6010B, OCPs by USEPA Method 8081, and PCBs by USEPA Method 8280. Samples will be analyzed under standard turnaround time. Remaining soil cuttings will be left in place or replaced in the boring.

Assumptions

- A total of 26 borings will be advanced by Geosyntec to 2 feet bgs using a combination of trowel and hand auger. Twenty locations will be advanced at locations surrounding the five buildings listed above, and six borings will be advanced at locations surrounding the three pad-mounted transformers.
- A total of 40 soil samples will be analyzed for lead by USEPA Method 6010B and for OCPs by USEPA Method 8081. A total of 12 soil samples will be analyzed for PCBs by USEPA Method 8280.
- Geosyntec assumes that 15 locations will require concrete coring. Penhall or a similar contractor will be subcontracted by Geosyntec to perform the coring. The concrete and/or asphalt coring is assumed to take one day.
- The field effort is assumed to take two 12-hour days. The first day will consist of oversight of concrete coring by Penhall and hand augering; the second day will consist of hand augering. Two staff are assumed for the first day of field work and one staff is assumed for the second day of field work.

Pre-field mobilization activities will include subcontractor coordination and health and safety preparations. **The total estimated cost for this task is \$28,200.**

Task 2 – Supplemental Soil Investigation Report

Following receipt of the analytical results from the laboratory, Geosyntec will perform a review of the data to confirm that they are of suitable quality. Within approximately three business days following the receipt of the analytical data, Geosyntec will prepare a summary table to provide to Seaside in order to discuss potential follow-up actions. Geosyntec will prepare a letter report

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summarizing the methods and results of the soil sampling and laboratory analyses, conclusions, and recommendations. The report will be provided to Seaside within approximately three weeks following receipt of the final data set from the laboratory.

Geosyntec has assumed a total of 50 hours for this effort, for a total estimated effort of **\$14,900**.

ESTIMATED COST, TERMS, AND CONDITIONS

Geosyntec proposes to conduct these services on a time and materials basis in accordance with the terms and conditions of the Professional Services Agreement between Geosyntec and the City of Seaside executed July 3, 2024. . *The estimated cost for the above scope of services is \$43,100, which will not be exceeded without your written approval, and is summarized in the following Table:*

Task	Labor Cost	Subcontractors & Direct Expenses	Total
1: Supplemental Soil Investigations	\$16,800	\$11,400	\$28,200
2: Supplemental Soil Investigation Report	\$14,800	\$100	\$14,900
Totals	\$31,600	\$11,500	\$43,100

City of Seaside
August 13, 2025
Page 5

We appreciate the opportunity to continue providing Seaside with environmental consulting services. If this proposal is acceptable to you, please issue a Purchase Order, referencing this Proposal, for our signature. If you have any questions or require additional information regarding this proposal, please contact the undersigned at 209-648-9176 (Molly) or 510-285-2703 (Anju).

Sincerely,

A handwritten signature in blue ink, appearing to read 'Anju Wicke', with a long, sweeping horizontal line extending to the right.

Anju Wicke
Senior Principal

A handwritten signature in blue ink, appearing to read 'Molly Small', written in a cursive style.

Molly Small, PG, CEM (CA, NV)
Senior Geologist

Attachments: 2025 Rate Schedule

EXHIBIT B-3

CONFIDENTIAL

**GEOSYNTEC CONSULTANTS
2025 U.S. RATE SCHEDULE**

	<u>Rate/Hour</u>
Staff Professional	\$165
Senior Staff Professional	\$190
Professional	\$216
Project Professional	\$242
Senior Professional	\$268
Principal	\$289
Senior Principal	\$310
Technician I	\$ 85
Technician II	\$ 95
Senior Technician I	\$105
Senior Technician II	\$115
Site Manager I	\$125
Site Manager II	\$135
Construction Manager I	\$150
Construction Manager II	\$160
Senior Designer	\$198
Designer	\$170
Senior Drafter/Senior CADD Operator	\$155
Drafter/CADD Operator/Artist	\$134
Project Administrator	\$ 88
Clerical	\$ 75
Direct Expenses	Cost plus 12%
Subcontract Services	Cost plus 12%
Technology/Communications Fee	3% of Professional Fees
Specialized Computer Applications (per hour)	\$ 15
Personal Automobile (per mile)	Current Gov't Rate
Photocopies (per page)	\$.09

Rates are provided on a confidential basis and are client and project specific.

Unless otherwise agreed, rates will be adjusted annually based on a minimum of the Producer Price Index for Engineering Services.

Rates for field equipment, health and safety equipment, and graphical supplies presented upon request.

Construction management fee presented upon request.



CITY OF SEASIDE STAFF REPORT

Item No.: 9.A.

TO: City Council

FROM: Greg McDanel, City Manager

BY: Dan Meewis, Assistant City Manager
Kee Hyon Higgins, Recreation Supervisor

DATE: October 2, 2025

SUBJECT: APPROVE MAYOR'S YOUTH FUND CONTRIBUTION REQUEST OF \$3,000.00 FROM SEASIDE MIDDLE SCHOOL TO ASSIST WITH THE COST ASSOCIATED WITH THEIR ANNUAL FOOD FLEX COURSE FOR THEIR EIGHTH GRADE STUDENTS

RECOMMENDATION

Approve the request.

BACKGROUND

Seaside Middle School is requesting a donation of \$3,000.00 from the Mayor's Youth Fund to assist with the costs of their Annual Food Flex Course for their eighth grade students. This course will provide a culinary pathway to the culinary courses offered when students attend Seaside High School , as well as connecting them to Monterey Peninsula College's culinary department, if they pursue further studies in college. It gives students some real-life skills that they can take from the classroom and implement at home or in their community spaces almost immediately.

Their Annual Food Flex Course will provide food, safety materials for food service, preparation, dish creations, and any necessary kitchen equipment for their students. The course will include field trips to bakeries, farms, farmers' markets, and other related curricular needs that serve the enrichment of student exploration and exposure of the course with regard to the Hospitality/Management industry. The course will help their students understand the importance of not wasting food by taking food scrapes and composting: donating these portions to their Science department, which takes the scraps and recycles them for plants and crops they grow for the beautification of the school campus. They will learn about food scarcity and community resources to help

their families and others. Their students will also learn mathematical computations that allow them to stretch recipes and serve their communities during special events. They will volunteer to help with kitchen lunch prep with school personnel and staff, once a week, so they respect the labor that comes with producing their lunches.

Based on the information provided, staff has determined that the application meets the requirements of the Mayor's Youth Fund Policy. This is the first time that Seaside Middle School has requested a donation for their Annual Food Flex Course.

FISCAL IMPACT

This request would be funded by a donation from the Green Waste Recovery's donation to the Mayor's Youth Fund. The current balance of the Mayor's Youth Fund account (601-2106) is \$44,122.20. If the City Council approves this request, the balance will decrease to \$41,122.20. This is for fiscal year 2025/26.

In the event that all the funds in the Mayor's Youth Fund become exhausted, staff will keep a file of all applications. Once Green Waste issues the next round of funding, all applications on file will be processed at the next available City Council meeting.

STRATEGIC PRIORITY

Diverse and Inclusive Community

ATTACHMENTS

1. MYF Seaside Middle School - Annual Food Flex Course
2. Seaside Middle School - Annual Food Flex Course - Van Safety Certificate

Reviewed for Submission to the City Council by:



Greg McDanel, City Manager

From: "noreply@civicplus.com" <noreply@civicplus.com>
To: <cityclerk@ci.seaside.ca.us>, <dmeewis@ci.seaside.ca.us>, <tnavarro@ci.seaside.ca.us>
Date: 9/8/2025 6:01 PM
Subject: Online Form Submittal: Mayor Youth's Contribution Request

Mayor Youth's Contribution Request

Purpose

The Mayor's Youth Fund was created to provide supplemental financial assistance to students and non-profit groups that provide services to improve the lives of young people living in the City of Seaside. A policy has been developed to standardize the evaluation of contribution requests and ensure that the funds are used appropriately to serve the City's youth.

Eligible Applications

Contributions will only be made to, or on behalf of, students or organized groups, such as schools and non-profit organizations based in Seaside and/or serving a majority of Seaside residents (50%) that are 18 years old or younger or enrolled in high school. Faith based organizations may apply for contributions from the Mayor's Youth Fund if the funding is not used to support religious activities such as: Religious instruction, Sunday School, and Worship. In addition, activities funded by the Mayor's Youth Fund must be open to all persons without regard to their religious affiliation.

Submittal of Contribution Requests

In order to request a contribution, the following information must be provided in writing:

- Name of the organization, person(s) benefiting, proposed use of the funds, total amount needed or fundraising goal.

- Description of other methods being used to raise funds and/or other contributors.

- An explanation of how the group, activity, or event will benefit Seaside youth.

- Written description of how the use of the funds will be specifically used for youth group activities/events and has a nexus to the goals related to recycle, cleanup, and "green" sustainability to ensure a healthy environment.

- How this request will provide a municipal benefit (ie., benefit the community).

- Proof of non-profit organization status (not a taxpayer's I.D number) and a current W-9 form.

Evaluation Process & Criteria

Contributions can only be made if approved by the City Council. Funding requests will be evaluated based on their consistency with this policy, including the following criteria.

- Scholastic, athletic, music, environmental and art activities will be considered for funding based on the quality of the proposed activity.

- Evidence of activities/events related to “reduce, reuse and recycle” to ensure a healthy environment.

- Contributions requests will be accepted from individuals and can be made to an organization on behalf of an individual member or student.

- Contributions are only paid to organizations, such as non-profit groups and schools.

- Contributions are intended to fund actual costs related to an event or activity. (Please see “Payment Process” information provided in the following area.)

- Contributions from the Mayor’s Youth Fund are not intended to be the sole source of funds for an organization or program and will only be made to supplement other fundraising activities.

- How this request will provide a municipal benefit (ie., benefit the community).

Contribution Limits

In order to equitably distribute funds available in the Mayor’s Youth Fund, the following contribution guidelines have been developed, although all contributions are subject to the discretion of the City Council. In addition, funding will be limited to one contribution per year (every 12 months).

- Individuals - 25% of the total cost of the activity (not to exceed \$1,000)

- Groups up to 20 people - up to \$1,500

- Groups of 21 or more people - up to \$3,000

Payment Process

If a contribution is approved by the City Council, payment will be made to the authorized organization or directly to the vendor selected by the authorized

organization after submittal of a receipt or the presentation of actual invoices. No funding can go directly to an individual. This process is required in order to provide documentation required to meet municipal auditing standards.

Funding Requirements

Funding is limited to one contribution per year (every 12 months). The Mayor's Youth Fund Closing Report Form must be submitted to staff at least 60 days upon completion of the event, activity or program. Applicants that do not furnish the form may not apply for funds for the following year. A representative from the organization is required to be at the Council meeting for their application to be heard. If no representative is present then the agenda item will be postponed to another City Council meeting upon notification by the applicant. Incomplete applications will not be forwarded for Council consideration; applications not answering the question related to reduce, reuse or recycle are considered incomplete.

Individual Requests

Please attach an itemized list of all expenses. Amount of donation may not exceed 25% of the total cost of the activity and not exceed \$1,000. Applications that are incomplete will be returned.

Name of Organization	Seaside Middle School Annual Food Flex Course
Name	Raina Venoy
Email Address	rvenoy@mpusd.k12.ca.us
Address	999 Coe Ave
City	Seaside
State	CA
Zip Code	93955
Phone Number	831-899-7080
Additional Phone Number	831-383-8044
Percentage of Residents or Students of Seaside	100%
Number of Participants	35
Ages of Participants	8th grade ages 13 to 15
Criteria	
Applicants must meet at least one of the following criteria to be eligible for funding. Please select one or more from the following list:	Art, Environmental, Scholastic

Are you funding a reward for one of these activities? Yes

Description of event, activity or program funding pertains to:

In the 2024 -2025 School Year, I launched a Food & Nutrition Curriculum from scratch for 65 8th graders at Seaside Middle School because I had some prior culinary experience with the U.S. Navy. The class turned out to be such a success that they have allowed an additional class of 35 students to enroll this year, but we don't have the resources we need to fund the class. Due to school budget cuts. We have fiscal proof and documentation of financial records, permission slips, etc, to show participation last year, not to mention a list of community partnerships and donations from various local organizations that sponsored some of the resources we needed last year to build the program. We would love to continue it this year! What's terrific is that it provides a culinary pathway to the culinary courses offered when students possibly attend Seaside High in the future, as well as connecting to MPC's culinary department, if they pursue further studies in college. It also gives students some real-life skills that they can take from the classroom and implement at home or in their community spaces almost immediately!

Attach Additional Information as Necessary

[Venoyb Certificate of Completion for Van Safety \(Full Course\).pdf](#)

Description of how the funds will be specifically used for youth groups activities/events and has a nexus to the goals of recycling, cleanup and "green" sustainability to insure a healthy environment:

The funds will be used to purchase food, safety materials for food service, preparation, and dish creations, also including any necessary kitchen equipment, support field trips to bakeries, farms, and farmers' markets, and any other related curricular needs that serve the enrichment of student exploration and exposure of the course with regard to the Hospitality/Management industry. From the Nutrition aspect of it, students also understand the importance of not wasting food by taking food scraps and composting; donating these portions to our Science department, which takes these scraps and recycles them for plants and crops they grow for the beautification of the school campus. They learn about food scarcity and community resources to help their families and others, both inside and outside of the classroom. Sometimes the trickle-down becomes snacks donated to after-school programs or academic incentives. Then also learn Mathematical computations that allow them to stretch recipes and serve their communities during special events. I also emphasize that they learning where their food comes from, and that preparation of it is in the service of others, so they also will volunteer to help with kitchen lunch prep with school personnel and staff, once a week, so they respect the labor that comes with producing their lunches. Lastly, they internalize and write about what they eat and examine why or why not they consume certain foods; what is healthy for them and maybe not so much.

What other fundraising activities are you participating in to fund your event, program or activity and what other funding sources will supplement your request?	As a community school, we plan to reach out to both previous and new vendors this year to see what other supports, goods, or experiences they can provide. For instance, last year we partnered with Palermo Bakery to make pizza from scratch; they provided the dough at a wholesale cost to me so that I could give students that experience, which allowed them a pizza-building workshop that they were able to participate in that they did themselves. Then they took these pizzas home and baked them with their families to share in that experience. Another time during the Holidays, Grocery Outlet donated 70 Gingerbread houses to students, so I taught them the properties of sugar, frosting, decor/etc It allowed them to be creative and seemed to bring a lot of holiday cheer at a time when many student families were struggling just to put food on the table.
Total Amount Requested:	Last year, running the entire program cost close to \$3000. I split the funds in half for both the fall and spring terms and stretched them over time; not to mention, every workshop, I always got a vendor to donate some portion of the food; then I shopped at our designated purchase order partnerships and made sure I took advantage of every discount I could find. The only downer was that I had to cancel their end-of-the-year BBQ because we ran out of funds the final month of the school year.
Electronic Signature Agreement	I agree.
Electronic Signature	Raina P. Venoy
Date	9/8/2025

Email not displaying correctly? [View it in your browser.](#)

Certificate of Completion

Monterey Peninsula Unified School Dist.

Raina Venoy

has completed

Van Safety (Full Course)

a training program requiring **23 minutes**

on

Tuesday, April 29, 2025



Keenan
SafeSchools
Training

Training Coordinator's
Signature

Employee's Initials: _____

rvenoy@mpusd.k12.ca.us 5PQN38N2-699N



CITY OF SEASIDE STAFF REPORT

Item No.: 9.B.

TO: City Council

FROM: Greg McDanel, City Manager

BY: Greg McDanel, City Manager
Dan Meewis, Assistant City Manager
Dominique Davis, City Clerk

DATE: October 2, 2025

SUBJECT: STRATEGIC PLAN QUARTERLY UPDATE

RECOMMENDATION

Receive and file the first quarterly update to the 2025-2026 Strategic Plan.

BACKGROUND

The City of Seaside's Strategic Plan serves as the foundation for policy direction, resource allocation, and performance accountability, reflecting the shared vision of building a vibrant, inclusive, and resilient community.

In February 2025, the City Council and Executive Leadership Team refined the Strategic Plan through a process that included review of prior work plan data and surveys, Council and management interviews, and Strategic Planning Sessions with departmental spotlights, prioritization activities, and community input. Through this process, several key insights emerged:

- Seaside's strength lies in its diversity, resilience, and committed staff.
- A "Yes We Can" culture persists, with staff going above and beyond despite leadership transitions and staffing constraints.
- Strong alignment exists on the need for greater collaboration, transparency, and

responsiveness.

- Modernizing outdated systems and processes will unlock efficiency and capacity.
- Streamlined communication and stronger community engagement are critical for sustained success.
- Sequencing work effectively will help maximize limited resources.

The resulting 2025–2026 Strategic Plan, formally adopted on June 24, 2025, reaffirms five high-impact priorities:

- **Effective, Accessible Governance** – Promote transparency, operational excellence, and fiscal stewardship.
- **Vibrant Local Economy** – Support small business growth and advance transformative development.
- **Diverse & Inclusive Community** – Foster belonging, expand housing access, and elevate cultural life.
- **Enhanced Infrastructure & Water Supply** – Invest in sustainable water systems, safe streets, and resilient facilities.
- **Community Safety & Quality of Life** – Strengthen public safety, neighborhood livability, and recreation.

To strengthen implementation, the plan introduced measurable objectives (OKRs), quarterly reviews, impact factors such as funding and collaboration, and a color-coded tracking system to categorize initiatives as *In Progress*, *Delayed*, *Completed*, or *Not Yet Started*.

At the October 2, 2025 meeting, staff will present the first quarterly progress update. The report will highlight accomplishments, challenges, and upcoming milestones under each Strategic Priority, and will provide an updated visual and color-coded tracking.

This process ensures the Strategic Plan remains a living document—actively guiding decisions, shaping priorities, and demonstrating the City’s commitment to achieving measurable results.

FISCAL IMPACT

No fiscal impact with this item

STRATEGIC PRIORITY

Effective Accessible Governance, Vibrant Local Economy, Diverse and Inclusive Community, Enhanced Physical Infrastructure & Abundant Water Supply, Community Safety & Quality of Life

ATTACHMENTS

1. Strategic Plan
-

Reviewed for Submission to the City Council by:



Greg McDanel, City Manager



City Council Strategic Plan 2025-2026

440 Harcourt Ave, Seaside, CA 93955 | ci.seaside.ca.us

Packet Page 64

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

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.



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 mutli-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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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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1.3 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.

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.

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.



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
Development



Public Works



Recreation
Department



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.

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).

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
Development



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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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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4.4 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
Development



Recreation
Department



Police
Department



Fire
Department



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.

How Do We Achieve This Goal?

ONGOING	PUBLIC ENGAGEMENT	POLICY	CAPITAL PROJECT	PROGRAM	PLANNING	FUNDING	EXTERNAL COLLABORATION
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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)

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.		●	○		●			●	

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
Phone: (831) 899-6700
Website: www.ci.seaside.ca.us