

Strategic Planning 2015-2016

• Council Goals - Action Plans Update

*Atascadero City Council
January 29th-30th, 2016*



Mission Statement

The City of Atascadero is committed to building community by fostering an outstanding quality of life with excellent public service, stewardship of the environment, preservation of our heritage, and promotion of economic prosperity



Council Mission Statement

Long-Term Goal Statements vs. Mission Statement

	Build Community	Outstanding Quality of Life	Public Service	Environment	Heritage	Economic Prosperity
We will have thriving and healthy economic activity	X	X				X
We will have tourists but are not a tourist town	X	X				X
We will have plentiful local shopping opportunities		X				X
We will embrace and value our history	X	X			X	X
We will keep our community charm	X	X	X	X	X	X
We will have vibrant recreational opportunities for citizens and tourists alike	X	X	X			X
We are and will remain a patriotic city	X	X	X		X	X
We will foster quality of life by engaging the public	X	X				X
We will have sound and reliable infrastructure in place		X	X			X
We are and will remain an attractive place to live (eclectic is attractive)	X	X			X	
We are and will remain proud to be Atascadero	X	X	X	X	X	X
We will maintain our open space and rural character	X	X		X	X	
We will retain our civic pride	X	X		X	X	
We will have a strong, common, driving vision for the future	X	X	X	X	X	X
We will always embrace our natural beauty	X	X		X		
We will have adequate water		X	X			X
We are and always will be a safe community	X	X	X			X
We will retain our small town friendliness and feel	X	X	X			X
We will have an attractive and professional commercial corridor	X	X				X
We will have popular annual events that are important to our sense of community and economic health	X	X	X	X	X	X

Council Long-Term Vision

Long-Term Vision vs. Current Priorities

	Economic Development	Connection with Community	Common Sense Regulations	Public Safety	Lake Park	Environment	Staffing	Roads	Promotions
We will have thriving and healthy economic activity	✓			✓	✓		✓	✓	✓
We will have tourists but are not a tourist town	✓			✓	✓	✓	✓	✓	✓
We will have plentiful local shopping opportunities	✓						✓	✓	✓
We will embrace and value our history	✓	✓	✓			✓	✓		✓
We will keep our community charm	✓	✓	✓	✓	✓	✓	✓		✓
We will have vibrant recreational opportunities for citizens and tourists alike	✓			✓	✓	✓	✓		✓
We are and will remain a patriotic city		✓			✓		✓		✓
We will foster quality of life by engaging the public		✓		✓		✓	✓	✓	✓
We will have sound and reliable infrastructure in place	✓		✓	✓	✓	✓	✓	✓	✓
We are and will remain an attractive place to live (eclectic is attractive)	✓		✓	✓		✓	✓	✓	✓
We are and will remain proud to be Atascadero	✓	✓		✓	✓	✓	✓	✓	✓
We will maintain our open space and rural character	✓		✓		✓	✓	✓		✓
We will retain our civic pride		✓		✓	✓	✓	✓		✓
We will have a strong, common, driving vision for the future	✓		✓	✓	✓	✓	✓	✓	✓
We will always embrace our natural beauty	✓				✓	✓	✓	✓	✓
We will have adequate water	✓		✓		✓	✓	✓		✓
We are and always will be a safe community	✓		✓	✓	✓		✓	✓	✓
We will retain our small town friendliness and feel	✓	✓	✓	✓	✓	✓	✓		✓
We will have an attractive and professional commercial corridor	✓		✓				✓	✓	✓
We will have popular annual events that are important to our sense of community and economic health	✓	✓		✓	✓	✓	✓		✓

Council Priorities

- Economic Development
- Connection Between City & Community
- Common Sense Regulations & Reform
- High Quality Public Safety Services
- Atascadero Lake Park/Pavilion/Veterans Memorial/Zoo
- Environmental Stewardship
- Staffing
- Roads Program
- Promotions



Economic Development



Economic Development – Hot Spots

DeCou Property



- ✓ Work with Property Owner
- ✓ Provide fee estimates & project schedules
- Conceptual sketch to DRC



Economic Development - Hot Spots

West Front Village Restaurant Pads

- ✓ Prioritize inspections
- ✓ Work/communicate with owner
- ✓ Facilitate tenant improvements
- ✓ Work with owner of 2nd pad
- ✓ Coordinate with applicant on issues



Economic Development - Hot Spots

Dove Creek Commercial Parcel

- ✓ Work with owner on site design/leads for new tenants
- Provide front-counter handout



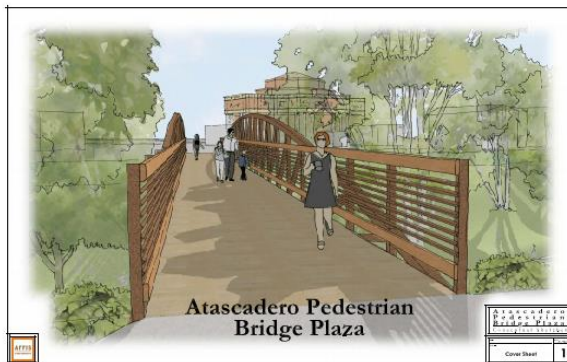
- Future opportunity for S. Atascadero neighborhoods



Economic Development - Hot Spots

Colony Square

- ✓ Be creative
- ✓ Continue to look for funding
- ✓ Construct foot bridge
- ✓ Incentivize



"L" shaped parcel recently purchased.



Economic Development - Hot Spots

Colony Square



- Incentivize sale
- Sell to developer that will improve potential of future development
- ✓ Seek opportunities to increase foot traffic
- ✓ Improve communications



Economic Development - Hot Spots

Colony Square

- ✓ Remove barriers to development
- ✓ Remain in dormant permit program
- ✓ Creative potential first floor opportunities for Building D



Economic Development - Hot Spots

Del Rio Commercial Area



- Expedite permit review
- Final map approval
- ✓ Del Rio/ECR public improvements

- ✓ Continue to work with Caltrans
- ✓ Advocate/apply for funding
- ✓ Reduce potential costs
- Walmart Improvement Agreement



Economic Development - Hot Spots

Hoff Property



- ✓ Consistent with CUP/free of temp uses
- Road abandonment
- Project phasing
- Explore incentives
- Front counter handout



Economic Development - Hot Spots

HD/Springhill Suites Center

- ✓ Assist in becoming successful
- ✓ Promote through ATBID/Co.TMD
- ✓ Promote Atascadero businesses
- Provide front counter handout
- Developers/broker
- ✓ Potential fast food restaurant



Economic Development - Reduce Vacant Store Fronts



- Fee Waiver Program
- ✓ Signage Compliance Program
- ✓ Economic Development – Spread the Word
- ✓ Promote Atascadero's Business Potential
- ✓ Improve Customer Service Image



Economic Development - Reduce Vacant Store Fronts

- ✓ Clarify which regulations are State/Federal and what the City has control over
 - Establish a business advocate program
- ✓ Instill Can-Do Attitude
- ✓ Encourage Creative Ideas with Staff
- ✓ Encourage Reasonableness



Economic Development - Reduce Vacant Store Fronts

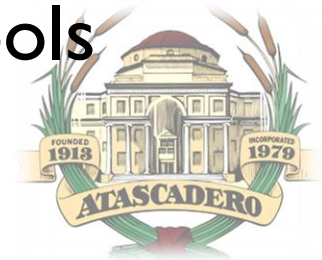
- Require complete plans
- ✓ Intake Meetings
- New permit issuance system
- ✓ Reach out if multiple plan checks
- ✓ Provide Training, /Retain Professional, Friendly Staff
- ✓ Maintain Capacity in Staff to Support Projects and Permit Streamlining
- ✓ Open City Hall on Fridays
- ✓ Reduce # of plan checks sent to Code Check



Economic Development - Reduce Vacant Store Fronts

- In house review of plan check re-submittals
- ✓ Condition plans rather than resubmit
- ✓ Prioritize Business Permits
- Evaluate DRC Process
- Evaluate use of Enterprise Zones
- ✓ Advocate legislation for new economic tools

- Business Open Program



Economic Development - Partnerships

- Refocus and expand the Office of Economic Development
- Meet regularly with commercial brokers
- ✓ Meet regularly with Chamber of Commerce
- ✓ Remain actively involved with EVC
- ✓ Work with community's informal communicators



Atascadero
Office of Economic Development
Committed to Progress, Action, and Prosperity



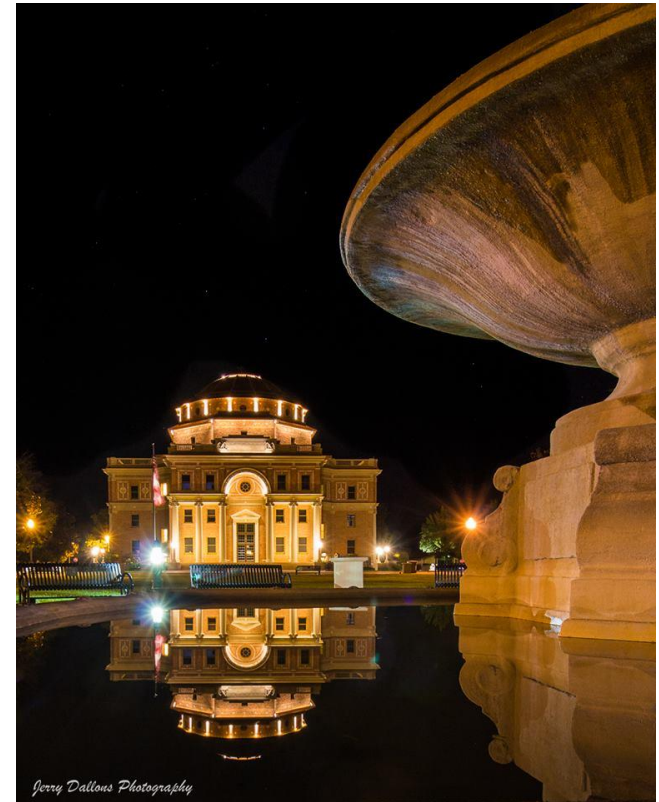
Economic Development - Business Infrastructure

- Construct the Del Rio/US 101 Interchange Project
- ✓ 5 year Capital Improvement Plan defines roadways scheduled for completion
- ✓ Use Sales Tax Measure F-14 to Repair Roads
- ✓ Search for funding to construct pedestrian footbridge



Economic Development - Business Infrastructure

- Via Avenue Bridge
- Morro Rd Corridor Study
- ✓ City Hall Exterior Lighting
- ✓ Active in SLOCOG
- ✓ Support State legislation for funding road repairs & improvements
- Ensure downtown streets & parking are clearly marked

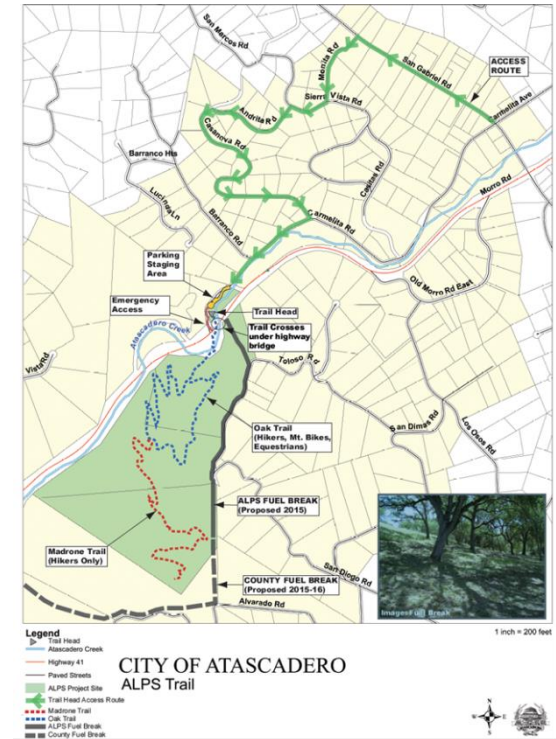


Serry Dallans Photography



Economic Development - Business Infrastructure

- Continue investments in recreational infrastructure
 - ALPS Three Bridges Trail trailhead
 - Highway 41 Multi-purpose path
 - Bike Network/bicycle plans
 - Atascadero Creek Trail Enhancement
 - All Inclusive Playground
 - Skate Park



Economic Development - Business Promotion

- ✓ Set clear Goals and Actions for Promotion Program
- Benchmark & Measure Promotions Program
- ✓ Council - Brand Standards/Brand Management Strategy
- ✓ Identify Infrastructure for Tourism & Promotions / Seek Funding for Infrastructure

VISIT
Atascadero
SIMPLY GENUINE



Economic Development - Business Promotion

- ✓ Identify/integrate with promotions partnership base
- ✓ Work in conjunction with Chamber, ATBID, others
- ✓ Support the ATBID
- ✓ Assign responsibility and allocate resources
- ✓ Allocate adequate resources
- ✓ Partner with Historical Society for Saturday City Hall tours



Economic Development - Business Promotion

- ✓ Focus City promotion efforts on supporting entire community
- Develop reporting and feedback systems/modify program as necessary
- ✓ Maximize use of Sunken Gardens and other City facilities/support special events and similar activities
- Remove barriers to use of Sunken Gardens



Connection Between City Council & Community



Connection - Foster Transparency



- ✓ Council meetings on KPRL
- ✓ Live video feed on cable and internet
- ✓ Council members participate in Charter Local Edition interviews
- ✓ Provide thorough/professional staff reports in advance of council meetings
- ✓ Mayor continue KPRL appearances
- Public Information Officer to coordinate responses



Connection - Celebrate Atascadero

- ✓ Develop/implement tactics to celebrate Atascadero with PR activities
- ✓ City liaison and support for community Special Events
- ✓ Increase presence on Social Media
- ✓ Improve relationships with local groups



Patriot's Day Lighting of Historic City Hall
Friday, September 11th

5:00 pm Patriotic Tribute program begins at Historic City Hall with a spectacular fly-over by Estrella Warbirds Freedom Flight, and patriotic musical performances by Atascadero High School Show Choir!

5:30 to 7:00 pm Experience a rare evening tour of Historic City Hall, plus Antique Fire Truck Ride!

5:30 to 8:30 pm Atascadero Main Street's Art & Wine Tour – an evening of Fine Arts and Wine tasting throughout downtown. Wine glasses **MUST** be purchased at Entrada/El Camino Real (sales start at 4pm). Note – City Hall is an added location to the tour until 7:30 p.m.!

8:00 pm Patriots Tribute candle-lighting ceremony at City Hall and the Sunken Gardens

8:30 pm **COUNTDOWN** to the unveiling of Historic City Hall's new exterior lighting, as the Mayor flips the PG&E light switch!

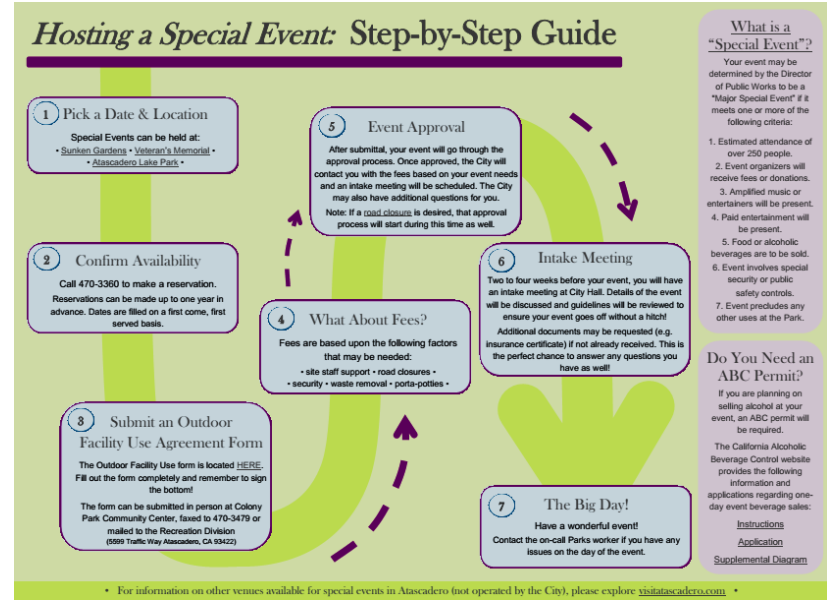
For more information on the lighting please call Terrie Banish at 805.470.3490.
For more information on Art & Wine Tour please call 805.462.0177.

Lights Presented By 



Connection - Celebrate Atascadero

- ✓ Seek/assist special events that enhance the image of Atascadero
- Improve the Special Events Roadmap
- ✓ Assign responsibility
- ✓ Participate in Special Olympics Host Town Event
- ✓ Celebrate each success
- ✓ Seek funding to improve City's website



Latest News | Popular Pages | **Mission Statement**

CANCELLED Eagle Ranch Study Session - 01/19/16
News from the City - Study of the Downtown Zoning Homeowner's Handy Checklist - Stormwater Preparati...
Arrest in San Gabriel School Incident Is a Study ...
City of Atascadero Appoints Phil Dunsmore To the ...
Let's Talk About Stormwater Preparation!

Page: 1 / 3

Measure F-14 Sales Tax
Measure F-14 Tax Dollars at Work

Visit the Zoo
Visit the only zoo on the Central Coast - Charles Paddock Zoo.

Signage Campaign
Click here to see our Signage Partners!
Kelly's CASUALS
Signage Information

Connection - Constituents



City Hall Reopens on Fridays Beginning July 10th!

facebook

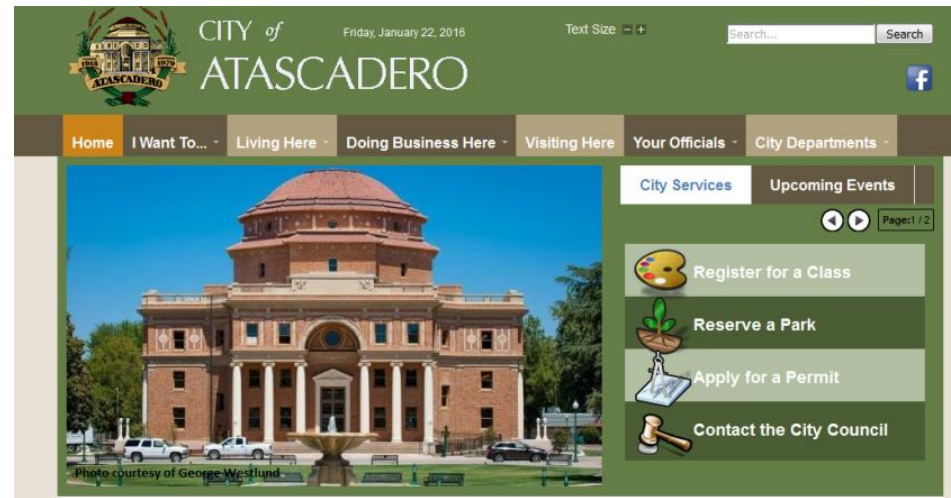
Press Release:
City of Atascadero
Public Works Department
6500 Palma Ave.
Atascadero, CA 93422
(805) 461-5000



- ✓ Open City Hall on Fridays
- ✓ Get City news and info out to constituents
- PIO to review press releases & coordinate City's responses
- Media response policy for staff & council members
- ✓ Address rumors



Connection - Constituents



- ✓ Assign responsibility to monitor public communications and respond appropriately
- ✓ Set systems in place to keep communications factual and positive
- ✓ Actively push both bad and good news
- Improve website



Connection - Tourists/Locals

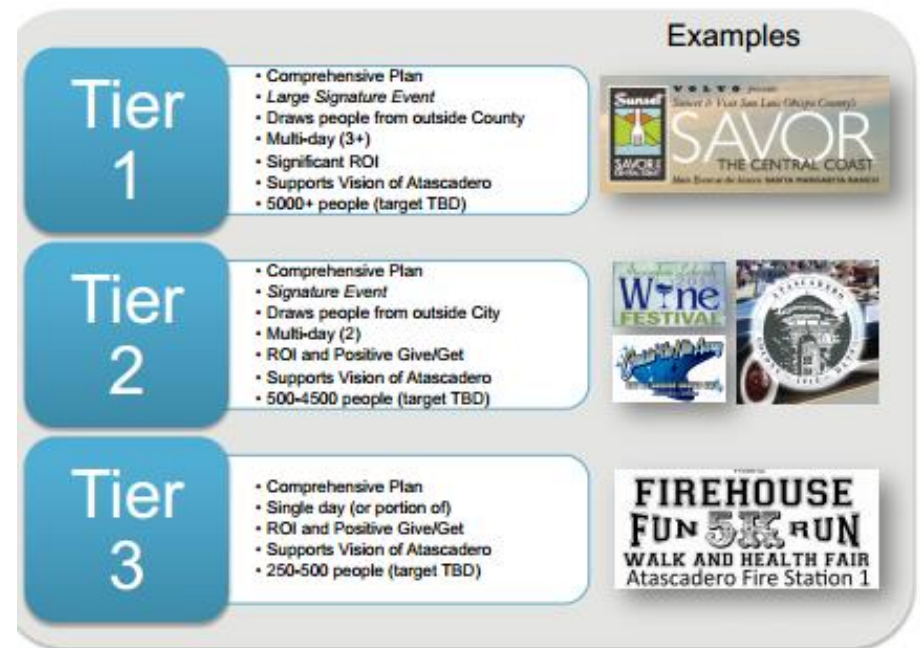
- ✓ Overlapping goals with Economic Development

coraggiogroup



Atascadero Tourism & Promotion Game Plan

May 2015 Workshop



Connection - Celebrate Projects

- ✓ Signage at each F-14 Road Project
- ✓ Groundbreaking/Ribbon Cutting ceremonies and Press Releases
- ✓ Notify residents in advance



Connection - Celebrate Projects

- ✓ Assign City liaison
- ✓ Support Sales Tax Oversight Committee
- ✓ Use STOC as public ambassadors
- ✓ Comprehensive annual report
- ✓ Separate budget
- ✓ Separate accounting system fund
- ✓ Financial information on website



- Capital Projects Section of Website



Promote Common Sense Regulations & Reform



Common Sense Regs & Reform - Reduce Regulations

- ✓ Utilize the City's Advocacy Consultant
- ✓ Participate with League of CA Cities
- ✓ Coordinate Advocacy Opportunities
- ✓ Meet regularly with Elected Officials



Common Sense Regs & Reform – Monitor/Mitigate

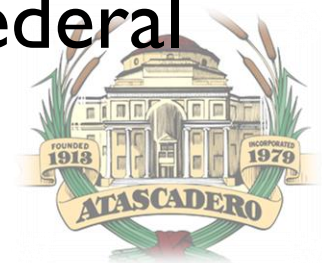
- ✓ Monitor potential changes to State law
- ✓ Remain active with local government & professional organization
- ✓ Effectively communicate to members of the public about marijuana legislation
- ✓ Monitor and communicate effects of Prop 47 legislation on local crime trends



Common Sense Regs & Reform – Monitor/Mitigate



- ✓ Review systems/implement changes needed to comply with legislation
 - Affordable Care Act
 - ✓ GASB 68
 - ✓ PEPPRA
 - ✓ Part Time Sick Leave
- ✓ Support common sense reform to Redevelopment Dissolution Legislation
- ✓ Support the League's position on federal railroad reform



Common Sense Regs & Reform – Common Sense Updates

- Prepare Zoning Code Update
- ✓ Include information on regulation reform in each Strategic Planning Initiative Update to Council
- ✓ Review new ordinances to determine if they are efficient and effective
- Implement the new construction code effective January 2017



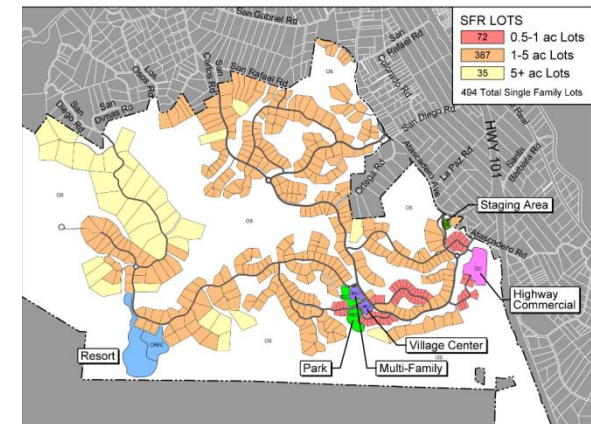
Common Sense Regs & Reform – Common Sense Updates

- Implement the new construction code effective January 2017
 - Analyze Model Construction Code
 - Hold contractor forums
 - Adopt model construction code



Common Sense Regs & Reform – Common Sense Updates

- Perform comprehensive Impact Fee Study
- Evaluate the fiscal impact of Eagle Ranch annexation



Common Sense Regs & Reform – Water Regs to fit Atascadero

- Stormwater Regulations
 - Implement and adjust engineering design standards
 - ✓ Accommodate business friendly strategies
 - ✓ Minimize impact on potential redevelopment opportunities



- ✓ Implement reasonable/practicable strategies



Common Sense Regs & Reform – Water Regs to Fit Atascadero

- Wastewater Regulations
 - ✓ Onsite wastewater ordinance
 - ✓ Monitor new regional regulations



Common Sense Regs & Reform – Long Term Water Sustainability

- ✓ Meet regularly with water district leaders
- ✓ Continue to support the exclusion of any properties overlying the Atascadero Water Basin from potential PRGWB water district
- ✓ Continue to support the formation of a separate and distinct groundwater sustainability agency for the Atascadero GWB



Common Sense Regs & Reform – Long Term Water Sustainability

- ✓ Monitor all County actions pertaining to water and become involved where appropriate
- ✓ Work with AMWVC to develop additional water savings ideas for City facilities
- ✓ Monitor AMWVC actions related to drought regulations



Common Sense Regs & Reform – Affordable Housing

- Seek opportunities to reduce affordable housing requirements for new development
- Explore adjustment of total % set aside to be consistent with our Regional Housing Needs Allocation
- Explore developing new multi-family ordinance standards



Common Sense Regs & Reform – Affordable Housing

- Funding rating system
- 2nd Unit Ordinance development standards
- Development Impact Fees
- Zoning Ordinance for development standards for efficiency units
- ✓ Customer Service Program



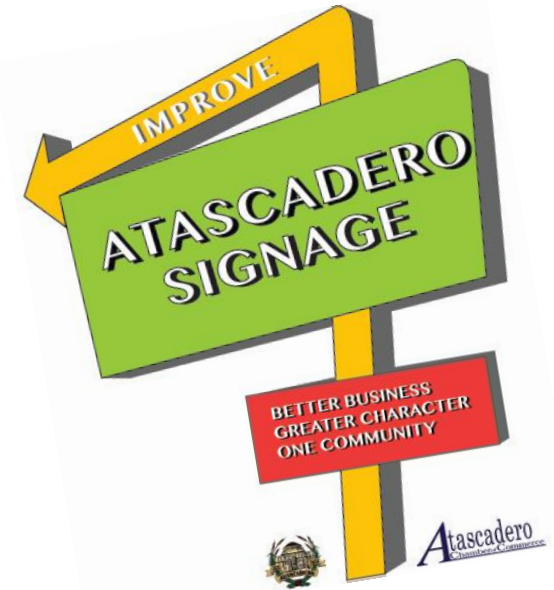
Common Sense Regs & Reform – Improve Commercial Corridor

- Continue reduced sign building permits fees thru Sept 2016
- Continue reduced sign AUP fees thru Sept 2016
- Evaluate reduced fee program
 - ✓ Partner with sign companies
 - ✓ Cut signage review <48 hrs



Common Sense Regs & Reform – Commercial Corridor

- ✓ Partner with Chamber and sign companies for Sign Symposium
- Develop positive recognition program
- Highlight new signage installs
- Recognize businesses with signage that fosters character and innovate designs
- ✓ Provide Signage Clean-Up Campaign update to Council
- ✓ Help business understand sign ordinance



Common Sense Regs & Reform – Commercial Corridor



- Continue momentum contact non-compliant businesses
- Implement fines and other enforcement



Common Sense Regs & Reform – Commercial Corridor

- Work with commercial centers – incentivize monument signage upgrades
 - Explore pre-approved monument signage “stock plans”
 - Explore building permit fee waiver for commercial store front improvements
 - Review effectiveness of current sign ordinance



Common Sense Regs & Reform – Permit Streamlining

- Streamline permitting
 - Overlapping actions with Economic Development



Common Sense Regs & Reform – Solar Permitting

- ✓ Online, fax and over the counter submittals
- ✓ Expedite procedures for small residential rooftop solar systems
- ✓ Local AB2188 ordinance for permits
- ✓ Complete checklist for PV submittals
- ✓ PV training for inspectors
- ✓ Front counter consultation
- ✓ Informational handouts to website



Provide High Quality Public Safety Services



Public Safety - Collaborations

- Work with School District to provide training and enhance response to incidents
- Partner with Lighthouse and similar programs
- ✓ Partner in “Every 15 Minutes” program



Lighthouse

Atascadero

Public Safety – Regional Activities

- ✓ Countywide SLO Type 3 Incident Management Team (SLO IMT3)
- ✓ Regional Haz-Mat Co-op
 - Actively participate in Animal Shelter discussions
 - Advocate cost effective shelter solutions
 - Evaluate funding allocations
 - Keep Council informed



Public Safety – Regional Activities

- Leverage grants for enforcement, education, equipment
- ✓ Pursue grant funding for chipping program
- ✓ Work with Cal Fire forester for defensible space and fire breaks



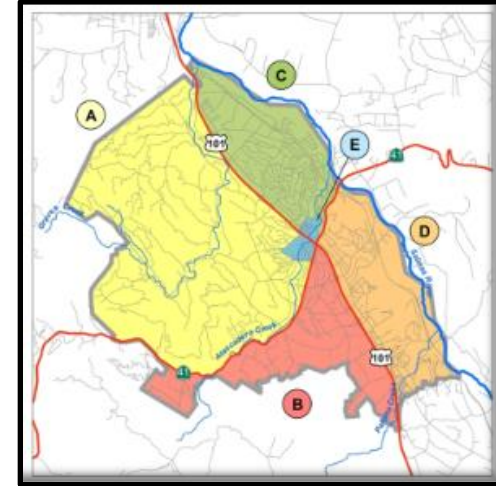
Public Safety – Regional Activities

- Develop in-house State Certified Forester
- Pursue Public Safety grants
- County CERT team governance
- ✓ CERT team trailer housed in Atascadero
- ✓ Active in Regional and State Associations



Public Safety – Community

- Expand Police Service Area Coordination Program with Nextdoor
- Self-directed model for safety personnel



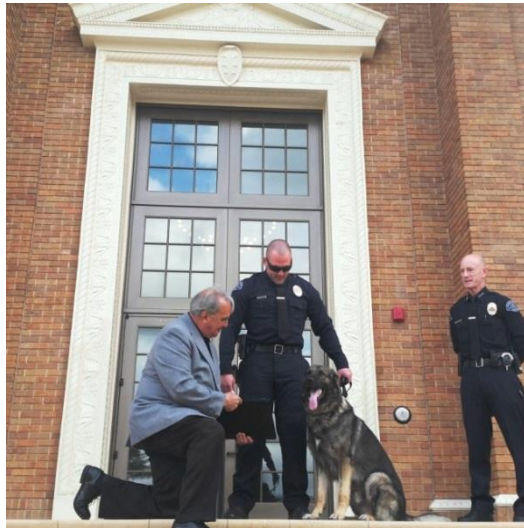
Public Safety – Community

- ✓ Residents resolve neighborhood issues
- ✓ Support CERT training



Public Safety - Community

- Business Continuity Plan & Tool Box
- ✓ Local Hazard Mitigation Plan
- ✓ K-9 Program



Public Safety - Training

- ✓ Emphasize public safety staff training
- Hold Disaster Council Meeting
- ✓ Provide Table Top Disaster Drill with full EOC activation & Type 3 IMT utilization



Public Safety - Training

- ✓ FD Performance Based Training Program
- ✓ Fire Training with neighboring dept's
- ✓ Staff emergency training



Public Safety - Training

- ✓ EMI Application
- ✓ EOC Budget
- EOC Emergency Exercise
- ✓ EMI budget & exercise
- EMI attendance 2017-2018



Public Safety – Core Services

- ✓ Two motor officers
- ✓ Two street crimes detective positions
- ✓ Monitor Response Standards & evaluate deployment model
- ✓ Increase online reporting portal



Online Crime Reporting

Quickly and easily report minor crimes that have occurred within the City of Atascadero. For instructions call (805)470-3244.

[CLICK HERE TO FILE A REPORT](#)



Access Your Accident Report Online

The Docview system allows the public to print accident reports 24 hours a day from any location with internet access. The reports are in a PDF format which makes them easy to view, save, print, and email.

[CLICK HERE TO ACCESS YOUR REPORT.](#)



Public Safety – Core Services

- Body worn cameras for officers
- ✓ Encourage high levels of customer service
- ✓ Leverage SLESF funding
- ✓ Debris Management Plan
- ✓ Respond to enforcement issues
- ✓ Transient population



Public Safety – Equipment & Infrastructure

- ✓ Replace FD mobile radios
- ✓ Construct a new fire engine
- ✓ Refurbish Engines #7592 & #7591
- Replace breathing apparatus



Public Safety – Equipment & Infrastructure

- Seek funding for facilities upgrades
- ✓ New handheld radios with SLESF funding
- ✓ Evidence processing capabilities



- Fire Based Records Management Systems



Public Safety – Equipment & Infrastructure

- Cardiac Heart Monitors
- ✓ DRT Operational Policies/Procedures
- Improve CAD system



Public Safety – Equipment & Infrastructure

- ✓ Install “rat” boxes
- ✓ Via Bridge Project funding
 - Via Bridge design
- ✓ Santa Lucia Bridge funding
 - Santa Lucia Bridge design
 - Traffic sign & pavement marking
 - Guidelines to process public requests
- ✓ Safety as factor in infrastructure improvements



Public Safety – Equipment & Infrastructure

- WWTP and Collection System Master Plans and Recommendations
 - ✓ Capital Improvement Projects ensure lowest costs
- Wastewater Fee Study
 - ✓ Standard Operating Guidelines and Policies



Promote Atascadero Lake Park, Pavilion, Veterans Memorial and Zoo as an Event Center



Promote Lake Park, Pavilion, Memorial & Zoo – Zoo Infrastructure



✓ Electrical System

- Incrementally relocate animals to fit MP

✓ Infrastructure Maintenance needs

✓ Operational efficiencies

✓ Coordinate with other departments

✓ Evaluate new exhibits and changes



Promote Lake Park, Pavilion, Memorial & Zoo – Zoo Infrastructure

- Aviary Exhibit
- Madagascar Radiated Tortoise Exhibit
- Seek funding for other exhibits:
 - Fossa Exhibit
 - Bear Exhibit
 - Red River Hog Exhibit
 - Creosote Poles removal



✓ Zoo Education/Picnic Area



Promote Lake Park, Pavilion, Memorial & Zoo – Zoo Infrastructure

- Center planter area
- Interior railings
- Pavement areas
- ✓ Tree pruning/removal
- ✓ Holding building floor repair
- Work with Wine Festival Committee to raise funds



Promote Lake Park, Pavilion, Memorial & Zoo – Zoo Infrastructure

- New Indo-Burma Multi-Species exhibit
- New Toucan Exhibit
- New Walkabout Wallaby Exhibit



Promote Lake Park, Pavilion, Memorial & Zoo – Zoo Infrastructure

- Work with Friends of CP Zoo for funding needed for capital projects
- Improve communications with Friends
 - Encourage Friends to recruit local volunteers and board members
- Attend AZA Conference and Board meetings

**ASSOCIATION
OF ZOOS
AQUARIUMS &**



Promote Lake Park, Pavilion, Memorial & Zoo – Marketing

- Market the Pavilion on social media as an event center
- Seek marketing opportunities



- Increase Zoo promotion
 - Monthly Zoo articles
 - Encourage Zoo Friends membership newsletters
- Zoo Press Releases



Promote Lake Park, Pavilion, Memorial & Zoo - Marketing



- ✓ Funding for Zoo Event Area
- Social Media
- Directional Signage
- Connectivity from ECR/I01
- ✓ Special Olympics World Games Host Town Event



Promote Lake Park, Pavilion, Memorial & Zoo – Park Facilities

- Funding opportunities for picnic areas
- Pathway improvement
- Funding opportunities for Ranger House renovation



Promote Lake Park, Pavilion, Memorial & Zoo – Lake Facilities

- Repair Lake Fill Line



Promote Lake Park, Pavilion, Memorial & Zoo – Lake Facilities

- ✓ Cooperate with Friends of the Lake
- ✓ Don't use water from the Atascadero basin
- ✓ Creek and pipe inlet – increase intake capacity for lake fill line



Promote Lake Park, Pavilion, Memorial & Zoo – Lake Facilities

- Re-install fountains
- ✓ Lake Clean Up Day



Promote Lake Park, Pavilion, Memorial & Zoo – Lake Facilities



- ✓ Pavilion floors
- Gazebo Wood Rot
- ✓ Pavilion Tables and Chairs
- ✓ Focus volunteer efforts



Promote Lake Park, Pavilion, Memorial & Zoo – Fees

- Monitor/Review Zoo and Facility Fees to keep fees in line with Council policies

City Facilities



Atascadero Lake Park

9305 Pismo Ave

Phone: (805)470-3360

[Rent part of this facility](#)

[Faces of Freedom](#)



Promote Environmental Stewardship



Environmental Stewardship- Promotion

- Create an Environmental Stewardship page on the website
- Prepare and update a report on accomplishments for the website



Environmental Stewardship- Promotion

- Bike and Trail Map
- ✓ Tree City designation
- Bike Friendly Community
- Celebrate effective water reclamation facility



Environmental Stewardship- Promotion

- Conservation Celebration



- Solar program

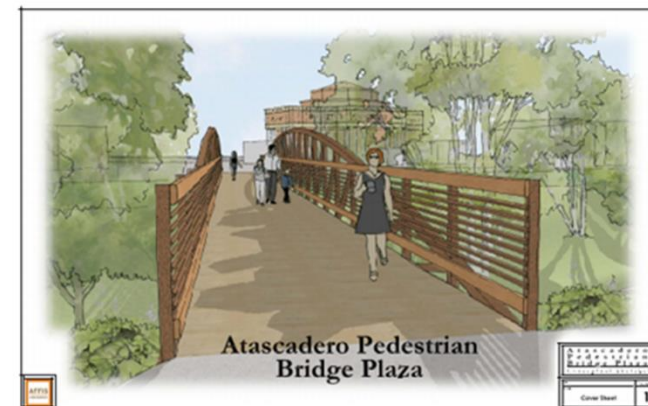
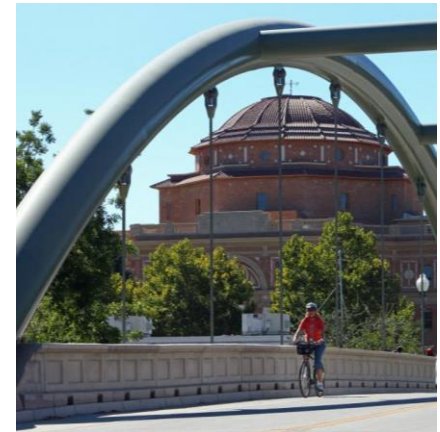


- ✓ Grey Water permits



Environmental Stewardship- Capital

- ✓ Maintain & monitor native tree planting sites
- ALPS Three Bridges Trail trailhead
- Hwy 41 Multi-purpose path
- Funding for bike network
- SLOCOG bike plans
- Hwy 41 corridor study
- Pedestrian Bridge
- Creek Trail Enhancement



Environmental Stewardship- Public Involvement

- ✓ Continue Native Oak Tree planting & seedling give away
- ✓ Oak seedling protection information
- ✓ Encourage “Adopt A Facility” projects
- ✓ Provide public info regarding energy efficient programs & products
- ✓ Promote stormwater best management practices



Environmental Stewardship- Water Conservation

- ✓ Calsense technology
- ✓ Evaluate “brown out”
- ✓ Partner with AMWC
- ✓ Protect water recapture @ WWTP



Environmental Stewardship- Balance with Economic Dev.



- ✓ Facilitate / Expedite retail nodes
- ✓ Work with SLO APCD
- ✓ Continue expedited solar permitting
- ✓ Continue tree planting projects / preservation of open space & woodlands



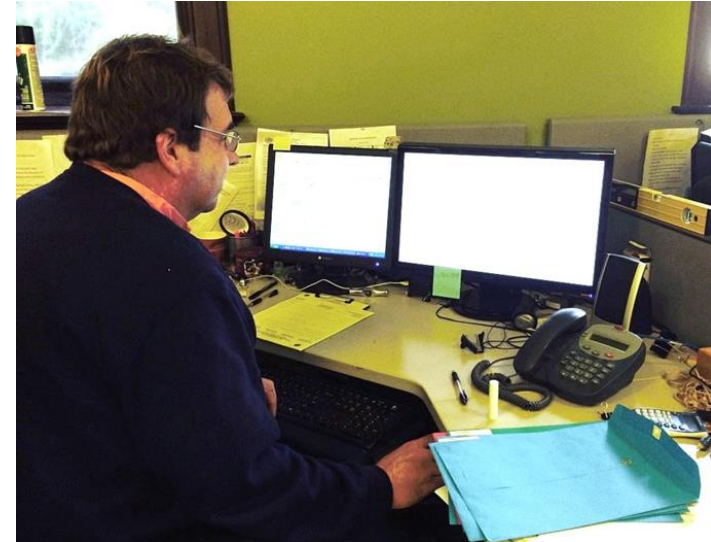
Environmental Stewardship- Balance with Economic Dev.

- ✓ Continue business friendly Climate Action Plan
- ✓ Ensure new developments, including Eagle Ranch, comply with CAP



Environmental Stewardship- Leader in PV System Permitting

- ✓ Provide for online, fax and over the counter Solar Permit submittals
- ✓ AB2811 – local ordinance
- ✓ PV checklist
- ✓ Training for inspectors
- ✓ Full-time front counter consultation
- ✓ Informational handouts



Staffing



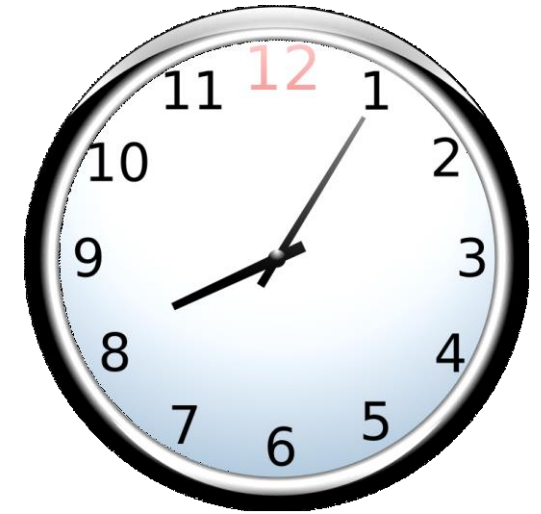
Staffing - Retention



- ✓ Bargaining
- ✓ Salary Survey
- Work to be near county-wide average
- ✓ Make team better
- ✓ Less fiscally conservative
- ✓ Evaluate Council compensation and adopt ordinance



Staffing - Retention



- ✓ Prioritize “Supplementals”
- ✓ Evaluate positions
- ✓ Allow flex schedules
- Recognize more work than staffing
- Promote realistic expectations
- Communicate realistic timeframes



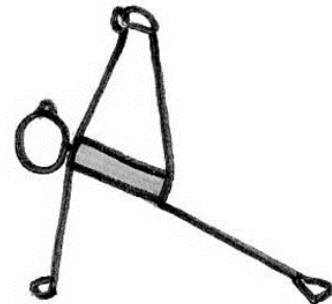
Staffing – Retention

- Minimize diversions of staff time
- Communicate effect on core mission/goals if work program is added



Staffing - Retention

- Keep communications positive
- ✓ Quarterly CM Roundtables
- ✓ Management meet with SEIU Quarterly
- ✓ Management meet with employees or employee groups as requested
- ✓ Balance City's desire to reduce leave liability with employees desire for flexibility



Staffing – Fill Vacancies



- ✓ Hire Deputy PW Director
- ✓ Hire Admin Support Assistant - CD
- ✓ Hire new Police Officer
- ✓ Hire New Dispatcher
- ✓ Hire new Fire Captain
- ✓ Train and orient all employees



Staffing – Hire to fulfill Action Plans

- ✓ Evaluate key personnel needs
- Prioritize all City operation needs
- Look for funding opportunities
- ✓ Be less fiscally conservative



Roads Program



Roads – F-14 Funds

- ✓ All F-14 Funds on Roads
- ✓ Begin 1st F-14 project in spring of 2015 – Alamo & Honda Avenues



Roads – F-14 Funds

- ✓ Develop 5-year Capital Improvement Plan
- ✓ Use CPM Methodology
- ✓ Maximize efficiencies
- ✓ Maximize cost effectiveness
- ✓ Not to include improvements
- ✓ Neighborhood roads higher priority
- ✓ Not to include routine maintenance



Roads – F-14 Funds



- ✓ Could include asphalt crack sealing, chip sealing, slurry or micro surfacing
- ✓ Includes major road rehab projects
- ✓ Not to include Del Rio/US101 Interchange Project



Roads – F-14 Funds

- ✓ Ensure adequate staffing in place
- ✓ Charge staff time to the projects
- ✓ Require time cards detailing work performed

7/14/15	3.0	C513	Const	Oversee and inspection of prep work for paving
8/14/15	2.0	C514	Const	Oversee and Inspect Honda paving overlay. Install STOP's and clean up



Roads - Communications

- ✓ Install a sign at each F-14 road project
- ✓ Hold groundbreaking ceremony
- ✓ Hold ribbon cutting ceremony & issue press releases
- ✓ Notify residents in advance
- ✓ Assign City liaison



Roads - Communications

- Support STOC, educate & inform
- Use STOC as ambassadors
- Produce & publicize annual report
- Make expenditures readily transparent & easily available to the public
- Make all cap project info available on website



Roads – Other Funding

- Pursue funding
- Implement steps to construct Del Rio/I01 Interchange Project



Roads – Other Funding

- ✓ Devote available local transportation funds (LTF) to road projects
- ✓ Protect and maximize LTF
 - Use remaining gas tax funds for road repair projects



Roads – Other Funding

- ✓ Use USHA Funds for road repair projects
- Maximize funding by using “match” funds
- ✓ Leave portion of funds to take advantage grant fund opportunities
- ✓ See opportunities to repair roads within other projects



Roads – Other Funding

- East Front Overlay Project
- Lake View Overlay Project
- Santa Barbara West Overlay Project
- San Lucas Road Landslide Repair Project
- ECR CIR Rehab Project
- Santa Lucia Rehab Project
- Viejo Camino Rehab Project
- ✓ Crack Fill Program



Promotions



Promotions – Local Business

- ✓ Clarify/unify Council Vision – Set clear goals
- Benchmark/measure success
- ✓ Council set brand standards/management strategy
- ✓ Identify infrastructure for tourism/promotions & seek funding

VISIT
Atascadero
CALIFORNIA

Promotions – Local Business

- ✓ Identify/integrate with partnership base
- ✓ Work with Chamber, ATBID, promotion partners
- ✓ Support ATBID
- ✓ Assign responsibility
- ✓ Allocate adequate resources



The Joy of Simplicity

Uncover hidden treasures in Atascadero



To visit Atascadero is to experience California as it used to be. A time when "face time" was in person, and watching the sunset was the only way to end the day.

Atascadero is centrally located near beaches and wine country, and is surrounded by beautiful rolling hills, oak trees, and stunning architecture. The city's

mild year-round weather means families can enjoy the outdoors by hiking, biking, golfing, or horseback riding. Explore the city's history with free daily tours of City Hall, Stroll Charles Padlock Zoo or the Sunken Gardens, featuring an Italian marble sculpture from the 1904 World's Fair.

Whether you're sampling handcrafted

honey, local wine, cider at Bristol's Cider House, indulging in Hush Harbor's "three-day brownie," or beer tasting at Tent City Brewery, hidden treasures abound in Atascadero.

visitatascadero.com
VisitAtascadero
AtascaderoCA



Promotions – Local Businesses



- Partner with Historical Society for Saturday City Hall tours
- ✓ Support entire community of Atascadero
- Reporting/feedback system



Promotions – Local Business

- Maximize use of Sunken Gardens/City facilities by supporting special events
 - ✓ Patriot's Day
 - ✓ Colony Days
 - ✓ Taco Day on Traffic Way
 - ✓ Holiday Lighting
 - ✓ Winter Wonderland
 - ✓ Tamale Festival
- Remove barriers to use of Sunken Gardens for special events



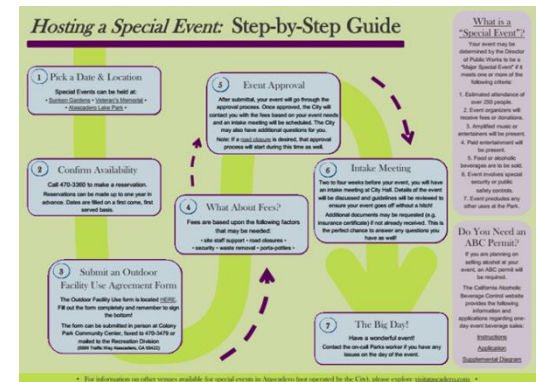
Promotions – Celebrate Atascadero

- ✓ Develop/implement innovative positive public outreach/PR activities
- ✓ Provide City liaison
- ✓ Social Media
- ✓ Improve relationships with local community groups
- ✓ Seek/assist special events that enhance image of Atascadero



Promotions – Celebrate Atascadero

- Improve Special Events Roadmap
- ✓ Assign responsibility
- ✓ Participate in Host Town Event
- ✓ Celebrate City success – ribbon cuttings/press releases
- ✓ Seek funding to improve website



Promotions – Info/Communication

- ✓ Open City Hall on Fridays
- ✓ Get news/information out to constituents
- Public Information Officer
- Media Response Policy
- ✓ Improve transparency – address rumors quickly



Promotions – Info/Communications

- ✓ Assign responsibility
- ✓ Set systems in place – keep factual / positive
- ✓ Improve transparency – both good & bad news
- Improve website
 - navigation



Promotions – ALP/PAV/Zoo/Memorial

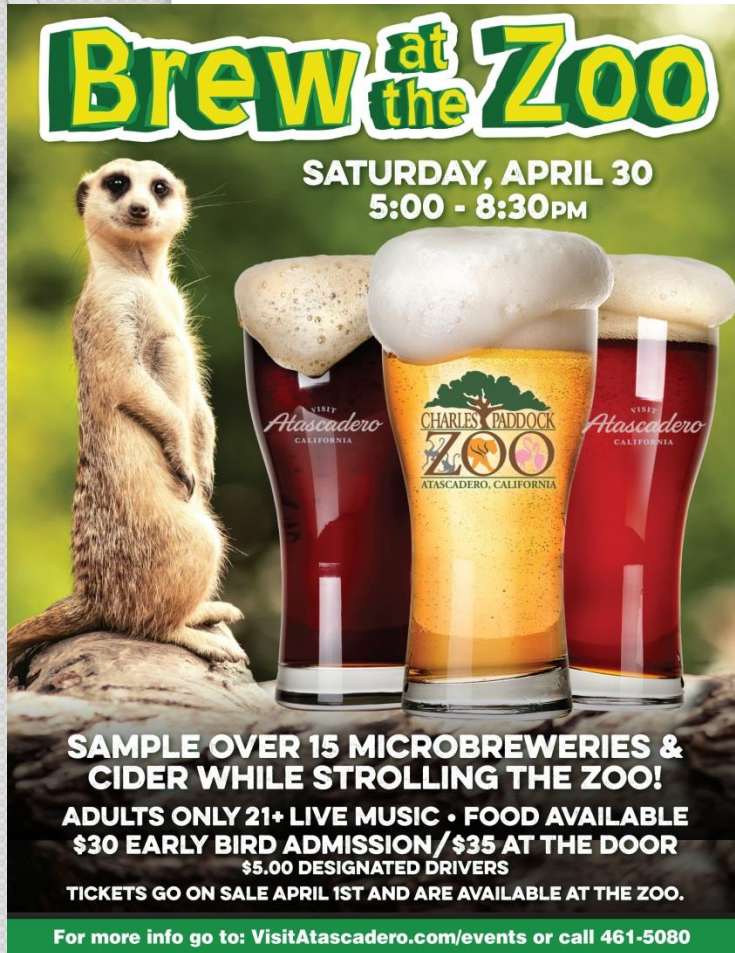
- Increase presence on Social Media – Pavilion as an Event Center
- Seek opportunities to promote Pavilion, Lake Park, Zoo and Veterans Memorial

Pavilion
on the Lake



Promotions – ALP/PAV/Zoo/Memorial

- Increase promotion of Zoo
 - Seek education opportunities
 - Prepare monthly Zoo articles
 - Encourage Friends membership newsletters
 - Press Releases



Brew at the Zoo
SATURDAY, APRIL 30
5:00 - 8:30 PM

A meerkat stands on a rock next to three glasses of beer. The central glass is a tall tulip-shaped glass filled with golden beer and topped with a thick head of foam. It features the Charles Paddock Zoo logo. The two flanking glasses are shorter, filled with dark beer, and feature the Atascadero logo.

SAMPLE OVER 15 MICROBREWERIES & CIDER WHILE STROLLING THE ZOO!
ADULTS ONLY 21+ LIVE MUSIC • FOOD AVAILABLE
\$30 EARLY BIRD ADMISSION / \$35 AT THE DOOR
\$5.00 DESIGNATED DRIVERS
TICKETS GO ON SALE APRIL 1ST AND ARE AVAILABLE AT THE ZOO.

For more info go to: VisitAtascadero.com/events or call 461-5080



Promotions – ALP/PAV/Zoo/Memorial

- Receptions at the Zoo
 - ✓ Seek funding for new education/event center
- Social Media
- Improve directional signage
- Plan for connectivity – ECR to ALP facilities, as goal in Hwy 41 West Corridor Study
- ✓ Host Town Event



Special Olympics
**WORLD
GAMES**
LOS ANGELES 2015

Host Town
Atascadero

Questions?

