

**TO:** City Council  
**FROM:** James L. App, City Manager  
**SUBJECT:** Council Goals for Fiscal Years 2006-2009  
**DATE:** March 1, 2005

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**NEEDS:** For the City Council to confirm top goals for Fiscal Years 2006-2009.

- FACTS:**
1. Every two years, the City Council adopts goals, as well as a two-year budget and four-year financial plan.
  2. A new 2-year budget/4-year financial plan is under development for the 2006-2009 fiscal years.
  3. The budget & financial plan will be oriented around the City Councils' goals.
  4. The Council compiled and ranked goals for the next 2-4 years (Exhibit A). One of the goals called for continuation of work on previous goals – previous goals not already included in the new goal list are noted in Exhibit B.
  5. The City Council needs to confirm their goals for inclusion in the new 2-year budget and 4-year financial plan.

**ANALYSIS &**

**CONCLUSION:** The City Council developed and ranked a list of 22 goals on February 12, 2005. Goal development was the result of individual Councilmember suggestions, public input, and public discussion. Council members were asked to force rank the goals by assigning a value of 0 – 5 (5 indicating the highest priority) to each. Each Councilmember was limited to a total of 75 points.

From the combined forced ranking, there appear to be seven major goals. Achievement of these primary goals will require the allocation of considerable time, energy and resources. The seventh goal is to continue work on previous goals. Coincidentally, goals 8 – 22, with the exception of #13, are included among previous Council goals. Additionally, 9 other items have been identified as priorities in the past but do not appear on the current list (except by reference in goal #7) – these are noted in Exhibit B.

**POLICY**

**REFERENCE:** General Plan; Council Policies.

**FISCAL**

**IMPACT:** Varies for each goal; cost estimates will be developed as part of the 2006-2009 budget/financial plan.

- OPTIONS:**
- A. City Council Confirm and Adopt Goals for Fiscal Years 2006-2009.**
  - B. Amend, Modify, or Reject the Option Above.**

Attachments: Exhibit A – 12FEB05 Goal-Setting Results  
Exhibit B – Previous Goals



# CITY OF PASO ROBLES

## COUNCIL GOALS

FISCAL YEARS 2006 - 2009

ITEM	EXHIBIT A GOAL DESCRIPTION
<b>MAJOR GOALS</b>	
1	Plan for a new City Hall/Civic Center (including examination of a Performing Arts/Conference Center & Superior Court).
2	Master Plan all parks beginning w/City Park.
3	Continue development & growth of Public Safety Services.
4	Increase supply of adequate & affordable housing.
5	Develop the Airport (prepare/implement business, capital improvement & development plans).
6	Improve Senior transportation
7	Complete previous goals ( <i>see Exhibit B</i> ).
<b>ADDITIONAL/PREVIOUS GOALS</b>	
8	Increase funding for downtown/west side alley repairs.
9	Identify Economic Development point person (w/Chamber of Commerce).
10	Determine a balanced approach to traffic mitigation (implement Traffic Calming Program).
11	Develop downtown parking.
12	Enhance the Code Enforcement Program.
13	Study expansion of redevelopment area east of Highway 101 (include Ferro Lane, Paso Robles St. & the Salinas River).
14	Continue development of all water resource related projects.
15	Continue developing the Salinas River Corridor Plan.
16	Maintain fiscal neutrality and stability.
17	Complete Specific Plans.
18	Beautify City exits, entrances, & Highway 101 corridor.
19	Plan for an Aquatic Center.
20	Explore methods to increase citizen participation.
21	Complete 4th Street Property Master Plan.
22	Develop Design Guidelines – improve/complete development, metal building and zoning standards and building codes.



# CITY OF PASO ROBLES

## COUNCIL GOALS

FISCAL YEARS 2006 - 2009

Item	Goal Description	Status
	<p style="text-align: center;"><b><u>EXHIBIT B</u></b></p> <p><b><u>Goal 7:</u> Complete previous goals <i>(not included on the new/current list of goals)</i>.</b></p> <ul style="list-style-type: none"> <li><b>A. Develop plan for sufficient City staff, key staff succession, and proper compensation.</b></li> <li><b>B. Upgrade the Municipal Pool.</b></li> <li><b>C. Support local schools.</b></li> <li><b>D. Continue clearing the Salinas River.</b></li> <li><b>E. Better utilize Mid State Fair facilities.</b></li> <li><b>F. Acquire alternate-fuel public transit vehicles.</b></li> <li><b>G. Implement Information System Strategic Plan.</b></li> <li><b>H. Develop a technology utility master plan (community-wide fiber optics).</b></li> <li><b>I. Investigate alternatives to generate electricity.</b></li> </ul>	