



# City of Pacifica Vision 2025 & Beyond

## Recommended Action:

Review, discuss, and approve a Purpose Statement and primary elements of the scope of work for the Vision 2025 and Beyond Strategic Financial Planning project.



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## Draft Purpose Statement

*“The Purpose of the Pacifica Vision 2025 & Beyond project is to tell Pacifica’s story of the many priority infrastructure projects and enhanced programs and services that are envisioned for Pacifica’s mid to long-term future that will help Pacificans thrive, and to articulate the City’s financial opportunities and strategies to achieve this vision.”*



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## Major Scope Elements

- **Financial Forecasting:** Detailed revenue and expenditure forecasting, based on economic and tax revenue consultant expertise, with an emphasis on the first few years. This work will also benefit the City's budget development process for FY2021-22;
- **Public Engagement and Surveys:** Robust table-top (potentially virtual, pending COVID-19 restrictions) deliberative engagement processes such as has been done for most of Pacifica's major projects in recent years, combined with community-wide survey tools such as utilizing FlashVote and/or traditional polling processes;



# City of Pacifica

## Vision 2025 & Beyond

- **Analysis of Revenue Enhancement Strategies:** What are potential major revenue enhancement options, such as voter-approved measures or other strategies, and how much revenue might they yield;
- **Analysis of Economic Development Strategies:** What focus and refinement may be necessary to the City's Economic Development Strategic Plan and specific action steps for the near future;
- **Synthesize Council Goals and Priorities:** Crafting a story out of the many major priority projects/initiatives currently underway (see Attachment A), receiving input on that story and refining the vision with community and City Council input, and develop communications/branding to promote that story.