



Scenic Pacifica
Incorporated Nov. 22, 1957

CITY OF PACIFICA

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PRESS RELEASE

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City of Pacifica Advances Key Priorities Following Vision 2025 & Beyond Initiative

FOR IMMEDIATE RELEASE (Pacifica, CA) – Following the community-driven [Vision 2025 & Beyond](#) strategic planning process, which led to the adoption of a 2023-2030 Strategic Plan, the City of Pacifica continues to advance key projects and initiatives identified by residents as priorities.

From critical infrastructure needs to City street repairs and economic development and housing initiatives, the City is taking strides to meet the planning goals set by the community and City Council.

“Throughout the past four years, the Council heard directly from Pacificans about what they expected and envisioned for the future of Pacifica,” said Pacifica City Manager Kevin Woodhouse. “We are excited to be working to realize that vision through the initiatives outlined in the 2023-2030 Strategic Plan.”

In 2019, Pacifica embarked on an innovative, multi-year financial sustainability strategic planning process, Vision 2025 & Beyond, that actively solicited public input to assess the City's financial prospects and prioritize future municipal programs and services. Through in-depth discussions and study of the City's long-term financial forecast, economy and revenue options, the process [paved a path to fiscal sustainability](#) and set a sound foundation for the City's trailblazing [2023-2030 Strategic Plan](#).

A blueprint for the City's future, the 2023-2030 Strategic Plan outlines six core goals to guide Pacifica's efforts in the coming years. The goals are to:

- Enhance organizational and fiscal stability.
- Improve and steward City infrastructure, streets and facilities.
- Prioritize protection and development of affordable housing.
- Pursue climate change adaptation and mitigation.
- Broaden public communications and collaboration.

Since the Council adopted the Strategic Plan in May 2023, the City has been advancing several projects and initiatives to move the community forward.

The City is currently in the preliminary design phase for the [Beach Boulevard Infrastructure Resiliency Project](#), a critical infrastructure investment to replace the outdated seawall on Beach Boulevard with a new shoreline protection system. With input from residents, the City is

finalizing the shoreline protection concept and land-side features such as landscaping, hardscaping, beach access and community amenities. From September 2023 to October 2023, the City [conducted a survey](#) to engage the community on its preferred aesthetic themes for the features and amenities to be installed on the Beach Boulevard promenade.

Once permitted and constructed, the Beach Boulevard Infrastructure Resiliency Project will protect homes, businesses, public infrastructure and recreational activities from the continued impacts of coastal erosion, building climate resilience into the most vulnerable segment of the City's shoreline.

Efforts to improve Pacifica's infrastructure also include a newly bolstered City street maintenance program. In September 2023, the City Council [approved an annual street repairs contract](#) funded for the first time with support in part from [Measure Y](#) sales tax revenue. Measure Y, passed by voters in November 2022, allows the City to exceed its Five-Year Street Maintenance Program by allocating \$650,000 this fiscal year to repair seven additional sections of City roads.

The City has paired progress on City infrastructure with investments in Pacifica's economy. The City is actively implementing an [Economic Opportunities Study](#) and [Marketing Plan](#) to enhance Pacifica's status as a coastal tourism destination. As part of the plan, the City continues to promote the "Shop Pacifica" campaign to encourage residents and visitors to spend their dollars locally. The Economic Opportunities Study, with its tailored strategies for each of the City's five business districts, offers a blueprint for implementing the new [Sharp Park Specific Plan](#) to ensure that West Sharp Park reaches its full potential as a vibrant downtown district.

Pacifica is also focused on protecting and developing more affordable housing through an update to the City's [Housing Element](#). Mandated by state law to be updated every eight years, the Housing Element contains goals, policies and programs in the General Plan that will guide the City's decision-making around housing development. This update, scheduled for final adoption by January 31, 2024, will aid the City in setting policies that increase affordability and support a range of housing options.

In conjunction with City housing initiatives, Pacifica is also actively developing its [Local Coastal Program](#), aligned with the California Coastal Act of 1976. The tailored program consists of a Local Coastal Land Use Plan (LCLUP) and an Implementation Plan that, together, address coastal needs specific to Pacifica, including coastal-dependent and coastal-related land uses, coastal access enhancements, habitat protection, hazard mitigation and community preservation. The City is currently engaging the community in its effort to have the LCLUP certified by the California Coastal Commission.

For more information about the Vision 2025 & Beyond strategic planning process and the 2023-2030 Strategic Plan, visit the [City's website](#).

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