



City of Pacifica City Council Goals

Adopted April 12, 2021



The Pacifica City Council Goals wheel diagram above represents the equal importance of each goal. The goals are further described, in no order of importance, as:

- **“Fiscal Sustainability”** includes investing in economic development to increase revenues, funding a reserve/emergency fund, and being well prepared for grant opportunities.
- **“An Engaged Community”** includes taking actions to restore trust in city government, expanding communication, and building community.
- **“Stewardship of City Infrastructure”** includes repairing/replacing outdated city facilities such as city hall, the libraries, fire stations, etc., improving streets, and responding to impacts of sea level rise.
- **“A Healthy and Compassionate Community”** includes addressing affordable housing and mental health services, investigating strategies related to homelessness, and supporting youth services.
- **“Environmental Sustainability”** includes mapping out parks and open space, preserving hillsides and beaches, paying attention to flora and fauna needs, environmental health, climate adaptation and reducing our carbon footprint.
- **“A Strong City Workforce Infrastructure”** includes strategies to address employee retention and attraction challenges, engaging staff in decision-making, and recognizing staff.
- **“Maintaining a Safe Community”** includes supporting our first responders (police, fire, public works), responding to emergencies, protecting people, property, businesses, and our infrastructure (streets, sidewalks, storm and waste water), and engaging in emergency preparedness and prevention activities.



FY2021-22 City Council Priorities

The following 17 priorities for FY2021-22 were adopted by the Pacifica City Council on April 12, 2021. This diverse and robust work plan is intended to help fulfill the City Council's broader goals of Fiscal Sustainability, An Engaged Community, Stewardship of City Infrastructure, A Healthy and Compassionate Community, Environmental Sustainability, A Strong City Workforce Infrastructure, and Maintaining a Safe Community. In addition to these major priorities, the City continues to deliver hundreds of on-going programs and services, the totality of which represents the City's commitment to deliver exceptional programs, projects, and services to the Pacifica Community.

(Priorities are numbered for ease of reference and not for relative priority)

1. Continue the Beach Boulevard Infrastructure Resiliency Project
2. Continue outreach efforts related to a New Sharp Park Library & Renovated Sanchez Library
3. Complete an update to the Climate Action Plan
4. Complete the Vision 2025 & Beyond strategic planning process to articulate a long-term and financially sustainable vision for Pacifica.
5. Continue Esplanade Avenue Bluff Erosion Infrastructure Protection Projects
6. Continue efforts to evaluate the City Tree Program and update the Heritage Tree Ordinance
7. Continue efforts to address Civic Center facility health and safety issues
8. Continue efforts to complete Policing in Pacifica workplan actions
9. Prepare a Quarry Site Specific Plan
10. Complete a Sharp Park Specific Plan
11. Complete a comprehensive General Plan update
12. Complete an update to the Wireless Communication Facilities Ordinance
13. Prepare an update to the Housing Element of the General Plan
14. Design and implement a Council conversation with the Community about homelessness
15. Evaluate the City's plastic foodware ordinance and consider potential updates to address plastic cups and lids
16. Present an ordinance to City Council for consideration regulating the sale of flavored tobacco in Pacifica
17. Evaluate and implement economic development initiatives focused on business assistance