



**CITY OF PACIFICA  
COUNCIL AGENDA SUMMARY REPORT**

**6/14/2021**

**SUBJECT:**

Approve Updates to the Mayor's Annual Pacifica Pride Award

**RECOMMENDED ACTION:**

Approve Updates to the Mayor's Annual Pacifica Pride Award, Including a Name Change

**STAFF CONTACT:**

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**BACKGROUND/DISCUSSION:**

The Beautification Advisory Committee is charged with the implementation of the Keep Pacifica Beautiful (KPB) program as part of the City's Beautification Plan. The KPB program was historically focused on landscaping improvements within publicly owned, high visibility sites such as Grace McCarthy Vista Point and City median areas.

On May 27, 2014, the City Council approved the creation of the Mayor's Annual Pacifica Pride Award and assigned development and implementation of the award to the Beautification Advisory Committee (BAC). The Council noted the award should encourage private property improvements and landscaping that maximize Pacifica's natural resources, improve the community's appearance, and promote personal pride in Pacifica's neighborhoods. Furthermore, the award should recognize both private and commercial properties that construct and maintain these types of improvements, be given during the fall at a City Council meeting and be named the Mayor's Annual Pacifica Pride Award.

In 2020/21, the BAC Mayor's Annual Pacifica Pride Award Subcommittee underwent review of the program. The Subcommittee proposed changing the award name to the "Pacifica Beautification Award" to allow for a catchier and more Pacifica resident focused name. In addition, the Subcommittee proposed changing the award to make the award more frequent during a year and partnership with a non-profit for purchase of a gift to accompany the award. The changes proposed by the Subcommittee were approved by the BAC at their March 3, 2021 meeting. The City Manager recommends the City Council approve the proposed changes.

**ALTERNATIVE ACTION:**

The City Council could choose not to approve these proposed changes to the award program. This is not recommended as making the changes could help invigorate the program and encourage Pacifica residents and business owners to improve their property appearance.

**RELATION TO CITY COUNCIL GOALS AND WORK PLAN:**

- An Engaged Community - Includes taking actions to restore trust in city government, expanding communication and building community.

**FISCAL IMPACT:**

There is no fiscal impact related to this action.

**ORIGINATED BY:**

Public Works

**ATTACHMENT LIST:**