



# Staff Report

## City of Manhattan Beach

**TO:** Honorable Mayor Ward and Members of the City Council

**FROM:** Geoff Dolan, City Manager

**DATE:** June 20, 2006

**SUBJECT:** Discussion of the City Council's 2005-2007 Work Plan

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### **RECOMMENDATION**

Staff recommends that the City Council adopt the attached amended 2005-2007 Work Plan.

### **FISCAL IMPACT**

There is no fiscal impact associated with the adoption of this work plan. However, there are certainly fiscal issues to be addressed with each specific work plan item.

### **BACKGROUND**

For the past 11 years, the City Council has convened a work session in the spring to discuss priorities and significant issues to be worked on in the coming year. On June 24, 2005, the City Council held a special session and developed a list of priorities to be addressed during the approximate 2-year term of this City Council. Then on May 5, 2006 the City Council held a mid-term review of the work plan and acknowledged some items as completed, some as in progress, and others that were yet to be initiated. The City Council also added several new items to be addressed during the coming year. All of the issues identified in the work plan are important and will be addressed; the numbering system is not priority order.

### **DISCUSSION**

The items identified by the City Council as priorities during the next several years are:

1. Review the City Logo
2. Trolley Service
3. Review & Discuss Council Assignments and Roles
4. Develop & Adopt a Set of City Council "Norms"
5. Partnership with Schools
6. Mansionization
7. Technology Enhancements
8. Traffic
9. Minimize Stormwater Run-Off
10. Library Purchase
11. Utility Underground Project

12. Mansionization
13. Develop Strand Alcove Guidelines
14. Police & Fire Facility
15. City Entryway
16. Historic Preservation Ordinance
17. Franchise Issues
18. Collective Bargaining Agreements
19. Continue Hometown Security Issues
20. Downtown Parking Issues
21. Capital Improvement Plan
22. Community Facility Strategic Plan
23. Joslyn Center - Rehabilitation
24. Limiting Rentals of Single Family Homes
25. How to Better Utilize Commissions
26. Lobbying
27. Water Tower
28. Reverse 911
29. Council-Resident Communications
30. City Contributions to Non-profits
31. Benches
32. Rescue Devices on the Pier
33. Performance Measurement
34. Trees and Sidewalk Issues
35. Seniors
36. Medical Marijuana Dispensaries
37. Social Host Ordinance
38. Metlox Programs

This is a general policy level work plan; Council recognizes that it is not all-inclusive and that issues and priorities may change during this time period. In the attached document, one can see that there are specific actions listed below each of the work plan items. These actions indicate specific steps to be taken or issues to be considered.

The work plan will be updated periodically for the City Council and community as items are completed or there are significant accomplishments achieved.

Also, at the May 5th Work Plan meeting the City Council and staff took a few minutes to identify completed items from the initial two year workplan. So often we are caught up going from meeting to meeting and issue to issue that very little time is spent “celebrating” our achievements. Attached is a list of items that were identified by the City Council and staff as recently completed workplan items that should be recognized and celebrated.

Attachment: City Council’s 2005-2007 Work Plan  
City Council’s 2005-2007 Work Plan – Completed Items as of May 5, 2006

Agenda Item #: \_\_\_\_\_

**CITY OF MANHATTAN BEACH**

**CITY COUNCIL'S**

**2005-2007 WORK PLAN**

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Developed at the Annual Work Plan Meeting  
Held on June 24, 2005

Reviewed and Updated May 5, 2006



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Amended & Adopted by the City Council  
on June 20th, 2006

## **CITY COUNCIL'S 2005-2007 WORK PLAN**

Developed at the  
City Council Work Plan Meeting - June 24, 2005  
Reviewed & Updated – May 5, 2006  
Amended & Adopted – June 20, 2005

### **1. Review the City Logo**

Review the City's logo for possible modernization; consider incorporating the Pier/Roundhouse into the "sun, sand, sea" theme.

**Status:** This issue will be addressed during 2006. It may also be integrated with item 14 – City Entryway signage.

### **2. Trolley Service**

Consider providing a local shuttle service that would target Manhattan Beach residents. Develop cost estimates for service and return to City Council with a status report for discussion and direction.

**Status:** In October 2005 staff presented cost estimates for weekend and summer service. City Council decided to move forward with this program and requested that staff prepare an RFP which was presented to the City Council. An RFP was sent to prospective operators in February. No proposals were submitted. An ad-hoc committee was appointed (Tell and Montgomery) and is meeting with potential operators to discuss possible alternatives that would be beneficial to the City. A status report will be presented at the June 20, 2006 Council Meeting.

### **3. Review & Discuss Council Assignments & Roles**

Develop a synopsis of the background of each of the current "Council Assignments"; review each of the assignments and determine continued relevance for Council involvement.

**Status:** This issue is to be brought to Council in September 2006.

### **4. Develop & Adopt a Set of City Council "Norms"**

Develop a set of Council policies, practices and procedures to be adopted as City Council "norms." Examples of issues to be addressed include endorsement policies, staff contact, public participation, Council meeting conduct, Council/Commission communication, Council emergency notification, etc.

**Status:** Councilmembers Fahey and Aldinger will meet with City Manager by July 1, 2006 to initiate the process.

5. **Partnership with Schools (formerly City Support for Schools)**

Consider programs currently in place that could be merged or re-worked to benefit the school district (i.e., crossing guards); look for grant opportunities that both entities could be partner to; increase frequency of School/City Ad Hoc Committee meetings; as part of the community facility strategic planning process, analyze the option of purchasing school property. Staff to develop an issue paper on state-wide practices of municipalities contributing to school districts (i.e. funding sources, dollar amounts, programs supported, and information on the agreements).

**Status:** Ad Hoc committee meetings are being held more frequently with the last one held in April 2006. Additionally, there was a Joint meeting of the City Council and the Manhattan Beach School Board on April 6, 2006. The city is being represented on the District's 7-11 Committee on surplus property, focusing on properties that can be included in the Facility Strategic Plan process.

City Council would like to find additional opportunities for direct involvement such as career day and making themselves available to visit and speak to classes. The issue paper will be completed by fall 2006.

6. **Mansionization**

Develop an issue paper on lot mergers and present for discussion at the July 26, 2005 joint City Council and Planning Commission meeting. The paper should include status of the lot merger ordinance and the possibility of establishing maximum lot sizes in certain residential zones. Also, in an effort to address mansionization issues, consider developer incentives to maximize rear yard areas in exchange for developer benefits (i.e. basements); and review of the Minor Exception Ordinance for small homes.

**Status:** In July 2005 staff presented an issue paper at the joint City Council and Planning Commission meeting. As a first step, Council supported moving forward by establishing a maximum lot size. The Planning Commission conducted public hearings and made a recommendation that was considered by Council on December 6, 2005. The Council tabled the item and formed a subcommittee (including Tell and Fahey) to address all three mansionization issues (lot size, building incentives and other building regulations) and will return with recommendations to Planning Commission.

This committee with Planning Commission members, residents, and representatives of the development community is meeting monthly. Their recommendation should be completed by the end of 2006.

7. **Technology Enhancements**

Complete an upgrade of the City's website; fully implement streaming video including meeting archives; fully develop e-government applications (utility payment, parking tickets,

etc.); implement a web-based customer relations management application; consider other ways to communicate with residents (i.e., on-line chat sessions, etc.)

**Status:** Proposals were received from 17 firms for the website redesign and its component parts. Staff narrowed the field to the top 2-3 in each category, and hosted a final round of interviews in January 2006. In March 2006 Council approved contracts for the redesign of the website. The project kickoff meeting is planned for early summer 2006, with project completion anticipated in the second quarter of 2007. Streaming video archiving for Council and Planning Commission meetings was launched in January 2006 and includes indexing for rapid direct access to specific agenda items (Council meetings only). Water Web was launched in January 2006, and we now have approximately 500 customers taking advantage of the convenience. Council approved outsourcing of parking citation processing in March, and with that comes on-line parking citation payment capability. We expect this service to be on-line summer 2006.

## 8. **Traffic**

Review the existing traffic mitigation “tool box”; consider the limited use of speed humps in school areas; enhance neighborhood traffic enforcement; review photo enforcement of red-light running; and send to Parking & Public Improvements Commission for review. Look for opportunities to expand outreach and public awareness of the “tool box.”

**Status:** In September 2005 the City Council considered and decided not to add speed humps in the “tool box” as a possible traffic mitigation measure. Several other minor modifications to the tool box were approved.

In March 2006, the City Council was presented with information regarding photo red light technology and determined that it was not needed to address traffic mitigation issues.

In May 2006, a Council presentation was made by the Police Department discussing the future of traffic enforcement and education in the community.

This year, the focus of the neighborhood traffic studies will be in the areas around the schools. The initial study area is around Grandview Elementary. This was presented to the PPIC in May and is scheduled for City Council in July 18, 2006.

## 9. **Minimize Stormwater Run-Off**

Consider development requirements such as on-site retention techniques and requiring residential permeable surfaces; study the Polliwog Park drainage area.

**Status:** We will be researching available technologies for reducing stormwater run-off from newly developed property (both residential and commercial) as well as ordinances of other agencies. We will also be preparing a draft ordinance

and will be meeting with members of the development community for comments and feedback. A proposed ordinance will be presented to City Council by year end 2006.

**10. Library Purchase**

Complete the appraisal of the Library building and land; negotiate purchase with the County.

**Status:** The City's appraisal of the property was completed in June 2005 with an estimated value of \$3.6 million. The County's appraisal estimated the value at \$6 million. We are in the process of negotiating a purchase price. Currently, County Counsel is reviewing methods to using excess property tax for the purchase of the land and building (the approximate excess is currently \$500,000/year). We continue to work with Supervisor Knabe's office and the Library, and hope to present a plan to Council in the coming months.

**11. Utility Underground Project**

Continue current construction of districts 1/3/5; complete design of districts 2/4/6; hold election; sell bonds; begin design on next three districts; initiate construction on Sepulveda and Rosecrans underground projects.

**Status:** Civil work for Districts 1, 3, and 5 are completed. Private property conversions and cabling the system are underway. Residents have been notified to begin their on-property connections, of which conduit must be installed by June 30, 2006. Projected completion with poles coming down is by the end of 2007.

Districts 2 and 6 were recently approved by voters; District 4 was not. With the lawsuit resolved, and the plaintiffs deciding not to appeal, the project is moving forward. A new "Notice to Pay Assessment" was sent to homeowners the week of May 8, 2006 outlining the payment options for the assessment. The cash collection period will extend through June 30, 2006. Open market bids may be known by July 7, 2006. Assuming open market bids are less than the assessments authorized, bonds will be sold to finance the project by July 28, 2006 (3 weeks). Construction would start approximately 4-6 weeks later (mid September 2006). This schedule is contingent on Edison and Verizon going to bid prior to revising plans at the south end of District 2 (which originally fed into District 4).

Postcards announcing the survey's arrival were sent to homeowners in Districts 7-14 on June 1, 2006. The actual surveys were mailed June 13, 2006. Homeowners will have three weeks to respond to the survey (due July 5, 2006), and secondary mailers for non-respondents will be sent out on July 10, 2006. The final deadline to respond to the second mailing will be July 24, 2006 (an additional two weeks). Results of the survey are expected to be presented to City Council on August 2, 2006.



The Utility Undergrounding Fact Booklets were mailed to residents on May 8, 2006, one week later than expected due to a printing delay with the envelope the company used. The Fact Booklets were also included with the surveys mailed to homeowners on June 13, 2006.

An assessment deferment program was approved by the City Council to assist those who may not be able to afford the annual assessment. An informational packet and preliminary application for the program was mailed to residents in Districts 1, 2, 3, 5, & 6 in mid April to advise homeowners of the program and to gauge interest. Preliminary applications are due back to the City on or before June 23, 2006. Once demand has been determined, Council will allocate funding.

Following is a Utility Undergrounding summary table of events

	Districts 1-3-5	Districts 2, 6	Deferment Application	Fact Booklet	Survey
<b>April</b>	Residential Service Conversions underway; conduit must be installed by June 30th	Apr 17 lawsuit resolved Apr 24 – Petitioners decide not to appeal	Mid Apr - Sent to Dist 1,2,3,5,6 homeowners	April 26 - Printed	
<b>May</b>		May 8-10 – Notice to Pay Assessments mailed		May 8 – mailed to homeowners	
<b>June</b>		Jun 30 – Cash collection period ends for assessments	June 23 – Prelim. applications due back	June 13 – mailed again with surveys	June 1 – postcard mailing June 13 – surveys mailed
<b>July</b>	System being cabled	July 7 – Results of open market bids due July 28 – Bonds sold to finance project	Final applications processed		Jul 5 – surveys due Jul 10 – 2nd mailing Jul 24 – final deadline for surveys
<b>August</b>		Mid- Aug – Utilities paid for project			Aug 2 – presentation to CC
<b>Sept – Dec</b>	Poles removed by end of 2007	Project commences (mid Sept).			

**12. Develop Strand Alcove Guidelines**

Review guidelines and request for proposal as developed by the Cultural Arts Commission; approve development and construction of a sample alcove.

**Status:** Strand/Alcove guidelines were reviewed and approved by the City Council at their August 16, 2005 Council meeting. Staff has developed an RFP for the installation of a sample alcove and received 41 replies. The Cultural Arts Commission is reviewing submittals and will forward a recommendation to the Council in June 2006.

City Council and the Cultural Arts Commission are scheduled for a Joint Meeting June 13, 2006.

**13. Police & Fire Facility**

Complete construction on-budget; complete move-in activities with no operational disruption; hold dedication ceremonies and open-house activities.

**Status:** Construction is on-going and is within budget. As of May 2006, the interior of the building is substantially complete with inspections and punchlist activities ongoing. Furniture installation began June 5th. The entire project including the building and all exterior components is scheduled for completion the end of June. The Grand Opening is scheduled for Saturday, July 1, 2006. Move in of the Fire and Police is scheduled for July 6 & 8 respectively.

**14. City Entryway**

Review existing entry monuments and signs; consider modernizing, updating and/or replacing with a unified/consistent theme.

**Status:** Staff identified and reviewed the existing City entryways with the City Council during their October 18, 2005 meeting. City Council recommended that the Cultural Arts Commission develop conceptual designs for the City's entryways that use off-the-shelf or ready-made materials but if possible make each area slightly unique in that they represent or symbolize that particular area of the City. Staff presented conceptual designs at the April 18, 2006 Council meeting. City Council directed staff to work with an artist to develop new conceptual designs for the Commission and City Council to review.

**15. Historic Preservation Ordinance**

Work with existing community group to bring this issue forward to the Council for consideration.

**Status:** The City Attorney has drafted an ordinance for City Council consideration; Community members are reviewing. The Planning Commission is due to review in July 2006.

**16. Franchise Issues**

Complete transfer of the existing Adelphia cable franchise to Time Warner cable; work with Verizon to implement a cable franchise for the Fiber to the Premises (FTTP) project.

**Status:** City Council approved the Adelphia transfer to Time Warner on March 21, 2006; Bankruptcy court approval is pending; Full transition to Time Warner is expected by the end of summer 2006. Verizon cable franchise negotiations are on-going with a presentation to Council scheduled for June 20, 2006.

**17. Collective Bargaining Agreements**

Successfully negotiate and implement collective bargaining agreements as they expire (Fire – July 2005, Teamsters—July 2006, Police—August 2006)

**Status:** The City and Teamsters have reached a tentative agreement on a 5-year MOU. It is expected the Union will ratify the agreement, after which the final MOU will be brought to Council for adoption. Negotiations have begun with the Police Officers' Association with the goal of completing an agreement prior to the contract expiration date of August 5, 2006.

The City reached agreement with the Fire Association, which carries their contract through July 2010. This long-term agreement will cover wage increases, benefits and working conditions for that entire period.

**18. Continue Hometown Security Issues**

Implement NIMS (National Incident Management System) training for staff and Council; effectively transition the emergency operations center to the new Police and Fire Facility; continue community trainings such as; Community Emergency Response Team and Community Police Academy.

**Status:** The Fire Department continues to provide the CERT (Community Emergency Response Team) training classes. Each class is three 8-hour sessions given on successive Saturdays, and can accommodate up to 25 participants. The Fire Department is also setting up a program to present the NIMS (National Incident Management System) training for the Mayor, Council, and top-level managers. Two Fire Battalion Chiefs have recently completed their certification training to present all aspects of NIMS training to City staff. Classes will begin in August 2006, and on-line training will be used where appropriate and possible.

Key personnel in both the Fire and Police Departments continue their involvement in Hometown Security preparedness, including training, public forums, and participation in exercises. Both Departments also continue their pursuit of grant funding to obtain specialized protective and detection equipment.

As the new Police/Fire Facility nears completion, the Emergency Operations Center will be evaluated to ensure it is properly set up and meets/exceeds expectations.

The Police Department, along with the South Bay Platoon, participated in a regional active shooter/terrorist training.

We obtained grant funding related to target hardening of our water storage facilities. Cameras will be purchased and installed at each location.

The Police Department should complete NIMS training in FY '07.

The Police Department and the Fire Department has received Personal Protective Equipment (PPE) that was obtained through Homeland Security Grants.

**19. Downtown Parking Issues**

Consider re-evaluating the downtown parking study in December 2006 upon completion of all new parking (Metlox, Police and Fire Facility); work with the Manhattan Beach Chamber of Commerce and Downtown Manhattan Beach Business & Professional Association to implement a marketing campaign for the “Cash Key” program.

**Status:** The marketing plan for the “cash key” program was presented to the City Council at the January 3, 2006 meeting. To date, we have sold in excess of 600 cash keys. Promotions include advertising on the City’s website, decals on the parking meters, water bill stuffers, and making cash keys available at the Chamber of Commerce. Funds are budgeted for recharging stations when they become available. Additionally, the library is considering selling the cash keys, although currently they are not able to do so due to staffing issues.

The Traffic Engineer will develop a work plan for the downtown parking study to be presented to the Downtown Merchants Association in August and to City Council in September.

**20. Capital Improvement Plan**

Consider unfunded project matrix; develop prioritized list of projects for short-term funding.

**Status:** Initial City Council discussions were held on October 18, 2005 at which four projects were subsequently approved. The balance of the Short Term Unfunded list was reviewed again on January 17, 2006. At that time, City Council decided to make decisions regarding unfunded projects during the 2006/2007 budget deliberations. This discussion was held at the June 6<sup>th</sup> City

Council meeting. The following projects were approved to funded from the CIP Fund:

<b>Project Title</b>	<b>Amount Approved</b>
Building Modification Projects	\$200,000
Strand Stair Preliminary Study	\$50,000
Marine Ave. Park Play Equipment	\$450,000
Manhattan Heights Play Equipment	\$200,000
Polliwog Park Play Equipment	\$260,000
Manhattan Village Play Equipment	\$175,000
Live Oak Park/Manhattan Heights Fencing	\$280,000
Polliwog Park Exercise Equipment and Mat	\$60,000
Cultural Arts Center Sound Baffling	\$40,000
Streetscape Landscaping	\$100,000
Protective Netting at Manhattan Heights	\$60,000
Live Oak Park Landscaping and Retaining Wall	\$75,000
<b>Total</b>	<b>\$1,950,000</b>

The goal is to have these projects completed within 18 months. In addition, staff is to review the improvements needed at the Begg swimming pool locker room and return to the City Council with a prioritized list with costs. Also, staff is to develop partners for funding the artificial playing surface proposed for Village soccer field and resubmit this project in next year's budget process.

**21. Community Facility Strategic Plan**

Develop and implement a community-wide facility needs assessment and strategic planning process for the purpose of understanding long-term community facility needs and desires for recreation facilities and related programs.

**Status:** Staff drafted an RFP for services and met with the Council subcommittee (Aldinger and Tell). The decision was made to change our approach to a request for qualifications (RFQ). The RFQ was released in January and the sub-committee interviewed four finalists. A proposal for services was requested from the top firm. A presentation is scheduled for June 20, 2006 to the City Council and if a contract is awarded, work is expected to commence this summer 2006.

**22. Joslyn Center – Rehabilitation**

A portion of the Joslyn Center will be refurbished for dedication to senior activities after the relocation of the Fire Department. A complete evaluation of the facility will be conducted as part of the Community Facility Strategic Plan.

**23. Limiting Rentals of Single Family Homes**

This item is tentatively scheduled for discussion with City Council on July 18, 2006.

**24. How to Better Utilize Commissions**

The City Council discussed various methods of effectively utilizing the various Commissions. More frequent communication was cited as one of the key issues. It was decided that there would be a Joint Meeting every other month with a Commission and that we would look for opportunities to recognize Commission members at Council meetings.

**25. Lobbying**

The City Council will discuss establishing a Legislative Committee and staff is to research other cities and practices and present at a Council meeting.

**26. Water Tower**

By the end of 2006, staff is to complete the water tower analysis and evaluation of operating the water system with and without this facility. Additionally, an updated seismic study of the tower will be completed and presented to Council in conjunction with the evaluation.

**27. Reverse 911**

The Police Department plans to provide refresher training to key management staff members on the capabilities and uses of Reverse 911 and ensure that Reverse 911 is utilized in every situation where it would be beneficial to our residents and the public. City Council wants staff to more aggressively take advantage of this tool and consider its use for other than emergency situations.

**28. Council-Resident Communications**

Continue to look for ways to improve and enhance Council-resident communication. A variety of possibilities were discussed, including separating the newsletter from the Parks and Recreation brochure; writing a newspaper column (Mayor's column); purchasing space in the Beach Reporter; and looking for opportunities to attend community meetings such as Neighborhood Watch and PTA's.

**29. City Contributions to Non-profits**

It was determined that City Council should establish a policy regarding this, and that it would be included in a set of City Council “norms”.

**30. Security Downtown**

Look for additional ways to enhance downtown security, including more effectively using the office space in the Metlox parking structure and developing cost estimates for installing cameras in the structure.

**31. Benches**

City Council expressed interest in replacing the bus benches throughout the City. City staff is to develop an inventory of the existing bus stops and benches, review styles and costs of alternative benches, research funding sources, and report findings to City Council.

**32. Rescue Devices on Pier**

The Fire Department is researching the use of these devices in other communities, the appropriate location of rescue devices on our pier, and the types of devices that would be most practical and most effective. Local lifeguards have been consulted on this issue and are supportive of our efforts to provide these devices on our pier.

Several vendors have been identified and selected rescue equipment and cabinets will be purchased and installed this summer.

**33. Performance Measurement**

Review the performance measures currently being utilized in the Annual Budget. Are they accurate and effective measures of work load, efficiency, and effectiveness? The biennial citizen survey is scheduled for fall of 2006, review with Council prior to initiation.

**34. Trees and Sidewalk Issues**

Staff is to proceed with preliminary assessment district formulation fact finding and present to City Council in October 2006. Council has reviewed existing practice regarding right of way trees and will continue the current procedures.

**35. Seniors**

After the relocation of the Fire Department, convert space in the Joslyn Center for dedicated senior usage. Additional resources have been allocated in 2006-2007 budget for senior programs.

**36. Medical Marijuana Dispensaries**

Staff is to develop an ordinance establishing a moratorium on medical marijuana dispensaries and present to City Council for consideration.

**37. Social Host Ordinance**

This is an ordinance that may help address the issue of underage drinking. It will be researched by the Police Department and will be reviewed with the City Attorney and presented to Council for consideration.

**38. Metlox Programs**

Now that Metlox Plaza is operational, consider various programming activities. Council is interested in keeping the large events to a minimum and that there be consideration to the time of year such activities will occur. In coordination with the DBPA, develop appropriate weekly programming with a focus on using the 13<sup>th</sup> Street corner.



## CITY COUNCIL'S 2005-2007 WORK PLAN

### COMPLETED ITEMS AS OF MAY 5, 2006

#### 1. Construction Issues

Review issues related to residential construction impacts including construction days and hours (including Saturday hours and coordination with the City holiday schedule), more extensive noticing of the neighbors, mitigating neighborhood impacts such as noise and debris clean-up, enforcement of construction rules, and options for problem resolution (including the use of the City's mediation service and the possibility of using the Board of Building Appeals).

**Status: Complete.**

In October 2005 staff presented an issue paper to City Council. The Council approved hiring a Residential Enforcement Officer; required additional noticing; prohibited construction on three additional holidays; and supported additional building restrictions which are intended to mitigate impacts to neighboring residents. The Residential Enforcement Officer has been hired on a temporary basis to set-up and implement the program. We are currently in the process of recruiting for the permanent position.

#### 2. Bicycle Safety Awareness

Consider the creation of a safety and awareness outreach campaign targeted to bicyclists, pedestrians, skateboarders and rollerbladers; look for grant opportunities; request an update from the South Bay Cities Council of Governments regarding the regional bike plan.

**Status: Complete.**

Grant was not received. Parks and Recreation along with the Police Departments are working with the school district to schedule some training.

In May 2006, a presentation was made to Council regarding the creation of safety awareness and enforcement with a campaign targeting bicyclists, pedestrians, skateboarders, and rollerbladers. The bicycle rodeo took place on May 13, 2006 at Grandview Elementary.

#### 3. City Marketing

Ensure a unified approach to marketing with the School District, the Chamber of Commerce and Downtown Business Association by coordinating the work of Blu Moon and the Parks & Recreation marketing initiative and utilizing the Council/Commission sub-committee (Aldinger, Tell, Parks & Recreation, Cultural Arts); support the "Shop Local" program.

**Status: Complete.**

The City entered into an agreement with the Blu Moon marketing firm in June 2005 and developed the guidelines and policies for sponsorship packages with the City subcommittee which were approved in August 2005. Blu Moon has been negotiating with Chevron, Kinecta, Skechers, Arrowhead, and the Spectrum Club for sponsorship packages. As of May 2006 over \$28,000 has been committed in sponsorship money. Another \$84,000 in sponsorships is in final negotiations.

The Chamber of Commerce launched the "Buy Manhattan" campaign in October 2005 with a Council presentation, followed by advertisements in the Beach Reporter, window decals for business owners and press releases/articles, including one in the Parks and Recreation quarterly newsletter. A water bill stuffer has been sent out as well. We actively participate in the Chamber's Economic Development Committee which produced the campaign.

**4. MBUSD Substance Abuse Task Force**

Based on the June 2005 report from the task force, define the City's role and required/appropriate assistance to combat substance abuse. Continue the assignment of a School Resource Officer and request a presentation from the task force to the City Council.

**Status:** Presentations were made to the City Council in September 2005 and May 2006 by the task force. The task force is still meeting (with representation by the Police Department) and is continuing to define specific requests for involvement by the City.

The Police Department is evaluating current resources to determine if it is possible to dedicate another officer to the middle and elementary schools. An additional full-time police officer is included in the 2006-2007 proposed budget if needed.

**5. Create Schedule of City Subsidized Organizations**

Develop a schedule showing all organizations and events that are subsidized by the City either in cash contributions, fee waivers or in-kind services. Discuss processes involved in decision making and present the information to the City Council for review and discussion.

**Status:** Stet

A list of all such subsidies and narrative of decision making processes was presented for Council review and discussion in February 2006 at the City Council meeting. No further action was requested.

The list will be referred to whenever fee waivers or other subsidies are to be discussed by Council.

6. **Dog Issues**

Building on the previous year's work plan item, which included the development of a dog-run, review the impact of recent municipal code changes and the recently opened dog-run; consider additional locations if appropriate.

**Status: Complete.**

A second location was approved by Council for Marine Avenue Park. The construction of the area is nearly complete with the anticipated opening in early May 2006. A code change regarding accessing private property for the enforcement of dog violations was approved at the April 18, 2006 Council Meeting.

Animal Control officers at the Police Department have reported no violations at the dog run in the park and residents appear to be following the established rules.

7. **Review Field & Community Center Utilization**

Develop a sports field and community center matrix showing current utilization trends. If there is space/time available, develop and consider alternatives for full field and community center utilization.

**Status: Complete.**

A facility and field matrix was presented to the City Council during their August 16, 2005 Council meeting. Staff identified time gaps for use during different seasons of the year for the facilities and fields. Council requested that staff work to program the facilities during the time gaps identified.

8. **Community Garden**

Work with the community garden organization to look for additional garden locations.

**Status: Complete.**

A garden was completed at Pennekamp School in March 2006 with the assistance of Public Works. A tentative location near the National Guard Armory was identified by the City and the Community Garden because of access and parking issues. After subsequent review of the site, it was determined that the location was not feasible as a garden location.

9. **Metlox**

Complete construction; hold dedication ceremonies in cooperation with the private development; consider public plaza programming alternatives.

**Status: Complete.**

On December 1, 2005 the ribbon cutting and dedication ceremony was held. The final design features have all been installed. Staff is working with the Tolkins and the Downtown Business & Professional Association on programming activities within the public plaza.

**10. Tree Ordinance**

Review current ordinance and procedures including approval, enforcement, etc.

**Status: Complete.**

Staff recommended several changes to the City's Tree Ordinance which was supported by the Planning Commission. On September 20, 2005 the City Council supported the majority of the changes and referred portions of the ordinance back to the Planning Commission to conduct additional hearings and consider possible amendments. On October 26, 2005 the Planning Commission took public input and provided direction to staff for further revisions. On December 14, 2005 the Planning Commission conducted a second hearing and recommended additional changes to the Tree Ordinance. On March 21, 2005 the City Council adopted the ordinance which **was** effective April 20, 2005. Staff has updated handouts, forms, and the web site.

The City's "Right of Way Trees" Issue report was presented to the City Council on May 2, 2006. After discussion, the City Council affirmed staff's process for making determinations regarding nuisance trees and protection of right-a-way trees in development projects. The City Council also agreed to discuss alternatives to the current procedures where property owners are responsible for the maintenance of right-of-way trees and sidewalks and the liability for these.

**11. Maximize Voter Turnout**

Consider and analyze alternative election dates and methods for the possibility of increasing and maximizing voter turn-out.

**Status: Complete.**

Staff presented a variety of alternatives to the City Council in February 2006. Council approved several methods to improve voter turnout, including postage-paid absentee voter applications which will be implemented in the next General Election.