



# Staff Report

## City of Manhattan Beach

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

**FROM:** Geoff Dolan, City Manager

**DATE:** July 5, 2005

**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 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 several 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 term of this City Council. 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. Construction Issues
3. Bicycle Safety Awareness
4. Trolley Service
5. City Marketing
6. MBUSD Substance Abuse Task Force
7. Create Schedule of City Subsidized Organizations
8. Review & Discuss Council Assignments & Roles
9. Develop & Adopt a Set of City Council "Norms"
10. City Support for the Schools
11. Dog Issues
12. Mansionization
13. Review Field & Community Center Utilization
14. Technology Enhancements
15. Traffic

16. Community Garden
17. Minimize Stormwater Run-Off
18. Library Purchase
19. Utility Underground Project
20. Develop Strand Alcove Guidelines
21. Police & Fire Facility
22. Metlox
23. Entryway Improvements
24. Historic Preservation Ordinance
25. Franchise Issues
26. Collective Bargaining Agreements
27. Tree Ordinance
28. Continue Hometown Security Issues
29. Downtown Parking Issues
30. Maximize Voter Turnout
31. Capital Improvement Plan
32. Community Facility Strategic Plan

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 for the City Council as items are completed or there are significant accomplishments achieved. This is a two-year work plan and it is expected that the City Council will hold a work plan meeting in the spring of 2006 in order to review and modify the work plan as necessary for the second year.

Also, at the June 24<sup>th</sup> Work Plan meeting the City Council and staff took a few minutes to identify accomplishments from the prior year. 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 recent accomplishments that should be recognized and celebrated.

Attachment: City Council’s 2005-2007 Work Plan  
List of Accomplishments for 2004-2005

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

**Developed at the  
City Council Work Plan Meeting  
Held on Friday, June 24, 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.

**2. 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).

**3. 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.

**4. Trolley Service**

Consider developing an east/west trolley service that would target Manhattan Beach residents. As a first step, develop cost estimates for a weekend and summer service and return to City Council for discussion and direction.

**5. 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.

**6. 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.

**7. 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.

**8. 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.

**9. 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.

**10. City Support for the 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.

**11. 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.

**12. 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.

**13. 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.

**14. 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.)

**15. 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 speeding; and send to Parking & Public Improvements Commission for review.

**16. Community Garden**

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

**17. Minimize Stormwater Run-Off**

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

**18. Library Purchase**

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

**19. 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.

**20. 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.

**21. Police & Fire Facility**

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

**22. Metlox**

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

**23. Entryway Improvements**

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

**24. Historic Preservation Ordinance**

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

**25. 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.

**26. Collective Bargaining Agreements**

Successfully negotiate and implement collective bargaining agreements as they expire (Fire-July 2005, Teamsters-summer 2006, Police-summer 2006).

**27. Tree Ordinance**

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

**28. 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 (Community Emergency Response Team, Community Police Academy).

**29. Downtown Parking Issues**

Consider re-evaluating the downtown parking study in December 2006 upon completion of all new parking (Metlox, Police and Fire Facility); implement a marketing campaign for the “Cash Key” program.

**30. Maximize Voter Turnout**

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

**31. Capital Improvement Plan**

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

**32. 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.

## **2004-2005 ACCOMPLISHMENTS**

*Developed at the Manhattan Beach City Council's  
Annual Work Plan Meeting  
June 24, 2005*

1. Major Projects – Communication Efforts
2. Orange Notification Cards
3. General Municipal Election
4. Jury Trials – Two Wins
5. Utility Undergrounding
6. Strand Project
7. Downtown Improvements
8. Los Angeles Air Force Base
9. Minor Exception Ordinance
10. Rosecrans/Aviation Improvements
11. Dog Run
12. Telecommunications Ordinance
13. Selected 9-11 Memorial
14. Smoking Ban
15. Library
16. AAA Bond Rating
17. Bond Sales
18. Plaza El Segundo Project
19. 50% Trash Diversion
20. Satisfaction Survey Results
21. Youth Recognition Program
22. Police & Fire Facility Construction
23. Bulk Volume – Increased Setback to 8%
24. Joint City Council & Commission Communication
25. League of California Cities – Team Building
26. Parks & Recreation Online Registration
27. Paid Seating on the Beach
28. Handled Severe Winter Rains
29. Response to Water Outage
30. Continued Public Safety Education