

MAIN GOAL AREAS FOR 2024 - 2026



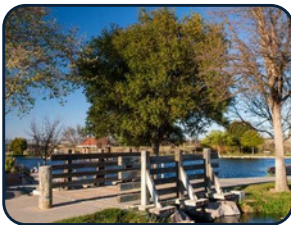
Transportation and Infrastructure

- *The City provides key infrastructure that supports quality of life, public safety, and economic development*



Public Safety Services

- *The City provides responsive, high-quality police, fire, and emergency services to ensure the safety and well-being of all residents and visitors*



Cultural, Recreational, and Open Spaces

- *The City provides engaging, enriching, and inspiring quality of life experiences for residents and visitors*



Homelessness Response

- *The City seeks to address homelessness by implementing the City Council approved Homelessness Strategic Plan*



Community and Economic Development

- *Paso Robles provides a pro-business economic ecosystem that seeks diversification, growth, and innovation*



Engaged and Responsive Government

- *Paso Robles is a customer-centric organization that seeks to efficiently and effectively utilizes finite taxpayer resources to maximize positive impact on the community*

CITY OF PASO ROBLES

Summary of City Council Adopted Goals
2024–2026

A. TRANSPORTATION AND INFRASTRUCTURE

Initiative	Department	Timeline	Metric/Deliverables
1. Complete previously approved street maintenance plan projects funded by Measure E-12	PW, Util	25-26+	PCI index at next PCI study interval
2. Improve traffic circulation and facilitate development of Gateway project by completing the design and funding plan for Vine Street Road Realignment and Bridge Construction	CMO, AS, PW, CDD	24-25	100% design plans approved, and funding agreement(s) signed
3. Submit Trade Corridor Enhancement Program Cycle 4 Grant Application to fund right of way and construction costs for the State Route 46/Union Road Overcrossing Project	CMO, PW, CDD, Caltrans, SLOCOG	24-25	Submittal of application
4. Guide the orderly and timely development of the airport to meet current and future facility needs by completing the Airport Master Plan Update	PW	25-26	FAA approval and CC adoption; RFP issued
5. Complete annexation of City-owned property at landfill and solicit proposals for the development of a Regional Renewable Energy Park focused on the reduction of greenhouse gas emissions and the destruction of PFAS	Util	25-26+	Recordation of annexation; issuance of RFP
6. Reduce cost to taxpayers and improve safety within the City by completing the street light master plan study to: identify lighting deficiency areas; determine feasibility of City ownership of street lights; and identify optimal fixture types	PW	25-26	Study is received by City Council; Phase I improvements funded, and ownership change initiated
7. Reduce instances of vandalism and to ensure the public can conduct business in a safe and productive environment by implementing safety and security measures at City facilities	PW	25-26+	Implement safety elements as identified in assessment
8. Extend the useful life and/or replace City facilities by conducting a facility inventory and implementing an asset management system to complete a comprehensive facilities master plan	PW	24-25	Add Business Analyst position; Cartegraph fully implemented and integrated into daily operations

CITY OF PASO ROBLES

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2024–2026

A. TRANSPORTATION AND INFRASTRUCTURE			
Initiative	Department	Timeline	Metric/Deliverables
9. Encourage creativity, collaboration and connection among City staff and the public by resolving space needs and creating welcoming, functional workspaces at City Hall/Library, Centennial Park, and Corporation Yard	CMO, PW	25-26+	Space study contracts awarded
10. Reduce traffic congestion by evaluating and optimizing traffic signal operations citywide with focus on Creston, Niblick, 13 th and 24 th Streets	PW	25-26	Optimized traffic signal system in place on Creston, Niblick, 13 th and 24 th Streets
11. Enhance resident and visitor experience by constructing beautification projects at City gateways at: 1 st and Spring; 36 th and Spring; 24 th and Spring; Wing Way; Airport; and the Train Station	CMO, PW	24-25	Landscape designs approved; construction contracts awarded
12. Protect City infrastructure and undertake storm event mitigation work by revising and upgrading the Stormwater Drainage Master Plan and addressing risks on South and North River Road	PW	25-26+	Master plan updated
13. Improve City service capacity and responsiveness by constructing a new Corporation Yard to include Utilities Department offices and Landscape, Facilities, and Fleet Maintenance shops	PW	25-26+	Planning Commission and City Council approval; design completion; begin construction
14. Mitigate safety concerns and encourage community recreational use on the Salinas Riverwalk Trail by designing and installing new trail lighting in partnership with the REC Foundation	PW, CS	25-26	Install new lighting
15. Improve bicycle and pedestrian safety and mobility by advancing design of the Salinas River Trail connection plan to fully connect the Salinas River Trail to the Centennial Trail, Niblick Road, Stoney Creek Trail, Rambouillet Trail, Paso Robles Street and the downtown	PW, CS, CDD	25-26+	30% concept plan completed
16. Increase pedestrian safety and visibility by implementing the 13th & Railroad Street Pedestrian Crossing Enhancement with Railroad Street Streetscape elements	PW, CDD	25-26	Plans, Specifications, and Estimates (PS&E) completed

CITY OF PASO ROBLES

Summary of City Council Adopted Goals
2024–2026

<u>B. PUBLIC SAFETY SERVICES</u>			
Initiative	Department	Timeline	Metric/Deliverables
1. Ensure public safety, protect the environment, enforce illegal conduct, and better manage quality of life issues associated with individuals actively ignoring public health and safety in public spaces by updating the City Municipal Code to align local regulations with judicial, state, and federal rulings	CMO, CA, PD, F&ES	25-26+	Adopt applicable ordinances
2. Respond to all emergencies in 4-minutes or less, 90% of the time by implementing a paramedic squad to enhance distribution of Advanced Life Support services	F&ES	25-26	Onboard six additional firefighter and engineer and place squad in service
3. Reduce ambulance response times by 10% and leverage federal reimbursements to provide equitable prehospital emergency medical services by working collaboratively with SLO County, 7-Cities, and districts	F&ES	25-26+	Complete system valuation update and legal opinion
4. Seek to meet the State training requirements, address evolving changes in use of force, defensive tactics, fire, rescue, emergency medical response, and strengthen ISO rating by completing the Public Safety Training Center	PD, F&ES	24-25	Complete training tower and road improvements; complete training classroom
5. Strengthen overall community preparedness, awareness, and resilience and conduct two EOC training drills for city staff to increase EOC position proficiency and update emergency response plans	F&ES	25-26	Present Emergency Operations Plan to Disaster Council/City Council; update all EOC annexes
6. Ensure life safety and enhance firefighting capabilities by conducting and recording inspections of all public and private fire and life safety systems as required by CCR Title 19 and the California Fire Code	F&ES	25-26+	Monitor compliance engine and water department data to ensure systems are meeting CCR T-19 standards

CITY OF PASO ROBLES

Summary of City Council Adopted Goals
2024–2026

B. PUBLIC SAFETY SERVICES

Initiative	Department	Timeline	Metric/Deliverables
7. Increase overall proficiency and consistency of department personnel by implementing targeted emergency response training and education programs, resulting in 100% compliance of training mandates and local and state reporting requirements	F&ES	24-25	Hire Training Officer and complete Public Safety Training Facility
8. Elevate recruitment efforts to attract and retain highly qualified sworn police candidates by retaining a marketing firm to reach prospective new recruits and laterals	PD	25-26+	Hire the (17) currently budgeted and vacant police officer positions
9. Effectively respond to emergencies and mitigate risks across the community by conducting a comprehensive Community Risk Assessment and Standards of Cover Study to determine appropriate allocation of resources, personnel, equipment, and funding	PD, F&ES	24-25	City Council receipt of Standards of Coverage Study

C. CULTURAL, RECREATIONAL, AND OPEN SPACES

Initiative	Department	Timeline	Metric/Deliverables
1. Continue to implement the City Council-approved Library Strategic Plan by establishing bookmobile service and strengthening services for teens			
a. Increase access to library resources and remove barriers to service by establishing bookmobile service throughout the community	CS	24-25	Acquire bookmobile and establish monthly stops
b. Strengthen services and opportunities for teens through volunteerism, collection development, and programming by hiring a Teen Services Librarian position	CS	25-26	Add Teen Services Librarian position and establish monthly programs at the teen center

CITY OF PASO ROBLES

Summary of City Council Adopted Goals
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C. CULTURAL, RECREATIONAL, AND OPEN SPACES

Initiative	Department	Timeline	Metric/Deliverables
2. Continue to implement the City Council-approved Recreation Services Strategic Plan by augmenting teen services at Centennial Park, re-establishing mobile recreation services, supporting, and providing culturally diverse events, and expanding volunteer opportunities			
a. Expand Teen Center services and access to recreational activities throughout the community through a mobile recreation program	CS	24-25	Add Recreation Services Program Coordinator position
b. Support and provide culturally diverse events by partnering with community partners, non-profit groups, other City departments to host and support events	CS	25-26	Add a part-time Staff Assistant to assist with program support
c. Expand Recreation Services volunteer opportunities by developing a year-round program and establishing volunteer agreements with Cal Poly and Cuesta College	CS	25-26+	Secure and train four volunteers; and execute volunteer agreement with Cal Poly and Cuesta College
3. Enhance the lives of Paso Robles residents and visitors by reviewing and updating the Arts in Public Places ordinance and related process and procedures	CMO, AS, PW, CS, CDD	24-25	Working group recommendations presented to City Council

CITY OF PASO ROBLES

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2024–2026

<u>D. HOMELESSNESS RESPONSE</u>			
Initiative	Department	Timeline	Metric/Deliverables
1. Initiate implementation of the City Council-approved Strategic Plan to Address Homelessness	AS, CS	24-25	Add Homeless Services Manager position
a. Conduct a financial needs assessment to determine funding needs and potential funding options needed to complete plan objectives and develop a budget that supports priorities of the plan	AS, CS	24-25	Completed report which includes plan prioritization and estimated costs
b. Implement a communication plan to share the Paso Robles Strategic Plan to Address Homelessness with the community	CS	24-25	Launch re-designed Homeless Services webpage and initiate quarterly City Council reporting
c. Work with the County and North County neighboring jurisdictions to establish North County Homelessness Collaborative	CS	25-26	Establish quarterly meeting schedule
d. In collaboration with the County and other service providers, increase capacity for low barrier mental health services, detox, and substance abuse services	CS	25-26+	Establish baseline by completing inventory report
e. Develop partnerships with key stakeholders to identify and fill current gaps in housing continuum	CS, CDD	25-26+	Establish targets by completing inventory report to include emergency, transitional, acutely low, extremely low, very low, and affordable housing

CITY OF PASO ROBLES

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E. COMMUNITY AND ECONOMIC DEVELOPMENT

Initiative	Department	Timeline	Metric/Deliverables
1. Facilitate development of multiple parcels and create a redundant local transportation route by advancing the Mill Road Annexation Strategy	CMO, AS, CDD	25-26+	Financing plan, property owner MOU's, EIR contract
2. Meet 2028 Regional Housing Needs Allocation cycle targets, increase housing supply and affordability by engaging owners of vacant or underutilized properties to educate and assist in facilitating the entitlement of multi-family housing	CDD	25-26+	Entitle 100 rental units per year
3. Conduct Tourism Impact Study to better understand the fiscal benefits and service demand impacts on the community	CMO	24-25	Completion of study
4. Continue Spaceport Licensing Process including evaluating Spaceport License Project Management vendors	CMO	25-26+	Present findings to City Council
5. Implement City Council approved North County Broadband Strategic Plan to increase internet service provider options and service levels to all residents and businesses, including the airport area by completing a City-wide middle mile broadband conceptual plan	CMO, AS, PW, Util	24-25	Receipt and approval of the plan by City Council
6. Increase affordable housing units by partnering with the Paso Robles Housing Authority and/or the Housing Authority of San Luis Obispo to identify at least three new locations for potential affordable housing projects and pursue funding to purchase property and/or renovate or construct the units	CMO, CDD	25-26+	Present a summary report to the City Council that identifies three prospective sites for affordable housing, including a funding plan

CITY OF PASO ROBLES

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F. ENGAGED AND RESPONSIVE GOVERNMENT

Initiative	Department	Timeline	Metric/Deliverables
1. Maintain General Fund reserves at policy levels of 30% of revenues to mitigate the City from unforeseen fiscal circumstances, economic downturns, and to provide an initial buffer against service impacts	CMO, AS	Ongoing	Maintain estimated reserve funded status as of June 30, 2026
2. Engage and empower residents by holding two resident academies to immerse members of the community into city operations, services, and projects	CMO	25-26+	Number of academy "graduates"
3. Develop organizational vision, mission, values statements to clearly communicate core beliefs of the organization that guide operational decisions, customer-centric service, and fiscal stewardship	CC, CMO	24-25	Adoption of Mission, Vision, and Values
4. Undertake collaborative opportunities to advance key projects of the City through engagement with regional, state and federal representatives by updating City's Legislative Platform and issuing a RFP for legislative advocacy resources	CMO	25-26+	Number of engagements and specific outcomes
5. Complete Classification and Compensation Study; Prioritize Implementation	CMO, AS	24-25+	City Council receive report; Approve MOU with labor unions (current agreements expire 12/31/25)
6. Adopt a Compensation Philosophy	CC, CMO, AS	24-25	City Council adoption of plan
7. Improve employee recruitment, retention, and recognition by implementing a range of resources, tools, policies, and programs			
a. Develop a Hiring Incentive Policy including the establishment of a list of guidelines and parameters management can implement when a key position becomes	AS	24-25	City Council approval

CITY OF PASO ROBLES

Summary of City Council Adopted Goals
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F. ENGAGED AND RESPONSIVE GOVERNMENT

Initiative	Department	Timeline	Metric/Deliverables
<p>vacant, such as, but not limited to, pausing all other recruitments, hiring a recruiting firm, offering hiring incentives, retention incentives, moving allowances, etc. as well when it is appropriate to over hire (e.g., Airport Manager shadowing)</p>			
<p>b. Expand Employee Development Opportunities:</p> <ul style="list-style-type: none"> • Update the City's Education Reimbursement Policy to review allowances/limits, paid time while at school, and/or eligible courses; • Provide biannual professional employee development such as 365 Evaluations, Strengths-Finder, DISC assessments; • Review the City's organizational structure with the emphasis of providing support around key positions 	All Dept	25-26+	City Council-approved policy; assessments and evaluations conducted; sessions held
<p>8. Recognize high performing individuals and teams by establishing a formal, Citywide employee recognition program</p>	CMO	25-26+	Implement program and hold employee recognition events