

Goal Area: Transportation and Infrastructure

Goal Statement: The City provides key infrastructure that supports quality of life, public safety, and economic development

Initiative	Department	Timeline	Metrics/Deliverables	FY 2024-25 Goals Status Update
Complete Previously Approved Street Maintenance Plan Projects Funded by Measure E-12 Which Expires in March 2025	Public Works, Utilities	FY 25 & 26 Ongoing	PCI Index at next PCI Study Interval	Eleven E-12 projects remain to be completed: four under contract; three in design; three not started due to utility company conflicting work; one delayed to FY 2025-26.
Improve traffic circulation and facilitate development of Gateway project by completing the design and funding plan for Vine Street Road Realignment and Bridge Construction	Public Works, Administrative Services, City Manager's Office, Community Development	FY 24-25	100 percent design plans approved and funding agreements signed	PW: Bridge to be bid out imminently; AS: Financing package anticipated for CC approval in April/May; Cost sharing agreement under development
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	City Manager's Office, Public Works, Community Development, CalTrans, SLOCOG	FY 24-25	Submittal of application	Application submitted Nov. 2024.
Guide the orderly and timely development of the airport to meet current and future facility needs by completing the Airport Master Plan Update.	Public Works	FY 25-26	FAA Approval and CC Adoption; RFP issued	Work is progressing with continuing required surveys. The first Planning Advisory Committee meeting is scheduled for March.
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 "forever chemicals"	Utilities	FY 25 & 26 Ongoing	Recordation of annexation; issuance of RFP	CEQA consultant finalizing draft MND. Will be submitted to LAFCO Q2 2025
Reduce cost to taxpayers and improve safety within the City by Completing the street light master plan study to: 1) Identify lighting deficiency areas 2) Determine feasibility of City ownership of street lights 3) Identify optimal fixture types	Public Works	FY 25-26	Study is received by City Council, first phase of improvements funded and ownership change initiated	Street light audit complete. Acquisition process document submitted by consultant and next steps being evaluated.
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	Public Works	FY 25 & 26 Ongoing	# of safety elements implemented by June 30, 2026	Safety elements included in City Hall remodel design including electronic keying, safe rooms and various access barriers. New lights installed at City Hall/Library entrance to improve security.
Extend the useful life and/or replace City facilities and equipment by conducting a facility inventory and implementing an asset management system to complete a comprehensive facilities master plan	Public Works	FY 24-25	Add Business Analyst position; Cartegraph fully implemented and integrated into daily operations	Management Analyst recruitment in progress. Cartegraph currently in test environment with staff training and using the system.
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 the Corporation Yard	Public Works, City Manager's Office	FY 25 & 26 Ongoing	Space study contracts awarded	City Hall design in progress. Corporation Yard in final design.

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Reduce traffic congestion by evaluating and optimizing traffic signal operations City-wide with focus on Creston, Niblick, 13th and 24th Streets	Public Works	FY 25-26	Optimized traffic signal system in place on Creston, Niblick, 13th and 24th	RFP for Traffic Signal Master Plan issued and consultant selected for contract negotiation.
Enhance resident and visitor experience by constructing beautification projects at City gateways to with a focus on 1st and Spring, 36th and Spring, 24th and Spring, Wing Way, Airport and the Train Station	Public Works, Economic Development	FY 24-25	Landscape designs approved; construction contracts awarded	Only Airport work funded. RFP for architectural services issues. Interviews scheduled for Feb. 2025. New door wraps at Train Station installed.
Protect City infrastructure and undertake storm event mitigation work by revising and upgrading the Storm Water Drainage Master Plan and addressing risks on South and North River Road	Public Works	FY 25 & 26 Ongoing	Master plan updated	Underway. Council approved Rick Engineering on 1/15/2025 to update the Storm Drain Master Plan.
Improve City service capacity and responsiveness by constructing a new Corporation Yard to include Utilities Department offices and Landscape Maintenance, Facilities Maintenance and Fleet Maintenance shops	Public Works	FY 25 & 26 Ongoing	Planning Commission approval, City Council approval, Design Completion, Break Ground	Planning Commission approval received. Final design in progress.
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	Public Works, Community Services	FY 25-26	Install new lighting	Not yet started.
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 Downtown.	Public Works, Community Services, Community Development	FY 25 & 26 Ongoing	30% concept plan completed	No action - not funded in current budget
Increase pedestrian safety and visibility by implementing the 13th & Railroad Street Pedestrian Crossing Enhancement with Railroad Street Streetscape elements.	Public Works, Community Development	FY 25-26	PSE complete	No action - not funded in current budget

Goal Area: Public Safety Services

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

Initiative	Department	Timeline	Metrics/Deliverables	FY 2024-25 Goals Status Update
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.	Police, Fire, City Manager's Office, City Attorney's Office	FY 25 & 26 Ongoing	Approval of Second Reading of applicable ordinances	Adopted new ordinance that made amendments to the Paso Robles Municipal Code Chapter 7.50 Regarding Camping on Public Property and Protection of Waterways in response to Grants Pass Supreme Court Decision
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	Fire Department	FY 25-26	Achieve city council goal of responding to all emergencies in 4 minutes or less, 90% of the time. Seek SAFER grant funding opportunities	Achieving response time goal 54.44% of the time. Simultaneous calls and travel distances continue to impacts response times. 90th percentile response time is currently 6:07. Recruitment for reimplementaion of paramedic squad scheduled for July 1.
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.	Fire Department	FY 25 & 26 Ongoing	Complete System Valuation Update and legal opinion early FY 25.	Complete. RFP for ambulance services issued 2-6-2025.
Seek to meet the State of California 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 by 2026.	Fire Department, Police Department	FY 24-25	Complete training tower and road improvements FY 25. Complete training classroom FY 26.	Ground breaking ceremony and grading tentatively scheduled March 8, applying for permits for the training prop in February 2025, and design plans for the building are 50% complete.
Strengthen overall community preparedness, awareness, and resilience and conduct two EOC training drills for city staff to increase EOC position proficiency within the next two years and update emergency response plans.	Fire Department	FY 24-25	Present Emergency Operations Plan to Disaster Council/City Council FY 25. Update all EOC annexes to be completed end of FY 26.	EOP complete and adopted by CC. 8 of 10 functional annexes complete. EOC Management Training Complete.
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 by June 30th, 2026.	Fire Department	FY 25 & 26 Ongoing	Monitor Compliance Engine and Water department data to ensure systems are meeting CCR T-19 standards.	Ongoing. Water department inspecting 1900 fire hydrants throughout the City.
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 within the next two years.	Fire Department	FY 24-25	Fund/Hire Training Officer in accordance with 10-yr. Staffing Analysis and Complete Public Safety Training Facility.	Training officer hired and currently instructing a 6-week FF recruit academy.
Elevate recruitment efforts to attract and retain highly qualified sworn police candidates by retaining a marketing firm to reach prospective new recruits and laterals	Police Department	FY 25 & 26 Ongoing	Hire 17 police officers by end of FY 2025-26	Hired a marketing firm and completed a video. Hired 19 officers in 2024, many are still in training.

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Initiative	Department	Timeline	Metrics/Deliverables	FY 2024-25 Goals Status Update
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.	Police Department, Fire Department	FY 24-25	City Council Receipt of Plan	CRA contract was approved by CC on 02/04/25. Report shall be completed by August 2025.

Goal Area: Cultural, Recreational, and Open Spaces

Goal Statement: The City provides engaging, enriching, and inspiring quality of life experiences for residents and visitors

Initiative	Department	Timeline	Metrics/Deliverables	FY 2024-25 Goals Status Update
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 in FY 24-25	Community Services	FY 24-25	Acquire book mobile and establish monthly stops.	Library Foundation donated book mobile to the City in November 2024. The Foundation is working with a third party contractor to fully outfit the unit to include shelving, power, wheelchair lift and wrap. We expect the unit to be complete and returned for service starting in June of 2025.
B. Strengthen services and opportunities for teens through volunteerism, collection development and programming by developing a Teen Services Librarian position in FY 25-26	Community Services	FY 25-26	Add Teen Services Librarian position and establish monthly programs at the teen center.	Due to funding constraints, this position will be pursued in FY 26-27.
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. Add a Recreation Program Coordinator position in FY 24-25 to expand Teen Center services and access to recreational activities throughout the community through a mobile recreation program.	Community Services	FY 24-25	Add Recreation Services Program Coordinator position.	Program Coordinator recruitment scheduled to launch March 2025.
B. Support and provide culturally diverse events by partnering with community non-profit groups and other City departments in FY 25-26 by adding a part-time Staff Assistant IV to work with community partners to host and support events	Community Services	FY 25-26	Add a part-time Staff Assistant IV to assist with program support	Due to funding constraints, this position will be pursued in FY 26-27.
C. Expand Recreation Services volunteer opportunities in alignment with the Recreation Services Strategic Plan in FY 24-26 by developing a year-round program and establishing volunteer agreements with Cal Poly and Cuesta College.	Community Services	FY 25 & 26 Ongoing	1) Secure and train 4 volunteers 2) Execute volunteer agreement with Cal Poly and Cuesta College	1) 3 adult and 3 teen volunteers have been onboarded.
Enhance the lives of Paso Robles residents and visitors by reviewing and updating the Arts in Public Places ordinance and related process and procedures.	Community Services, City Manager's Office, Community Development, Public Works, and Administrative Services	FY 24-25	Working Group recommendations presented to City Council	In progress. City will hold public outreach meetings to gain additional input prior to returning to the City Council with recommendations.

Goal Area: Homelessness Response

Goal Statement: The City seeks to address homelessness by implementing the City Council approved Homelessness Strategic Plan

Initiative	Department	Timeline	Metrics/Deliverables	FY 2024-25 Goals Status Update
Initiate implementation of the City Council-approved Strategic Plan to Address Homelessness by hiring a City Homeless Services Manager in FY 24-25	Community Services, Administrative Services	FY 24-25	Add Homeless Services Manager position to budget	Recruitment underway; Conditional offer pending
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.	Community Services, Administrative Services	FY 24-25	Completed report which includes plan prioritization and estimated costs.	Pending Homeless Services Manger position being filled.
B. Implement a communication plan to share the Paso Robles Strategic Plan to Address Homelessness with the community	Community Services	FY 24-25	Launch re-designed Homeless Services webpage on prcity.com / Initiate quarterly City Council reporting.	Pending Homeless Services Manger position being filled.
C. Work with the County and North County neighboring jurisdictions to establish North County Homelessness Collaborative	Community Services	FY 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	Community Services	FY 25 & 26 Ongoing	Establish baseline by completing inventory report.	In discussion with County on concepts to increase services within the County.
E. Develop partnerships with key stakeholders to identify and fill current gaps in housing continuum	Community Services, Community Development	FY 25 & 26 Ongoing	Establish targets by completing inventory report to include emergency, transitional, acutely low, extremely low, very low, and affordable housing.	HCOC working on MFR accelerator program

Goal Area: Community and Economic Development

Goal Statement: Paso Robles provides a pro-business economic ecosystem that seeks diversification, growth, and innovation.

Initiative	Department	Timeline	Metrics/Deliverables	FY 2024-25 Goals Status Update
Facilitate development of multiple parcels and create a redundant local transportation route by advancing the Mill Road Annexation Strategy	Community Development , City Manager's Office, Administrative Services	FY 25 & 26 Ongoing	Financing plan, property owner MOU's, EIR contract	Staff is coordinating with Hunter Ranch Resort and the Ravine expansion to create a partnership to install water and sewer mains to accomodate resort lodging development of the corridor.
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	Community Development	FY 25 & 26 Ongoing	Entitle 100 rental units per year	HCOC working on MFR accelerator program
Conduct Tourism Impact Study to better understand the fiscal benefits and service demand impacts on the community	City Manager's Office/Economic Development	FY 24-25	Completion of study	Study completed and presented to the City Council on 2/18/25.
Continue Spaceport Licensing Process including evaluating Spaceport License Project Management vendors	City Manager's Office/Economic Development	FY 25 & 26 Ongoing	Present findings to City Council	Submitted 10 planning and management documents to FAA on November 7, 2024; Evaluating firms to conduct Launch Site Location Review and Environmental Assessment; Master Planning Update/Spaceport Chapter in progress. Findings to be presented to City Council 4Q 2025
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	Economic Development, Administrative Services/IT, Public Works, Utilities	FY 24-25	Receipt and approval of the plan by City Council	Middle mile analysis underway in tandem with the EDA Fiber Project.
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	Community Development, City Manager's Office	FY 25 & 26 Ongoing	Present a summary report to the City Council that identifies three prospective sites for affordable housing, including a funding plan.	HCOC working on MFR accelerator program; Coordinating with PRHA on several prospective locations. Findings to be presented to Council in FY 2025-26.

Goal Area: Engaged and Responsive Government

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

Initiative	Department	Timeline	Metrics/Deliverables	FY 2024-25 Goals Status Update
Fund the City's General Fund reserve at policy levels of 30 percent of general fund revenues to mitigate the City from unforeseen fiscal circumstances, economic downturns, and to provide an initial buffer against service impacts	City Manager's Office, Administrative Services	FY 25 & 26 Ongoing	Reserve funded status as of June 30, 2026	On track. Current estimates ~32% by 6.30.26
Engage and empower residents by holding two resident academies to immerse members of the community into city operations, services and projects	City Manager's Office	FY 25 & 26 Ongoing	Number of academy "graduates"	11 graduates. Held first resident academy in summer/fall 2024. Second resident academy is scheduled to begin in March 2025.
Develop organizational vision, mission, values statements to clearly communicate core beliefs of the organization that guide operational decisions, customer-centric service, and fiscal stewardship	City Council, City Manager's Office	FY 24-25	Adoption of Mission, Vision and Values by City Council	This item is pending initiation.
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	City Manager's Office	FY 25 & 26 Ongoing	# of engagements and specific outcomes by June 30, 2026.	RFP was issued in October 2024; City Council approved new two year legislative advocacy agreement with Townsend Public Affairs on 1/15/2025; Legislative Platform is being updated and will be to City Council in March 2025 for review
Complete and Implement Classification and Compensation Study:				
A. Finalize study	Administrative Services	FY 24-25	CC Receive and File	Study to be completed end of Q1 2025.
B. Adopt Compensation Philosophy	All Departments	FY 25 & 26 Ongoing	CC Receive and File	Pending Class/Comp Study
C. Priority Implementation Policy	All Departments	FY 24-25	Budget Update 25-26	Pending Class/Comp Study
D. Labor Negotiations	Administrative Services	FY 25 & 26 Ongoing	CC-approved MOU (current agreements expire 12/31/25)	This item is pending initiation later in 2025.
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 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).	Administrative Services	FY 24-25	CC Receive and File	City Council approved the Hiring Incentive Program on 10/1/2024.
B. Expand Employee Development Opportunities:				
1. Update the City's Education Reimbursement Policy to review allowances/limits, paid time while at school, and/or eligible courses.	Administrative Services	FY 25-26	CC-approved Policy	To begin in FY 25-26
2. Contract with the Centre of Organizational Effectiveness (or like agency) to provide Bi-Annual professional development such as 365 Evaluations, Strengths-Finder, DISC assessments, etc.	Administrative Services, City Manager's Office	FY 25-26	Sessions held	To begin in FY 25-26

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3. Review the City's organizational structure with the emphasis of providing support around key positions.	All Departments	FY 25 & 26 Ongoing		To begin in FY 25-26
Recognize high performing individuals and teams by establishing a formal, Citywide employee recognition program	City Manager's Office	FY 25 & 26 Ongoing	Implement program and hold employee recognition events	Launched Program on 1/13/2025; Held Holiday Employee Appreciation Lunch; Launched Instant Recognition Platform (four submitted as of 1/27); Years of service recognition added to monthly oath of office ceremony