



**City of Seal Beach
City Council Workshop
Held April 4, 2023**

April 2023

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Workshop Report

The City of Seal Beach held a Council priority setting workshop on Tuesday, April 4, 2023 from 9:00 a.m. to 3:30 p.m. at Orange County Fire Authority Station 48. The workshop provided an opportunity for Councilmembers to celebrate recent successes, discuss current challenges, and identify top priorities for FY 2023-24. This report contains a summary of the results of the priority setting session.

Rick Haydon and Carol Jacobs with Baker Tilly facilitated the workshop.



Workshop Overview

Objectives

- Gain a better appreciation for role clarification
- Discuss governing norms and whether Council should consider adopting them
- Seek consensus on FY 2023-24 strategic priorities
- Strengthen teamwork

Participants

City Council

**Mayor
Thomas Moore
District 2**



**Mayor Pro Tem
Schelly Sustaric
District 4**



**Councilmember
Joe Kalmick
District 1**



**Councilmember
Lisa Landau
District 3**



**Councilmember
Nathan Steele
District 5**

Executive Staff

- City Manager Jill Ingram
- City Attorney Nick Ghirelli
- Members of the Executive Team

Agenda

- Icebreaker
- Introduction to the day
- Reflect on role clarification
- Discuss governing norms
- Discuss key accomplishments and challenges
- Context for priority setting
- Establish top priorities for FY 2023-24
- Wrap-up and closing comments

Workshop Ground Rules

At the start of the workshop, the facilitator suggested several ground rules to help the group have a successful workshop.



- Listen to understand each other's point of view
- Seek consensus
- Assume good intent
- Speak up if we need course correction
- Stay focused



Workshop Preparation

In preparation for the workshop, Rick and Carol held individual interviews with each Councilmember to hear their priorities, what they see as previous City accomplishments, and upcoming challenges. After conducting these interviews, they then met with the City Manager to develop an agenda for the workshop. Following their meeting with the City Manager, Rick and Carol then developed a PowerPoint presentation and identified articles for the Councilmembers to read in advance of the workshop to help guide discussions.



Opening Comments

The workshop began with a welcome and call to order from Mayor Moore. The Mayor stated he was looking forward to the day's events and wanted everyone to have an open mind and to be creative, in an effort to make the City of Seal Beach the best it can be. The City's established Civility Principles were reviewed, before opening the session to public comments. Two members of the public spoke.



The Mayor turned it over to City Manager Jill Ingram to share her opening comments. Jill acknowledged the two newest Councilmembers and welcomed them to the process. She indicated that the Strategic Priorities Workshop is an important activity that the City embarks on annually and voiced her appreciation for Council embracing the process.

Rick reviewed the workshop objectives and agenda. Carol then discussed the suggested ground rules for the workshop and the purpose of the bike rack, which is a time management tool. Carol explained that items that would not receive immediate attention would be added to the bike rack. The following items were added to the bike rack during the workshop:

- The need to address and document current Council district protocols
- The need for a government "white paper" as an outreach mechanism to tell our story on certain matters of community-wide interest
- The desire to identify unfunded City needs and communicate them to the community
- Explain to the community the Housing Element and the need for it
- Should the City get a consultant to assist with writing grants?
- The need for a citywide organizational assessment
- Explore the possibility of future town hall meetings

- The need for more public outreach



Icebreaker

Carol led the group in an icebreaker exercise called *Exploring the Commons*. The activity enabled team members to learn something new about each other and begin the day informally. Each person talked to as many of their colleagues as they could in ten minutes to find something non-work-related they had in common. Then the group debriefed to hear some of the commonalities.



Reflections on Role Clarification

Effective Governance

Rick provided a refresher on good governance by defining it and reviewing the Institute for Local Government (ILG) article on Exceptional City Councils. He posed discussion questions about Council teamwork and what resonated about the ILG article.



Roles

To establish a common understanding of the different roles of the City Council and City Manager, Rick reviewed an article entitled *An Effective City Council – City Manager Relationship* and discussed the role of the City Council. Carol then discussed the role of the City Manager. Following role clarification, the group reflected on what the Council and City Manager need from one another to be successful in their respective roles. The feedback is provided below.

What the Council needs from the City Manager

- Information
- Trust
- Keep apprised of developing issues
- Open communication
- Heads up on upcoming agenda items that staff is working on
- Answers to agenda reports

What the City Manager needs from the Council

- Have a direct, open line of communication, build trust
- Have patience and respect for each other
- Be mindful of time commitments
- See things from a citywide perspective
- Give staff the benefit of the doubt
- Discuss concerns privately
- No surprises – especially publicly
- Not undermining the authority of the City Manager
- Commitment to the process



Governing Norms

Consideration of Norms

The facilitators then led a discussion about the Council's existing Rules of Decorum and typical norms used by other cities, as shown in the list below.

1. Maintain a **citywide perspective** while being mindful of our districts.
2. Move **from I to we**, and from campaigning to governing.
3. Work together as a body, **modeling teamwork and civility** for our community.
4. Assume **good intent**.
5. Disagree **agreeably and professionally**.
6. Utilize **long range plans** to provide big picture context that is realistic and achievable.
7. Stay **focused** on the topic at hand. Ensure each member of Council has an **opportunity to speak**.
8. Demonstrate **respect, consideration, and courtesy** to all.
9. Share information and **avoid surprises**.
10. Keep **confidential** things confidential.
11. Respect the **Council/Manager form of government** and the roles of each party.
12. Communicate concerns about staff to the City Manager; **do not criticize staff** in public.

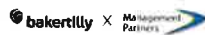
After some discussion, Council consensus was to adopt the norms as presented with the exception of items five (disagree agreeably and professionally) and eight (demonstrate respect, consideration, and courtesy to all) since these two

items are already addressed and mentioned in the City Council's Rules of Decorum.

A revised version reflecting the consensus of the Council is shown in the following slide.

Seal Beach Council Consensus on Norms
Pending Adoption

- 1) Maintain a **citywide perspective**, while being mindful of our districts.
- 2) Move **from I to we**, and from campaigning to governing.
- 3) Work together as a body, **modeling teamwork and civility** for our community.
- 4) Assume **good intent**.
- 5) Utilize **long range plans** to provide big picture context that is realistic and achievable.
- 6) Stay **focused** on the topic at hand. Ensure each member of Council has an **opportunity to speak**.
- 7) Share information and **avoid surprises**.
- 8) Keep **confidential things confidential**.
- 9) Respect the **Council/Manager form of government** and the roles of each party.
- 10) Communicate concerns about staff to the City Manager; **do not criticize staff** in public.



Key Accomplishments and Challenges

After a short break, discussion resumed focused on recent accomplishments mentioned during Council interviews. In addition to the accomplishments mentioned by Council, the City Manager also added several other noteworthy accomplishments. The purpose of this discussion was to celebrate successes and reflect on the City's progress.



Challenges

Rick then reviewed the key challenges mentioned during the Council interviews and the City Manager presented the following key challenges highlighted by City staff.

Meeting Council and community expectations while faced with an unprecedented high workload and lean staff

Increase in workers' compensation claims while having limited resources from the third party administrator

Unprecedented high inflation affecting project costs, services, and making upcoming labor negotiations challenging

Addressing the upcoming contract issues with the Police Officers Association and Police Management Association

Recent changes to Seal Beach TV3 will require short-term and longer-term solutions

Unfunded mandates to contend with

Following the discussion about key challenges, the Finance Director provided a financial overview. Following her presentation, some upcoming key budget dates were discussed along with the Seal Beach Revitalization Plan and staff's recommended use of the remaining \$3.1 million in American Rescue Plan Act (ARPA)/ Revitalization funding.

Context for Priority Setting

The facilitators reviewed the context for priority setting, including respecting the ongoing work of day-to-day operations and the need to balance workload capacity of staff with upcoming Council priorities. The facilitators gave examples on how management's time is spent, reviewed how staff has a limited capacity to take on additional assignments, and discussed the feedback Baker Tilly heard during the interviews with Council on staff's limited capacity to take on additional priorities.

Establish Top Priorities for FY 2023-24

Strategic Priorities

Next the group discussed each strategic priority established during the September 2022 Council workshop. The priorities were listed in a handout, which can be found in the attachment. A summary of the strategic priorities discussion about priorities that have already been addressed from the

September 2022 workshop, the status of the remaining priorities, and a discussion of new proposed priorities for FY 2023-24 are provided below.

Priorities That Have Been Addressed

1. Completion of Assessment of City's development review and permitting process and identify possible process improvements
2. Parklets
 - This item was discussed by Council at the December 12, 2022 Council Meeting.
 - An additional full-time planner will be necessary to focus on advanced planning efforts such as a permanent parklet program
3. Address staffing needs
 - Part-time compensation and pay structure recommendations approved by Council in October 2022
 - The City Council approved pay increases for part-time Marine Safety employees in October 2022.
 - Management Analyst hired
4. COVID-19 related activities-- Many recovery efforts have been successfully completed
5. Consistent citywide water conservation measures developed
6. Fund the Westminster bikeway and walking path (continuing to seek grant funding)

Existing Priorities that Remain and are Proposed for FY 2023-24

1. Organizational Efficiencies
 - Implement a new phone system
 - Develop an IT master plan and needs assessment that includes the identification of software improvements.

Staff recommended that an organizational assessment be conducted as part of Council's FY2023-24 organizational efficiencies priority
2. Community Outreach and Capital Projects
 - Develop scope, cost, and financing options for McGaugh pool project
 - Design concept for Downtown street/sidewalk enhancements
 - Discuss options for pier restaurant and conduct public outreach

Council consensus was to temporarily place food trucks/ Al Fresco dining on the pier during the summer weekends as a pilot project.
3. Housing Element
 - Address the concerns of (the State) Housing and Community Development (HCD) in order to get the Housing Element adopted and address the state mandate to accommodate 1,243 units
4. Local Coastal Plan
 - Complete the land use plan, prepare an implementation plan, and conduct public review

5. Address landscaping median along Pacific Coast Highway (PCH)
 - Seeking partnership, grants and revisiting CalTrans maintenance agreements
6. Explore alternative revenue sources

New Priorities

Council members reviewed and discussed the following items:

1. Resolve flooding in College Park East and Old Town areas
2. Proposed protected turn lanes on PCH at 12th, 5th and Main Street
3. Consider regulating E-bikes
4. Consider creating a skatepark and/or BMX track
5. Create an Innovation Committee

As a result of these discussion, the following three items will be included in the FY 2023-24 Strategic Priorities:

- Address flooding in College Park East and Old Town areas
- Start to regulate E-bikes
- Have the Parks and Recreation Commission look into the feasibility of creating a skatepark and/or BMX track

At the conclusion of this session, it was the consensus that the agreed-upon priorities for FY 2023-24 are as follows (in no specific order):

1. Organizational Efficiencies
2. Community Outreach and Capital Projects
3. Housing Element
4. Local Coastal Plan
5. Address the landscaping median along Pacific Coast Highway
6. Explore alternative revenue sources
7. Address flooding in and around the College Park East and Old Town areas
8. Start to regulate E-bikes
9. Look into the feasibility of creating a skatepark and/or BMX track

Staying on Course with Priorities

After the priorities were established, there was a discussion about what would help the City stay on track, given limited staffing and financial resources. Staff committed to providing progress updates to Council on a regular basis. To support the Council-staff partnership, Council committed to focusing on the established priorities, and deferring any new projects that would take staff and budget resources away from the established priorities to future goal setting sessions.



Wrap-up and Next Steps

To conclude the workshop, Rick explained that Baker Tilly would prepare this summary report. Councilmembers and staff offered closing comments and key takeaways from the day's discussions. A summary of these reflections is provided below.

Closing Comments and Key Takeaways

- Need to focus on the positives
- We had a very productive discussion
- We have had a lot of great accomplishments
- We have a great team
- Working through the process results in successful outcomes
- Plan to succeed
- It was great to hear from our elected officials and what their priorities are
- Trust building and relationships
- It was great to allow department heads to participate
- Listening to others in a respectful manner
- The ability to pontificate without any consequences
- Taking time to interact honestly with Council and staff
- Getting to know everyone
- We are a hard-working group
- Enjoyed the opportunity to interact with colleagues
- We are all trying to do what is best for the City
- We have a great City staff
- Thought the norms, challenges and priorities sessions were valuable
- Humbled by the partnership we have between Council and staff

Attachment – Strategic Priorities



City of Seal Beach

City Council Workshop April 4, 2023 Strategic Priorities Status Report

Introduction: This document contains the status of the strategic priorities established at the City Council workshop held September 20, 2022. This report will be reviewed and discussed during the April 4, 2023, City Council goal setting workshop. The objective of the discussion about priorities is for the City Council to establish their top priorities for focused attention during FY 2023-24. This will enable the City Manager and staff to align resources with those priorities during the budget process.

Factors to Consider: There are several factors to consider when establishing priorities:

- Is it financially feasible and sustainable?
- Is there sufficient staff capacity to successfully implement and sustain it?
- How does it relate to the City's core services and how does it impact those?
- Is it in alignment with the City's long-term goals?

Table 1: Status of September 20, 2022, Strategic Priorities

Table 2: New Proposed Priorities for Discussion

Table 1: Status of September 2023 Strategic Priorities

Category	Strategic Priority	Significant Work Underway and Planned for Remainder of FY 2022-23	Recommend Keeping as a FY 2023-24 Strategic Priority	
			Yes	No
1. Organizational Efficiencies	1. Assess the existing phone system, identify deficiencies and solicit proposals for replacement.	<ul style="list-style-type: none"> The IT Working Group evaluated proposals from a number of phone vendors. Four vendors were selected to provide demonstrations. In-person vendor demonstrations were held and evaluated by raters from each City department. The IT Working Group reviewed scores and selected Intelysis based on a number of pertinent metrics. Currently, staff is working with the City Attorney and Intelysis on a draft professional services agreement. Targeting late April/May to present the agreement to Council for consideration. If approved by Council, it is estimated it will take eight weeks to install a new phone system. 	X	
	2. Develop an IT Master Plan and Needs Assessment that includes the identification of software improvements.	<ul style="list-style-type: none"> The City may need to solicit project manager assistance to develop a comprehensive IT Master Plan. This assistance will include drafting of an RFP, assisting with evaluating proposals, and providing technical assistance as needed. Staff will commence this work once we are in the implementation phase of the phone system project. 	X	
	3. Prepare and present assessment of City's development review and permitting process and identify possible process improvements.	<ul style="list-style-type: none"> This has been addressed. This assessment resulted in the purchase of a new land use management system, Energov, which is a Tyler Technologies product like the new financial system. Energov implementation is underway with the first phase "assess and define" completed. The next phase includes creating connectivity with historical records and other software for mapping and digital mark up of plans. We have engaged a GIS implementation firm, and the staff is working closely with them to develop necessary map layers. Legacy data clean up continues in preparation for conversion. Unfortunately, go-live has been delayed, but staff continues to make progress with the various action items. At this time, system go-live is expected to be in early 2024. 		X

Strategic Priority		Significant Work Underway and Planned for Remainder of FY 2022-23		Recommend Keeping as a FY 2023-24 Strategic Priority	
Category	Strategic Priority	Significant Work Underway and Planned for Remainder of FY 2022-23	Recommend Keeping as a FY 2023-24 Strategic Priority	Yes	No
2. Community Outreach and Capital Projects	1. Compile results of community outreach from stakeholder committee and schedule a presentation for Council on preliminary scope, project cost and options to finance the Community Pool.	<ul style="list-style-type: none"> • Council approved initiating McGaugh Pool feasibility study. • The Council created an Ad-Hoc Pool Project Committee. • The public works director and assistant city manager are working closely with consultants on the project scope of work. • Recreation swim was free last summer to increase pool use and engage the community. This resulted in a large increase in daily pool use. • Concept plans with cost estimates have been prepared and the Ad-Hoc Pool Project Committee and the Los Alamitos Unified School District (LAUSD) have provided feedback. • Next step is to analyze the financial feasibility. 	X		
	2. Undertake community outreach with stakeholder; Staff to solicit and present design concept for Downtown street/sidewalk enhancements.	<ul style="list-style-type: none"> • In process. • Stakeholder committee reconvened after COVID pandemic delay. • Staff is addressing parklets, parking, shuttle transportation, and intersection improvements as separate projects. • Staff has submitted a mobile source air pollution reduction committee (MSRC) grant application for micro transit pilot project. Staff has also been proactively working with Orange County Transportation Authority (OCTA) to shape Project V funding guidelines to include micro transit call-for-projects in the near future. • Staff recommends a phased approach where the sidewalks/roadways are addressed first. Staff will continue to engage the public for the revitalization plan. 	X		
	3. Engage community in a discussion about whether or not to allow a restaurant at the end of the Pier.	<ul style="list-style-type: none"> • In process. • Staff hired a real estate professional to evaluate options including a built in-place restaurant, modular buildings, mobile trailer units, and food trucks. • Next step is for the staff and consultant to present options to Council. Options for public outreach will also be presented. 	X		

Category		Strategic Priority		Significant Work Underway and Planned for Remainder of FY 2022-23		Recommend Keeping as a FY 2023-24 Strategic Priority	
				Yes	No	Yes	No
		<ol style="list-style-type: none"> 1. Decide on permanent consideration of dining parklets, need to establish plan and secure Coastal Commission approval. 2. Develop a plan that considers design, construction and operating costs, locations, number of parking spaces, etc. 					X
3. Parklets				<ul style="list-style-type: none"> • An additional full-time planner will be necessary to focus on advanced planning efforts such as a permanent parklet program. • An additional planner position will be requested as part of the FY 2023-24 budget. 			
		<ol style="list-style-type: none"> 1. Address the concerns of HCD to get the Housing Element Adopted and address the mandated by State to accommodate 1,243 units. 				X	
4. Housing Element				<ul style="list-style-type: none"> • Staff has been working with Housing and Community Development (HCD) and reviewing certified Housing Elements from other communities to move towards certification. Staff plans to make the current draft public shortly and submit it for HCD's review and response before presenting it to the City Council. • Additional and substantive programs to incentivize housing are in development with direction from HCD that the Council will need to consider. These include financial incentives/fee reductions, and increased density bonuses. • The Zoning Code Update, which is a critical implementation tool for the Housing Element, is underway. The zoning itself will need to align with the Housing Element work which is ongoing. 			
		<ol style="list-style-type: none"> 1. Complete the land use plan, prepare implementation plan, and conduct public review before City Council approval and Coastal Commission adoption. 				X	
5. Local Coastal Plan				<ul style="list-style-type: none"> • Staff will submit a revised Draft Land Use Plan (one of the two major components in the Local Coastal Plan) to the Coastal Commission for review and comment in April 2023. If comments are not substantive, the City can begin work on the second component, the Implementation Plan. • Staff has discussed additional grant funding with our Coastal Commission grant liaison and is hopeful we may be able to obtain additional funds to support the next phase. 			

Category	Strategic Priority	Significant Work Underway and Planned for Remainder of FY 2022-23	Recommend Keeping as a FY 2023-24 Strategic Priority
			Yes No
<p>6. Address staffing needs</p>	<p>1. Analyze new compensation plan and pay structure for part-time employees to bring forward to the Council for consideration.</p> <p>2. Hire new Management Analyst to assist with IT Master Plan and IT project implementation.</p>	<p>This priority has already been addressed resulting in staff's recommendation not to include it in the FY 2023-24 list of strategic priorities for the following reasons:</p> <ul style="list-style-type: none"> • Staff brought part-time compensation and pay structure recommendations to the Council on October 10, 2022. • At the October 10, City Council meeting, the Council approved pay increases for part-time Marine Safety employees. • A new Management Analyst was hired. 	<p>X</p>
<p>7. COVID-19 related activities</p>	<p>1. Initiate the Main Street communal dining program (Al Fresco at Eisenhower Park).</p> <p>2. Assist with the distribution and delivery of Senior Meals.</p> <p>3. Facilitate the Small Business Economic Development Grant Program.</p> <p>4. Report all financial information for all COVID-19 funding sources (FEMA, CARES, CDBG-CV, County General Fund, etc.).</p> <p>5. Track time related to COVID-19 for payroll and reimbursement purposes.</p> <p>6. Implement the State Reopening Plan.</p> <p>7. Assist vaccine administration with the assistance of Marine Safety and Police Department.</p>	<p>This priority has already been addressed resulting in staff's recommendation not to include it in the FY 2023-24 list of strategic priorities as the following items have been completed:</p> <ol style="list-style-type: none"> 1. Eisenhower Park dining was successful and completed. 2. Senior meal delivery has been ongoing for qualified residents with grab-and-go meals available for others. Staff is working closely with Meals on Wheels to continuously adapt services as needed, including planning for a transition back to congregate meals. 3. The Small Business Economic Development Grant Program completed (144 checks issued in two rounds for a total amount of \$556,976). 4. Staff completed financial reporting for all COVID-19 funding sources (FEMA, CARES, CDBG-CV, County General Fund, etc.). ARPA Financial Reporting is ongoing, next reporting date is April 2023. 5. Completed tracking of time related to COVID-19 for payroll and reimbursement purposes. 6. State reopening plan implementation was completed. 7. Staff assisted in the vaccine administration. 8. Staff procured PPEs and sanitization products. 	<p>X</p>

Category		Strategic Priority		Significant Work Underway and Planned for Remainder of FY 2022-23		Recommend Keeping as a FY 2023-24 Strategic Priority	
		8. Procure PPE, sanitization, technology, etc.		Ongoing Items: Staff will be identifying possible uses for the remaining \$3.1 million in Revitalization (ARPA) funding for the Council's consideration.		Yes	No
8. Address landscaping median along Pacific Coast Highway				<ul style="list-style-type: none"> Private donors and/or partnerships with adjacent businesses and community members. Continue to look for viable grant opportunities, grant funding. Staff has been in contact with CalTrans to revisit existing PCH maintenance agreements. 		X	
9. Develop consistent citywide water conservation measures				<p>This priority has already been addressed resulting in staff's recommendation not to include it in the FY 2023-24 list of strategic priorities as the following has been completed:</p> <ul style="list-style-type: none"> Conservation measures are largely based on the recently adopted Water Shortage Contingency Plan and Ordinance. Residents and businesses will be more familiar with conservation measures as more educational outreach is conducted. Staff will be recommending adjusting water conversation levels in response to recent water supply changes. Continue to monitor State mandates as well as the State Water Resources Control Boards proposed "Making Water Conservation a California Way of Life" framework. 			X
10. Explore alternative revenue sources		<ol style="list-style-type: none"> Update City fees; specifically, dog licensing as well as oil and gas pipeline fees. Look into creating a community facilities district (CFD) to fund landscaping and median improvements. 		<ul style="list-style-type: none"> Dog Licensing should continue to align with suggested CPI increases and is subsidized by the General Fund. Possible Administrative Citations would require updating City Code and Compliance. Oil/Gas Revenue fees are currently being reviewed by staff and would be subject to voter approval. CFD Analysis/Feasibility of Area would be necessary. Two-thirds affirming vote of area property owners is required due to the additional tax for participants. 		X	

Category	Strategic Priority	Significant Work Underway and Planned for Remainder of FY 2022-23	Recommend Keeping as a FY 2023-24 Strategic Priority
			Yes No
	<p>3. Potential sources could include raising the transient occupancy tax (TOT) from the current 12% to 15% (each 1% increase could bring in approximately \$100,000), subject to voter approval.</p> <p>4. Evaluate options to redesign the business license tax structure to address inequities and update city code. The current structure is a flat fee generating approximately \$500,000 a year. An updated structure could be employee-based or determined on gross receipts generating an estimated \$100,000-300,000 in additional revenue, subject to voter approval.</p> <p>5. Examine and review options for potential increased TOT revenue for newly permitted short-term rentals.</p>	<p>• Staff continually look for grants that may be available to the City of Seal Beach. These are one-time dollars that are useful but do not pay for ongoing services and the associated cost increases (e.g., pension, operating expenses, etc.). Competitive grants for projects are difficult to obtain due to Seal Beach residents not being economically disadvantaged as prioritization is given to low-resource communities.</p> <p>• Parking meters have continued improving the management of parking in Seal Beach. Improvements include:</p> <ul style="list-style-type: none"> • New and updated Seal Beach parking pay stations (kiosks) are located in the beach parking lots. • Expanded the use of the Passport mobile payment system. • Payment options have been expanded with pay stations accepting credit/debit cards, coins, mobile and contactless payments for increased flexibility. • There is less infrastructure. Individual meters (single-space meters) have been removed to further improve the downtown aesthetic while providing additional and convenient payment options. • Consistent Technology: The same equipment and mobile payment system are utilized throughout the paid parking program. • Paid Parking on Main Street: Our goal with the parking program is compliance, parking equity and access; revenue is a by-product. Paid parking on Main Street encourages parking turnover, which provides increased access to visitors and residents to parking on Main Street and the Old Town area. • Examples of revenue sources that do not involve taxing residents include attracting large sales tax producing companies, new hotels, automotive dealers, or cannabis businesses. 	

Category	Strategic Priority	Significant Work Underway and Planned for Remainder of FY 2022-23	Recommend Keeping as a FY 2023-24 Strategic Priority	
			Yes	No
11. Fund the Westminster bikeway and walking path		<ul style="list-style-type: none"> The City adopted a three-phased Cost of Services and Fee Study in 2022. A Citywide Fee Study is planned every 3-4 hours. Updates to current City Fees are reviewed and approved through the budget process. <p>This priority has already been addressed resulting in the staff recommendation not to include it in the FY 2023-24 list of strategic priorities. The following items have been completed:</p> <ul style="list-style-type: none"> The City's grants consultant continues to seek grant funding opportunities; however, the City has not been successful in previously submitted grant funding applications to secure grant funding for this project. Due to many competing citywide infrastructure needs, General Fund dollars are not feasible at this time to allocate additional matching funds or allocate funding to design a shovel-ready project to increase grant funding competitiveness. Golden Rain Foundation (GRF) indicated a potential use for the site. The City has shared previously drafted concept plans and will discuss partnership opportunities. 		X

Table 2: New Proposed Priorities for Discussion

Proposed Priorities Needing Council Direction	Significant Work Underway and Planned for Remainder of FY 2022-23	Recommend Adding as a FY 2023-24 Strategic Priority	
		Yes	No
<ul style="list-style-type: none"> Flooding is an issue that needs to be resolved particularly in the College Park East and Old Town areas. <p><i>The 12 unprecedented atmospheric rivers this winter season resulted in President Biden, Governor Newsom and the City declaring a state of emergency. To date, these storms, have had the following impact on City operations:</i></p>	<ul style="list-style-type: none"> The City budgets approximately \$300k annually for sandberm protection. Separate funds are also allocated for storm drain pump station maintenance and catch basin cleaning to ensure proper drainage. Annual cost varies; however, West End Pump Station (WEPS) is in need of immediate upgrades in the magnitude of \$1 million. Partnership with proposed project developments to leverage improvement/funding opportunities. 	X	

Proposed Priorities Needing Council Direction	Significant Work Underway and Planned for Remainder of FY 2022-23	Recommend Adding as a FY 2023-24 Strategic Priority
		Yes No
<ul style="list-style-type: none"> Seal Beach staff estimated about 15 hours of berm reconstruction. OCFA did mobilize three times to assist. Trash collection along the San Gabriel River resulted in approximately 60 additional staff hours from our normal trash collection due to winter storms. OCFA has responded to emergency mutual aid requests three (3) times. Over \$1.6M in Seal Beach Emergency Pier Damage alone. This does not include over \$10k in Public Works overtime, and approximately \$35k in portable pump rentals. 	<ul style="list-style-type: none"> Identify alternate pump station alternatives. There is currently \$150 million in unfunded citywide storm drain infrastructure needs. Continue to invest in grant preparation and identify matching fund opportunities. Explore storm water CFD viability. A feasibility analysis would be necessary, and a two-thirds affirming vote of area property owners is required due to the additional tax for participants. 	
<ul style="list-style-type: none"> Address having protected left turn lanes on PCH at 12th, 5th, and Main Street. 	<p>This priority is not within the City's control; however, staff has done the following:</p> <ul style="list-style-type: none"> Met with CalTrans to request a review and safety audit of all traffic signals along PCH. The traffic collision data does not meet statewide standard thresholds for any signalization modifications. CalTrans will be adding new painting and striping along crosswalks at all PCH intersections. CalTrans will be adding delay timers for pedestrian right of way safety (3-6 seconds from 1-3 seconds). 	X
<ul style="list-style-type: none"> E-Bikes are an issue. Consider regulating them. 	<ul style="list-style-type: none"> Seal Beach Police Department rolled out education and outreach programs. Working with City attorney to update municipal code to regulate mobility devices. Seal Beach Police Department will focus on enforcement with due care and reduced speeds. Orange County Fire Authority (OCFA) has presented to the Council the fire hazards associated with eBikes and other lithium-ion battery powered devices. OCFA will continue to collaborate with City staff to share safety messages on the City website. OCFA is developing an outreach program to businesses that manufacture or sell eBikes. 	X
<ul style="list-style-type: none"> Create a skatepark, BMX track. 	<ul style="list-style-type: none"> There are no funding sources identified for either land acquisition or construction of this project. 	X

Attachment D

Proposed Priorities Needing Council Direction	Significant Work Underway and Planned for Remainder of FY 2022-23	Recommend Adding as a FY 2023-24 Strategic Priority
		Yes No
<ul style="list-style-type: none"> • Create an innovation committee comprised of residents and Councilmembers to engage problems differently than we do now. 	<ul style="list-style-type: none"> • This item has not been a previous Council priority. Further direction is needed. • Staff has proposed the creation of a citizen's academy to focus on City operations; this academy is scheduled for either this Fall or the Spring of 2024. 	<p style="text-align: center;">X</p>