

# City Council Goals and Priorities

Updated: February 1, 2017

Work Plan Item / Project		Project Description	Projects Underway that Should be Continued	Comments
Capital Improvement Projects (CIP)				
<b><u>Complete Construction of City Hall</u></b>				
1	Project Management and Administration			
1A	Budget Management	Ongoing management of the project throughout construction	✓	
1B	Constructon Management		✓	
1C	Neighbor Communication		✓	
1D	Adoption of the Operations Plan/Policy	Operations Plan/Policy needs to be developed prior to occupancy of the building per requirement of the EIR.	✓	
1E	CEQA(EIR) Mitigation and Monitoring	Compliance with CEQA and the certified mitigation and monitoring program through construction. Resolution of legal action. Includes addendum for addressing egress onto 10th Street.	✓	
1F	Procurement Process for Specialized Equipment and Furnishings	Includes purchase and installation of specialized equipment for the building, such as audio/visual, security system, solar panels, electric vehicle chargers, kitchen equipment, and wayfinding directional signage for campus.	✓	
1G	City Hall Donation/Fundraising Program	Implementation of a limited donation/fundraising program per City Council direction	✓	

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Updated: February 1, 2017

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1H	Policies/Protocols/Logistics for Facility Rentals and Reservations	Planning for and setting up a system for operations for renting and scheduling the facility consistent with the Operations Manual.	✓	
<b><i>Non-City Hall Capital Improvement Projects</i></b>				
<b><i>Facilities - Funded</i></b>				
2	Major Facility Maintenance (Reoccurring Annual)	As-needed maintenance improvements and repairs of City facilities.  Funds are included in each fiscal year for major facility maintenance and repair projects, as well as minor facility additions.  Estimated required hours reflect required amounts per year.	✓	
3	Library Rehabilitation	Engineering assessment and rehab of library HVAC units, access elevator system, and drainage.	✓	
4	Powerhouse Restroom Rehabilitation - Interior	Lighting, fixtures, flooring, and ADA improvements to Powerhouse interior restrooms.	✓	

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Updated: February 1, 2017

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<b>Facilities - Unfunded</b>			
5 Powerhouse Deck, Trellis, and Patio	<p>Replacement of Powerhouse trellis and installation of second story deck in its place.</p> <p>This project will look at the patio area, a potential deck structure over it, and all access points if the patio is enclosed.</p>		
6 Alvarado House Building Assessment Study	<p>Work with the Del Mar Historical Society on relocation of the Alvarado House from the Del Mar Fairgrounds to another location in Del Mar.</p> <p>This project involves looking at the condition of the existing Alvarado House, potential factors for moving it, and identifying what the pre-application process/entitlement permitting process would be if it was decided to relocate the house.</p> <p>This project/estimated staff time does not factor in required staff time if a decision is made to actually relocate the building or staff time for the actual entitlement review/permitting process.</p>		
7 Public Works Facility Plan	<p>Planning study of Public Works facility; Explore long-term plan and options for location of the Del Mar Public Works Yard, currently located west of Jimmy Durante Boulevard off San Dieguito Drive. Current location is in the floodway.</p> <p>Would entail a needs assessment and a location assessment.</p>		

# City Council Goals and Priorities

Updated: February 1, 2017

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8 Fire Department Facility Plan	<p>Planning study of Fire Department facility; Explore long-term plan and options for location of the Del Mar Fire Station, currently located on the 22nd District Agricultural Association's property with an annual lease payment (approximately \$72,000).</p> <p>This project would entail staff time from Fire Management, which is not reflected on this list.</p>		
<b>Open Space - Funded</b>			
9 Shores Park Master Plan (Master Planning effort only; construction is not funded)	<p>Develop a master plan for redevelopment of the Shores property into a Park. Process will now look at the concept of a shared-use approach with the Winston School.</p> <p>Once a master plan concept is selected, environmental analysis will be required to determine if a full EIR is necessary. Next steps would then include preparation of construction drawings.</p>	✓	
10 Tennis Court Fencing, Drainage Ditch, and Park Landscaping Improvements	New epoxy coated chain link fencing, cover drainage ditch and funding for park landscaping enhancements.	✓	
11 River Path Extension (Phase 1B)	Completion of construction of right-of-way improvements across the front of the commercial properties on San Dieguito Drive, related to Phase 1 of the River Path construction.	✓	

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Updated: February 1, 2017

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12	Landscaping Enhancements - Citywide	Drought tolerant landscaping enhancements to City entrances, arterials and areas of high visibility.  Landscape architect is developing a Citywide plan for relandscaping medians on CDM, the Jimmy Durante/Via de la Valle "triangle," and the roundabout.	✓	
13	Reclaimed Water Irrigation System Expansion for City-Owned Landscaping	Extension of the use of reclaimed water in the Camino Del Mar median from Via de la Valle to Beach Colony for City-owned landscaping.	✓	
14	North Beach Boardwalk	Repurposing of the abandoned 22nd DAA pedestrian boardwalk for slope protection and enhanced pedestrian access at North Beach.		
<b>Open Space - Unfunded</b>				
15	Seagrove Park Entry Enhancements	Entrance sign and wall		
16	Seagrove Park Improvements	ADA compatible pathway and new benches, lighting		

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17	River Path Extension (Phase 2)	River Path extension from private properties (Grand Avenue Bridge) to Crest Canyon. May Include undergrounding of utilities as well as minor adjustments to the NCTD parking lot.  The next segment would be starting to explore options for expanding the RiverPath along the San Dieguito Lagoon to Crest Canyon. No resources are currently allocated to this project.		
<b>NEW</b> 18	Coast to Crest Trail: from Jimmy Durante Blvd. through the Fairgrounds to North Beach	This project would be to complete the vision of connecting the Coast to Crest Trail so it runs through the trail easement on the Fairgrounds to connect to North Beach. This project would be a joint effort with SDRVJPA, Fairgrounds and City of Del Mar.		
19	Full Basketball Court at 21st Street Pump Station	Extend existing half court to full court per DRB approved design, includes retaining wall.		
20	Beach Entry Enhancements at 18th & 23rd Streets	Landscape and beautify beach entries at west end of 18th and 23rd Streets		
21	North Beach City Facilities (not constr	Public restrooms, storage for camps and activities, and permanent lifeguard tower at North Beach		
22	North Beach/North Bluff Public Access	Expansion/rehabilitation of public pathways connecting North Beach, Border Ave. and North Bluff		

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23	Tot Lot Shade Structure	Prefabricated shade structure for installation over the Tot Lot.  Implementation would require DRB permit, Coastal Development Permit, purchasing process, and construction management.		
<b>Storm Drain - Funded</b>				
24	Annual Storm Drain Improvements	New drainage infrastructure to address flooding-prone areas. Constructed in conjunction with roadway projects.  Estimated required hours reflects required amount of time per year.	✓	
<b>Storm Drain - Unfunded</b>				
25	Low Flow Diversion - Landscaping	Low flow diversions (LFDs) for Discharge of Urban Runoff from Storm Drains into landscaping		
26	Water Quality Treatment Basin	Stormwater Treatment for 15th Street, 27th Street Storm Drain Systems		
27	9th Street Drainage Improvements	Installation of grates on decorative storm drain channel and new curb and gutter along 9th from CDM to Stratford Court.		
28	Storm Drain SCADA Improvements	SCADA controls at 29th Street Storm Drain Pump Station		

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29	Curb Inlets at 4th Street and 17th Street	Curb inlets repairs at 4th Street and 17th Street		
30	Coast Blvd. Flood Control Improvements	Flood control improvements at 18th & Coast Blvd.		
31	Cross Channel Gutters at Avenida Primavera and Luneta Drive	Cross Channel Gutters at Avenida Primavera and Luneta Drive		
<b>Streets - Funded</b>				
32	TransNet Annual Street Maintenance	Citywide Roadway Rehabilitation	✓	
33	Emergency Traffic Preemption Devices	Traffic signal preemption system for use by Public Safety Departments on unimproved signals at intersections of CDM & 9th Street, 4th Street, and Carmel Valley Road.		
34	Roadway & Sidewalk Improvements #1 - Downtown (9th to 15th Street) - Design (AKA Downtown Streetscape Project)	Engineering design and environmental processing of roadway, sidewalk, pedestrian access, curb & gutter improvements on Camino del Mar from 9th to 15th Street.  Develop a plan for improving the Downtown streetscape, which includes roadway improvements, bicycle and pedestrian mobility, disabled access ramps, and aesthetic improvements, such as street furniture and pedestrian lighting. Involves a planning effort, design, and engineering work.	✓	



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35	Court Street Parallel Parking	Add five parallel parking spaces to Court Street by tennis courts.		
36	CDM Bridge over San Dieguito River	Seismic upgrade replacement/retrofit Design work for the Camino Del Mar San Dieguito Lagoon bridge for seismic retrofitting. Largely funded by CalTrans/Federal Highway Administration. This project will require CEQA review; staff time and consulting resources for CEQA review are included in the estimates.	✓	
37	San Dieguito Intersection Traffic Control Improvements	Intersection traffic control and streetscape improvements at San Dieguito and Jimmy Durante Boulevard, including the roundabout.	✓	
38	Roadway & Sidewalk Improvements #5 - Camino del Mar (Carmel Valley to 4th)	Roadway, sidewalk, pedestrian access, curb & gutter improvements on Camino del Mar from 4th Street to Carmel Valley Road. This project is currently in the design and public input phase. Includes intersection improvements at 4th Street/CDM and Carmel Valley Road/CDM, a multi-use pedestrian path	✓	
39	Paid Parking Expansion	Expansion of City paid parking facilities along North Beach and VDLV. This item has been approved by the Coastal Commission.	✓	

10

February 3 & 4, 2017

Items 6-11

# City Council Goals and Priorities

Updated: February 1, 2017

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40	Citywide Roadway Maintenance	Residential Roadway Rehabilitation Rehabilitation or repaving of sections of the City's asphalt roadways based on a systematic review of conditions, in coordination with (or after) necessary underground water/wastewater utility work based on existing infrastructure conditions	✓	
41	City Facilities ADA Improvements	CDBG-funded ADA transition and facility improvements		
42	Anderson Canyon Emergency	Emergency repairs to storm-damaged roadside on Camino del Mar.	✓	
<b>Streets - Unfunded</b>				
43	Roadway & Sidewalk Improvements #	Construction of roadway, sidewalk, pedestrian access, curb & gutter improvements on Camino del Mar from 9th to 15th Street. This would be construction of the Downtown Streetscape project. Estimated hours shown are for the construction process only.		
44	CDM Bridge over Railroad	Railing replacement and construction of roadway, sidewalk, pedestrian access, curb & gutter improvements on Camino del Mar from Coast Blvd. to JDB split.		

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Updated: February 1, 2017

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45	Roadway & Sidewalk Improvements #7 - Jimmy Durante Boulevard (San Dieguito to Via de la Valle)	Sidewalk Improvements on Jimmy Durante Boulevard from San Dieguito Drive to Via de la Valle. Intersection and pedestrian crossing improvements at Fire Station.		
46	Roadway & Sidewalk Improvements #4 - Camino del Mar (4th to 9th Street)	Roadway, sidewalk, pedestrian access, curb & gutter improvements on Camino del Mar from 4th to 9th Street.		
47	Traffic Signal Interconnection Project	Citywide traffic signal offsite tracking and control system.		
48	Traffic Calming Residential Streets	Traffic calming measures on City residential roads 9th, 14th Street.		
49	Santa Fe Avenue Erosion Control	Install measures on east shoulder of Santa Fe at 20th Street to prevent erosion.		
50	15th Street Traffic Signal Override and Review of the "Scramble" Pedestrian Crossing Concept	Traffic signal modifications to allow manual signal control. For Special Event traffic Control. Evaluate the concept of a "Scramble" pedestrian crossing; This is a concept of all vehicles are stopped and pedestrian can move in any crossing direction in the intersection.		
51	Citywide Utility Undergrounding	Undergrounding of all City utilities.		

Modified

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<b>Wastewater - Funded</b>				
52	Bi-Annual Utility Improvements / Wastewater Pipeline Rehabilitation - City Wide	Wastewater collection infrastructure upgrades and rehabilitation. Rehabilitation of sections of the City's wastewater/sewer pipe infrastructure prioritized based on a systematic review and video inspections of current conditions.	✓	
53	7th Street Pump Station Decommissioning	Decommissioning of abandoned sewer pump station on 7th Street.		
54	Force Main Connection to SEJPA	Installation of a force main connecting to SEJPA to allow treatment of a portion of Del Mar wastewater flows.	✓	
55	21st Street Pump Station Wet Well Improvements	Improvements at 21st Street Wastewater Pump Station to address sand intrusion, minor upgrades.		
<b>Wastewater - Unfunded</b>				
56	Wastewater Overflow Containment	Sewer spill containment upgrades installed at critical storm drain inlets. Includes diversion of urban runoff from storm drains to sewer.		
57	San Dieguito Drive Pump Station Rehabilitation	Rehabilitation of sewer pump station at San Dieguito Drive.		
<b>Water - Funded</b>				
58	Bi-Annual Utility Improvements	Water infrastructure upgrades and rehabilitation.	✓	

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Updated: February 1, 2017

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59	Citywide Fire Flow Upgrades	Modifications of Pressure Relief Valves and piping at Forest, 4th, 21st to accomodate fire flow scenarios.		
60	High Zone Pressure Relief Stations	Installation of bypass piping and modification of pressure relief stations at Oribia and Pine Needles.		
61	Recycled Water Infrastructure Expansion	<p>Extension of the recycled water piping along the City's arterials.</p> <p>Phase 1 expanded recycled water system infrastructure to the north-end of Camino Del Mar.</p> <p>Future phases for evaluation would be expansion of the system further south to serve the Camino Del Mar medians, City Hall, and the Shores Park, as well as Seagrove Park and Powerhouse Park.</p>		
<b>Water - Unfunded</b>				
62	Automated Meter Infrastructure / Smart Water Meters	<p>Retrofit all city water meters with new automated meter reading technology.</p> <p>Analyze potential systems for and complete a procurement process for purchase and installation of smart water meters. Develop an implementation plan. Requires technology coordination with the City's water billing system. Involves customer outreach/public education.</p>		
63	Crest Reservoir Piping Upgrade	Upgrade piping, bypass vault at City's connection with San Diego at Crest Reservoir		
64	Low Zone Service Expansion	Installation of new 12" pipeline in Camino Del Mar		
14		Februray 3 & 4, 2017		Items 6-11

# City Council Goals and Priorities

Updated: February 1, 2017

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65	High Zone Backfeed Project	Decommission abandoned pump station and provide backfeeds to High Zone from Intermediate Zone		
66	Zuni Reservoir Decommissioning and Zone Conversion	Decommissioning of Zuni Reservoir and conversion of Zuni Zone to Low Zone		
67	11th Street Reservoir Improvements	Retrofit floor slab and joints of 11th Street Reservoir		
68	Seismic Equipment Assessment	Risk assessment/removal of seismic equipment at Torrey Pines and Crest Reservoirs		
69	Reservoir Rehabilitation Program	Retrofitting and rehabilitation of all reservoir facilities per useful life analysis		

Projects in the Planning Stage			
<b><i>Planning Department Policy-Related Projects</i></b>			
70	Design Review Ordinance Process Committee (Staff Support and Pursuit of Developing Recommendations)	This work plan item is related to the efforts of the Ad-hoc Design Review Process Committee.  Does not include staff time/resources for individual projects.	✓

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71 Development of Design Guidelines and Related Municipal Code Amendments	<p>As recommended by the Ad-Hoc Development Review Process Committee, this project entails development of Design Guidelines to improve the City of Del Mar's development review processes, influence the preservation of neighborhood and community character, minimize adverse impacts to neighboring properties and to provide objective predictability in the discretionary review of development applications.</p> <p>A consultant will be used for this project. Staff will manage the consultant and the process.</p>	✓	
72 Zoning/Design Review Code Amendments	<p>As recommended by the Ad-Hoc Development Review Process Committee, this project entails development of Zoning and Design Review Code amendments to improve the City of Del Mar's development review processes, influence the preservation of neighborhood and community character, minimize adverse impacts to neighboring properties and to provide objective predictability in the discretionary review of development applications.</p>	✓	
73 Creation of a Design Review Database	<p>As recommended by the Ad-Hoc Development Review Process Committee, this project entails development of a database to track Design Review process decisions and actions to improve the City of Del Mar's development review processes, influence the preservation of neighborhood and community character, minimize adverse impacts to neighboring properties and to provide objective predictability in the discretionary review of development applications.</p>	✓	
74 DMMC Code Updates (except as required)	Various changes to the Del Mar Municipal Code		

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75	Temporary Use Permit -- Code Change to Create a TUP Process	Modification of the Del Mar Municipal Code to allow for temporary uses on private property that are different from the allowed zoning.	✓	
76	Short-Term Rentals	Pursue policy direction of the City Council regarding short-term rentals.  Step 1 is seeking Planning Commission determination regarding Municipal Code's allowance for short-term rentals.	✓	
77	Community Plan Update	The Community Plan has not been updated in several decades. The concept of this project would be to revisit the Community Plan to update it based on new planning laws and conditions in the community.		
78	Fairgrounds Local Coastal Permit Amendment	The City's current Local Coastal Program (LCP) does not cover the Fairgrounds. The concept for this project would be to develop an LCP amendment in partnership with the 22nd DAA to address the types of uses and activities that could occur at the Fairgrounds, consistent with the community.		
<b>New (DW)</b> 79	North Commercial Zoning Review	Near-term zoning review/update for the North Commercial zone (complete by the end of 2017), to be followed by a longer-term (5+ years) Specific Plan project.		



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80	North Commercial Specific Plan	Develop a specific plan for the North Commercial zone near Jimmy Durante Boulevard and San Dieguito Drive.		
<i>New (DD)</i> 81	Rezone of Commercial and Professional Commercial to Mixed Use (13th to 8th Streets)			
<i>New (DD)</i> 82	Review of Sidewalk Cafes	Collect feedback on the impact of sidewalk cafes from businesses and the public		
<i>New (DD)</i> 83	Permit for Temporary Storage Units	Create an ordinance that would require a permit for temporary storage units if the storage unit is going to be located on a property for more than one year. Give anyone with a current storage unit one year to get a permit.		
<i>New (DD)</i> 84	Revisit BOZO			
85	Pedestrian and Bicycle Plan (Circulation Element)	Would require hiring a consultant to look at a comprehensive Citywide bicycle and pedestrian mobility plan for circulation through Del Mar.		
<i>New (DD &amp; DW)</i> 86	Review and Update of Initiatives Measure B and Measure R	Review and update of Measure B, the Beach Protection Initiative, and of Measure R. Identify options for an updated community engagement process on issues of importance to the community (by the end of 2017).		

18

February 3 & 4, 2017

Items 6-11

# City Council Goals and Priorities

Updated: February 1, 2017

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<p><b>New (DD)</b></p>	87	Implementation of Prop 64 (Recreational Marijuana Initiative)	In response to passage by California voters in November 2016, the City has steps to take related to implementation of Prop 64 which allows recreational marijuana. This pertains mostly to some Planning-related code changes the City may want to make, though the exact details and timing are unclear based on implementation steps at the State level.	✓	
	<b>Fee Studies</b>				
	88	Water and Recycle Water Rate Study	Rate study to review the costs for providing water and recycle water services. The outcome of the study would to put together a new rate schedule for the next 5 years.	✓	
	89	Storm Water Fee Study	Rate study to review the costs for providing Stormwater services. The outcome of the study would to put together a new rate schedule for the next 5 years.	✓	
	90	Wastewater Fee Study	Rate study to review the costs for providing Wastewater services. The outcome of the study would to put together a new rate schedule for the next 5 years.	✓	
	91	Solid Waste Fee Studies	Five-year rate update for solid waste/trash collection services.	✓	
	92	Housing Nexus Fee Study	Explore implementation of an affordable housing development impact fee.	✓	

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Updated: February 1, 2017

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93	Planning Fee Review Study	Review and update all of the City's Planning process fees based on a proportional share of cost of service (to be set by City Council).  Will require review with the Finance Committee and by City Council.	✓	
94	Development Impact Fee Study	The purpose of this study would be to analyze the impact of new development on the City's infrastructure and services and to calculate the financial value of the impact. This study would not cover wastewater, water and housing impacts, which are being separately studied.		
<b>Housing</b>				
95	Housing Element Implementation	Implement the Housing Element certified by the City of Del Mar in 2013, which includes 42 remaining actions.	✓	
96	Housing Element Implementation - "22 units in 5 years" target program	Development of a work plan to realize 22 affordable housing units in five years.		
<b>Parking</b>				
97	Parking Management Plan <i>Phase 1A - Code Changes - Commercial Area</i>	Changes to the Del Mar Municipal Code regarding parking.	✓	

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98	Parking Management Plan <i>Phase 1B - Additional Code Changes Recommended by Business Community - Commercial Area</i>	Changes to the Del Mar Municipal Code regarding parking.		
99	Parking Management Plan - Phase 2 (For other areas of the City)	Involves development and implementation of a comprehensive, Citywide parking management plan that includes different programs and policies related to parking.		
100	Paid Parking Expansion - Camino Del Mar (North Beach) and Via De La Valle	This is also included in CIP. This project will add additional paid parking spaces along Camino Del Mar at North Beach and along Via de la Valle. Pending final acceptance of Coastal Commission permit, next steps will be to purchase/install paid parking equipment and to stripe the new parking spaces.	✓	
<b>New (DD)</b> 101	Parking Lot at St. Peter's	Explore the possibility of working with St. Peter's to have more parking for the central downtown area.		

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Updated: February 1, 2017

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<b>Rail Issues</b>				
102	NCTD Rail Trail and Safe Pedestrian Crossings	The purpose of this project is to work with the North County Transit District (NCTD) to develop a rail crossing and trails along the bluffs and rights-of-way.  Involves working with SANDAG and the California Public Utilities Commission.	✓	
<b>New</b> 103	Work with NCTD/SANDAG on Long-Term Placement of the Rail Lines	Work with SANDAG, NCTD, and the region to look at long-term options for removing the rail lines for the bluff, including the necessary feasibility analysis studies, environmental review and cost evaluations.		
104	NCTD Double Track Project (Reactive Only)	This project is to follow the planning, design and approval process of NCTD's proposed project to replace the rail bridge over the San Dieguito Lagoon with a double track bridge which would also include a platform to service the Fairgrounds for special events.		
<b>Environmental Programs / Sustainability Initiatives</b>				
105	Sea Level Rise Study - Completion of Phase 1 through Phase 2	Phase 2 study of the effects of sea level rise in Del Mar, funded by a grant by the California Coastal Commission.	✓	

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<b>New (CAP)</b>	106	Climate Action Plan Implementation - Research Establishment of an Urban Tree Program	As recommended by the Climate Action Plan, develop and implement an Urban Tree Program to increase shade canopy in the City.  It has also been recommended that this project should be expanded to include evaluation and analysis of other City policies and requirements related to trees to consolidate and ensure consistency. For example, requiring replacement trees as part of tree removals.	
<b>New (CAP)</b>	107	Climate Action Plan Implementation - Green Building Codes	As recommended by the Climate Action Plan, consider making Tier 1 of the California Green Building Code mandatory.	
<b>New (CAP)</b>	108	Climate Action Plan Implementation - Complete Streets/Green Streets Policy	As recommended by the Climate Action Plan, develop and adopt a "Complete Streets" policy which speaks to streets that promote pedestrian and bicycle mobility, as well as include capture of storm water.	
<b>New (CAP)</b>	109	Climate Action Plan Implementation - Development of a Zero Waste Policy/Program	Develop a Zero Waste Policy/Program for the City that includes organics/food waste recycling, construction and demolition recycling, and other types of programs to reduce solid waste.	

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<b>New (CAP)</b>	110 Climate Action Plan Implementation - Exploration of Community Choice Energy/Aggregation	As recommended by the Climate Action Plan toward achieving the CAP's target of 100% renewable energy for Del Mar by 2035, implement a Community Choice Energy program. This entails exploring different models, completing a feasibility study, and evaluating potential partnerships for doing so.		
<b>New (DD)</b>	111 Consideration of Implementing a Styrofoam Ban	<p>This topic has been discussed as a priority of the Sustainability Advisory Board. Staff has encouraged the SAB to seek voluntary participation by restaurants to discontinue using styrofoam; it is estimated that approximately three local restaurants currently use styrofoam.</p> <p>This project would entail developing a draft ordinance, coordinating with the Business Support Advisory Committee, legal review of the draft ordinance, administrative steps to seek Council approval of the ordinance, public outreach to the effected businesses, ongoing communication with effected businesses, and an ongoing monitoring/enforcement program.</p>		
<b>New (DD)</b>	112 Consideration of Adding a Carbon Offset Program to the Climate Action Plan	Consideration/study adding a carbon offset program to the Climate Action Plan		

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113 Plastic Bag Ban Implementation	<p>Continued implementation of the plastic bag ban and other carry-out bag regulations, approved by the City Council in May 2016.</p> <p>Phase 1 became effective in December 2016; phase 2 for restaurants and the Farmers' Market takes effect in June 2017.</p> <p>Requires additional public education for restaurants and the Farmers' Market vendors.</p> <p>Requires implementation and administration of an extension request program.</p>	✓	
114 Establishment of Organics Recycling Program Required by AB 1826	<p>AB 1826 requires the implementation of an organics/food waste recycling program for commercial establishments. The law phases implementation.</p> <p>Currently, the infrastructure (e.g. a facility for food waste recycling) is not currently available in the region. Del Mar has contracted with Solana Center to explore implementation of a food waste recycling programs with local restaurants, including implementation of a possible pilot program. Del Mar is also working with other agencies in the region to explore possibilities for collaboration.</p> <p>This project also ties into the Climate Action Plan "Zero Waste" goal.</p>	✓	



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<u><i>Intergovernmental</i></u>				
115	Address Noise and Traffic Issues related to Del Mar Fairgrounds Events	Ongoing efforts to work with the Del Mar Fairgrounds regarding noise management issues related to events at the Fairgrounds, such as KAABOO and the Horse Race concerts.	✓	
<i>New (DD)</i> 116	Study and Implementation of One Paseo Shuttle through Del Mar	Work with One Paseo developer and other potential partners, such as North County Transit District, DMVA, the Fairgrounds, and the City of Solana Beach.  Explore options for how the One Paseo shuttle could also address other City transportation related goals.		

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<b><u>Operational/Management</u></b>			
117 Law Enforcement Options	<p>This project involves evaluating and analyzing the option of starting a Police Department and reporting back to the City Council.</p> <p>The City Manager is preparing a summary and overview report on the Police Study.</p>	✓	
118 Measure Q Transactions & Use Tax - Next Steps for Implementation and Prioritization Effort for Funds	<p>Steps for implementation of the sales tax increase are in progress under management by the Finance Department. A public education process will also be necessary for City businesses and Fairgrounds' event merchants.</p> <p>The next step will be developing a plan for how the City wants to prioritize and plan how future revenue from the sales tax increase will be spent.</p> <p>Potential projects to fund might include: utility undergrounding, Downtown Streetscape project, roadway improvements, and/or Shores Park master plan implementation/redevelopment.</p> <p>Determine what the citizen oversight committee will be, what their role will be, and how it will work.</p>	✓	

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Updated: February 1, 2017

Work Plan Item / Project	Project Description	Projects Underway that Should be Continued	Comments
<p><b>Modified</b> 119</p> <p>Study Opportunities for Downtown Improvement</p>	<p>This project was identified on a previous Council work plan and continues to be noted as an area of interest by the Business Support Advisory Community.</p> <p>This item could encompass multiple projects such as Downtown Streetscape (which is on the work plan), design guidelines (which is on the work plan), signage (has been completed), facade improvement program (identified by the BSAC as an area of interest), and parking (some changes in progress).</p> <p>Staff is seeking more specific direction from the City Council on what this item would entail.</p>		
<p>120</p> <p>Breeders' Cup Preparation</p>	<p>In preparation for Breeders' Cup in November 2017 at the Del Mar Racetrack, efforts include coordinating with the Breeders' Cup, Del Mar Thoroughbred Club, and the Del Mar Village Association on four concepts (e.g. fiberglass artistic horses, countdown clock, banners, and Barn at the Beach).</p> <p>Additionally, City effort will entail preparing from a public safety and operations standpoint, including staffing, signage, traffic control, and community clean-up in preparation for the event and during the event.</p>	<p>✓</p>	

# City Council Goals and Priorities

Updated: February 1, 2017

Work Plan Item / Project	Project Description	Projects Underway that Should be Continued	Comments
121 Public Art Policy	<p>This project is being led by Mayor Sinnott and Councilmember Parks with staff from the City Manager's Office.</p> <p>Draft policy has been reviewed by Council and City Attorney. Input recently sought from stakeholder groups. Next step is compiling feedback and reconvene with the Councilmember subcommittee to explore possible modifications to the draft and determine next steps.</p> <p>Estimate for staff hours does not include implementation, such as codification in Municipal Code, forming a committee, staffing a committee, establishing financing , identification of sites or selection or installation of art.</p>		
122 Compensation and Organizational Study (Staff Management Review)	<p>Study by a professional consultant of the City's organizational structure and employee compensation.</p> <p>Study will be managed by the Administrative Services Department but will require participation, data collection, and interaction with all City departments.</p>		
123 Document Conversion/Records Management	<p>Digitizing paper records and organizing into a electronic records management system. This project involves assessing the current inventory of records in storage, identifying what needs to be kept and stored electronically, digitizing historic paper records currently kept in off-site storage, and destroying records consistently with the City's Records Retention Policy.</p>	✓	

# City Council Goals and Priorities

Updated: February 1, 2017

Work Plan Item / Project		Project Description	Projects Underway that Should be Continued	Comments
<b>New (DD)</b>	124	Study Updating City Council Processes Complete a study to update City Council processes (agenda deadlines, number of meetings, information sharing, liaison reports, etc.)		
<b>New (DD)</b>	125	Study Ways to Improve Communication between City Government (staff and City Council) and the Community Study ways to improve communication between City government (staff and Council) and the community.		
<b>New (DD)</b>	126	Communications Strategies for Council and County Water Authority Identify communications strategies for City Council and the City's County Water Authority Board representative, Ken Olson.		
<b>New (DD)</b>	127	Evaluation of Oversight and Monitoring of Del Mar Village Association Expenditure of 1% TOT Need additional information on what this project would entail.		
<b>New (DD)</b>	128	Consider Update of Community Survey This project would require an RFP to select a consultant to conduct the survey, staff reports to award a contract, process for determining the content for the survey, working with the consultant to get the survey set-up, administration before/during/after the survey, public education, analyzing results, follow-up, etc.		
<b>New (DD)</b>	129	Review the Document Retention Policy		

# City Council Goals and Priorities

Updated: February 1, 2017

	Work Plan Item / Project	Project Description	Projects Underway that Should be Continued	Comments
130	Digitization and Codification of the Del Mar Municipal Code and the Community Plan	<p>Digitization of the Del Mar Municipal Code and the Community Plan for publication on the City's web site. Currently, these documents are only available as PDFs.</p> <p>Project also includes review for consistency and creating links between different sections to simplify future updates for consistency.</p> <p>The Community Plan is not available as a Word document and is not searchable.</p>	✓	
<i>New (SP)</i>	131 Community Conversations Meetings	Hold a series of six Community Conversations neighborhood meetings during the year.	✓	
<i>New (SP)</i>	132 Staff Training for Customer Service and Effective Customer Communication	Organize and conduct training for City staff members who most commonly work directly with the public at the counter (e.g. Planning, Code Compliance, and others) on effective ways to communicate positively with the public.		
<i>New (SP)</i>	133 Update the City Seal	<p>Update the City seal to a more contemporary look prior to installation at the new City Hall.</p> <p>Hire a graphic artist.</p> <p>Seek community input and perhaps conduct a survey.</p>		

# City Council Goals and Priorities

Updated: February 1, 2017

**New  
(TS)**

134

Election Ethics

City Council to review most recent past elections and update the ethics pledge and its importance to Del Mar. Proposed changes/improvements would be discussed and implemented. Assemble a City Council subcommittee to work on this.

**New  
(DD)**

135

Open the Powerhouse on a Daily Basis

Initial concept for the Powerhouse was to be a place that would be open on a daily basis for residents and visitors to hangout. This project would involve exploring the practicalities of making this happen and figuring out what resources would be necessary to do so.

**New  
(DD)**

136

Implement an IT Strategic Plan / Go Paperless

The City has not had an IT strategic plan since approximately 1998. This project would entail the City looking at its systems to see if there are ways to leverage IT to reduce paper moving between departments and the public.

**New  
(DD)**

137

Engage with Other Government Agencies

Engage with Other Government Agencies, such as the cities of San Diego/Solana Beach/Encinitas, County Board of Supervisors, Coastal Commission, State Senator Toni Atkins, State Assemblymember Todd Gloria, Sheriff's Department

**New  
(DD)**

138

Develop a Deep Understanding of Why People Choose and Have Chosen to Live in Del Mar

See if there are changes to why people have chosen to live in Del Mar based upon when they moved here.

**New  
(DD)**

139

Pension Financial Review

Review of the pension liability given the changes that CalPERS is making on their investment assumptions.

32

February 3 & 4, 2017

Items 6-11

# City Council Goals and Priorities

Updated: February 1, 2017

Work Plan Item / Project		Project Description	Projects Underway that Should be Continued	Comments
<b>New (DD)</b>	140	Review of the RedFlex Camera Program	Review the RedFlex Camera Program	
<b>New (DW)</b>	141	Adopt Policies for Use of Reclaimed/Recycled Water	Adopt policies for use of reclaimed/recycled water	
<b>New (DW)</b>	142	Review and Update the Drought Program Guidelines	Review and Update the Drought Program Guidelines. This project requires additional clarification from the City Council on what it would entail.	
<b>New (DD)</b>	143	Pothole Portal	Develop an app for residents to take a picture of a pothole and to report it to the City for repair, with the ability to communicate to residents on the progress of repairing the issue.	



# City Council Goals and Priorities

Updated: February 1, 2017

Work Plan Item / Project	Project Description	Projects Underway that Should be Continued	Comments
<b>Projects Recommended for Removal from City Council Work Plan</b>			
144 Fairgrounds Governance	<p>This work plan item involved advocating for a different governance model for the 22nd District Agricultural Association.</p> <p>Appointment of a former Del Mar City Councilmember to the Board by the Governor is seen as a success toward this goal and is serving the City's interests well. Therefore, recommending this item be removed from the work plan.</p>		
145 Succession Planning	<p>Succession planning in preparation for long-term City staff retirements and employee professional development.</p> <p>This is part of on-going part City operations, therefore remove from City Council work plan.</p>		
146 Citywide 25 MPH Speed Limit	<p>The concept for this work plan item was to implement street improvements Citywide in order to facilitate lowering the speed limit to 25 miles per hour on all City streets.</p> <p>Recommended for removal from work plan as a "goal" or specific project. Speed limits for street segments are re-evaluated periodically for adjustment after completion of streetscape improvement projects.</p>		
147 North Beach Operational Evaluation	<p>The concept for this work plan item was to look at ways to improve operations at North Beach, such as the Junior Lifeguard program, the volleyball users, dogs, and other issues.</p> <p>Recommended for removal from work plan; Need input from the City Council on whether this is still a priority.</p>		