



## City Council Ranked Priorities

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**1. Develop and maintain a balanced budget for FY 22-23 Budget providing priority municipal services and securing the City's financial future with adequate reserve funds.**

- Identify and allocate funds to be used to meet General Fund Reserve Goal of 15%
- Develop capacity and Implement monitoring program to be sure contracted cannabis commitments are met.
- Review revenue generation options for General Fund including possible Transient Occupancy Tax increase.
- Provide staffing and complete implementation of new Finance Software Program.
- Develop and provide for Council review a quarterly report on City finances and goal progress.

**2. Continue to develop and grow the Recreation Department by providing Sustainable programs and facilities for the Community.**

- Adequately fund and allocate staff for Recreation and Parks Department, including permanent recreation manager and maintenance positions
- Develop a facilities master plan for current Park improvement and maintenance for existing parks and those in the pipeline
- Increase recreational programming for use of facilities utilizing community priorities and coordinating with recreation/sports entities

**3. Ensure Public Safety staffing and facilities is sufficient to maintain the delivery of quality public safety services to the community.**

- Complete the implementation of staffing plan for both Fire and Police including addition of Battalion Chief in Fire Department as budget permits across the board.
- Continue to update facilities and equipment as budget permits

Please note: the following 3 items were tied in the Council's ranking.

**4. Create and implement economic development strategies for the city of Guadalupe that will promote the development and maintenance of a strong business sector including business retention, attraction, tourism marketing and revenue generation.**

- Work cooperatively with the Guadalupe Business Association to identify a strategy for business retention and attraction.
- Identify and apply for grant funding for the creation and Staffing of a business support program

**5. Support the efforts to attract businesses to Pasadera Commercial Area to help, create employment opportunities, provide local services identified by Residents and generate tax revenue.**

- Develop a team comprised of a council member, planning staff, City Administrator and consultants to support project proponents in their efforts to attract potential businesses to the commercial Area.
- Advocate for the completion of the necessary infrastructure to support the development of the commercial area using communication between CalTrans, Santa Barbara County Association of Governments (SBCAG), the City's Development Team and DJ Farms.

**6. Ensure that Public Facilities and Infrastructure (streets, water, wastewater) are capable of meeting current and future needs of the city.**

- Continue to maintain and update facility master plans including: Streets, Wastewater, Water and Capital Improvement Plan
- Prioritize City facilities in urgent need of City repair and identify costs and timing for all municipal facilities including the library.
- Seek Grant Funding to assist with the above
- Develop and implement an adequate staffing plan for the Department of Public Works

**7. Ensure that American Recovery and Reinvestment Act (ARRA) funds are maximized to ensure that initially funded staffing and services are met and where feasible converted to General Fund support.**

- Revisit ARRA line items to ensure that the allocation of funds to needed positions and services are justifiable and achieves goals set by City Council
- On a quarterly basis, revisit the items supported by ARRA in comparison to quarterly expenses and revenues for the entire city budget.
- Require justification of the remaining ARRA budget items requested to ensure allocation amount and intent are realized

**8. Coordinate with Santa Barbara County Parks Master Plan to acquire property adjacent or near Guadalupe for Camping and recreational facilities.**

- Establish core team to include city council representation, city staff and existing business groups, who will collaborate with Santa Barbara County Parks Department in developing the Santa Barbara County Park Master plan.
- City representatives will include City Administrator, Public Works Department, Recreation Department, city council representative and a representative of the business community.

**9. Develop and implement a communication strategy focused on improving flow of information between constituents, city staff and Council members.**

- Cultivate relationship with community-based organizations to disseminate information
- Develop and implement social media policies for the City
- Increase the usage of Zoom to broadcast City Council meetings

## Public Survey Results Ranked Priorities

	<b>Total Rating Score</b>
<b>1.</b> Ensure Public Safety staffing and facilities is sufficient to maintain the delivery of quality public safety services to the community.	<u>284</u>
<b>2.</b> Create and implement economic development strategies for the city of Guadalupe that will promote the development and maintenance of a strong business sector including business retention, attraction, tourism marketing, and revenue generation.	<u>255</u>
<b>3.</b> Develop and maintain a balanced budget for FY 22-23 Budget providing priority municipal services and securing the City's financial future with adequate reserve funds.	<u>253</u>
<b>4.</b> Ensure that Public Facilities and Infrastructure (streets, water, wastewater) are capable of meeting the current and future needs of the city.	<u>246</u>
<b>5.</b> Support the efforts to attract businesses to Pasadera Commercial Area to help, create employment opportunities, provide local services identified by Residents, and generate tax revenue.	<u>228</u>
<b>6.</b> Ensure that American Recovery and Reinvestment Act (ARRA) funds are maximized to ensure that initially funded staffing and services are met and where feasible converted to General Fund support.	<u>216</u>
<b>7.</b> Develop and implement a communication strategy focused on improving flow of information between constituents, city staff and Council members.	<u>214</u>
<b>8.</b> Continue to develop and grow the Recreation Department by providing Sustainable programs and facilities for the Community.	<u>201</u>
<b>9.</b> Coordinate with Santa Barbara County Parks Master Plan to acquire property adjacent or near Guadalupe for Camping and recreational facilities. Total Rating Score 167	<u>167</u>



## Goal Setting Survey

### Public Comments Received

#### **Comment #1**

I am grateful to the City for going through this process.

#### **Comment #2**

I feel that the budget is very important. Too many times I see council swayed by 10 community members for personal agendas versus making the hard decisions so our financial future. We do not need to fire department staffed the way we have it. Calfire should take over and the city could hire full time EMTs if desired to supplement. Also, the facilities need to be invested in and maintained they've been left to rot for too long.

#### **Comment #3**

Thank you!

#### **Comment #4**

We need gas/charging stations on Main x Obispo. Also, we need to refresh the Welcome to Guadalupe sign.

#### **Comment #5**

Please address the Pasadera and Treasure Park intersection. Our community also deserves a proper Fire Department. I bought two homes in this city, a deciding factor was the safety and sense of community. Please do not make the mistake of making any change that involves our city losing the fire department. No to volunteers!!!

#### **Comment #6**

Must have well-staffed police and fire departments

#### **Comment #7**

Create and implement a budget for public safety that is reasonable and feasible for all city residents.

#### **Comment #8**

The Fire Department Deserves a Real Fire Chief.

#### **Comment #9**

This is a poorly formatted survey. Having to refer back to the numbers at the top of the page is confusing. Also, the delineation between #3 Important and #4 Most important within the next 1-3 years. Only gives you the answers you want, not the answers of the people. For example, having

a fire department in some people's opinions is #1 importance, right now, not in 1-3 years. So, do you put in #3 or #4? A listing of ordering the items in your list of importance as the community member with #1 being your most important and #10 being your least important would give you the best data set. This survey is written is data garbage. Garbage in results in garbage out. Please hire someone that knows how to frame a survey for real results before giving us garbage to fill out. It's especially bad for non-English speaking residents who maybe haven't been educated in how linear surveys are presented. Do better. Thank you.

**Comment #10**

Increased inter and intradepartmental communication and transparency. Individual Chiefs representing both Fire and Law Enforcement branches of the public safety department operating under unified command. Those individuals would work cohesively with the director of public safety who works as a nonpartisan moderator in decision making effecting either respective department.

**Comment #11**

Hire a permanent fire chief and prioritize our fire department and support our firefighters.

**Comment #12**

Hire a real fire chief.

**Comment #13**

Please share any other comments you have below:

**Comment #14**

We must revitalize downtown and make empty commercial storefronts available for those anxious to provide value to our community.

**Comment #15**

The city needs to work with businesses to improve appearance of downtown. Provide adequate police & fire services before adding non-essential positions (full time rec mgr., emergency coordinator etc. Step up code and traffic enforcement.

**Comment #16**

The city needs to have a well-maintained Fire department.

**Comment #17**

Public Safety should always be the first priority. The inclusion of 'as funding permits' is worrisome. Also, clear communication regarding the most urgent needs, to the population of Guadalupe, could provide a catalyst for fund raising, by residents, which would enhance sense of community and ownership.

**Comment #18**

I've only seen this survey on one Facebook group from which I copied the link and shared it to another group. I'm concerned that the limited exposure the public has to this survey, severely impacts its viability. Our main concerns as resident should be: a balanced budget, securing Public

Works, fortifying Public Safety and ensuring residents receive consistent communication from the city. In my opinion, given the state of the city finances (including reserves that fall well below the intended goal of 1 million), all other considerations have to take a backseat until these items are secured.

**Comment #19**

Public Safety including staffing of professional first responders /firefighters/police, should always be 1st priority, in City Budget planning. A Centralized Communication path, between City representatives and Guadalupe residents, would be beneficial.

**Comment #20**

Hire a Fire Chief with fire-fighting experience

**Comment #21**

A 24/7 presence of our Fire Department/EMT for medical emergencies within Guadalupe is essential to ensure the safety of our elderly residents in case of sudden emergency. The city is physically too far from the nearest town for a reasonable response time in event of emergency.

**Comment #22**

Have a balance budget. Do not overspend. Do not fall for the games the Fire department union is trying to use to coerce you to pay them more or hire more people.

**Comment #23**

Get a dedicated fire chief that actually supports them.

**Comment #24**

Better outreach and communication for the city and its residents. Make Guadalupe more desirable community and destination to attract businesses to grow and attract tax dollars

**Comment #25**

Fund education, it's our future.

**Comment #26**

Thank you all for the time and energy you put in to continue making Guadalupe a safe, healthy, enjoyable, and beautiful place to live. Stay humble and honest and prosperity will come.

**Comment #27**

Our kids can't play in the park if they are not protected by our fire dept. Safety first!!!

**Comment #28**

Clear communication & information between City council & rest of City very important. Safety-IE - Professional Fire Department, incredibly important. Signal at Obispo & 166 incredibly important for safety, seen too many accidents, @ HWY 1 & 166 as well. Get Tom Brandeberry to fill out more grants for different issues. Yes, when both dispensaries are open, make sure they are doing all the service for the community they said they would do -- strict F/U. Acquiring

property for rec or camping activities can wait another year I think, please think about places for bike riders to spend the night, vs just RV's -- branding Guadalupe as a bike mecca would do much to bring outside money & financing to the city. Thank you! Very good questions

**Comment #29**

Control spending by each department with quarterly warnings with state of their budgets.

**Comment #30**

Create more transparency between city council and Residents.

**Comment #31**

Study, plan and budget for future traffic improvements due to increase in traffic.

**Comment #32**

The fire department needs a real Fire Chief, more full-time staffing and fair wages.

**Comment #33**

Due away with a city manager that is in over their head hire a real department head for each department i.e., fire, police, public works. Also take care of essential services (fire police water) before parks and rec along with extra projects. The job of government is to serve the essentials and protect the community. Focus on this!

**Comment #34**

The fire department needs true leadership. Hire a full-time fire chief to lead your struggling fire department. It is inexcusable and the liability lands in your hand as public officials to prioritize public safety.

**Comment #35**

Public safety and fire department staffing, and support should be the highest priority. The fire department has been neglected long enough.

**Comment #36**

Hello, while I realize all of the above goals are important and did rank several "4's". I would rank Public Safety as the number 1 goal, then Public Infrastructure/Balanced City budget as next priorities with business & recreational development opportunities as next in the priority hierarchy. Thank you, Donald B. Horton, 4352 Lazo Dr.

**Comment #37**

I would love for Guadalupe to have an indoor aquatic center, and a gym

**Comment #38**

Fire service is crucial to the public safety of the community. It is a vital necessity and I rank it highest over all other community needs. Time to start a fully funded professional fire agency not connected or controlled by anyone other than a competent fire chief.

**Comment #39**

These are all good goals. However, without a good, solid and balanced budget, it doesn't matter how good a goal is. Public Safety is important, but it doesn't need to get all new monies the City will acquire. There are other departments that for years have gone without & without complaint. Share the wealth every now and then. Fire is fine as its Police. Let's get the budget and, especially, the reserves where they need to be. All in all, the City is doing well and residents show understand that. We're not Santa Maria and never will be. We're Guadalupe with a population of 8,500. Build on that!

**Comment #40**

Please consider supporting a Guadalupe Farmer's Market that would accept EBT/food stamps so that all residents, no matter their income levels, can have access to fresh fruits and vegetables on a weekly basis. The nonprofit FRESA is working to address this issue in our community. They would like to partner with the city to make this market come to fruition.

Dear Mayor, City Council Members, and City Administration,

My name is Mireya Piña; I am writing this letter on behalf of the Guadalupe Community Changers. We recently met to discuss the areas we believe should be included in the city's goals and budget for this upcoming 2022-2023 fiscal year. Unfortunately, we missed the deadline, but we think our input is valuable as Guadalupe residents. We appreciate you accepting our comments.

Areas of interest to the community include the prioritization and funding for the following areas:

1. Fair and Affordable Housing:
  - a. Investment and support for additional fair and equal housing options for low-income residents in Guadalupe.
2. Food Equity:
  - a. Core support for grassroots efforts to meet the food equity needs in the city of Guadalupe.
  - b. Funding and aid to increase food options by supporting FRESA- Food Resiliency Equity Sustainability and Action, a coalition committed to establishing the first farmers market in Guadalupe that accepts CalFresh.
3. Community Education:
  - a. Allocation of funds to support community education around navigating the climate crisis that ultimately impacts food production, air quality, and overall health. It's essential to invest in programs that allow residents to learn tools that can be used to minimize the effects climate change will have on us all.
4. Open spaces:
  - a. The continuation of funding and grant seeking to support other parks and recreation initiatives.

Thank you for all of your hard work.

Sincerely,

Guadalupe Community Changers and Mireya Piña

June 13, 2022