



CITY OF AVALON

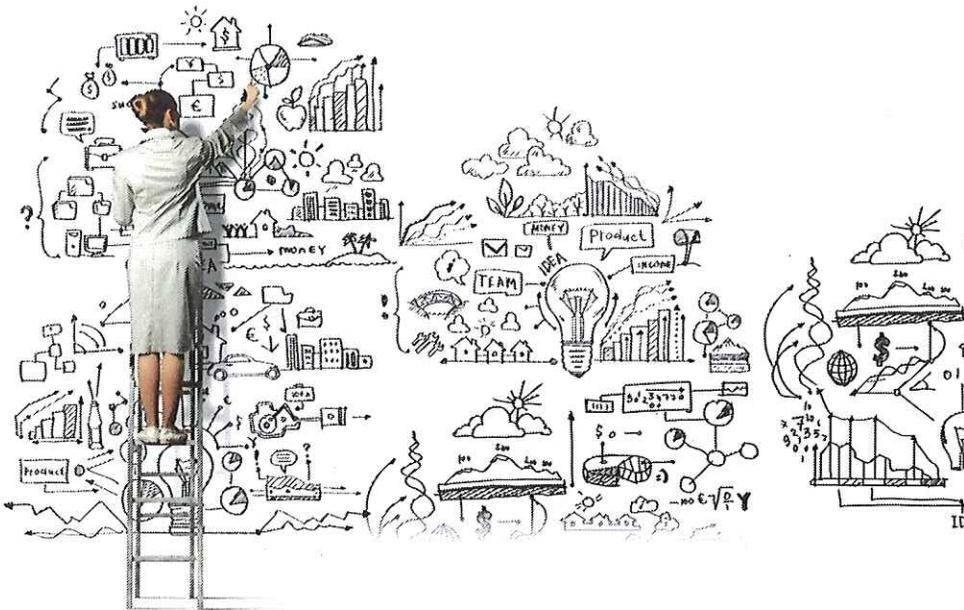
November 13, 2016

"The ultimate measure of a man is not where he stands in moments of comfort and convenience, but where he stands at times of challenge and controversy."

Dr. Martin Luther King

TO: Mayor Marshall and City Council Members
FROM: City Manager
SUBJECT: **MANAGEMENT UPDATE**

AVALON STRATEGIC GOAL-SETTING SESSION SCHEDULED: "PUTTING FIRST THINGS FIRST"



Stephen Covey in his book, "First Things First", reminds us that organizations both public and private must determine what are the most important things they must do to be successful. Said another way, what are those things that are the most important that need to be done now? There are always things that we want to do, but what are the most urgent things to be done? Government leaders would be wise to

remember his admonition, "*The Main Thing is to Keep the Main Thing, the Main Thing.*" The key to strategic goal setting is to ensure that we define the main "thing," issue, problem or challenge that must be addressed with a sense of urgency. Then, we ask the question what it will take to achieve this objective based on a realistic work plan. After doing so, we get to work on the solution.

Of course, there are always other things that can be done, but the urgent need must be the focus of local government. For example, we need more workforce housing but without an adequate and sustainable water supply for Avalon we cannot see more housing built. In fact, without a year-round, affordable and sustainable source of fresh water we will see our local economy collapse.

The Avalon City Council will be meeting on December 15, 2016 to discuss its strategic goals for 2017 and providing direction to staff.

Staff has prepared a strategic goal setting background report discussing issues and concerns for the City Council to consider. We have many things to do in Avalon, but if everything is important, nothing is important.

VETERANS DAY OBSERVANCE

Our congratulation is given to the organizers, speakers, and attendees at this year's Veteran's Day observance at the memorial at the Mole on November 11, 2016. It was a fitting tribute to veterans led by heart-felt remarks by the speakers. Council Member Joe Sampson sang a moving rendition of the Stars Spangled Banner to the delight of all present.

REQUEST FOR HELP ON FRESH WATER SUPPLY ISSUES – Update

The City of Avalon is appreciative of an offer by the California Public Utilities Commission to meet with us. A meeting between City staff and CPUC staff will be scheduled within the next few weeks at their San Francisco headquarters. CPUC Executive Director Tim Sullivan is to be personally thanked for agreeing to this meeting on key water issues.

LEAN, MEAN CLEANING MACHINE



Grease, dirt, gum, garbage residuals are all issues that face the City's Public Works crew on a daily basis. They are the product of the locals and tourists that come here and the City's ability to maintain them well is essential to the image we project to locals and tourists.

In the past, hard to clean alleys and sidewalks can take days with limited results. The City will be proposing the acquisition of a state-of-the art steamer that recycles its water as an efficiency measure to do the job better and quicker. A test run of the machine was used this week with great results. The use of modern machinery and practices allows our crews to get in and get the job done quickly and more efficiently. Thus, allowing more productivity to tackle other needed public works projects.

REQUEST FOR APPROVAL OF WATERING AT THE AVALON MEMORIAL CEMETERY (Update)

Still no word has been received by the City on our request to SCE for a variance to water and improve the Avalon Memorial Cemetery. The SCICo has now offered to provide the City with non-potable water to do so if the variance is denied. We appreciate this offer of help for an honorable cause.

TROLLEY HO.... WHERE DO THEY GO?



The City of Avalon has declared surplus three trolleys that it owns. While we have posted the items for sale and continue to do so, we have yet to receive an offer. The trolleys, while being gas driven, have a historic look and attractive wood interior. They are looking for a home that we hope to find for them. One individual with a very creative mind suggested

that they could be converted into micro-houses somewhere.

JOINT RECREATIONAL OPPORTUNITIES – LBUSD

The City continues to wait for a reply from the LBUSD to the City Manager's letter of October 18, 2016 seeking an opportunity to discuss collaboration between the District, community groups, and City officials to develop recreational opportunities including the construction of a long-desired swimming pool complex. We will wait a little while longer and then make more contacts.

The City's interest in the latter goes back decades as City officials have periodically sought a partnership on recreational facilities with the District. A partnership makes the most sense where it provides benefits to all parties and improves facilities available to our young people.

We remain optimistic that all parties can benefit from collaboration.

PARKING ON METROPOLE REVISITED!

Parking in Avalon has historically been a challenge for residents, business owners and operators and City government. Just as we think we have a good plan in place, we find more concerns about it. The problem with parking of golf carts and regular-sized vehicles is more about choices available for movement around town. The City has a lack of accessible off-street parking options so residents and business owners and operators are forced to park wherever they can find a place.

Clearly, the City can only accommodate safely a finite number of vehicles of all types. City government is looking at ways to make travel more convenient and parking less of a problem. Public transit that is convenient and timely may help to make a difference over time, but for now we must do the best we can to accommodate vehicles on and off our streets. Some people have suggested that an integrated and uniform transit plan from shore boats to points in Avalon is the

answer to parking problems and reducing the City's "carbon footprint." Another suggestion is to create a parking structure or garage for the convenience of the public. Unless creative suggestions are fully explored traffic congestion and lack of parking will continue.

Earlier this year the City Council adopted a parking plan for Metropole that has only been in place a few months. The plan has created more on-street parking opportunities that were needed. Some people have expressed unhappiness with park of the plan.

City staff will be contacting all business and property owners along Metropole and those who have expressed a concern or interest in the matter to a meeting with staff to discuss options for parking. If we are able to come up with modifications to the existing plan, we will then bring them forward to the City Council and make the change.

GREASE IS FOR CARS, NOT DRAINS!

Federal and State laws place stringent mandates on the City of Avalon regarding what it can and cannot allow to be discharged into the City's wastewater treatment plant. Since the City's wastewater discharge permit must be in compliance, the City of Avalon must see that all restaurants have proper degreasing equipment installed and maintained. It is imperative that restaurants make these improvements or face penalties and fines the City would prefer not to impose.

As part of the Avalon Fats Oils and Grease (FOG) Source Reduction Program all Food Service Establishments (FSE) were required to have completed Phase I of the program by installing a Grease Control Device (GCD) by March 31, 2016. FSEs were given six months to complete this process, per the Avalon Municipal Code (AMC). On April 5, 2016 restaurants in question received a Notice of Non-Compliance and timeline for same.

Before mandatory fines are imposed on affected restaurants, owners are being invited to one more meeting with City and regulatory officials to explain what must be done and what must be done quickly. The City seeks compliance, not fines.

IT'S SHAPING UP AND WILL BE "FIT" SOON!



Work continues the Fit Trail at People's Park.

Respectfully submitted,

David M. Jinkens, M.P.A.