

**City of Paso Robles**  
*Goals and Strategic Priorities*  
*Adopted March 6, 2018*

**HOUSING**

*Provide the environment and means to increase the City's housing inventory by an average of approximately 300 units per year, for both single and multi-family units, and options to make housing available to all residents within the current City boundary.*

- ❖ Implement innovative housing strategies and processes that encourage housing development. Enable housing types, amenities, and services that meet the needs of all generations and income levels (including affordable, workforce, and CEO housing).
- ❖ Ensure an appropriate mix of owner-occupied and rental housing. Monitor and, as necessary, regulate short-term rentals, to ensure they do not result in unintended consequences on the availability of housing available to full-time residents.
- ❖ Consider preference to meeting the housing needs of existing residents and employees, when compared to, for example, people seeking to purchase a second home.
- ❖ Identify factors that contribute to homelessness that the City can address—through such programs as additional social services and resources—and increase housing opportunities for the homeless within the North County.

**ECONOMIC VITALITY**

*Provide the environment and means to attract, retain, and expand diverse business and employment opportunities. Become a premiere economic hub, without losing Paso's small-town feel.*

- ❖ Promote agriculture and the visitor economy (i.e., tourism and hospitality) as the continued foundation for our local economy.
- ❖ Support a thriving downtown, Airport, industrial areas, and commercial areas.
- ❖ Diversify the economy, to decrease risks, lead to better balance, and create a wider variety of jobs and career paths, by assisting in the development and attraction of a wide range of new businesses.
- ❖ Promote the retention and growth of existing businesses.
- ❖ Promote educational and training opportunities for workforce and career development.

**INFRASTRUCTURE (including utilities, public places, and transportation)**

*Continue to develop, upgrade, and maintain all infrastructure resources necessary to support existing residents, businesses, and visitors, and to provide the environment and means for sustainable growth.*

- ❖ Invest the resources necessary to create and adequately maintain existing and future infrastructure
- ❖ Expand and broaden our infrastructure to promote economic growth in key areas, including: the Airport; modern technology (such as optical fiber, 5G phone service); reclaimed water, etc.
- ❖ Upgrade multi-modal transportation opportunities.
- ❖ Ensure adequate customer mobility and parking in the downtown.

- ❖ Implement the River Plan
- ❖ Increase connectivity within the community, including parallel routes to Hwy 46E, pedestrian bridges over the River.
- ❖ Provide adequate passive and active recreational spaces, including ballfields

## **COMMUNITY CHARACTER AND QUALITY OF LIFE**

*Provide robust public safety and community services to residents and visitors that ensure a desirable quality of life. Focus on and demonstrate commitment to services that safeguard our community and preserve our small town values.*

- ❖ Proactively support public safety and disaster preparedness.
- ❖ Reduce vehicle-on-vehicle and vehicle-on-pedestrian/bicycle traffic accidents.
- ❖ Analyze and understand the impacts of our growing tourism and residential populations and our ability to provide desirable safety and public services.
- ❖ Support, attract, and expand recreational, cultural, and educational opportunities.
- ❖ Address public health concerns (including drug misuse and abuse) and mental health concerns by partnering with public, private, and not-for-profit service providers.
- ❖ Understand, embrace, and celebrate our cultural diversity and local heritages.
- ❖ Support and sustain natural resources and resource efficiency, while pursuing community development and practices that maintain or improve the environment and public health, so that development meets the needs of the present without compromising the ability of future generations to meet their needs.
- ❖ Foster mutual respect and continued dialogue amongst our different cultures.

## **COMMUNITY PARTNERSHIP AND ENGAGEMENT**

*Foster community partnership and engagement that brings together diverse voices and leverages community resources.*

- ❖ Develop the next generations of community leaders through civics education, volunteerism, etc.
- ❖ Provide forums and other opportunities for regular communication and engagement.
- ❖ Attract volunteers from all segments of our community.
- ❖ Engage our Hispanic community and other community components.
- ❖ Develop and implement a comprehensive two-way communications and engagement strategy, to include all types of media, to develop and maintain trust and to ensure the City organization and the community remain firmly connected.

## **GOVERNANCE/CITY OPERATIONS**

- ❖ Ensure the City continues to govern, in a high-quality and transparent manner, solely for the entire community's long-term interests.
- ❖ Ensure the City lives within its means over the long term.