

All Receive - Agenda Item # 2
For the Information of the:
CITY COUNCIL
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Date 4/16/18 CM ✓ COO ✓



Memorandum

April 16, 2018

To: Mayor and City Council
From: Jason Haber, Assistant to the City Manager
Via: Kevin Crawford, City Manager
Re: Resolution Affirming the 2018 City Council Goals – Supplemental Information

This memorandum is to provide supplemental information related to the April 17, 2018, staff report and Resolution Affirming the 2018 City Council Goals (Agenda Item 2).

As noted in the staff report, this year's City Council goal setting workshop was held on March 20, 2018. The workshop was facilitated by Julie Dubick of H.G. Consulting Group.

During the workshop, Council memorialized its intent to establish five 2018 City Council Goals through a series of specific motions and votes. However, at the close of the workshop, Ms. Dubick requested that Council allow staff a degree of latitude in finalizing the goal language to be presented in the forthcoming Council Resolution.

As such, minor language modifications were made to each of the goals. However, in preparing the subject resolution, staff recognized that the railroad trenching goal, as agreed at the goal setting workshop, was the only one that didn't articulate a time-specific deliverable. As such, in an effort to gain consistency with the SMART goal construct followed by the other goals, a more substantive change was made to include a timing element to the proposed goal language.

The project schedule included in the 2017 SANDAG Carlsbad Village Double Track Railroad Trench Alternative Economic Analysis and Feasibility Study provided the basis for staff's recommended timeline (i.e., contract award / ground breaking in 2023). However, in considering the subject resolution, Council will need to determine whether the proposed language is consistent with Council's intent, or not.

The goal language passed by motion at the 2018 goal setting workshop, is presented on the following page in comparison to the language included in the subject resolution.

Council Goal	Language approved at 3/20/18 Council Goals Workshop:	Language proposed in Council Resolution:
Coastline	Execute a long-term coastline management agreement with CA State Parks through and with the state legislators within six months.	Work with state legislators and California State Parks to execute a long-term coastline management agreement by October 2018.
Transportation	Implement the policy change necessary to reconstitute the Traffic Safety Commission to take on the task of Carlsbad becoming a leader in multimodal transportation systems and creative approaches to moving people and goods through and within Carlsbad within one year.	By April 2019, amend the duties of the Traffic Safety Commission to include advising the City Council on matters related to implementation of the General Plan Mobility Element.
Village & Barrio	Enhance the health and vitality of the Village and Barrio by obtaining all necessary approvals within two years to implement the Village and Barrio Master Plan.	Enhance the health and vitality of the Village and Barrio by obtaining all outside agency approvals needed to implement a Village and Barrio Master Plan by 2020.
City Hall	Plan, design and break ground on a new Carlsbad city hall within the context of a civic center within five years.	By 2023, break ground on a new city hall at a site designated for a future civic center complex.
Railroad Trench	Lower the railroad tracks in a trench through the Village to improve safety, community connectivity, quality of life and economic value.	By 2023, break ground on lowering the railroad tracks in a trench through the Village to improve safety, community connectivity, quality of life and economic value.

cc: Scott Chadwick, Chief Operations Officer
Gary Barberio, Assistant City Manager
Celia Brewer, City Attorney