



1.21.21

MANIFEST

Welcome to the Manifest; a summary that cares more about brevity than grammar, and what is about to or could happen in Seaside than what did or didn't. Contributions to future editions are welcome at cmalin@ci.seaside.ca.us.

- ▣ Beginnings, National – The first full new day of a new federal administration will end with a City Council meeting. So, let's crank out one of these things, and look ahead. But let's start by looking backward just a little to yesterday, when a young Californian, full of poise and promise, delivered an exquisite poem. The text of Amanda Gorman's "The Hill We Climb" follows:

Mr. President, Dr. Biden, Madam Vice President, Mr. Emhoff, Americans and the world, when day comes we ask ourselves where can we find light in this never-ending shade? The loss we carry asea we must wade. We've braved the belly of the beast. We've learned that quiet isn't always peace. In the norms and notions of what just is isn't always justice. And yet, the dawn is ours before we knew it. Somehow we do it. Somehow we've weathered and witnessed a nation that isn't broken, but simply unfinished. We, the successors of a country and a time where a skinny black girl descended from slaves and raised by a single mother can dream of becoming president only to find herself reciting for one.

And yes, we are far from polished, far from pristine, but that doesn't mean we are striving to form a union that is perfect. We are striving to forge our union with purpose. To compose a country committed to all cultures, colors, characters, and conditions of man. And so we lift our gazes not to what stands between us, but what stands before us. We close the divide because we know to put our future first, we must first put our differences aside. We lay down our arms so we can reach out our arms to one another. We seek harm to none and harmony for all. Let the globe, if nothing else, say this is true. That even as we grieved, we grew. That even as we hurt, we hoped. That even as we tired, we tried that will forever be tied together victorious. Not because we will never again know defeat, but because we will never again sow division.

Scripture tells us to envision that everyone shall sit under their own vine and fig tree and no one shall make them afraid. If we're to live up to her own time, then victory won't lie in the blade, but in all the bridges we've made. That is the promise to glade, the hill we climb if only we dare. It's because being American is more than a pride we inherit. It's the past we step into and how we repair it. We've seen a forest that would shatter our nation rather than share it. Would destroy our country if it meant delaying democracy. This effort very nearly succeeded.

But while democracy can be periodically delayed, it can never be permanently defeated. In this truth, in this faith we trust for while we have our eyes on the future, history has its eyes on us. This is the era of just redemption. We feared it at its inception. We did not feel prepared to be the heirs of such a terrifying

hour, but within it, we found the power to author a new chapter, to offer hope and laughter to ourselves so while once we asked, how could we possibly prevail over catastrophe? Now we assert, how could catastrophe possibly prevail over us?

We will not march back to what was, but move to what shall be a country that is bruised, but whole, benevolent, but bold, fierce, and free. We will not be turned around or interrupted by intimidation because we know our inaction and inertia will be the inheritance of the next generation. Our blunders become their burdens. But one thing is certain, if we merge mercy with might and might with right, then love becomes our legacy and change our children's birthright.

So let us leave behind a country better than one we were left with. Every breath from my bronze-pounded chest we will raise this wounded world into a wondrous one. We will rise from the gold-limbed hills of the West. We will rise from the wind-swept Northeast where our forefathers first realized revolution. We will rise from the Lake Rim cities of the Midwestern states. We will rise from the sun-baked South. We will rebuild, reconcile and recover in every known nook of our nation, in every corner called our country our people diverse and beautiful will emerge battered and beautiful. When day comes, we step out of the shade aflame and unafraid. The new dawn blooms as we free it. For there is always light. If only we're brave enough to see it. If only we're brave enough to be it.

▣ Beginnings, Local – From poetry to cryptography. We've got a new City Council, and they've got vision about Seaside rising, too. The Council met last month to brainstorm goals for the next two years, and part of the fun of my profession is to do as much lasting good as possible, as soon as possible. So I assembled an outline of goals the Council brainstormed into an appropriately audacious timeline for further review. It's attached in its working draft stage. My email to the Council, which includes its own reference to alpinism not anywhere near Ms. Gorman's eloquence, follows:

Please find attached a working draft document which attempts to outline responsibilities, scheduling and resources related to the 2021-22 goals the Council compiled. Keeping in mind the challenges of just getting through each successive week while our staff is diminished by budget and COVID, I've tried to sequence the projects and programs requiring Council input and Council-directed resources.

My first observation is there is no way anything close to this collection of policy / program / project work can be accomplished under the two meeting per month Council schedule. I recommend we add a standing 5:30 PM study session on the second Thursday of each month to the schedule, for at least the next six months. There's simply too much work and policy discussion associated with the collected goals to accomplish with the typical Council schedule.

At Thursday's meeting, I expect to deliver a (simplified) presentation based on the attached draft. My basic questions will be does the Council generally agree with the sequencing, and adding a third meeting to our monthly schedule?

A few notes on abbreviations:

"M" under in progress means "maybe" (it's a matter of perspective)

"ST" under resources required means "staff time"

"NA" means not applicable

"MCC" under responsibility means "Mayor & City Council" - otherwise the initials reflect staff designations

"H" under start / finish means "half" (i.e. "1H21" means first half of 2021, etc.)

There's no one perfect way to do any of this, but I tried to move the things forward that are most important, require the most lead time for success and / or are already in progress. Some of the stuff that requires significant / extraordinary public outreach got pushed back simply because public outreach is really difficult in these non-group gathering days.

Respectfully, I'll note that this is a mountain of work for a staff our size (which is one of the reasons I strongly recommend establishing an action oriented, autonomous non-profit to lead the affordable housing effort). If we want to be successful at this program of work, we need to model efficiency, forward-focus, and appreciation for everyone's contributions.

As always, make no small plans.

Feel free to call or stop by the outdoor office with questions.

The Council presentation, for the 5:30 meeting, is in progress. Words and poetry are well and good. Deeds and actions, all the more so.

- Also On Tonight's Agenda
- Presentations – We'll introduce some new staff, briefly celebrate the completion of the solar project at City Hall and learn about the COVID testing site at the high school from County staff. We're moving the presentation on the CAFR (the big annual finance document) to the Feb. 4 meeting. Govt finance enthusiasts, adjust your schedules accordingly.
- Consent Agenda – Minutes, a proclamation I'll get to at the end, a rescheduling of the CAFR/finance item, some budget tweaks for public safety communications and clean water, and adding ten hours to the Assistant Finance Director position (so its full-time).
- Tattoo / Body Piercing Zoning – Second reading of the ordinance allowing tattoo / piercing business in the CMX,CC & CRG zoning districts.
- COVID Testing Proposals Report – We received four proposals from testing companies that would like to set up shop in the city, and have the City pay for COVID testing for residents (the State currently pays for tests at the high school

site). The proposals range from \$74 to \$99 per test. Whether we want to add a City-funded testing option – that would use federal funds presently used for food – is a question the Council will consider. I expect the County presentation about the high school testing site will be influential in the Council’s review and discussion, and any program would have to clear HUD funding review, including regulations prohibiting duplication of benefits.

- Water Allocation – Another policy choice. Grace Church would like to add a modular building for Sunday School use, but needs water to do so. They’ve applied for .067 acre feet and don’t neatly fit into the City’s allocation program, but there’s a section of City code that allows institutional projects such as churches.

📄 **Beginnings, Programmatic – Welcome, Derrick.** After a rigorous recruitment, Derrick Elder has reported for duty. Our first Family and Community Support Practitioner, Derrick will be part of a team that is charged with augmenting our Community Public Safety Response Program. He is a registered clinical Social Worker with the California Board of Behavioral Sciences and has an extensive background working with youth, homelessness, mental health issues and substance abuse. He’s been recognized for building trust and rapport with his clients and communities he has served, and will now be serving Seaside. Derrick can be reached at delder@ci.seaside.ca.us

📄 **Beginnings, A Vaccine Action Team -** The City of Seaside is committed to assisting our residents obtain the vaccine as quickly and safely as possible. Partnering with new Seaside Fire Chief Mary Gutierrez, we are forming a Seaside Vaccine Action Team and are inviting community leaders and influencers to assist with instilling vaccine confidence in our community and ensuring the vaccine is available equally to all. Interested? Email Assistant City Manager Lesley Milton at lmilton@ci.seaside.ca.us

📄 **Beginnings (of more ADUs?) - Save the Date 2/4 @ 5:30:** Seaside has partnered with United Way of Monterey County to host a virtual ADU Workshop for Seaside Homeowners interested in Accessory Dwelling Units (ADUs). On Thursday February 4, 2021 at 5:30 PM participants will learn how to navigate the permitting process to build an Accessory Dwelling Unit (ADU) including permitting, using pre-approved plans, hiring design and building professionals, financing and more. Additionally, Seaside has \$1 million in grant funds to help lower-income homeowners get one built on their property. To find out more or to register visit:

<https://www.ci.seaside.ca.us/CivicAlerts.aspx?AID=399>

- ▣ Beginnings, Continuing – Still recovering from a bit of narrative whiplash from last week. After banging out a 33 page, highly technical request for proposals for COVID testing, a proclamation Councilmember Campbell requested about the events of January 6 required drafting. Ms. Gorman would've done a much better job of this, but she was otherwise engaged, so the drafting fell to me. It (agenda item 8.b.) goes like this:

Proclamation Affirming Oaths to Defend the U.S. Constitution, Support the Rule of Law and Self-determination, and Call For Justice For Illegal Acts Committed at the United States Capitol on January 6, 2021.

Whereas, on July 4, 1776, in General Congress, representatives of the united States of America pledged their lives, fortunes and sacred honor to revolt against the tyranny of unelected despots, as had plagued humanity for eons prior, and as then represented in the British Crown; and

Whereas, in doing so, and through the full measure of devotion by more than a million American souls in the twelve score and four years since, the nation so born has shined the light of independence to all corners of the globe, inspiring people everywhere to rise against tyranny and form freedom-revering, peace-sustaining unions founded on the bedrock principle of self-determination enshrined in the Declaration of Independence; and

Whereas, the United States of America is, and always must remain, humanity's brightest beacon of freedom, and most stalwart defender of self-determination, founded on government which is of, by and for the people; and

Whereas, principles embedded within the U.S. Constitution ensuring self-determination require the same sacred commitment today, as they did on July 4, 1776; December 7, 1941 and September 11, 2001, and

Whereas, without men and women of character pledging and honoring their allegiance to the Constitution and rule of law; this great nation, so conceived in liberty, will return to despotism; and

Whereas, as Seaside employees and officials take oaths of office to defend the U.S. Constitution against all enemies, foreign or domestic, the line of sacred oath from July 4, 1776 to today is unbroken, and lives and breathes in our words and deeds.

Now, Therefore, Be It Proclaimed That, We hereby reiterate our pledge to defend the U.S. Constitution against all enemies, to respect the rule of law, to heed the will of the people as expressed in free and fair elections, and to pledge our sacred honor to the perfection of our remarkably and blessedly diverse American union; and

Be It Further Proclaimed That, We hereby call upon all Seaside citizens to heed the call of righteous unity of American purpose, with malice toward none and with charity for all; and

Be It Further Proclaimed That, Finding their service to the highest ideals of this nation's long defense of democracy to be exemplary, we hereby express our deepest gratitude to the patriots, in uniform and without, who repelled an attack on this nation's self-determination at the United States Capitol on January 6, 2021; and

Be It Further Proclaimed That, We, along with all Americans of decency, mourn the loss of Capitol Police Officer Brian D. Sicknick, and call for justice for his death, and justice for anyone, of any station or rank, who planned, encouraged or committed acts of treachery, insurrection or treason against this nation we so love.

Approved this day _____

Wear a mask. Don't congregate. Be the light.

1.18.21 WORKING DRAFT - Goal Setting Timeline & Resources

Project/Program/Issue	In Progress?	City Control?	Public Outreach	Potential Impediments	Resources Required	Start/Finish/Who?
Campus Town	Y	Partial (in litigation)	Minimal	Litigation, local economy	Skill & will 150+ hrs. ST	1H20/?/SD
Hire Development Coordinator	Y	Y	None	Securing candidate	Budget amendment	2h20/1H21/CM
(Plan review, H2O agreements)					Consult Egr, \$	1H21/2H21,NP,SD,CM MCC
----- First Half 2021 -----						
Build More Affordable Housing						
Complete ADU Projects/Program	Y	Y	Moderate	NA	In budget 400 Hrs. ST	1H19/2H21/BN, MCC
Update Housing Ordinance (requires study sessions)	Y	Y	Moderate	Differing perspectives	80 Hrs. ST	2H21/2H21/BN, MCC
Establish Action-Oriented Non-Profit (requires study sessions - FEB)	M	Y	Significant	Timidity, Clamoring for "control", while losing sight of big picture, Standard cast of forces supporting status quo	\$XM of funds, full City Council commitment	1H21/2H21/CM, MCC
Secure & Control Water (requires study sessions/s - MARCH)	Y	TBD	Significant	The Entirety Of Self Serving Status Quo Forces	\$150K - \$XXM Bonds	NA/NA/MCC

Explore Shared Fire Services w Marina (requires study sessions - APRIL)	N	Requires partner	Significant	Decades of “us” / “them”	Vision, professionalism	1H21/1H22/CM, MG.MCC
Fund 2nd Fire Station (requires study sessions)	Y	Y/M	Significant	City has not built a City building in decades	Determine partnership(s) first	1H22/2H22/CM, VD.MCC
Close Digital Divide						
Potential MPUSD Partnership?	Y	Partner	Moderate	Differing perspectives	\$25-\$100K?	1H21/2H21/MCC
City Subsidy – Utility (requires study sessions – APRIL / MAY)	N	Y	Significant	\$ / Legal	\$/Full Council Attention / Support 300 hrs ST	2H21/2H22/MCC
Code Enforcement/ Private Property Upkeep Code Update? (requires study session?)	Y Y	Y Y	Moderate Minimal	Inadequate Staff # Inadequate Staff #	More Staff More Staff	NA/2H22 1H21/1H21/MCC
Relocate, Terminate RV Parking						
Termination	Y	Y	Minimal	Empathy	\$10-15K Month	1H20/1H21/MCC
Relocation (requires study session)	N	Y	Moderate	CEQA/\$ Practicality	\$100K+	2H21 – Ongoing/MCC
Business Outreach & Support (requires study session/s)	Y	Y	Significant	Inadequate resources	> Available	NA/2H22/GS
Reimagine Community Safety						
Social Workers Hired	Y	Y	Minimal	Start-up challenges	In Budget	2H20/1H21/DM
Community Safety Committee	Y	Y	Moderate	Policy disagreement	80–120 hrs ST	2H20/1H21/MCC-AP
PD Policies & Training	Y	Y	Minimal	Inertia	80–120 hrs ST	2H20 – Ongoing/AP

Language Inclusivity	Y	Y					
Build/Coordinate Staff Resources	Y	Y	Minimal	Staff availability	In Budget	2H20 – Ongoing /DHs	
Meeting Translation	Y	Y	Minimal	Cost/Technology	In Budget	2H20/2H21/LM	
Dual Language Documents/Website	Y	Y	Moderate	Tech / Staff Time	In Budget	2H20/2H21/LM	
Complete General Plan Update	Y	Y	Significant	External Opponents	\$, 200 hrs ST	1H21/2H21/GS	
Seaside East Charrette	Y	Y	Significant	Myopia	Vision, DPZ	2H21/2H21/CM	
Street & Sidewalk Improvements	Y	Y	Moderate	Inadequate \$	> Available	FY21/22 Budget/MCC	
Mobile Vendor Ordinance	Y	Y	Moderate	Policy disagreement	100+/- hrs ST	1H20/2H21/GS	
City Beautification (requires study session?)	Y	Y with partners	Moderate	Inadequate resources	?	Annual budgets/CM,MCC	
Street Maintenance (requires study sessions)	Y	Y	Moderate	Need far outstrips available resources	\$50M+	Annual budgets/NP,MCC	
----- Staff In Progress -----							
Cutino Park Completion	Y	Y	Minimal	NA	In Budget	1H20/2H21/NP	
Succession Planning	Y	Y	Minimal	The unforeseeable	Team orientation, Training \$	1H16/On-going/CM, MCC	
Police & Fire Accreditation	Y	Y	Moderate	Losing focus	Focus 500 hrs. ST	2H16/2H22/AP,MG	

Staff Back To Full Strength	N	N	Minimal	Global, national, & local economics	\$5M+, annually	FY21,22 Budgets/All (not happening soon)
IT Modernization	M	Y	None-minimal	Insufficient staff / available time	More \$, more uncommitted time	FY21/22 Budget/LM,MCC

----- Second Half 2021 -----

Youth Civic Engagement (requires study session)	Y	?	Significant	Widely diverging perspectives	?	2H21/Ongoing/DM,MCC
Teen Center 360 Degree (requires study session)	M	?	Significant	Widely diverging perspectives	?	2H21/Ongoing/DM,MCC
National Monument Access						
Secure easements	Y	N	Moderate	Differing perspectives	Goodwill/\$	2H21/1H22/CM,MCC
Construct parking / trailhead	N	Not yet	Significant	Staff capacity & \$	<- (\$100-300K)	1H22/2H22/MCC
City, School Collaboration	Y	N – partner	Moderate	Schedule constraints	40 – 60 hrs. ST	2H21/Ongoing/CM, MCC
Commission Diversity Ordinance	M	Y	Moderate	None?	Best practices	2H21/2H21/LM, MCC
Climate Action Plan	M					
Electrification ordinance	Y	Y	Significant	The long history of human habitation & cooking with flame	Technical assistance & outreach 120 hrs. ST	2H21/1H22/GS, MCC

Carbon footprint action plan (incl. Blue Zones?)	Y	Y	Extraordinary	Narrowing focus to achievable City goals & milestones	Technical assistance & outreach 500 hrs. ST	2H21/2H22/GS.MCC
Acquire, Activate Santa Barbara & Broadway	N	Y	Minimal	Local economy	tbd	2H21/1H22/GS, MCC
Explore 218 Control (requires study sessions)	M	Y w/partners	Moderate	“Turf”, long term cost / benefit review	Project choice clarification	2H21/1H22/NP,MCC
Post Entitlement Accountability (requires study session)	M	Y	Minimal	Present agreements	NA	2H21/1H22/SD,MCC

----- 2022 -----

Commercial Linkage Fee (requires study sessions)	N	Y	Significant	Commercial interests	Program advocates & technical assistance	1H22/2H22/LM,MCC
Underground Utility District (requires study sessions)	N	Y/M may require or spur citizen vote	Extraordinary	People opposed to paying for program	Program advocates & technical assistance	1H22/1H22/LM, MCC
Targeted Low Income Recycling (requires study sessions)	N	Y	Significant	Limited space for recycling containers	Program partners & outreach	1H22/2H21/LM,MCC

----- City Actions Substantially Complete -----

Medical Officer Barracks Property Sold, Developer Controls	Y	N	None	Project economics	NA	Complete/Dev
City Clerk Staffing	Y	Y	Minimal	Securing candidate	Budget amendment	1H21/1H21/CM

----- Other -----

Daily Operations, Mandates, COVID Emergency, Capital Program (incl. FORA Bond blight removal), ESCA, FY21 Monitoring, FY22 Planning & Approval, Golf Course Hotel, Main Gate?