

City of Marina Community Goals

Vision Statement

Marina will grow and mature from a small town bedroom community to a small city which is diversified, vibrant and through positive relationships with regional agencies, self-sufficient. The City will develop in a way that insulates it from the negative impacts of urban sprawl to become a desirable residential and business community in a natural setting.

Mission Statement

The City Council will provide the leadership in protecting Marina's natural setting while developing the City in a way that provides a balance of housing, jobs and business opportunities that will result in a community characterized by a desirable quality of life, including recreation and cultural opportunities, a safe environment and an economic viability that supports a high level of municipal services and infrastructure.

Community Goals

- **“Desirable Quality of Life”** includes protecting and enhancing Marina's quality of life – improving parks, open space, downtown core area, civic facilities and infrastructure. Encouraging civic engagement and participation in improving quality of life; providing timely responses to issues and concerns raised by community members.
- **“Desirable Recreational and Cultural Opportunities”** includes strengthening programs, services and activities for youth, teens, families and seniors. Enhancing a diversity of arts, cultural, and health and wellness programs for residents.
- **“High level of Municipal Services and Infrastructure”** includes repairing and replacing city infrastructure and facilities. Providing a system of safe, clean and reliable well-maintained streets, sidewalks, parks and utility infrastructure. Improving city-services and continuing to operate effective and cost-efficient government, incorporating transit and new transportation alternatives and technology. Fostering an organization where all employees are engaged, inspired and striving for continuous service improvement.
- **“Safe and Secure Environment”** includes protecting people, property, businesses and infrastructure ensuring sufficient resources for public safety programs and emergency and disaster preparedness. Fostering a feeling of personal safety, physical security, compassion and individual well-being for all citizens of diverse ethnic and racial backgrounds.

- **“Economic Vitality”** foster economic prosperity among Marina businesses, promoting the local economy, encouraging tourism and the development of the Marina airport. Supporting established businesses while facilitating and encouraging growth and development of new businesses opportunities. Develop a strong economy that can endure changing economic cycles. Leverage city-owned land and property and other development priorities.
- **“Diverse Vibrant Community”** provide for the development of diverse and affordable housing opportunities throughout the City. Enhance safety and connectivity for bicyclists and pedestrians. Foster opportunities for community members to connect and build strong neighborhoods. Provide a safe interconnected system of progressive parks, trails, beach access and open spaces for recreation and education. Promote healthy living and a safe, walkable, bikeable community. Eliminate blight.
- **“Protect Natural Setting (Environmental Awareness and Sustainability)”** preserve, protect and maintain natural resources (including water), public space and beach access; promote environmental stewardship; ensure the availability of safe, sustainable groundwater supply; develop and implement environmental health and climate adaptation policies and proactively address sea level rise.
- **“Self-Sufficient & Sustainable”** sustain a resilient financial position supported by sustainable, balanced revenue streams, fiscally responsible expenditures and pursuit of cost-saving measures. Implement policies and procedures and develop long-term financial strategies to achieve long-term economic sustainability. A commitment to reinvest into core downtown service areas; and a commitment to underserved and under-involved segments of the community.
- **“Desirable Residential and Business Community (Balanced Housing and Jobs)”** includes a commitment to shared social and environmental responsibility promoting a balance between job creation and diverse housing types affordable to persons of all income levels. Attract and retain a well-balanced mix of businesses that contribute to the City’s sustainability and promote the creation of quality jobs.

City of Marina - FY 2019/20 & 2020/21 Workplan Priorities

Begin Yr 1

Begin By Yr 2

As capacity permits

Not Prioritized

Project

Desirable Quality of Life

1	- Annexation CSUMB Housing
2	- Groundwater and Aquifer Protection
3	- Homelessness Issues
4	- Gloria Jean-Tate Park Renovation (including pump track)
5	- Sea Haven Park Development
6	- Equestrian Park Development
7	- Dunes City Park Development
8	- Blight Removal
9	- Stockade Demolition

Status

Est. Completion

Remarks

In progress	2021	
In progress	Ongoing	
In progress	Ongoing	
In progress		
In progress	2021	
In progress	2021	
In progress	Ongoing	
In progress	2021	
In progress	2021	

Desirable Recreational and Cultural Opportunities

10	- Marina High School Gym Joint Use Agreement
11	- MPUSD Ages 0-5 Assessment
12	- Youth, Seniors, Family Program Development
13	- Pool Feasibility Study
14	- Water City Roller Hockey Building Recreation Center
15	- Senior Center CDBG Grant

Completed		
Completed		
Not started		
Completed	Ongoing	
Completed	Ongoing	
Completed		No funding

High Level of Municipal Services and Infrastructure

16	- Fee Schedule Update
17	- Impact Fee Update
18	- Imjin Parkway Widening
19	- Del Monte/2nd Avenue Connection Design
20	- Salinas Avenue Widening Design
21	- 8th Street between 3rd and 5th Avenue Design
22	- Street Maintenance Program
23	- Stormwater Permit NPDES
24	- Website Improvements
25	- Council Chamber ADA, Interior & ADA Improvements
26	- Record and File Management
27	- City Hall/Annex Improvements
28	- Recreation Online Programs
29	- City Lease Management
30	- GreenWaste Recovery Cost-Based Rate Adjustment

In progress	2021	
In progress	2021	
In progress	2022	
Completed	Ongoing	
In progress		
In progress		
Completed	Ongoing	
In progress	Ongoing	
In progress	2021	
Completed		
In progress	Ongoing	COVID-19 impacts
In progress	Ongoing	
Completed	Ongoing	
In progress		

Safe and Secure Environment

31	- Fire Service Study (including staffing, engines, stations, response times, etc.)
32	- Police Services Study (including staffing, services, response times etc.)

In progress	Dec-20	
Not Started	2021	

Economic Vitality

33	- Downtown Vitalization Specific Plan
34	- FORA Sunset 2020 (Transition Plan)
35	- Cannabis Program Implementation
36	- Arts Village Development
37	- Opportunity Zone Marketing and Development
38	- Airport Business Park Specific Plan EIR
39	- JOBY Aviation Development
40	- Rutherford Development

In progress	Oct-20	
In progress	Jul-20	
In progress	Aug-20	
In progress	Ongoing	
Completed	Ongoing	
In progress	Sep-20	
In progress	Ongoing	
Completed		Withdrew

Diverse Vibrant Community

41	- Special/Cultural Events
42	- Campaign Finance Reform

Completed		COVID-19 Impact
Completed		

Protect Natural Setting (Environmental Awareness and Sustainability)

43	- Local Coastal Plan Update
44	- Organic Waste Ordinance

In progress	2021	

Self-Sufficient & Sustainable

45	- Preston/Abrams Regulatory Agreements Update
46	- Preston/Abrams Parking Management Plan Development
47	- Preston/Abrams Fiscal Sustainability Plan (Future FHA Loan)
48	- Hayes Circle Duplex Renovation
49	- Stabilization of Useful Buildings

In progress	Ongoing	
In progress	Sep-20	
Completed	Ongoing	
In progress	Ongoing	
In progress	Ongoing	

Desirable Residential and Business Community (Balanced Housing and Jobs)

50	- Housing Element Update
51	- Inclusionary Ordinance Update
52	- General Plan Update
53	- Zoning Ordinance Update
54	- Below Market Rate Housing Program Implement
55	- Sea Haven Development
56	- Dunes Phase II Development
57	- Marina Station Development
58	- Creating Voting Districts
59	- Urban Growth Boundarty ballot measure
60	- Cannabis Ordinance Cleanup
61	- Groundwater Sustainability Plan
62	- Short-term home rentals
63	- COVID-19 Impacts

In progress	Dec-20	
In progress	2022	
Not started	2022	
In progress	2022	
In progress	Jan-21	
In progress	Ongoing	
In progress	Ongoing	
In progress	Ongoing	
Completed		

In progress	Aug-20
In progress	Aug-20
Completed	Dec-19
Completed	Oct-19
In progress	Ongoing