

City of Atascadero

2025-2027 Work Plan

Adopted by the City Council on April 22, 2025



ECONOMIC AND COMMUNITY VIBRANCY

- Complete the General Plan update and comprehensive Zoning Code amendment
- Facilitate ongoing major development projects - Del Rio Ranch, Dove Creek, Del Rio Marketplace, and Barrel Creek
- Encourage and support redevelopment of the Kmart Center and other underperforming parcels such as Colony Square and vacant downtown pads
- Establish a thoughtful strategy for the orderly development of Eagle Ranch that is beneficial to the City and is complimentary to adjacent neighborhoods
- Implement the summer Aquatics Program to include recreational swim and swimming lessons
- Advance the Zoo's growth by introducing a new brand, implementing new signage, new marketing and operational strategies, and adding new and expanded events, educational and conservation programs
- Evaluate and build up major downtown events including Garden Lights and Winter Nights, Tamale Festival, Cider Fest, Fall Festival and others.
- Facilitate the construction of Centennial Plaza as a catalyst for downtown development and encourage similar development in adjacent parcels
- Complete Phase II of the ECR Project which includes entry arches, additional street furnishings, and Highway 101 tunnel improvements
- Increase marketing of the Pavilion and other City facilities as destination venues to generate hotel stays and support the hospitality industry
- Review and determine the need to update master plans for public parks, open spaces, trails and other recreational spaces
- Continue to refine and modernize the Development Review process to be one of the most consistent, predictable, and easiest cities in the County to build
- Support continued broadband rollout to businesses and homes
- Attract industrial businesses that generate high-paying jobs as well as in-demand retail businesses that enhance shopping in our community
- Explore partnerships with interested community organizations that expand recreational programs and cultural and social enrichment opportunities for residents
- Work with the Atascadero Printery Foundation and other non-profits on an adaptive reuse of the Printery Building that contributes to social wellbeing and the arts

FISCAL AND INFRASTRUCTURE EFFICIENCY AND SUSTAINABILITY

- Implement comprehensive asset management software to ensure long-term operational efficiencies.
- Strategically plan for infrastructure improvements needed to accommodate new developments to minimize impact on the community
- Utilize 3CE rebates and incentives for City's fleet and facilities to encourage a more fiscally and environmentally sustainable fleet
- Implement new accounting software to encourage more efficient operations
- Issue fiscally responsible bonds for the Public Safety Facilities Project and wisely steward the project budget
- Complete design and financing plans for a modern, entrepreneurial, and cost-effective Wastewater Treatment Plant and collection system that includes partnerships and opportunities for cost recovery
- Implement Zoo capital and fundraising plans to ensure long term fiscal sustainability
- Maintain efforts to seek funding opportunities for asset replacement and infrastructure improvement
- Assess the potential for a comprehensive review of the City's energy usage, identifying opportunities for investment that offer cost savings, increased reliability and support long-term sustainability goals
- Continue to investigate and implement new revenue streams including new Extended Stay Administrative Use Permit Fee and TBID assessment revenues
- Commit to the digitization and accessibility of City records
- Continue implementation of electronic payment mechanisms
- Build on community engagement strategies to further create public trust
- Maintain City's commitment to conservative fiscal policies and budgeting, and ensuring strong reserves
- Invest in a genuine and empowering employee culture that is supported by modern human resource practices to increase retention and recruitment
- Continue to promote transparency, accountability, and accessibility of City services
- Continue to support and/or advocate for legislative changes that positively impact the City

ENSURING PUBLIC SAFETY AND PROVIDING EXCEPTIONAL CITY SERVICES

- Expand on volunteer programs in the Police Department
- Continue to reduce the negative impacts associated with homelessness and partner with the County of San Luis Obispo and non-profits serving the homeless community
- Transition to temporary public safety facilities and initiate construction of the Public Safety Facilities Project
- Develop a plan for funding large fire apparatus replacement
- Continue wildfire preparedness planning, including fuel modification projects and Atascadero Creek cleanups within City owned creek reservations
- Continue work towards long-term goal of expanding fire and emergency response resources
- Leverage regional partnerships with other agencies to enhance local services
- Embrace and utilize new technology to provide public safety services
- Continue managing, and facilitate where possible, sustainable and cooperative use of waterways in the City
- Continue efforts to strengthen the City's cybersecurity
- Through the Essentialism Task Force, implement processes and services that reduce unnecessary or redundant City operations and ensure City services are as efficient as possible
- Continue to support training and professional development of staff to ensure the team is prepared, connected, and engaged to address current issues and challenges
- Continue to identify and pursue opportunities to improve traffic and pedestrian safety throughout major vehicular corridors in the City
- Update and implement Emergency Preparedness Plans including Emergency Operations Plan, Local Hazard Mitigation Plan, CWPP, Fire Hazard Severity Zones, Standards of Cover, and Building and Fire Codes