

**Q2  
UPDATE**



# **City Council Strategic Plan 2025-2026**

**440 Harcourt Ave, Seaside, CA 93955 | [ci.seaside.ca.us](http://ci.seaside.ca.us)**

# City Council Strategic Plan 2025-2026

**The City of Seaside** stands at a transformative moment—proud of our momentum, clear-eyed about our challenges, and energized by new leadership and renewed commitment to our shared vision.

Adopted in 2023, Seaside’s streamlined Strategic Plan centered five powerful priorities:



**PILLAR 1**  
EFFECTIVE, ACCESSIBLE GOVERNANCE (EAG)



**PILLAR 2**  
VIBRANT LOCAL ECONOMY (VLE)



**PILLAR 3**  
DIVERSE, INCLUSIVE COMMUNITY (DIC)



**PILLAR 4**  
ENHANCED PHYSICAL INFRASTRUCTURE &  
ABUNDANT WATER SUPPLY (EPIAWS)



**PILLAR 5**  
COMMUNITY SAFETY & QUALITY OF LIFE (CSQL)

These pillars continue to reflect the heart of Seaside’s mission and aspirations: to be a vibrant, proudly diverse, energetic, and safe community with extraordinary natural beauty, economic opportunity, and high quality of life.

Over the past two years, Seaside’s departments have delivered significant wins across these priority areas. From the completion of the General Plan and continued development of Campus Town and Seagrove Apartments, to major infrastructure improvements, public safety enhancements, and expansion of community recreation and engagement programs—Seaside has shown that even with limited resources, we can and do achieve great things together.

At the February 2025 Strategic Planning Session, City Council and Department Heads reaffirmed the power of the current framework—and identified where sharper focus, stronger alignment, and more sustainable implementation can accelerate impact into 2026.



# Work Plan

The following list outlines the initiatives and projects that various City of Seaside Departments will undertake, as well as concepts to be explored during the 2025-2026 Fiscal Years, to advance the Council's Strategic Pillars. This dynamic plan reflects the City's commitment to progress and adaptability, allowing for additional projects and initiatives to be incorporated as community needs evolve. The Council will continue to reassess and refine these efforts as part of ongoing evaluations of the Strategic Plan or in response to emerging operational requirements.

To the right of each subgoal, you will find a list of impact factors, highlighting the critical elements necessary for successful goal achievement. Each goal will be accompanied by an indicator that identifies the key factors essential to its success. These impacts are defined as follows:

## **ONGOING**

Initiatives that require consistent attention, maintenance, or implementation over time to ensure sustained progress and impact.

## **PUBLIC ENGAGEMENT**

Initiatives that require significant outreach to, and input from, the public. This includes community meetings, stakeholder feedback, surveys, and other participatory planning efforts essential to the goal's development or execution.

## **POLICY**

Applies to goals that will result in or require updates to municipal policy, ordinances, or regulatory frameworks. This may include adopting new rules, revising codes, or implementing standards aligned with city priorities.

## **CAPITAL PROJECT**

Refers to goals involving substantial physical infrastructure investments, including construction, renovation, or major equipment purchases.

## **PROGRAM**

Structured services or initiatives delivered by City departments to address specific needs, promote community well-being, or advance strategic priorities.

## **PLANNING**

Strategic or operational efforts involving research, studies, or strategic planning processes. This includes feasibility studies, master plans, needs assessments, and related analytical efforts to guide future decisions.

## **FUNDING**

Highlights that financial resources—such as grants, bond measures, or budget reallocations—are essential to the success of the goal. This includes identifying, securing, or allocating funds necessary to proceed.

## **EXTERNAL COLLABORATION**

Partnerships with outside organizations, agencies, or jurisdictions that enhance capacity, share resources, or align efforts for regional impact.



# Pillar 1: Effective, Accessible Governance (EAG)

Strengthen delivery of high quality, efficient & financially sound operations, and welcoming services for the community.

## 1.1 ENHANCE EFFECTIVE COMMUNICATION & SERVICE

Timely, proactive and responsive communication to enhance service for all citizens.

## 1.2 OPTIMIZE TECHNOLOGY TO STREAMLINE PROCESSES & OPERATIONS

Leverage technology to streamline processes, advance user friendly accessible services, operational efficiencies, and decision-making.

## 1.3 FORTIFY FISCAL HEALTH, RESILIENCE & STEWARDSHIP

Improve fiscal health and funding capacity through prudent planning and fiscal stewardship, including public-private partnerships, bond measures, grant-writing, and other approaches.

## 1.4 EMPOWER HIGH PERFORMANCE TALENT & CULTURE

Empower high performance talent, leadership, and organizational culture to retain and attract top talent.

## 1.5 DEVELOP COLLABORATIONS & PARTNERSHIPS

Develop collaborations and partnerships to advance community services and the City Mission, Vision, & Goals.

### CITY DEPARTMENTS LEADING THE WORK:



City Attorney



City Clerk



City Manager



Community Development



Economic Development



Finance



Fire Department



Human Resources



Information Technology



Police Department



Public Works



Recreation Department



## Pillar 1: Effective, Accessible Governance (EAG)

Strengthen delivery of high quality, efficient & financially sound operations, and welcoming services for the community.

### How Do We Achieve This Goal?

ONGOING	PUBLIC ENGAGEMENT	POLICY	CAPITAL PROJECT	PROGRAM	PLANNING	FUNDING	EXTERNAL COLLABORATION
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### 1.1 ENHANCE EFFECTIVE COMMUNICATION & STELLAR SERVICE

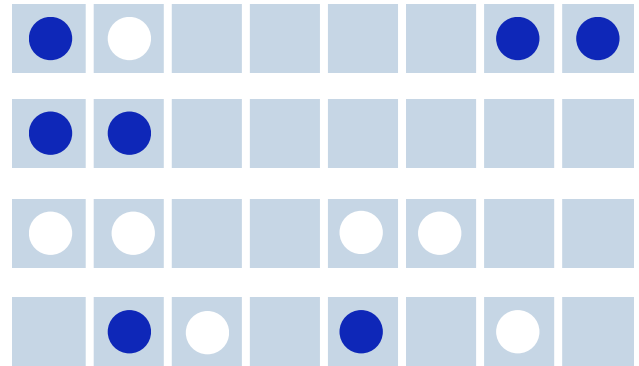
Enhance timely, proactive and responsive communication and stellar service for all community members

Upgrade website (mobile responsiveness, ADA compliance, and streamlined user experience) and boost engagement through accurate content and targeted campaigns.

Strengthen civic trust by reducing response times to citizen inquiries and service requests.

Launch comprehensive public outreach campaigns annually, highlighting themes such as economic vitality, community pride, public safety, and civic participation.

Adopt cohesive multi-lingual communication standards for messaging.



### 1.2 OPTIMIZE TECHNOLOGY TO STREAMLINE PROCESSES & OPERATIONS

Leverage technology to streamline processes, advance user friendly accessible services, operational efficiencies, and decision-making.

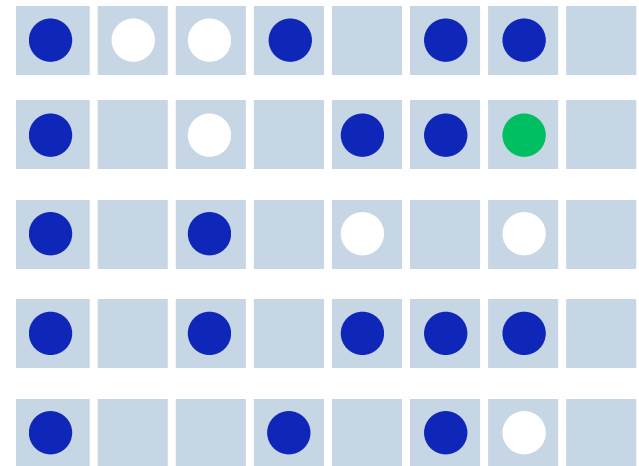
Deploy digital tools, emerging platforms and AI tools to ensure faster, more transparent processes for residents and businesses.

Leverage innovative financial technologies to modernize fee collection and revenue operations, improving efficiency while enhancing transparency, accessibility, and convenience for the public.

Strengthen cybersecurity and operational resilience through investments and infrastructure planning.

Implement a comprehensive digital library that enhances staff efficiency, promotes information accessibility, and supports long-term archival integrity.

Integrate advanced technologies into internal systems to optimize service delivery across departments.





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### 1.3 FORTIFY FISCAL HEALTH, RESILIENCE & STEWARDSHIP

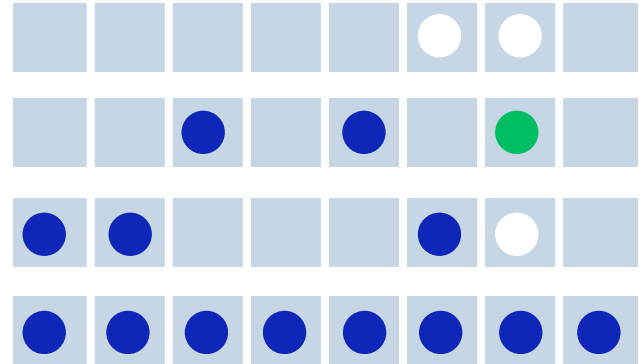
Improve fiscal health and funding capacity through prudent planning and fiscal stewardship, including public-private partnerships, bond measures, grant-writing, and other approaches.

Conduct a comprehensive bond financing study to assess funding mechanisms for major infrastructure projects such as Fire Station#2.

Launch a citywide fee study to align current rates with actual service delivery costs, and explore models that support diversified revenue streams.

Identify long term capital improvement needs and grant funding opportunities.

Maintain a balanced budget while integrating strategic plan priorities in the budget process.



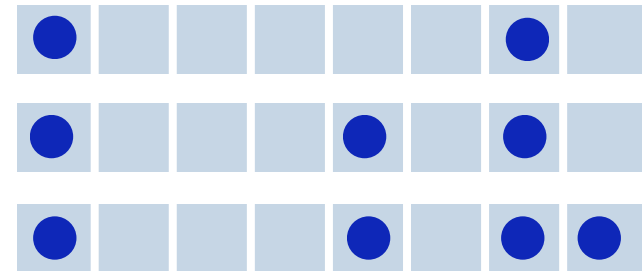
### 1.4 EMPOWER HIGH PERFORMANCE TALENT & CULTURE

Empower high performance talent, leadership, and organizational culture to retain and attract top talent.

Recruit and retain diverse, qualified, mission-driven professionals to ensure alignment with current and future organizational and community needs.

Support professional development that fosters continuous learning, strengthens safety and field skills, builds cross-functional capacity, communication, and advances career growth.

Cultivate a culture of employee recognition that celebrates positive contributions to the organization and community.



### 1.5 DEVELOP COLLABORATIONS & PARTNERSHIPS

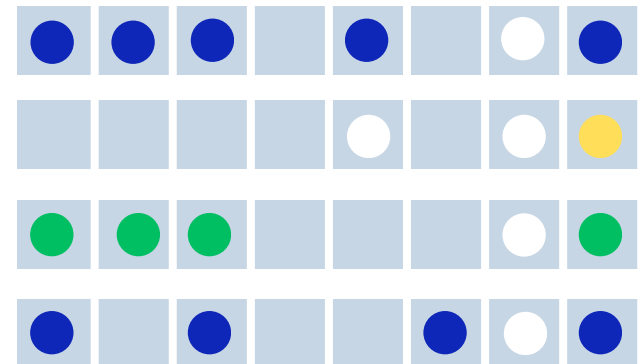
Develop collaborations and partnerships to advance community services and the City Mission, Vision, & Goals.

Forge dynamic partnerships with local educational institutions to create innovative community-driven initiatives.

Develop and implement the Chevron Fab Lab in collaboration with MPUSD, CSUMB and the Fab Foundation, to expand access to STEM education and workforce readiness.

Achieve Blue Zones Community certification and identify sustainable initiatives that promote lasting community health and wellness.

Champion a regional intergovernmental approach to address local governance opportunities and challenges.





## Pillar 2: Vibrant Local Economy (VLE)

Foster economic growth to further develop a vibrant, diversified, and sustaining local economy with greater economic mobility opportunity for our community members to flourish.



### 2.1 ACCELERATE MIXED-USE & COMMERCIAL DEVELOPMENT

Accelerate progress advancing priority development initiatives.

### 2.2 ENHANCE BUSINESS RETENTION & ATTRACTION SERVICES

Enhance services and resources to encourage business retention and attraction, including entrepreneurship, small business, and new and high wage industry cultivation.

### 2.3 ADVANCE WORKFORCE DEVELOPMENT

Advance workforce development for job and career pathways that provide economic mobility for residents.

#### CITY DEPARTMENTS LEADING THE WORK:



City Attorney



City Manager



Community Development



Economic Development



Public Works



Recreation Department



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### 2.1 ACCELERATE MIXED-USE & COMMERCIAL DEVELOPMENT

Accelerate progress advancing priority development initiatives.

Advance the Campus Town development as a catalyst for economic growth, housing, and innovation.

Support the development of the Grand Hyatt Seaside Resort to elevate the local tourism economy and expand hospitality-driven commercial growth.

Secure a development partner and advance a unique, transformative mixed-use plan for the Main Gate property that fuels economic growth and elevates Seaside's identity as a vibrant destination.

Activate the West Broadway Urban Village to attract investment and create a vibrant, walkable district that showcases Seaside's distinct character.

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### 2.2 ENHANCE BUSINESS RETENTION & ATTRACTION SERVICES

Enhance services and resources to encourage business retention and attraction, including entrepreneurship, small business, and new and high wage industry cultivation.

Develop an economic strategic plan that uses data-driven market analysis and demographic insights to implement a targeted approach for business recruitment and retention efforts.

Implement tourism initiatives that celebrate our diversity, local assets, and natural beauty to ignite community pride, attract visitors, and drive sustainable economic growth.

Provide targeted resources, outreach, and support services to help small businesses thrive and strengthen the local economy.

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### 2.3 ADVANCE WORKFORCE DEVELOPMENT

Advance workforce development for job and career pathways that provide economic mobility for residents.

Strengthen workforce partnerships to expand youth-focused training for the jobs of tomorrow.

Develop programs to equip residents with the skills and training needed to access future-ready, high-quality jobs across diverse industries.

Foster workforce partnerships with higher education and regional trade industries to create career pathways.

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## Pillar 3: Diverse, Inclusive Community (DIC)

Advance cultural vibrancy and belonging by advancing housing affordability, honoring Seaside's rich diversity, and ensuring all community members have ample opportunity to participate in civic life and contribute to wellbeing for all.



### 3.1 ADVANCE HOUSING AFFORDABILITY

Advance housing affordability.

### 3.2 EXPAND CULTURAL PROGRAMMING

Strengthen and celebrate Seaside's rich diversity through events, arts, and initiatives that foster belonging, connection, pride, and influence.

### 3.3 FOSTER GREATER CIVIC ENGAGEMENT

Foster opportunities for greater civic engagement.

#### CITY DEPARTMENTS LEADING THE WORK:



City Attorney



City Clerk



City Manager



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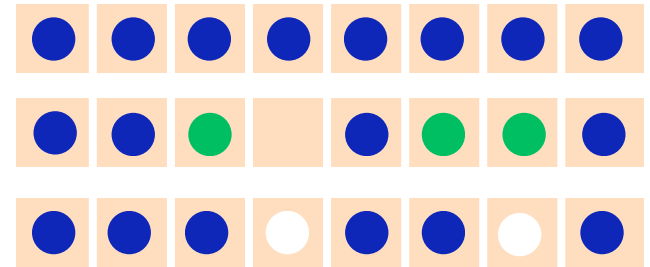
### 3.1 ADVANCE HOUSING AFFORDABILITY

Advance housing affordability.

Evaluate and expand opportunities to accelerate affordable housing development on public and private properties.

Create and implement an affordable housing strategy to elevate and increase access to rental assistance programs.

Strengthen partnerships with affordable housing focused entities (i.e. Seaside Housing Collaborative).



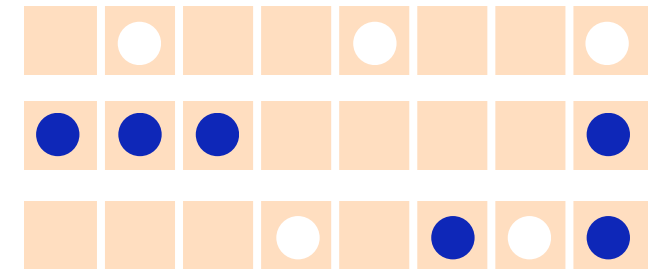
### 3.2 EXPAND CULTURAL PROGRAMMING

Strengthen and celebrate Seaside's rich diversity through events, arts, and initiatives that foster belonging, connection, pride, and influence.

Create engagement strategies to amplify awareness, participation, and pride in local cultural events.

Partner with community organizations to expand cultural programs that celebrate Seaside's diversity and strengthen civic pride.

Establish a permanent, publicly accessible location to preserve and showcase the City's historical archives.



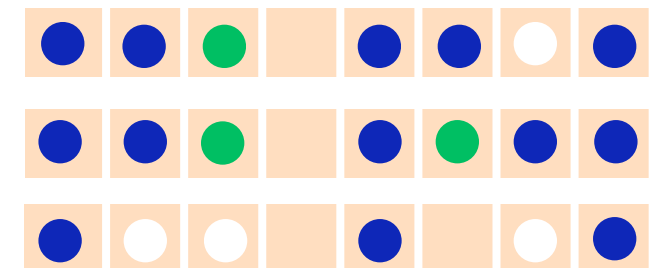
### 3.3 FOSTER GREATER CIVIC ENGAGEMENT

Foster opportunities for greater civic engagement.

Design and launch programs that inspire civic participation and local leadership.

Enhance existing community centered programs that educate, empower, and activate citizens (i.e Police & Fire Cadet programs).

Increase youth civic engagement through targeted programs, internships, and leadership development opportunities.





## Pillar 4: Enhanced Physical Infrastructure & Abundant Water Supply (EPIAWS)

Address water issues and infrastructure priorities to increase sustainable vibrancy.



### 4.1 EXPAND WATER INFRASTRUCTURE & SUPPLY RESILIENCE

Address water infrastructure and supply resilience.

### 4.2 ENHANCE SAFE STREETS, MOBILITY & ACCESSIBILITY

Enhance safe streets, mobility, and accessibility.

### 4.3 ADVANCE SUSTAINABILITY & ENVIRONMENTAL STEWARDSHIP

Advance sustainability and environmental stewardship.

### 4.4 MAINTAIN INFRASTRUCTURE, PUBLIC FACILITIES & CITY ASSETS

Ensure the longevity, safety, and efficiency of Seaside's built environment.

#### CITY DEPARTMENTS LEADING THE WORK:



City Attorney



City Manager



Economic Development



Community Development



Finance



Public Works



## Pillar 4: Enhanced Physical Infrastructure & Abundant Water Supply (EPIAWS)

Address water issues and infrastructure priorities to increase sustainable vibrancy.

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### 4.1 EXPAND WATER INFRASTRUCTURE & SUPPLY RESILIENCE

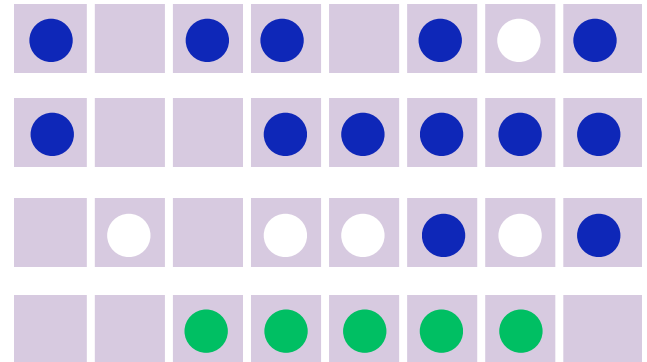
Address water infrastructure and supply resilience.

Develop strategic partnerships and agreements to ensure long term water stability.

Modernize and expand aging water infrastructure.

Implement green infrastructure and stormwater management projects that maximize rainwater capture, enhance infiltration, and support long-term recharge of the Seaside Groundwater Basin.

Conduct a comprehensive review of the Water Credit Allocation Program.



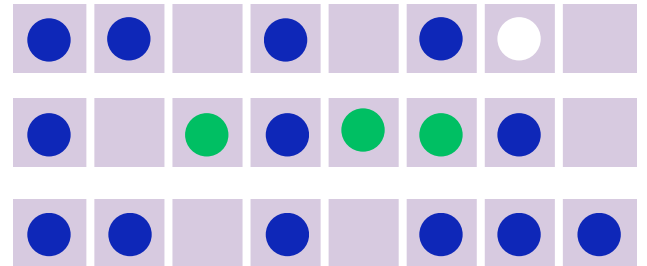
### 4.2 ENHANCE SAFE STREETS, MOBILITY & ACCESSIBILITY

Enhance safe streets, mobility, and accessibility.

Review and assess public parking capacity in the West Broadway Urban Village.

Develop and implement a pavement management strategy for timely repairs and maintenance of all public right-of-ways.

Address ADA upgrades and transit enhancements for pedestrians and bicyclists safety.



### 4.3 ADVANCE SUSTAINABILITY & ENVIRONMENTAL STEWARDSHIP

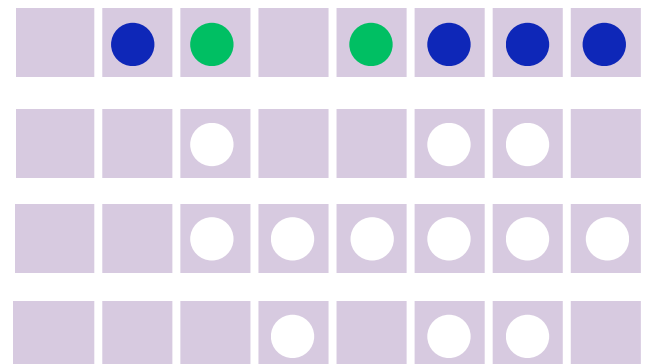
Advance sustainability and environmental stewardship.

Adopt and Integrate recommendations from the Climate Action Plan.

Conduct a Comprehensive Energy Audit of City Facilities.

Expand access to clean transportation by installing EV charging infrastructure in high-traffic and underserved areas.

Design and implement improvements to coastal-facing infrastructure to enhance resilience.





## Pillar 4: Enhanced Physical Infrastructure & Abundant Water Supply (EPIAWS)

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### How Do We Achieve This Goal?

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## 4.4 MAINTAIN INFRASTRUCTURE, PUBLIC FACILITIES & CITY ASSETS

Ensure the longevity, safety, and efficiency of Seaside's built environment.

Modernize and upgrade aging public facilities.

Revitalize and sustain City parks and open spaces.

Develop a Capital Asset Management and replacement plan.

Improve major corridors with refreshed streetscapes, enhanced signage, and beautification projects that elevate community pride.

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## Pillar 5: Community Safety & Quality of Life (CSQL)

**Protect and uplift community well-being through proactive public safety, engaged and connected community members and neighborhoods, and enriched environments that support a thriving, healthy Seaside.**



### 5.1 ENHANCE PUBLIC SAFETY, CRIME REDUCTION & EMERGENCY PREPAREDNESS

Enhance public safety through expanded community engagement, proactive emergency preparedness, and modernized facilities.

### 5.2 DELIVER HIGH QUALITY RECREATION SERVICES & AMENITIES

Deliver high quality recreation services and amenities.

### 5.3 PROMOTE VIBRANT WELL- MAINTAINED NEIGHBORHOODS

Align land use, planning, zoning, and code enforcement efforts to support orderly growth, community liveability and consistent application of standards.

#### CITY DEPARTMENTS LEADING THE WORK:



City Attorney



City Manager



Economic Development



Public Works



Community Development



Recreation Department



Police Department



Fire Department



## Pillar 5: Community Safety & Quality of Life (CSQL)

Protect and uplift community well-being through proactive public safety, engaged and connected community members and neighborhoods, and enriched environments that support a thriving, healthy Seaside.

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### 5.1 ENHANCE PUBLIC SAFETY, CRIME REDUCTION & EMERGENCY PREPAREDNESS

Enhance public safety through expanded community engagement, proactive emergency preparedness, and modernized facilities.

- Strengthen collaborations with regional safety and emergency response partners.
- Establish a Police reserve program to strengthen community safety capacity.
- Continue architectural design phase of Fire Station #2, ensuring the facility reflects modern standards, operational efficiency, and long-term resilience.
- Review and assess public safety related technology, training and equipment needs.

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### 5.2 DELIVER HIGH QUALITY RECREATION SERVICES & AMENITIES

Deliver high quality recreation services and amenities.

- Expand Youth Leadership through skill-building and mentorship programs.
- Enhance after-school offerings through collaborations and partnerships that support diverse and interest-based programs.
- Leverage natural and unique assets to grow outdoor recreation opportunities.
- Strengthen quality of life for older adults by expanding inclusive programs, services, and engagement opportunities that support active aging, social connection, and lifelong well-being.
- Implement goals and strategies outlined in the 2024 Parks & Recreation Master Plan.

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### 5.3 PROMOTE VIBRANT WELL- MAINTAINED NEIGHBORHOODS

Align land use, planning, zoning, and code enforcement efforts to support orderly growth, community liveability and consistent application of standards.

- Adopt the 2025 Title 24 California Code of Regulations to reinforce commitment to energy efficiency, sustainability, and climate resilience.
- Update Zoning Ordinance to Align with the 2040 General Plan Vision.
- Launch targeted data-driven initiatives, funding tools, and outreach campaigns that promote property upkeep and improve housing conditions.
- Align zoning, planning, and code enforcement with clear, equitable standards that reflect current community needs.

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# Implementation Overview

## STRATEGIC IMPLEMENTATION

The City of Seaside Strategic Plan 2025–26 is a living document—intended to remain dynamic, relevant, and adaptable as community needs evolve. It reflects a clear vision for Seaside’s future while allowing flexibility in implementation as priorities shift or new challenges emerge. This plan will guide City operations, policy decisions, and the allocation of limited resources throughout the upcoming fiscal year and beyond.

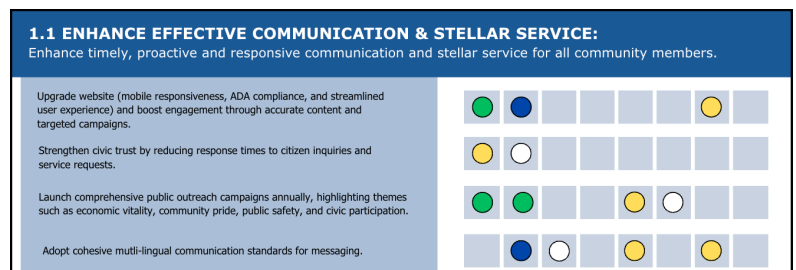
## TYING STRATEGY TO BUDGET

As part of the City’s commitment to accountability and fiscal stewardship, the Strategic Plan will serve as a foundational tool in the development of the Fiscal Year 2025–26 Budget. Staff will use this plan to align proposed department initiatives, funding requests, and capital investments with the Strategic Pillars and priorities outlined herein.

## MONITORING PROGRESS

To ensure transparency and momentum, the City of Seaside will provide quarterly updates to the City Council on implementation progress. These updates will include a color-coded tracking system to reflect the status of each initiative:

- In Progress (show blue dot)
- Delayed (show yellow dot)
- Completed (show green dot)
- Not Yet Started (show hollow/white dot)



This visual approach supports a shared understanding of project timelines and accountability across departments and with the community.

## STAY CONNECTED & PROVIDE INPUT

The Strategic Plan represents a collaborative effort—and your input matters. Community members are encouraged to stay engaged and help shape Seaside’s progress through ongoing dialogue and feedback.

### If you have questions or ideas about the Strategic Plan, please contact:

City Manager’s Office  
Email: [gmcDaniel@ci.seaside.ca.us](mailto:gmcDaniel@ci.seaside.ca.us)  
Phone: (831) 899-6700  
Website: [www.ci.seaside.ca.us](http://www.ci.seaside.ca.us)