

# City of Capitola

## Special City Council Meeting Agenda

### Tuesday, February 04, 2025 – 12:00 PM



City Council Chambers  
420 Capitola Avenue, Capitola, CA 95010

**Mayor:** Joe Clarke

**Vice Mayor:** Alexander Pedersen

**Council Members:** Gerry Jensen, Margaux Morgan, Melinda Orbach

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### Special Meeting of the Capitola City Council – 12:00 PM

*All correspondence received prior to 5:00 p.m. on the Monday preceding a Council Meeting will be distributed to Councilmembers to review prior to the meeting. Information submitted after 5 p.m. on that Monday may not have time to reach Councilmembers, nor be read by them prior to consideration of an item.*

#### 1. Roll Call and Pledge of Allegiance

Council Members Gerry Jensen, Margaux Morgan, Melinda Orbach, Alexander Pedersen, and Mayor Joe Clarke.

#### 2. Additions and Deletions to the Agenda

#### 3. Additional Materials

*Additional information submitted to the City after distribution of the agenda packet.*

A. Item 6A - Correspondence Received

#### 4. Oral Communications by Members of the Public

*Oral Communications allows time for members of the Public to address the City Council on any "Consent Item" on tonight's agenda, or on any topic within the jurisdiction of the City that is not on the "General Government/Public Hearings" section of the Agenda. Members of the public may speak for up to three minutes, unless otherwise specified by the Mayor. Individuals may not speak more than once during Oral Communications. All speakers must address the entire legislative body and will not be permitted to engage in dialogue. **A maximum of 30 minutes** is set aside for Oral Communications.*

#### 5. Staff / City Council Comments

*Comments are limited to three minutes.*

#### 6. General Government / Public Hearings

*All items listed in "General Government / Public Hearings" are intended to provide an opportunity for public discussion of each item listed. The following procedure pertains to each General Government item: 1) Staff explanation; 2) Council questions; 3) Public comment; 4) Council deliberation; 5) Decision.*

A. Strategic Plan Draft Review

Recommended Action: 1) Receive a presentation from the City’s Strategic Plan consultant BerryDunn; 2) review the draft Strategic Plan and provide feedback; and 3) authorize staff to release the draft Strategic Plan for public review.

## 7. Closed Session

*Closed Sessions are not open to the public and held only on specific topics allowed by State Law (noticed below). An announcement regarding the items to be discussed in Closed Session will be made in the City Hall Council Chambers prior to the Closed Session. Members of the public may, at this time, address the City Council on closed session items only. There will be a report of any final decisions in City Council Chambers during the Open Session Meeting.*

- i. CONFERENCE WITH LEGAL COUNSEL - ANTICIPATED LITIGATION  
Significant Exposure to Litigation Pursuant to Govt. Code § 54956.9(d)(2)  
One Case

## 8. Report on Closed Session

**9. Adjournment** - *The next regularly scheduled City Council meeting is on February 13, 2025, at 6:00 PM.*

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### How to View the Meeting

**Meetings are open to the public for in-person attendance at the Capitola City Council Chambers located at 420 Capitola Avenue, Capitola, California, 95010.**

#### Other ways to Watch:

Spectrum Cable Television channel 8

City of Capitola, California YouTube Channel

#### To Join Zoom Application or Call in to Zoom:

Meeting

link: <https://us02web.zoom.us/j/83328173113?pwd=aVRwcWN3RU03Zzc2dkNpQzRWVXAYdz09>

Or dial one of these phone numbers: **1 (669) 900 6833, 1 (408) 638 0968, 1 (346) 248 7799**

Meeting ID: **833 2817 3113**

Meeting Passcode: **678550**

### How to Provide Comments to the City Council

Members of the public may provide public comments to the City Council in-person during the meeting. If you are unable to attend in-person, please email your comments to [citycouncil@ci.capitola.ca.us](mailto:citycouncil@ci.capitola.ca.us) and they will be included as a part of the record for the meeting. Please be aware that the City Council will not accept comments via Zoom.

**Notice regarding City Council: The City Council meets on the 2nd and 4th Thursday of each month at 6:00 p.m. in the City Hall Council Chambers located at 420 Capitola Avenue, Capitola.**

**Agenda and Agenda Packet Materials: The City Council Agenda and the complete Agenda Packet are available for review on the City’s website and at Capitola City Hall prior to the meeting. Need more information? Contact the City Clerk’s office at 831-475-7300.**

**Agenda Materials Distributed after Distribution of the Agenda Packet: Pursuant to Government Code §54957.5, materials related to an agenda item submitted after distribution of the agenda**

packet are available for public inspection at the Reception Office at City Hall, 420 Capitola Avenue, Capitola, California, during normal business hours.

**Americans with Disabilities Act:** Disability-related aids or services are available to enable persons with a disability to participate in this meeting consistent with the Federal Americans with Disabilities Act of 1990. Assisted listening devices are available for individuals with hearing impairments at the meeting in the City Council Chambers. Should you require special accommodations to participate in the meeting due to a disability, please contact the City Clerk’s office at least 24 hours in advance of the meeting at 831-475-7300. In an effort to accommodate individuals with environmental sensitivities, attendees are requested to refrain from wearing perfumes and other scented products.

Si desea asistir a esta reunión pública y necesita ayuda - como un intérprete de lenguaje de señas americano, español u otro equipo especial - favor de llamar al Departamento de la Secretaría de la Ciudad al 831-475-7300 al menos tres días antes para que podamos coordinar dicha asistencia especial o envíe un correo electrónico a [jgautho@ci.capitola.ca.us](mailto:jgautho@ci.capitola.ca.us).

**Televised Meetings:** City Council meetings are cablecast “Live” on Charter Communications Cable TV Channel 8 and are recorded to be rebroadcasted at 8:00 a.m. on the Wednesday following the meetings and at 1:00 p.m. on Saturday following the first rebroadcast on Community Television of Santa Cruz County (Charter Channel 71 and Comcast Channel 25). Meetings are streamed “Live” on the City’s website by clicking on the Home Page link “Meeting Agendas/Videos.” Archived meetings can be viewed from the website at any time.

**Gautho, Julia**

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**From:** tim wan <timwingwan@yahoo.com>  
**Sent:** Friday, January 31, 2025 8:57 PM  
**To:** City Council  
**Subject:** Public Comments on Capitola City Strategic Plan

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Honorable City Council Members:

Before a Council Member makes a motion to receive the draft Capitola City Strategic Plan at the February 4th Special Meeting, I'd like to suggest that a description on "How to Access Healthcare As a Capitola City Resident" be added by BerryDunn Consultants to the draft strategic plan. This additional information can perhaps be included in the section under the 5th priority on "Healthy Family, Community, and Environment"?

I understand after reading the Agenda Packet information that there will be additional opportunities for Capitola residents to provide specific input further down the road. However, I would like to voice my concerns at this juncture as a Capitola senior, who has experienced persistent difficulties in accessing timely healthcare as a Capitola resident.

While I understand that it is not the City's responsibility to provide healthcare to its residents, I hope that the City can consistently provide up-to-date information to our residents, especially to the large number of seniors who live in Capitola, on how to strategically access healthcare, both routine and emergency healthcare. Can the City's Strategic Plan address this issue, which seems to me could be the elephant in the room that no one wants to address?

For example, I can speak first-hand on how I access healthcare as a Kaiser healthcare insurance member living in Capitola, which ultimately involves driving over treacherous Highway 17 to Kaiser San Jose and Kaiser Santa Clara for healthcare. The local medical offices for Kaiser in Santa Cruz, Scotts Valley, and Watsonville are mostly for the very basic, 20-minute, PCP appointments. For anything that are more involved and need PCP referrals, such as CT Scans and MRI's, and surgery, a Capitola resident who has Kaiser healthcare insurance must drive over Highway 17 to Kaiser San Jose and Kaiser Santa Clara. For emergency care, Kaiser members can go to Dominican Hospital and Watsonville Hospital and be transferred by ambulance over Highway 17 to Kaiser San Jose after they are stabilized by the ER at Dominican Hospital or Watsonville Hospital.

What happens when a Capitola resident has PAMF or UCSF for healthcare insurance? What happens when a Capitola resident has healthcare access through Medicaid? What happens when a Capitola resident has no healthcare insurance?

Can Capitola City Council Members share their experiences and insights and help their constituents and residents in how to strategically access healthcare as a Capitola resident? Is the Mayor of Capitola in the loop with Kaiser, PAMF, and UCSF healthcare insurance providers to advocate for better healthcare access for Capitola residents, especially for Capitola seniors? Can this issue be included as part of the Capitola strategic plan?

I hope the Capitola City Council, especially CM Orbach, who is an experienced healthcare professional, can help all residents of Capitola on this issue through the strategic plan process to enhance the City's 5th plan priority on healthy individuals, family, community and environment.

Many thanks to all of you for your time and efforts, for your dedication to make Capitola residents' lives better, and for your public service to our community.

Sincerely,  
T. W. Wan  
Capitola

**Gautho, Julia**

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**From:** John <jxmuly@gmail.com>  
**Sent:** Friday, January 31, 2025 6:17 PM  
**To:** City Council; Gautho, Julia  
**Subject:** Strategic Plan

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Makes sense now reading that PR blurb we weren't making a real strategic plan just paid them for the messaging we want. This process greatly confused me as their outreach was decades old in its methodology amongst other oddities.

I could have worked this up for us in an afternoon for free. Saved the city at least 50K I imagine.

Warmly JM

# Capitola City Council

## Agenda Report

**Meeting:** February 4, 2025

**From:** City Manager Department

**Subject:** Strategic Plan Draft Review



**Recommended Action:** 1) Receive a presentation from the City's Strategic Plan Consultant BerryDunn; 2) review the draft Strategic Plan and provide feedback; and 3) authorize staff to release the draft Strategic Plan for public review.

**Background & Discussion:** In Fiscal Year 2023-24, the City Council directed staff to initiate a Strategic Planning Project aimed at defining five-, ten-, and fifteen-year goals for the City. Recognizing the need for a structured approach, the Council allocated \$50,000 in the FY 2023-24 budget for this effort and approved a contract with BerryDunn, a consulting firm experienced in strategic planning, on December 14, 2023.

In March 2024, the City paused the project until the fall to allow for alignment with other City initiatives. In late summer, staff collaborated with BerryDunn to prepare for community and staff engagement, including writing surveys, developing outreach strategies, and coordinating stakeholder interviews. Staff presented an update on the Strategic Plan Project to the City Council on September 12, 2024. Also in September, staff met with BerryDunn project managers to evaluate progress and plan next steps.

### Outreach & Public Input

The project was publicly introduced to the community at the Capitola Wharf Grand Opening Event on September 25 and at an in-person community forum on October 1. Staff publicized the project to encourage broad engagement and participation with press releases, social media content across multiple channels, several articles in the biweekly City newsletter, and bilingual flyers distributed throughout the City. To reach a wider audience, staff utilized paid social media ads (reaching more than 30,000 accounts) targeting both English and Spanish speaking communities. Staff also modified the City website for easy, one-click access to project information and the community input portal.

In addition to the community forum, City residents and employees could provide input on their vision for Capitola in the following ways:

- Taking a digital or hardcopy survey (220 received, including Advisory Board members)
- Taking an employee-specific survey (33 responses received)
- Attending one of three virtual employee workshops (45 attendees)
- Visiting and contributing to the online community input/data collection portal (1,900 visitors)
- Emailing or writing to the City (several emails were sent directly to staff, and forwarded along to our consultant to be included in data synthesis)
- Participating in an individual or group stakeholder interview (45 held); stakeholders included:
  - City of Capitola advisory body members
  - Leaders of partner agencies such as Central Fire, Soquel Union Elementary School District, Soquel Creek Water District, Cabrillo College, etc.
  - Local non-profits & recipients of Capitola Community Grants, such as Friends of County Parks, the SC Children's Discovery Museum, and Monterey Bay National Marine Sanctuary Foundation
  - Local business owners, commercial property owners, hoteliers, and developers
  - City Council Members and City Council Candidates
  - City Department Heads

## Drafting the Plan

After receiving and synthesizing the community input received, along with existing data from City documents such as Annual Budgets, Climate Action Plan, General Plan, years of likely-voter surveys, and the community-driven visioning document *Vision Capitola*, BerryDunn prepared an environmental scan of the City. This scan, along with further analysis of Capitola, was presented to the City Council during a public planning session on November 13, 2024. The scan was then amended to include additional public input data in January 2025.

During the meeting on November 13, BerryDunn worked with the City Council and Council Candidates to: develop mission and vision statements and core values for the City and assist in identifying key priorities for the strategic plan. This planning session allowed for visioning and brainstorming so the Council could synthesize public and employee feedback with existing City data to identify potential community priorities for Capitola over the next five years.

Since the planning sessions and to gain even more public feedback, staff agendized the strategic plan survey and provided hard copies to advisory body members who may not have already contributed; 12 additional surveys were received to achieve a nearly 100% response rate from all advisory body members.

## City Council Draft Plan Review

BerryDunn consultants will present the draft plan to City Council during the public meeting on Tuesday, February 4.

The draft plan includes two different options for both a City Mission and Vision Statement, a modified list of Capitola Values, and the following six proposed priorities for the City of Capitola:

1. **Community Safety:** We will be a safe and resilient community, relying on our trusted Police Department to collaboratively provide public safety and emergency preparedness.
2. **Sustainable Infrastructure:** Our community will build safe streets and public facilities that improve connectivity, fostering a vibrant City that is accessible and welcoming for all.
3. **Attainable Housing:** We will implement our Housing Element that balances diverse housing opportunities, supports varied income levels, and ensures thoughtful, community-focused attainable housing.
4. **Economic Opportunity:** We will create a thriving economy and maintain our regional shopping identity by supporting local businesses and national establishments in the Village, Bay Avenue, and 41st Avenue corridor.
5. **Healthy Families, Community, and Environment:** We will promote a thriving, inclusive City where families and individuals can grow together and connect in community spaces.
6. **Accountable Government:** We maintain the trust of our community by engaging residents through collaboration and effective communication while responsibly managing City resources and finances to ensure long-term stability.

Each priority includes five to six objectives with performance measures to aid the City in tracking how goals are achieved.

During the special meeting on February 4, the City Council will have the opportunity to review the entire draft document, ask questions, make changes, and formally receive the draft. After the meeting, the draft plan will be available for a public review period, allowing for the community to provide feedback with an online portal and survey.

Staff anticipates the adoption of the final Strategic Plan in early spring 2025.

## Public Review Period Outreach Plan

During the public review period, residents and employees will be asked to take a short, simple survey reacting to the draft plan and can contribute to an ideas wall. To encourage public feedback on the draft plan, staff intends to publicize the review period with a press release, social media content across multiple



channels, one-click access to the community input portal from the City website, articles in the biweekly City newsletter, and bilingual mailers to City residents.

Fiscal Impact: \$50,000 was allocated for this project in the FY 2023-24 budget. Future activities related to the strategic plan may require additional budget allocations as needed.

Attachments:

1. Draft Strategic Plan

Report Prepared By: Chloé Woodmansee, Assistant to the City Manager

Reviewed By: Julia Gautho, City Clerk

Approved By: Jamie Goldstein, City Manager

## City of Capitola Initial Strategic Plan Draft

Draft 1.0 – January 16, 2025

### Mission (why we are here): Two Options

1. The City of Capitola strives to grow a thriving, coastal community with dependable and inclusive services, and participatory governance.
2. We are a dynamic coastal community providing dependable and inclusive services that enhance Capitola's sense of belonging.

### Vision (how we accomplish Mission / where we are going): Two Options

1. The City of Capitola is a family-friendly community that balances tourism and economic growth with resident needs, so everyone is welcome.
2. We foster a resilient community where economic opportunities grow and where families, residents, and tourism flourish.

### Values (The "Capitola Way")

**Collaborative Engagement:** We collaborate with the community and partners through clear communication, **fostering** inclusive dialogue and shared ethical solutions grounded in honesty and integrity.

**Resilient Community:** We **dedicate our time** to ensuring safety across our neighborhoods, streets, and coastline, fostering a strong sense of security while preparing for emergencies, disasters, and the effects of climate change.

**Responsible Growth:** We **commit** to sustainable decision-making and planning for future generations while safeguarding the natural environment, resources, and history.

**Respectful Service:** We treat everyone with respect, courtesy, and dignity, fostering a welcoming and inclusive community environment.

**Dynamic Innovation:** We embrace progressive practices and continually strive for improvement, incorporating the best solutions for evolving community needs and maintaining Capitola's charm.

**Fiscal Sustainability:** We engage in responsible **financial** stewardship, prioritizing resources to maintain and deliver quality services now and in the future.

### Strategic Priorities

**Sustainable Infrastructure:** Our community will build safe streets and public facilities that improve connectivity fostering a vibrant City that is accessible and welcoming for all.

#### Objectives

1. Create an active transportation plan with multi-modal infrastructure to increase mobility for residents and visitors.
2. Create and maintain a Capital Improvement Program (CIP) to have a schedule for developing and improving public resources.
3. Implement the Climate Action Plan and Hazard Mitigation Plan to build and maintain city assets so that we can respond effectively to weather events.

4. Provide public facilities to meet existing and projected service needs.
5. Complete and executive the ADA Transition Plan to make the city more accessible.
6. Plan for infrastructure to support future increase in housing stock.

#### Performance Measures

- Implement the Pavement Management Plan
- Increase Pavement Condition Index (PCI) for city streets
- Percentage increase in the number of commuters biking or walking
- Reduce Average vehicular speed on arterial streets BY FY2027
- Increased connectivity of trails, sidewalks, and walkways (linear feet completed)
- Meet ADA compliance targets as outlined in the ADA Transition Plan
- Complete CIP projects year-over-year
- Finalize Climate Action Plan update in 2025
- Consistent participation in monthly Regional Transportation Commission (RTC) meeting

**Community Safety:** We will be a safe and resilient community, relying on our trusted police department to collaboratively provide public safety and emergency preparedness.

#### Objectives

1. Preserve the Police Department and community's relationship with a priority of accessibility to all so that all community members feel comfortable connecting with police.
2. Support pedestrian, bike, and car safety to decrease critical traffic related incidents.
3. Work with the regional partners on efforts to sustain mental health services and connect people in crisis to relevant resources.
4. Support and grow the Chiefs Advisory Committee to provide feedback and input to the Police Department.
  - a. Continue to review and revise Police Department policies and programs with the Chiefs Advisory Committee to ensure alignment with best practices.
5. Complete emergency operation plan in collaboration with the County Office of Response, Recovery, and Resilience (OR 3) to ensure readiness for emergencies.
6. Improve crime prevention using environmental design principles to reduce crime.
7. Utilize technology to effectively communicate with the community so they feel informed and safe.
8. Proactively share information and advocate for state legislation to support e-bike safety.

#### Performance measures

- Percentage reduction in violent crime
- Percentage reduction in part-one crime
- Percentage reduction in property crime
- Percentage improvement/maintain in response time to emergency calls
- Percentage decrease year over year in vehicle, pedestrian, and bike collisions
- % of residents signed up for emergency alerts systems year-over-year
- Number of e-bike related incidents
- Percentage of violent crimes filed by the DA over X time frame
- Increase year over year in police public education programs
  - Number of people who attend National Night Out year-over-year
- Maintain number of crisis intervention trained police officers
- Maintaining strategic communication training for police officers

- Number of policies and programs reviewed by CAC
- Number of social media posts over time
- Increase number of followers over time

**Attainable Housing:** We will implement our Housing Element that balances diverse housing opportunities, supports varied income levels, and ensures thoughtful, community-focused attainable housing.

#### Objectives

1. Collaborate with developers and non-profits to support opportunities to increase Capitola's housing stock.
2. Adopt regulations and programs to diversify housing types and create opportunities for housing affordability at all income levels.
3. Pursue grants and additional revenue sources to assist with housing production and maintenance of existing housing stock.
4. Evaluate opportunities to increase incentives for housing development in proximity to the Capitola Mall.
5. Improve communication of housing options and opportunities through education and outreach so residents are aware of available resources.
6. Maintain and improve the character of existing residential neighborhoods through thoughtful design to preserve the unique quality of life in Capitola.

#### Performance Measures

- Annual Housing Report to the HCD (CA State Housing and Community Development)
  - Number of units
  - Number of single family
  - Number of ADU
  - Number of multifamily
  - Number of units by income
  - Annual developer interest meeting
  - Meetings with Non-Profit Housing Organizations
  - Remove barriers to housing in Zoning Code
  - Add regulations to diversify housing
  - Amend Incentives for Community Benefits for mall site and surrounding areas (December 2025)
- Housing element implementation list
  - Time to get a planning permit
  - Time to get building permit
- Increase in funding available for housing annually.
- Update communication on housing opportunities on website and in newsletter biannually.
- Community survey results on resident satisfaction with integration of new housing development

**Economic Opportunity:** We will create a thriving economy and maintain our regional shopping identity by supporting local businesses and national establishments in the Village, Bay Avenue, and 41<sup>st</sup> Avenue corridor.

## Objectives

1. Develop programs and amend zoning to support new and existing businesses citywide.
2. Evaluate existing public parking to support economic growth and resident needs.
3. Encourage and support Capitola's authentic sense of place to grow community, create a unique experience, and encourage sustainable tourism.
4. Complete 41st Avenue corridor plan to develop and improve public spaces to foster community and promote economic activity.
5. Create a citywide hotel incentive program to support tourism and generate revenue.
6. Partner and leverage relationships with regional business groups and organizations to enhance communication and collaboration to foster economic development.

## Performance Measures

- Track the number of business licenses and any trends/change overtime; track growth in different business sectors
- Hotel incentives zoning by December 2025
- Complete all zoning code updates by December 2026
- Evaluate public parking by 2026
- Count/number of funding to local business groups
- Track meetings with partners and leverage relationships

**Healthy Families, Community, and Environment:** We will promote a thriving, inclusive city where families and individuals can grow together and connect in community spaces.

## Objectives

1. Provide accessible, diverse, and responsive programs so that all generations can thrive.
2. Improve the City's facilities to support opportunities for community building, planned programming, and social interaction.
3. Maintain and care for green and open spaces to promote wellness and ensure opportunities for gathering.
4. Foster and enhance the City's work with regional partner organizations to provide for the needs of our residents.
5. Diversify outreach so that all residents have access to what the community offers.
6. Update and execute the City's Climate Action Plan so that we protect our residents and sustain our city for the future.
7. Plan for accessible and resilient public spaces so that people have places to gather, work and play.

## Performance Measures

- Number of programs, new and recurring and attendance
- Increase in Community use of parks and green space for both recreation and public
- Repeat of funded outreach programs to increase accessibility
- Decrease in staff time on programs due to efficiency and community involvement
- Participant growth and access to diverse programs
- Grow through programs – skill development for professional staff
- Receive oral presentations from Community Impact Grant recipients on use of City funds to highlight achievements and discover potential for collaboration and further partnerships
- Completion of planned and future capital improvement projects
- Implement measurable Climate Action Plan goals, such as reductions in greenhouse gas emissions, energy savings in city facilities, or urban greening initiatives

- Increase and/or preserve land for green spaces
- Annual evaluation of regional partnerships, demonstrating measurable outcomes such as increased service delivery, expanded program access, or joint funding leveraged to address community needs.

**Accountable Government:** We maintain the trust of our community by engaging residents through collaboration and effective communication while responsibly managing City resources and finances to ensure long-term stability.

#### Objectives

1. Encourage broader engagement to increase access to local government for all members in the community.
2. Review and identify potential funding sources to diversify our revenue to ensure the city has sufficient resources to meet our needs.
3. Ensure resources are available so we are prepared for disasters and one-time expenses.
4. Increase accessibility for public participation in City appointed and elected positions to enhance community representation.
5. Utilize evolving technology and tools to respond to changing needs while informing and collaborating with the community to enhance trust.
6. Research and review city limits to evaluate where and how the City provides service to enhance efficiency.

#### Performance Measures

- Percent of revenue that is sales tax
- Percent increase of parking revenues
- Increase in local government academy participant applications
- Increase public access to forms both online and in multiple languages
- Evaluate revenue options prior to 2026 election
- Track and see increase in number of attendees (in person and/or virtually) for public meetings  
Numb
- Growth in social media 'followers' (or appropriate term), newsletter recipient list, etc.
- Increase and diversify presentations to City Council (by front line/middle management staff) to increase facetime and outreach