



**CITY OF PACIFICA
CITY COUNCIL MINUTES**

**Council Chambers
2212 Beach Blvd
Pacifica, CA 94044**

Mayor Sue Digre
Mayor Pro Tem Mike O'Neill
Councilmember Karen Ervin
Councilmember Mary Ann Nihart
Councilmember John Keener

November 14, 2016 (MONDAY)

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called the meeting to order on November 14, 2016 at 7:00 PM

6:15 PM CLOSED SESSION.

Mayor Digre called the meeting to order at 6:15 p.m., stating that all councilmembers were present and announced that the Council would meet in Closed Session. City Attorney Kenyon announced the business to be discussed.

PURSUANT TO GOVERNMENT CODE SECTION 54957(b)(1) Public Employee Performance Evaluation. Title: City Manager.

PURSUANT TO GOVERNMENT CODE SECTION 54956.8 Conference with Real Property Negotiator. Property: 528 Esplanade, Pacifica, CA (APN: 009-161-010) Agency Negotiator: Lorie Tinfow, City Manager. Negotiating parties: John Halwani, Newlands Enterprises LLC Under Negotiation: Price and Terms of Payment.

7:00 PM OPEN SESSION

Call to Order

Mayor Digre reconvened/called the meeting to order at 7:00 p.m.

Attendee Name	Title	Status	Arrived
Sue Digre	Mayor	Present	
Mike O'Neill	Mayor Pro Tem	Present	
Karen Ervin	Councilmember	Present	
Mary Ann Nihart	Councilmember	Present	
John Keener	Councilmember	Present	

Staff Present: Lorie Tinfow, City Manager; Michelle Kenyon, City Attorney; Lorenzo Hines, Asst. City Manager; Van Ocampo, Public Works Director; Tina Wehrmeister, Planning Director; Joe Spanheimer, Police Captain; Ray Donguines, Assoc. Civil Engr.; Mike Perez, PB&R Director; Ed Vandehey, MIS Mgr.; Kathy O'Connell, City Clerk.

Salute to the Flag led by Mayor Digre

Closed Session Report

City Attorney Kenyon stated that there was no reportable action.

SPECIAL PRESENTATIONS

CONSENT CALENDAR

Mayor Digre stated that they had a request to pull Item #6 and #9 by Councilmember Keener. She asked if he wanted to pull Item #6.

Councilmember Keener stated that he had a question regarding the Palmetto sidewalk and he suggested he try asking questions first.

Mayor Digre then asked if he wanted a staff report on Item #9.

Councilmember Keener responded that he did.

City Manager Tinfow stated that they weren't prepared for a full staff report but staff was ready to answer any questions if the Council wanted them to do that.

Mayor Digre asked if they should vote for the consent calendar minus those two items.

City Manager Tinfow stated that was what they have typically been doing.

Mayor Digre asked if there was a motion to approve all items, #1-10 minus items #6 and #9.

Item #6

Councilmember Keener referred to the sidewalk from Westline to Dollar Radio on the west side of Palmetto, asking if he was correct that there weren't any buildings there except for the Dollar Radio.

Public Works Dir. Ocampo stated that he was correct, but it provides connection for the homeowners on Westline to get to the stores on Manor Drive and also bridges a gap.

Councilmember Keener asked for clarification.

Public Works Dir. Ocampo stated that it would provide a bridge in the gap with the coastal sidewalk network.

City Manager Tinfow added that it was for pedestrians.

Councilmember Keener asked why they don't put the sidewalk on the other side of the street.

Public Works Dir. Ocampo stated that there was an issue regarding a bush in front of one location, and they chose to move the sidewalk to the other side.

Councilmember Keener asked how much pedestrian traffic they expect on the sidewalk.

Public Works Dir. Ocampo stated that there was a lot, explaining that, as well as serving the Fairmont west area, it also served as an avenue for residents from Daly City's Skyline area to get to the shopping center.

Councilmember Keener stated that they could take a vote on this item.

Mayor Digre suggested that they address Item #9 before they vote.

Item #9

Councilmember Keener asked staff to address and explain the need for the overhire positions.

City Manager Tinfow stated that she was happy to address that, adding that Asst. City Manager Hines would walk them through the staff report.

Asst. City Manager Hines stated that, because of our size, this allows them to anticipate retirements by long term, experienced employees and hire someone to shadow them and absorb some of their experience instead of being newbies with no experience. They also have to ensure that the cost fits into the department's current budget. They will also report to Council when this occurs. In order to be proactive, this item was asking that they allow the City Manager to be proactive and approve the hiring. He mentioned that Public Works Dir. Ocampo and PB&R Dir. Perez were heads of two departments that were especially vulnerable due to their size and the complexity of their programs. He stated that they were present to talk if Council felt a need to hear from them.

Councilmember Ervin asked what time frame they were discussing.

Asst. City Manager Hines stated that they would look at 2-3 months, but added that it depends on when the employee was leaving as they had a "graying" workforce and that possibility was always looming.

City Manager Tinfow added that, in reference to the "graying" workforce, they were seeing a tsunami in both the public and private workforce of people retiring. She stated that it was predominantly in the two departments but was a factor in other departments as well. She also explained that there were positions where they won't need this kind of overlap. She stated that there would be a range of time frames, from one or two months and in some cases up to six months, but she assured them they would use this judiciously and would make an annual report of how they were implementing it.

Councilmember Keener asked if Director Perez or Public Works Mgr. Ocampo had further comments.

PB&R Dir. Perez stated that they are at an end of an 18-month period where they had four retirements of individuals each with 30 years experience. He explained the difficulty of the gaps and how it affects them.

Public Works Dir. Ocampo stated that there was a similar situation in Public Works where they have about six people with more than 30 years of experience, and they play a very important role during emergency responses.

Mayor pro Tem O'Neill referred to Dir. Perez' comments and added that most of those people write the grants and his department is funded almost 90% by grants and, if they aren't written, they will lose the grants, thus, he felt it was important to have that continuity, adding that he wasn't minimizing the need in Public Works, but he was more familiar with the function of the PB&R department. He agreed that this was a good policy and they need to move forward.

Mayor Digre added that this lets young people know that, if they are looking for a career, it was important to have a strong staff. She then asked if they wanted to vote on the two items, starting with Item #6.

Councilmember Nihart stated that she had a couple of more questions on item #6. She stated that, in terms of the streets that are eligible, she thought they have to be eligible for federal dollars.

Public Works Dir. Ocampo responded affirmatively, stating that it was mentioned in the staff report. They have to be federal aid streets in order to be eligible. He stated that the bike and pedestrian was a little bit different.

Councilmember Nihart thought the issue was the bicycle piece.

Public Works Dir. Ocampo stated that it was the bicycle/pedestrian component of it. He stated that particular section of Palmetto Avenue was narrow. He stated that they have been receiving a lot of requests from people with disability about not having a way to get to the shopping center.

Councilmember Nihart thought it was from the condos.

Public Works Dir. Ocampo agreed that it was from the condos as well as the neighborhood of West Fairmont. He stated that was the reason that they were bringing this section into light.

Councilmember Nihart asked how often this money comes.

Public Works Dir. Ocampo stated that it comes in a 3-4 year cycle. He stated that the availability was not the same as the amount of money you have, including the competition.

Mayor pro Tem O'Neill moved that they approve Item #6 on the consent calendar; seconded by Councilmember Nihart.

4-1 (Keener voted no)

Item #9

Mayor pro Tem O'Neill moved that they approve Item #9 on the consent calendar; seconded by Councilmember Ervin.

5-0

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Mike O'Neill, Mayor Pro Tem
SECONDER:	Mary Ann Nihart, Councilmember
AYES:	Digre, O'Neill, Ervin, Nihart, Keener

1. Approval of Disbursements for 10/16/16 through 10/31/16
PROPOSED ACTION: Move to approve attached list of disbursements for 10/16/16 through 10/31/16.

2. Approval of Minutes
PROPOSED ACTION: Move to approve the minutes of the regular City Council meeting held on October 24, 2016.

3. Proclamation Confirming Existence of Local Emergency of the Pacifica Coastline from Westline Drive to the End of Beach Boulevard.
PROPOSED ACTION: Accept current photos as of November 5, 2016, (Attachment 2) and move to continue proclamation confirming the existence of local emergency.

4. Resolution Committing to Continue to Work with Other Jurisdictions in the County to Address the Housing Crisis on a Regional Basis, Including through Ongoing Support of the Home for All San Mateo County Initiative
PROPOSED ACTION: Move to adopt resolution committing the City of Pacifica to continue to work with other jurisdictions in the County to address the housing crisis on a regional basis, including through ongoing support of the Home for All San Mateo County Initiative.

5. Keyser Marston Associates Consulting Services Agreement Amendment
PROPOSED ACTION: Move to authorize the City Manager to execute the Second Amendment to the Agreement for Consulting Services with Keyser Marston Associates to increase the Cost Ceiling for the Agreement to \$100,000, and to authorize the City Manager to take all actions to effectuate the Second Amendment.

6. Adoption of Resolutions Authorizing the Filing of an Application for One Bay Area Grant 2 (OBAG 2) Funding for the 2017-18 Pavement Rehabilitation Project, Palmetto Sidewalk Project and Citywide Curb Ramps Project
PROPOSED ACTION: Move to adopt the three resolutions included with this report and authorize the City Manager to execute all document(s) required for the grant application.

7. First Amendments to Consultant Services Agreements for On-Call Planning and Related Services Between the City of Pacifica and Consulting Firms Raney Planning & Management, Inc. and M-Group
PROPOSED ACTION: Move to approve First Amendments to Agreements for Consultant Services between the City of Pacifica and both Raney Planning & Management, Inc. and M-Group, in an amount not to exceed \$150,000 for each agreement; and, authorize the City Manager to execute each amendment.

8. First Amendment to the Consultant Services Agreement Between the City of Pacifica and WRA, Inc. in the Amount of \$19,875 to Complete the Environmental Review Process in Connection with a Proposed Development of 24 Condominium Units at 801 Fassler Avenue
PROPOSED ACTION: Move to Approve First Amendment to the Consultant Service Agreement between the City of Pacifica and WRA, Inc. in the amount of \$ 19,875 to complete the environmental review services in connection with a proposed project of 24 condominium units at 801 Fassler Avenue (APN 022-083-020 and 022-083-030), and authorize the City Manager to execute the contract amendment.

9. Administrative Policy Regarding Approval of Overhire Positions
PROPOSED ACTION: Move adoption of Administrative Policy Regarding Approval of Overhire Positions

10. Memorandum of Understanding with the Teamsters Local 350, Management Employees
PROPOSED ACTION: Move to adopt a resolution approving the Memorandum of Understanding with the Teamsters Local 350, Management Employees.

ORAL COMMUNICATIONS

Anna Boothe, Pacifica, thanked everyone who voted to keep the libraries open. She then stated that she was inviting them all to the 20th annual Pacifica Poetry and Music Festival. She stated that it will be November 20, 2 pm at the Pacifica Coastside Museum, aka the Little Brown Church. She stated that, for the first time in 20 years, everyone on the show was from Pacifica, mentioning that they used to feel they had to import talent from Half Moon Bay or San Francisco, but we have plenty of talent, mentioning several participants.

Mayor Digre appreciated her help in making sure Pacifica celebrates their birthday.

Therese Dyer, Pacifica, thanked residents for voting no on the library bond and Anna Boothe for her attempt to stop it from getting on the ballot in the first place. She stated that our City Attorney was involved and this would have all been avoided if she would have advised that the Council needed four votes. She stated that the day she wrote her last article against the library bond in the Pacifica Tribune, her car window was smashed, costing her \$325, and she stated that, if anyone knows who it was, she was offering a reward. She also mentioned that Mike Mooney's car was scratched and a statue of the firefighters which she presented to him was stolen. She stated that Pacifica might mean peace, but we have a lot of hateful people living in Pacifica who need to be reprimanded. She stated that she didn't know how they go about that, but she felt that a priority is safety and she would like to see that enforced as we need to be safe in this community.

Lynn Adams, Pacifica, thanked Maryanne Nihart and Karen Ervin for their service, adding that she appreciated all they did. She acknowledged that their job was not easy. She stated that a year ago they had to talk about getting the \$3,000 that Pacifica sponsored for the Beach Coalition's Earth Day. She stated that, this year, they waited until they found out about ERAF and she wanted to let them know what that \$3,000 has brought to the city. She put a summary on the results, adding that they were remarkable. She stated that they will try to get it on the website so people can refer to it. She stated that, as November 1, they have had 12,228 volunteers, removed about 7,000 pounds of trash, recycled about 1.5 tons of recyclables,

removed 37,000 of green waste in the form of weeds, mostly from Linda Mar Beach and Rockaway, 160,000 cigarette butts with 30,000 in the pots throughout Pacifica. She stated that 160,000 would fill a culvert and she felt it was disgusting and amazing. She stated that she didn't know any other community targeting it like Pacifica. She stated that they responded to the Matson container spill and were still picking up particles and pieces of a container. She stated that they did school assemblies for ten schools, even outside of Pacifica. She stated that they brought 850 volunteers for give back during the mid week work who do cleanups and restoration, adding that they have been able to complete the weeding from Linda Mar Beach to Rockaway. She stated that they have targeted an invasive specie that was hard to get out. She stated that they brought Pacifica's community together, as well as some outside the community, for a whale event that drew about 450 people, with another 175 people to learn about sharks. She stated that they bring many people from outside of Pacifica every week, and they learn to embrace Pacifica and the amount of giving Pacifica gives.

Joe Davis, Pacifica, stated that the Fassler development was coming up regarding the condos. He stated that he didn't know if tonight was the right time to comment, stating that it was on the agenda.

Mayor Digre stated that it was on the consent calendar and they have already passed it. She stated that they missed it because he wrote orals and they missed that. She stated that they can't do it at this point.

City Attorney Kenyon stated they can't.

Mr. Davis apologized that he was behind on that. He mentioned that the environmental process review was on the agenda.

Mayor Digre stated that she can't take it out of order. She stated that he can bring it up on Orals at a different time.

Mayor pro Tem O'Neill thought he could talk about it now, stating that he could bring up anything he wants during orals.

City Attorney Kenyon stated that only a subject that isn't on the agenda and it is on the agenda, adding that it was up to the presiding officer.

Mayor Digre stated that he could go ahead.

Mr. Davis stated that he was a Pacifica resident and, seeing that the quarry has not passed a few times, he thought Pacificans were speaking regarding large development and he thought that was over one or two homes. He didn't see how this could pass with the traffic in the morning. He stated that for anyone coming down Fassler or the Linda Mar area below the existing condos was about where the traffic backs up, and he didn't know how 50 extra cars would be expected to get on Fassler and sit there for an extra 20 minutes as they are trying to make a right hand turn on Highway 1. He thought his friends and neighbors and those back in the Valley were frustrated. He mentioned that some are people passing through from Half Moon Bay on the way to work in San Francisco. He felt the people denying the quarry showed that infrastructure would have to be improved before they have any large developments passing. He stated that it was not just the schools or people going to work, but until we figure something out, it didn't make sense.

Jason Francisco, Pacifica, stated he was with Channel 26. He invited the Council to their annual auction the coming weekend. They were looking for auctioneers, mentioning several Councilmembers have helped out. He thought he has seen all of them in previous years, except possibly Councilmember Keener, and suggested that they have him as phone bank operator or an auctioneer. He then invited all the residents to tune in on Saturday and Sunday, the 19th and 29th in the evening. He stated that they have great items. He stated that Marty was busy at the station building the auction. He stated that they all support PCT so they can continue serving this community. He added that they can watch it online at Pacificcoast.tv and can not only support PCT but local businesses as well.

Mayor Digre thanked him, adding that it was thanks to PCT that they are on the air.

COUNCIL COMMUNICATIONS

Councilmember Nihart wanted to make sure they knew that CalTrain has added a little bit. She stated that they were at capacity during peak hours but have added a couple of cars that are more efficient for bicycles and hopefully there will be some improvement, but until they electrify, it won't be totally improved. She stated that CCAG approved the water committee for which she chaired the task force, and they will be putting out a call after the reorganization with five members appointed to that, and will serve as a focus for coordinating grants around sea level rise, etc. She was always impressed when she hears Lynn Adams talk about how much gets done with volunteers. She congratulated Sue Vaterlaus and Deirdre Martin. She want them to have a very successful time on Council, getting the best for our community that they can. She stated that, while it was an unfortunate situation that occurred, she was told that they had not reached a threshold for a partisan election, but as they kept occurring and a complaint was filed from a Pacifican, it tilted that and she wanted them to know that it was not ever the intention. She stated that the Hatch Act has been mis-characterized by many in the community. She stated that one thing it was not was a legal thing with her. She stated that she was not disqualified or ineligible. She could have continued to run if she wanted to continue to fight. She stated that the fight would have included a lot more risk for her potential retirement and employment. She stated that she has an unblemished record and getting into that whole disciplinary action was an administrative law, and not related to something that was legal or illegal. She stated that it was a fair chance she would have won, but there was also a chance that it would cost her about \$20,000 to do so. She stated that, at some point, you have to say no. She added that she did not intend some of the things that have happened around that. She was saddened by some of the behavior that she has seen, particularly things that are posted on line. She didn't blame the Democrats, the county, as they had a right to endorse who they wanted, because they have free speech. She thought it would be inappropriate to ask someone she doesn't know to give up an endorsement, adding that it wasn't about that or Deirdre Martin. She stated that what was at issue had to do with all the things that got said on line and posted on line over and over again. She stated that people use an opportunity to sit in an anonymous environment and challenge people who are trying to do the best for the community. She stated that doesn't do anyone any good. She stated that she put out the press release and left town because she was afraid she would do something that would be construed as campaigning. She told people related to her campaign to stop and let it go. She stated that she didn't ask for the real estate endorsements. She stated that it was a wild election on so many levels. She was appalled to return and see what people posted on line and said about all the candidates, adding that people make up stuff from little pieces of factual information and make up the rest with innuendo. She stated that, if you have people in the community step up to be responsible leaders, we are going to have to behave toward each other quite differently as they will run into those people when going to the store, etc. She stated that to be a community

that does well, we have to do it together and we have to be honest with each other. She stated that what the elections at both local and national levels could prove to us was that we need some compassion for each other. She hopes it all stops and goes away. She hasn't let go of one individual but she was working on it. She stated that they have to move on, but she felt it wasn't any of the candidates. She stated that they have a love and interest in the community. She asked the public to take a lesson from this and stop the rhetoric and move forward.

Mayor pro Tem Digre thanked all those who ran, stating that it was a blessing in a community when people do run as it opens up a dialogue and it was important to keep the ability to express their ideas and move forward. It helps everyone to be educated and hear the different candidates. She stated that they had Veterans Day and she was concerned that people had to work. She stated that, while there was always someone who had to work, she thought it was more common place. She stated that the county has great veterans services and she attended the one at the national park and at Holy Cross. She thanked all the veterans for serving. She stated that, for those who have family members who are no longer with us, she thanked the families, as she knows how they are involved all consuming and it continues. She mentioned the loss of a cousin during Vietnam war and it always stays with them. She stated that she was with the beautification committee and they went to Marvilla Court with the girl scouts. She stated that they have done a wonderful job at that neighborhood park. She stated it was a treat to see how beautiful it was. She was happy to have residents like Anna Boothe who remind us of our birthday, adding that Pacifica's history was fascinating. She thanked everyone for making Pacifica what it was. She stated that they were having an update on congestion, and she asked for an update at the next meeting.

City Manager Tinfow stated that they would share whatever information they have available.

Mayor Digre thanked her and mentioned that people were concerned about the lights. She stated that they were moving forward with the airport, but it was still turmoil. She stated that she was still with those suffering and concerned about the negative impacts on their health. She stated that they are going over the draft letter and were asking that it be more pointed to our congress people to dedicate themselves to the FAA to provide more timely responses and ongoing act to make sure that updates are more often and dedicated to being the science of the day. She mentioned that the present act was from 1990 and it doesn't fit. She hoped to continue and give them even better news, but now there was no solution.

Councilmember Ervin extended her heartfelt congratulations to the newly elected Councilmembers, Deirdre Martin and Sue Vaterlaus. She was grateful for their service and she was always available if there was a time to talk about how things are going or need advice. She stated that they need highly qualified people and they represent that. She then extended her gratitude to Councilmember Nihart who has served a respectable and productive eight years. She stated that she will have more to say about that but she will be missed. She was sure she will be available to see the city move forward and offer advice when needed.

Councilmember Keener stated that he attended a retreat for Peninsula Clean Energy where they wrote a mission statement and adopted a bunch of goals. He stated that those were not his cup of tea. He stated that they also had a couple of presentations that were more like his cup of tea on how energy is priced and delivered and how PG&E charges the customers of Peninsula Clean Energy an exit fee. He thought that balanced out.

STAFF COMMUNICATIONS

City Manager Tinfow stated that her only announcement was that city offices will be closed in observance of Thanksgiving on Thursday and Friday.

Mayor Digre offered a happy Thanksgiving to everyone.

PUBLIC HEARINGS

CONSIDERATION

11. Appointments to the Economic Development Committee and the Emergency Preparedness and Safety Commission.

PROPOSED ACTION: Move to appoint two (2) applicants to the Economic Development Committee and two (2) applicants to the Emergency Preparedness and Safety Commission from the attached lists of applicants.

City Clerk O'Connell presented staff report. She then suggested they do the economic development committee first.

Councilmember Nihart stated that they had amazing applicants and they will only be able to pick two, but she encouraged the others to join by participating in subcommittees.

Mayor Digre stated that they were concerned that they may just go away rather than participate in some manner.

Councilmember Nihart encouraged them to not go away.

City Clerk O'Connell stated that the two applicants receiving the highest number of nominations for the Economic Development Committee were Peter Menard and Samantha Hauser, and they will need a motion.

Mayor pro Tem O'Neill moved to appoint Peter Menard and Samantha Houser to the Economic Development Committee; seconded by Councilmember Ervin.

Mayor Digre thanked Tonia Boykin for her time, hoping that she stays involved.

City Clerk O'Connell stated that the two applicants receiving the highest number of nominations for the Emergency Preparedness and Safety Commission were Frank Erbacher and Debra Johnson.

Mayor pro Tem O'Neill moved to appoint Frank Erbacher and Debra Johnson to the Emergency Preparedness and Safety Commission; seconded by Councilmember Nihart.

5-0

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Mike O'Neill, Mayor Pro Tem
SECONDER:	Karen Ervin, Councilmember
AYES:	Digre, O'Neill, Ervin, Nihart, Keener

12. Communications Plan Update 2016

PROPOSED ACTION: Informational item only; no action required.

City Clerk O'Connell presented staff report, then turned it to Captain Spanheimer for the power point presentation.

Police Captain Spanheimer then presented the power point presentation.

Councilmember Ervin asked how they got subscribers to SMC Alert.

Police Captain Spanheimer stated that he was the administrator for the city and they push it at CERT meetings or events, as well as the FogFest.

Mayor Digre stated that she noticed NextDoor was at 7,000 and SMC Alert was 4,000.

Police Captain Spanheimer responded that she was correct.

Mayor Digre stated that it makes her worry as she wants to make sure everyone is safe.

Police Captain Spanheimer acknowledged that NextDoor was very popular, adding that it spreads by word of mouth.

Mayor Digre stated that she was more interested in how they get the NextDoor people to be SMC Alert people.

Councilmember Nihart thought the same messages go out.

Police Captain Spanheimer stated that, if there was an area of concern, he blasts things out on NextDoor, Twitter and SMC Alert to make sure he reaches all demographics.

Mayor Digre asked that he take time to explain what SMC Alert is.

Police Captain Spanheimer stated that SMC Alert was a messaging system where he can send out text messages, to email subscribers or both. He stated that he will send out a quick attention getting message on a text encouraging them to see email for details as they are limited on the texts. He added that he can do a reverse 911, and send a message to people in a specific geographic area. He stated that it works best with land line based phones. He stated that it was a very good system.

Mayor Digre concluded that his alerts were regarding traffic congestion, robberies, kidnapping.

Police Captain Spanheimer responded affirmatively.

Councilmember Nihart mentioned a tsunami.

Police Captain Spanheimer hoped it wouldn't be a tsunami, but it might be a mountain lion or any emergency conditions, such as an oncoming extreme storm.

Councilmember Ervin thought they send similar notifications on NextDoor as well so it was a double whammee.

Police Captain Spanheimer agreed, adding that he loves NextDoor because he can send a post on NextDoor and it will ask him to post to Facebook or Twitter, and he stated that it makes it easy for him to do.

Mayor Digre thought 7,000 people were getting the information.

Councilmember Nihart thought it was important that he said they have multiple forms. She hated that they were losing ground as she didn't think people understand the use of cell phones and giving up land lines for that. She stated that, during the tsunami, all three phones were going. She stated that it did work for that.

Police Captain Spanheimer thought that was good to hear. He then continued with the staff presentation.

Councilmember Ervin thought they have added them in the last four years.

Councilmember Nihart agreed that they weren't doing them at all.

Police Captain Spanheimer stated that they did things like National Night Out but a lot of the things were brand new, as they have an increased involvement in Ecofest and the Sea level rise was obviously new, but they have an interest and concern there.

Councilmember Ervin thought they have gotten a ton of positive feedback.

Police Captain Spanheimer stated that it was great. He stated that they used to do it infrequently and informally, but they brought a group of officers from Southern California up here and they gave them classes on how to do it the right way. He stated that they hosted it and invited neighboring agencies. He then continued with his presentation.

Councilmember Ervin asked, if people would like this and don't currently have it, what was the best way for them to get staff their information.

City Manager Tinfow stated that they can send an email to ConnectwithPacifica@CI.Pacifica.ca.us or they can call her office and talk to her assistant, Sarah, at 650-738-7409.

Police Captain Spanheimer stated that Sarah Coffey has been huge in putting this together, adding that she provided this information. He stated that the last one they put out before this package was completed was begun in August with 3,000 emails sent with 899 opened, under 30%, but was good as far as sending out newsletters via the internet, adding that most were on a mobile device. He mentioned that some unsubscribed but they had a net gain and they may talk to friends and they will have continued prescriptions.

City Manager Tinfow added that it was just a snapshot from one particular week. She stated that there has been a trend of 30% opening emails over the life of the communications. She

agreed with Captain Spanheimer that it was remarkable to have that kind of response for a newsletter like this.

Police Captain Spanheimer completed his presentation.

Councilmember Ervin thanked him for the presentation and commended staff for an incredible job on getting many projects completed over a short period of time. She asked, if someone has a question about something that was posted, what was the best way to get their question answered. She mentioned that one concern was to have the bandwidth to be able to respond.

MIS Mgr. Vanehey explained that each of the social media accounts were able to accept direct messaging and they can get an email that gets carbon copied to a few people who manage the account and they answer from there.

Councilmember Ervin asked if that has been manageable so far.

MIS Mgr. Vandehey responded affirmatively.

Councilmember Ervin assumed they got in touch with them within a couple of days.

City Manager Tinfow referred to Connect with Pacifica, stating that they get responses almost every week with compliments or questions, and they do their best to respond. She tried to get back to them before the end of the week or she will ask another staff member who can respond more quickly.

Councilmember Nihart appreciated so much what they were doing because it was interesting to her to get facts out into the community, mentioning that everyone will hear it through their own filter, but she thought the more they can do that in consistent ways, the more the truth comes through instead of the spin. She appreciated the multi-pronged approach and the way they put that information out. She stated that this was exactly what they wanted when they talked about the communication plan. She thanked the staff for their involvement. She stated she didn't know who the fund makers were.

Councilmember Ervin asked if there was anything that has not been done and was on the communication plan.

Police Captain Spanheimer stated that there were still nine items they have to look at, adding that it was a matter of time or money.

City Manager Tinfow stated that she thought one was a geographic information system, and they would love to have it as a communication tool, but it was an issue of money and the city currently doesn't have enough funding to invest in that kind of a system, but it is on the list.

Councilmember Ervin thought they were ahead of schedule. She stated that the webpage was beautiful. She thought they have done a tremendous job. She thought it was a significant improvement, mentioning that she had received a lot of comments on it.

City Manager Tinfow stated that was good to hear, explaining that there was a committee of staff who took on updating it with the leadership of Asst. City Mgr. Hines. She stated that they maintain it and make sure it has updated information. She felt they have done a great job.

Mayor Digre opened public comments.

Joe Davis, Pacifica, stated that he receives the e-letter and was on the email for the weekly Eblast which was how he found out about tonight and he clicked on the agenda. He referred to the SMC communication, and concluded that it was different from the phone call they would have received when there was a tsunami or the fire in Rockaway as it was a different county organization that receives a disaster phone call.

Police Captain Spanheimer thought it should be the same system.

Mr. Davis stated that he thought people had to sign up. He stated that they did get a phone call when there was a fire almost two years ago.

Police Captain Spanheimer stated that people can register smseealert.info and check on what city they would like information or if CERT trained, they get special notifications.

Mayor Digre closed public comments.

Mayor Digre appreciated all the hard work being done. She stated that the public had power and, while Pacifica was fortunate enough to have a public television and newspaper, she thought to help them to be effective, the public needs to contact the Tribune to make sure that things are covered to the public's satisfaction, and for public television, she stated that Comcast was the only station that has to pass out Council information and it was important as a community. She stated that those who have Dish and AT&T may want to start lobbying those organizations, but she felt they were blessed to have local TV and newspaper and making them better will take public input. She was happy to see more public forums, adding that she was a stickler for them. She felt what we were doing was valuable and should be done and she liked public forums so that they can sit down and talk and learn from each other.

Councilmember Ervin stated that this communication plan came out when they had two previous councilmembers, Ginny Jaquith and Len Stone, who worked hard to bring this forward and made it come to be. She stated that all the other councilmembers at that time took a big part in formulating the communication plan and they were lucky enough to have an amazing city manager and took it and ran with it, including an amazing staff that gave 110%. She thanked them for all the hard work, adding that it really shows.

Councilmember Nihart added that this effort of outreach was one of the reasons that they chose the city manager, as they were engaged with how she laid out and described things in her previous city work regarding communication and they felt that they wanted to take advantage of that. She felt this was an excellent outcome. She stated that, regarding the engagement of the staff, they have "rocked."

Mayor Digre added that they don't rest on their laurels.

RESULT:	NO VOTE REQUIRED
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ADJOURN

Mayor Digre suggested that everyone enjoy the moon which was supposed to be doing special things this evening. She stated that, if they follow public radio, Gwen Eifill who was an extraordinary journalist passed away at age 61 from breast cancer. She asked if they can find a

way to reach her family, as the city normally sends a notation to the family when they adjourn the meeting in someone's honor. She thought it was a shock.

Mayor Digre adjourned the meeting at 8:30 p.m., in Gwen Eifill's honor.

Transcribed by Barbara Medina, Public Meeting Stenographer.

Respectfully submitted,

Kathy O'Connell, City Clerk

APPROVED: 11/28/16 5-0

Sue Digre, Mayor