



Scenic Pacifica  
Incorporated Nov. 22, 1957

---

## CITY OF PACIFICA

540 Crespi Drive • Pacifica, California 94044-3422  
[www.cityofpacifica.org](http://www.cityofpacifica.org)

---

**MAYOR**  
Tygarjas Bigstycck  
**MAYOR PRO TEM**  
Sue Vaterlaus  
**COUNCIL**  
Sue Beckmeyer  
Mary Bier  
Christine Boles

# PRESS RELEASE

October 19, 2023

## City of Pacifica Achieves Fiscal Sustainability Due to Success of Vision 2025 & Beyond Initiative

**FOR IMMEDIATE RELEASE (Pacifica, CA)** – In spring 2019, the City of Pacifica embarked on an innovative, community-driven strategic planning process called Vision 2025 & Beyond. This process actively solicited and incorporated community input to assess the City's financial prospects and prioritize future municipal programs and services. To guide the initiative's trajectory, the City Council adopted a purpose statement:

*The Purpose of the Pacifica Vision 2025 & Beyond project is to tell Pacifica's story of the many priority infrastructure projects, and enhanced programs and services envisioned for Pacifica's mid to long-term future that are equitable and inclusive and will help all Pacificans thrive, and to articulate the City's financial opportunities, challenges, and strategies to achieve this vision and resiliency.*

Vision 2025 & Beyond emphasized five key components:

- Financial Forecasting
- Public Engagement and Outreach
- Revenue Enhancement
- Economic Development
- Communicating the Story of Vision 2025 & Beyond

The City prioritizes transparency and public input and made sure the Vision 2025 initiative included many public input opportunities. Pacifica hosted public workshops, conducted stakeholder interviews, and conducted a survey to better understand residents' needs. The feedback received shaped the City's actions and priorities throughout the process.

In 2021 and 2022, the City assessed its financial and operational stability. The 10-year financial forecast revealed an ongoing budget deficit at existing service levels unless the City increased its revenue streams. The City Council explored various tax measures to address the projected deficit and provide essential funding for City services. After careful consideration, Council unanimously decided to put Measure Y, a half-cent sales tax, on the November 2022 ballot and with strong community support, the measure passed. With that, the City accomplished a key Vision 2025 & Beyond milestone, which will generate approximately \$2.8 million annually in additional tax revenue.

The City also took a holistic strategic approach to assess current and future economic planning. Pacifica conducted a [marketing study and GAP analysis](#) to better understand the economic impact of the City's coastal location and types of visitors, which showed that visitors tend to be semi-local day trippers who do not significantly contribute to the local economy. This finding led to the creation of the City's "[Shop Pacifica](#)" campaign that promotes local businesses and encourages visitors to shop local and stay longer. In addition, the City conducted an [economic opportunities study](#) that identified each unique business zone and opportunities for growth. The study considered Pacifica's overall location and regional market trends while outlining strategies for each particular business zone, which will be executed as part of the City's long-term strategic plan.

The achievements of Vision 2025 & Beyond created a strong foundation for the City to set new goals and pursue new projects for the community, culminating in the May 2023 City Council adoption of the trailblazing [2023-2030 Strategic Plan](#), reinforcing its pivotal role as the primary guiding directive for the City. This comprehensive plan identifies City goals, including the advancement of the Beach Boulevard Infrastructure Resiliency and Esplanade Avenue Protection projects, funding new library branches, enhancing City streets, implementing the economic opportunities study and expanding affordable housing initiatives.

"I'm extremely thankful to the City Council, community and City staff for all their hard work during Vision 2025 & Beyond that has allowed us to get to where we are today: Fiscally sustainable and progressing toward a brighter future," City Manager Kevin Woodhouse stated.

To summarize and showcase the achievements of Vision 2025 & Beyond, visit the [City's website](#).