

Yuba City
City Council/Management Staff Goal Setting Workshop
March 20, 2009

DISCUSSION SUMMARY

Introductions – “Prouds” (2008 Accomplishments)

- ◆ Link PC’s to one server format, minimizes hardware replacement
- ◆ Remodel Police Department
- ◆ Wrap up two master plans
- ◆ Economic Development Strategy and Workplan
- ◆ Establish regional flood control agency
- ◆ Conversion of ground water system
- ◆ Employees collaborate with City Manager and Council by agreeing to cost reduction strategies
- ◆ Gang task force – increased investigation success and improved time to “turn” gang members
- ◆ Improve Yuba City image through Plumas Street landscape/park
- ◆ Open working relationship with City Council
- ◆ Advancement of the CIP
- ◆ Achieve grant funding for additional plus City Manager and Council support for third person at Fire Station #7
- ◆ Round 1 and 2 budget reductions
- ◆ Employees return-to-work policy for injured workers has lessened loss of workers and lowered workmen’s comp costs
- ◆ 5-year permit to operate wastewater system

I. Flood Control

- a. Increase community awareness of the FEMA Flood Mapping process and potential community impacts.
 - *Rationale for hiring PR person: educate/inform community in advance before asking to pay property assessments later*
 - *Economic impact of extending flood area: stops development*
 - *Increase cost of flood insurance*
 - *We asked FEMA to let us use flood insurance funds (they return to us for levee repairs after we pay)*
 - *We’ve developed maps to show impact of water levels and how much elevation is needed*
 - *Challenge: how to deal with existing structures*
 - *When assessments are in place, also will be paying insurance, so important to get us out of the flood plain*

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- b. Identify alternate funding options for levee repairs.
 - *Complete Corps of Engineers Feasibility Study for levee repair and enhancement - in process*
 - *Any levee work undertaken will use 200 year standard, won't touch if only 100 year to avoid rework down the road*
 - *Provide planning and engineering solution to mapping new development (George/Aaron)*
 - *Funding JPA (Steve) - We have less control now with JPA*

II. Economic Development / Redevelopment

- a. Hire Economic Development Manager. *(High priority)*
 - *Improve overall promotion of attributes of Yuba City*
 - *Value: would have immediate impact*
 - *Use Aaron's marketing piece: need core consistent message*
 - *Aaron to present at April City Council meeting*
 - *Train Council on how to promote Yuba City*
 - *How to measure impact?*
 - *Evaluate against the Workplan*
 - *Will have milestones; establish baseline indicators*
 - *Steve/Steve will present milestones plan at first City Council meeting in May*
- b. Implement Economic Development Workplan.
 - *ED Manager responsibility if hired*
 - *Work on Enterprise Zone*
 - *Almost all Yuba City now included*
 - *Chamber of Commerce could publicize/educate community*
- c. Identify additional Redevelopment Project area(s).
 - *Currently investigating*
 - *Work with JPA since flood control will impact*
- d. Identify land for job base development (Sphere of Influence).
 - *Priority is marketable industrial land*
 - *Barrier: no funds to create infrastructure*
 - *Option: expand Sphere of Influence*
 - *Action: develop strategic plan to add industrial land*
 - *Requires zoning change (Aaron)*

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- e. Advance Feather River Mill site development.
 - *Enter into agreements to develop remaining Agency-owned properties in the Town Center and Feather River Mill site (in process)*

III. Public Safety

- a. Forward the remodel of Fire Station #7.
- b. Research and implement reasonable cost recovery programs.
 - *Institute cost recovery program whereby a person not paying city taxes reimburses City for the public safety costs incurred by an accident*
 - *City Attorney draft new ordinance for April City Council meeting*
 - *Third party manage the billing*
 - *Is there a negative impact of "I won't go to Yuba City?"*
 - *Continue to explore cost recovery options with Bi-County Ambulance. There is no relationship between the Motor Vehicle Cost Recovery Program and our efforts with Bi-County Ambulance.*
 - *There are limitations to the amount of money Bi-County Ambulance receives in the form of reimbursement from Medi-Cal*
 - *We don't want to put them out of business*
- c. Provide a long-range public safety plan that includes expanded City police service in to all annexed areas.
 - *Rob will update 5-year plan for Walton Annexation*
 - *Takes 12-18 mo. to hire, must have enough houses*
 - *Would have to renegotiate with County*
- d. Expand on neighborhood planning to identify and prioritize needs in targeted neighborhoods.
 - *Came out of Economic Development study group*
 - *Clean up corridors to City, is an enforcement challenge*
 - *Now increasing enforcement*
 - *City Council needs to reinforce message/efforts*
 - *Chamber and new Economic Development Manager need to educate businesses*
 - *Aaron will work with Chamber*
 - *Message*
 - *Long-term positive impact on business*
 - *Safety*
 - *Business owners should look from customer perspective*
 - *Question: use Fire Department?(Marc/Aaron)*
 - *Educate community first*
 - *Plan to eliminate blight is in process, some recent successes*

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- *Need to educate neighborhoods on what they can do*
 - *How apply CDBG and other housing funds to clean up?*
 - *Must update consolidated housing plan to get federal funds*
 - *Aaron will bring updated to City Council in 8 mo.-1 yr.*
 - *Need to identify enforcement priorities*
 - *Look at priorities for CDBG/housing funds that address blight elimination*
 - *Could hire another enforcement person with the above funds rather than General Fund*
 - *Priority: Aaron will start immediately with overseeing enforcement of sign ordinance*
- e. *Shift crime reporting to on-line and telephone reporting for minor criminal acts.*
- *Online/phone crime reporting for minor offenses: in process, goal is to save money by reducing officer time spent on smaller complaints, e.g. stolen bikes*
 - *Initiative driven by number of patrol officers available, intent is that they focus on priority needs/higher purpose*
 - *Send safety officer if non-injury accident*
 - *Struggle to balance overtime costs with decreased funding*
 - *PR challenge with community to change practice of going to the home – will need to be phased in*
 - *Focus on online vs. phone calls to minimize staff time*
 - *Citizens come to counter if don't have computer*
 - *211 system currently available in other communities (but for other issues) – is answered by the same person as 911*
- f. *Reduce gang violence through suppression, diversion, intervention and prevention.*

IV. Transportation

- a. *Identify gateway enhancements and major highway corridor landscaping programs for community beautification.*
- b. *Forward the widening projects for Franklin Road, Walton Avenue, Lincoln Road, and Garden Highway (and other projects).*
 - *Build Summer to Fall*
 - *One property owner right-of-way issue: can't pay that person when others gave for free; can proceed without this access*
 - *Complete Bridge St. widening between Plumas and Shasta Sts.*
 - *\$2.7M project, address this summer*

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- *Complete Jaime Dr./Blevin Rd. roadway improvements (Safe Routes to School Grant)*
 - *\$550,000, received grants, address this summer*
 - *Local consultant doing*
 - *Continue deferred street maintenance through street rehabilitation and reconstruction (Walton to Hwy20, Walton to Hwy 99, Railroad)*
 - *Also look at Lincoln in front of fire station*
 - *West of Walton on Franklin: will widen to four lanes*
 - *American Recovery and Reinvestment Act (ARRA): \$753,627 for first round of stimulus for a major arterial*
- c. *Advance the replacement of the 5th Street Bridge.*
- *\$30M cost: have half of funding, RFP now for rest from State*
 - *Goal is four-lane bridge*
 - *Plan and specifications within 3 years, construction within 4 years*
 - *Kudos to George for getting funding and “buy in”*
- d. *Advance capacity of Highway 99 and Highway 20 through Yuba City.*
- *Hwy 99: remaining \$9M to widen within City*
 - *Option: fix Queens/Hwy 99 Interchange so don't have to use Pease*
 - *Issue: interchange is difficult to navigate, people try to avoid*
 - *Pease looks cleaner, \$40M estimated price tag*
 - *Develop a plan: start creating ways to accumulate pot of funds*
 - *Option to develop future interchange at Eager Rd/Hwy 99*
 - *\$1-1.5M Project Study report cost for Interchange at Pease/Hwy 99*
 - *Funding of the Pease Interchange is not available in the foreseeable future*

V. Utilities

- a. *Assure Yuba City's continued supply of quality surface water.*
- *Last two years didn't sell water, stored it; won't sell this year because unused State Water Contract water can be stored for use in future years. Yuba City chose not to participate in the drought water bank this year, but may in 2010 if the drought continues.*
 - *This year 20% allocation so Yuba City is ok; 2010 could be challenge.*
 - *Draft Agreement has been submitted to Yuba County Water District extension in perpetuity: for 40 years/first right of refusal*
 - *State Water Board has not yet taken action on renewal of the two permits under their authorization.*
 - *Question: does City need to drill more wells?*

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- *Not this year before we determine if aquifer storage will be a viable option.*
 - *If do drill a well, put by treatment plant aquifer if storage will be cost effective at this location. If aquifer storage is not viable then construct a water supply well and blend with surface water for arsenic treatment. Water supply wells at other locations would require arsenic treatment.*
 - *Convert wells to surface water/water meter conversion might be funded by stimulus (could reduce assessment)*
 - *Must be under contract by January 2010 to get stimulus dollars so need to start now*
- b. Identify long-term capital needs of the utility systems and replacement program.
- *Wastewater plant expansion can serve years forward*
 - *Regional is preferred approach*
 - *Live Oak not interested in regional wastewater treatment approach; they think they may have own stimulus funds*
 - *Regional board might not fund Live Oak*
 - *Parallel path with Live Oak until stimulus decision is made*
 - *Bill set up Ad Hoc Committee of Live Oak and Yuba City staff to work through this option*
- c. Implement conversion of the Hillcrest Groundwater System to City surface water.
- *Developed application for Regions 1 plus 2 & 3; we're in stimulus pot, rankings due soon*
 - *Shovel ready, Environmental Impact done*
 - *Bill & George will talk to coordinate plans*

VI. Parks & Recreation

- a. Complete the updated Parks Master Plan.
- *Master plan promised 10 acres/1000 residents, currently have 1.5 acres*
 - *If change to 5 acres/1000, decreases impact fees*
 - *Don't have funds to meet the master plan ratio*
- b. Forward implementation of the River Park and natural habitat areas adjacent to the Feather River.
- *Need long-term lease from State – in process*
- c. Develop active recreational facilities.
- *Ongoing process*
 - *Small number of soccer fields, none with lights*

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- *No place for traveling baseball teams to play*
 - *Opened access to one field but Park and Rec couldn't use*
 - *Multiple use (soccer/baseball) fields don't allow for turf recovery*
 - *Talking about reopening closed schools*
 - *Might need to lock off part to avoid vandals*
 - *LDS property no longer available*
 - *Current potential sites*
 - *Harter property, old Fire Station #4, Northgate Park, LDS/Civic, water ponds in north and south*
 - ***Brad** do a site feasibility study, report in 90 days*
 - *Consider option of a Community Center (keep on radar)*
 - *What activities would take place there?*
 - *Pool, active property, meeting space*
 - *Would need to be phased in*
 - *Would compete with active/sports parks for funds*
 - *Funding of a Community Center is not available in the foreseeable future*
 - *Idea: convert old Fire Station #4 (the YMCA has expressed interest in this facility)*
 - *Could use for gymnastics/indoor soccer; house Park and Rec staff*
 - *Challenge: not used fulltime, no funding for staff*
 - *Walnut orchard (adjacent to the new Fire Station #4) potential?*
 - *Request: staff identify funding resources and locations*
 - *Option: conduct 6 mo. needs assessment:*
 - *Who provides?*
- d. Examine year-round operation of the Gauche Aquatic Center.