

CITY OF YUBA CITY
STAFF REPORT

Date: March 2, 2010
To: Honorable Mayor and Members of the City Council
From: Administration
Presentation By: Steven C. Kroeger, Assistant City Manager

Summary

Subject: Priorities and Goals for Fiscal Year 2010/2011
Recommendation: Note & File the Executive Summary of the Priority and Goals for FY 2010/2011 Workshop
Fiscal Impact: Informational item only

Background:

Representatives from the City Planning Commission, Economic Development Commission, Parks & Recreation Commission, Senior Commission, and Youth Commission attended a Priority Setting Workshop in November 2009. The purpose of the Workshop was to review and provide perspective on the ongoing priority efforts of the City as well as identifying other additional high priority issues. The results of this Workshop were forwarded to Council for their consideration prior to their annual meeting in January.

The City Council and Executive Team held their annual Goal Setting Workshop on January 26, 2010 to establish and define the priorities and goals for the next fiscal year. At the Workshop, staff provided briefings on the top three ongoing priorities: **Flood Control, Economic Development and Public Safety**. The priority issues, projects, goals and action items that were discussed at the Workshop will assist in the development of the Fiscal Year 2010/11 Budget.

Analysis:

The top priority of the City Council remains Flood Control. The City will continue to coordinate early implementation plan efforts with the Sutter-Butte Flood Control Agency to educate residents about the implication of new flood maps, the rising costs of mandatory flood insurance and the proposed assessment for levee improvements (Spring 2010). FEMA is scheduled to release draft flood maps for the northern part of Sutter County, including Yuba City in November 2010, with adoption in November 2011.

Economic Development is also a high priority. The main goals of our Economic Development Strategic Workplan remain: 1) Grow Opportunities for Well Paying Jobs; 2) Create a Positive and Inspiring Self Image, and 3) Enhance the Quality of Life Through Collaborative and Integrated Actions.

The other identified high priority is Public Safety and reducing gang violence. The formation of YSAGE (Yuba Sutter Anti-Gang Enforcement) has allowed a lot of progress by facilitating

cooperation with other jurisdictions and the sharing of resources. With current budget challenges facing the City as well as the State Department of Justice, it is important to continue to focus on the program.

Additional discussion took place regarding: Transportation, Community Facilities, Utilities, Redevelopment, and General City Operations. The Executive Summary provides discussion comments and action steps in each of these areas.

Fiscal Impact:

Informational item only.

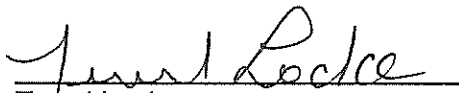
Recommendation:

Note & File the Executive Summary of the Priority and Goals for FY 2010/2011 Workshop


Attachment:

- Executive Summary - City Council/Management Staff Goal Setting Workshop January 26, 2010

Prepared By:




Terrel Locke
Analyst

Submitted By:


Steven R. Jepsen
City Manager

Reviewed By:

Assistant City Manager
Finance
City Attorney



OK by Email

Purpose: To reach consensus on annual priorities for Yuba City and develop a shared definition of what success would look like for each priority

EXECUTIVE SUMMARY – ACTION STEPS

- **Flood Control**
 - Push Early Implementation Plan/Sutter-Butte Flood Control Agency
 - Approach Sacramento to help fund lower branch
 - Coordinate efforts with SBFCA and Pro Act to educate the public – start now
 - Go for one time application for both phases

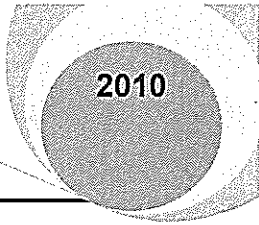
- **Economic Development**
 - Economic Development Work Plan: Updated Workplan to Council Feb/March
 - Enterprise Zone is key; track applications
 - Target priority kind(s) of desired businesses to attract
 - Track job creation/loss, number of business licenses - benchmark annually in February
 - Look at Economic Development Commission to see if major business interests are all represented; health care might be missing

- **Public Safety**
 - Talk sooner rather than later about providing police services to the Walton Area
 - Could be part of General Plan update

- **General Services – General Fund Dollars**
 - Evaluate possibility of buying more sheriff services in Walton Area until City police services can be provided

- **Transportation**
 - Roadway capacity. Public Works will compile list of priorities for May Council meeting
 - Fifth Street Bridge: continue to pursue funding

- **Community Facilities**
 - Fields: continue to talk with schools about greater open access
 - Pursue parallel funding for active fields and Community Center, an important long-term goal. Specific funds need to be targeted



- Prop 84: Needs assessment; report to February Council meeting on Live Oak Boulevard property
- **Utilities**
 - Doing funding plan
 - Capital reinvestment plan for facilities: bring completed rate structure draft to Council
 - Try to engage developers

SUMMARY OF DISCUSSION

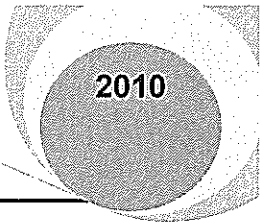
REPORTS FROM STAFF: Flood Control, Economic Development, Public Safety

- **Flood Control**
 - Early Implementation Project – Alternative 3
 - Improve levee system
 - Extends north of Yuba City within city limits
 - \$200 million project; 40% must be matching funds, for a total of \$80M
 - Prop 218 vote will be Spring 2010
 - Assessment will come out March/April
 - FEMA slipping/delay but Yuba City has commitment
 - Anticipate Spring 2012 construction of E1 project, complete Fall 2014
 - Important vote to pass matching funds – need active public campaign

Actions

- Will approach Sacramento for financial support to fund lower breach
 - Our improvements will meet 200 year flood requirements if approved
- Will encourage raising money for educational campaign
- Start public education effort now
 - Not yet pinned down cost of assessments
 - Motivate community volunteer organizations (e.g., Pro Act)
 - Share information about impact on personal insurance to motivate
 - Assessment by benefit: top 10% landowners, seek their support, visit with them
 - Assessment Phase 1 is Yuba City; Phase 2 is south of Yuba City to Laurel Avenue, if funds remains – go for financing of both at same time
- Keep pressure on SBFCA Board

**City of Yuba City
City Council/Management Staff Goal Setting Workshop
January 26, 2010**



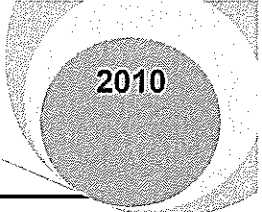
- Coordinate our efforts with JPA
- Dedicate staff time and resources to assist Pro Act, flood agencies
- Tie blue ribbons to show flood level?

- **Economic Development**
 - Economic Development Work Plan
 - Updated Plan to Council Feb/March

 - Goal 1: Grow Opportunities for Well Paying Jobs
 - Promote/expand Enterprise Zone
 - Implement AB 811 Program – implications:
 - Residents can borrow to retrofit homes
 - Approximately 90 days to produce policy on what can qualify for funds
 - Intended as job stimulus
 - Adopt a Business Incentive Program, about to be proposed
 - Do business walks with Commissioners and staff
 - Expand Sphere of Influence for more industrial property
 - Business cluster analysis - opportunities to attract agricultural business, for example

 - Goal 2: Create a Positive and Inspiring Self-image
 - Continue Façade Improvement Program, e.g. on Plumas Street and Hwy 20 corridor
 - Gateway Enhancements – Highway 20/99 Interchange, landscape improvements
 - Continue “Think Yuba Sutter First” Marketing Campaign
 - Spread dollars across radio stations (\$200/mo.)
 - In-Room Hotel Guide & Visitor brochure
 - Design promotional products to attract business

 - Goal 3: Enhance quality of life through collaboration and integrated actions
 - Continue to partner with North Central Counties Consortium
 - Collaborate with local organizations to identify youth activities
 - Extend sewer lines
 - Upgrade bike plan: make connections more user friendly
 - Currently don't have racks in parks/buildings
 - Could open social funding dollars

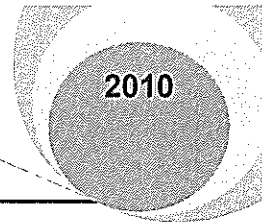


Actions

- Enterprise Zone is key
 - \$40 fee application: City can pick up the fee as incentive?
 - SBA loans, guarantee?
 - Idea: target businesses who might relate to agricultural business
 - Idea: track jobs created & lost; haven't done this but starting
 - Idea: track business license activity
 - Idea: track Enterprise Zone applications
 - Idea: track sales tax data and new car registration as part of Buy Local
 - Challenge: dealers don't have inventory
 - October started 2% increase, will benchmark again in February

- Question: Are top three businesses represented on ED Commission?
 - Have agriculture, real estate, education, bank, small business but missing health care (did not receive an application from a member of the healthcare industry to serve on the Commission)

- **Public Safety – Reduce Gang Violence**
 - Lots of progress, takes long time
 - Second year of Gang Task Force; added Yuba County rep
 - YSAGE (Yuba Sutter Anti-Gang Enforcement)
 - Challenges
 - Getting validations: now DA office is great ally; regional sharing of resources helps
 - State Department of Justice funding for the local narcotic unit could be cut as part of cuts enacted by State officials.
 - Budget cuts, staffing limited
 - Do not get complacent because things have improved
 - Early release
 - Continue zero tolerance support
 - Sheriff patrols with one car to Hutchinson Road; need to revisit service since residents voted against annexation – should look at this option sooner rather than later
 - Unfair that residents are in Yuba City but not getting same service level; Yuba City already supplies fire and water services
 - Yuba City could deploy more people to Happy Park
 - Would need to increase budget for staffing
 - County gets tax dollars now, not enough to support if we took over and gave our level of service



- Renegotiate: could buy higher services from sheriff's office; could be part of General Plan update

OPEN DISCUSSION

- **General Services – General Fund Dollars**

- Police Services Walton [17 dots]
- Expand code enforcement efforts [15 dots]
- Create Community Center [11 dots]
- Fire station upgrade [5 dots]
- Animal Control Center (mandated) [5 dots]
- Energy efficiency financial district (self-funding)
- Downtown Parking Utility Study (move to Redevelopment discussion)

Comments

- Police Services: Yuba City could deploy more people to the Happy Park area than current service by Sheriff's Department
- Community Center should be at top of list
 - Old fire station an option
 - Lot in downtown owned by City

- **Transportation**

- Roadway capacity improvement: [13 dots]
- 5th Street Bridge [12 dots]
- Bike facilities [5 dots] (in process)
- Gateway landscape [3 dots]
- Underground utilities funding (in process)
- Traffic signal priorities (in process)

Comments

- Roadway capacity improvements
 - Franklin-Walton in process
 - Public Works annually develops list of locations, part of CIP approved budget
- 5th Street Bridge: half way there, continuing to pursue funding
- Traffic signal priorities: Public Works is developing a list of options, Council needs to then set priorities

- **Community Facilities**

- Active Recreation: active fields, skate park
- Feather River Parkway Improvement for recreation use

Comments

- Baseball fields are fully booked
- Men's baseball teams (includes two women's teams) are full
- More room on Seniors teams on Tuesdays and on co-ed teams
- Skate facility not updated
- Basketball: need indoor courts (would be in Community Center)
 - Currently use schools, at maximum capacity now
 - AAU: lots going on
 - Youth baseball is active
- Soccer is greatest need
 - Access to school facilities: depends on each site, many locked up, will continue to pursue access
 - Water retention facility: looking into using for fields but only available certain time periods
 - Pull out walnut grove at fire station for temporary soccer fields? (12 acres City owns)
 - Use Feather River river bed for fields?
 - Wrap Feather River parkways into other projects
- Challenge: ongoing maintenance

- **Utilities**

- Identify infrastructure needs
- Fish screen/water intake
- Capital reinvestment plan for facilities
- Aquifer storage project (rate funded)

Comments

- How to provide services/infrastructure as expands west?
 - Critical for community growth
 - New development needs to pay their way but we can help with options
 - Get together with southwest property owners to explain "you'll need to pay stretched over time"
 - Pipes = key; funded by Developer Impact Fees (recession makes this a challenge), City serves as backup

- Pipes need to be in place so when recession is over, ready for development
- With minimal investment, could serve 1500 houses but 4500 planned; they would have large impact fee
- Lincoln East is next: Financial plan in preparation, slowed by recession
- Fish screen/water intake: required for a couple of our state grants; partially funded, pursuing more
- Capital reinvestment plan for facilities: have completed rate structure draft, will bring to Council

Action

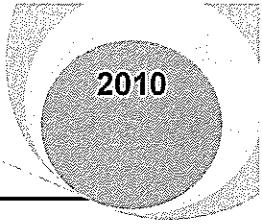
- Doing funding plan
- Need development to participate/share in costs

• **Redevelopment/Economic Development**

- Identify developer for Feather River mills
- Downtown Parking Utilization Study (RFP in process, market driven)
- Sphere of Influence/services to support
- Neighborhood revitalization “fix up” team (moving forward)

Comments

- Sphere of Influence
 - Expand city limits and provide services to support this growth
 - Where to put efforts?
 - Need to identify best industrial locale in City or outside
 - Would need facilities/infrastructure to support
 - Starting point is to identify kind of business we want to attract, then decide best location and infrastructure needed
 - Is solar business an option?
 - Standard is 12 growth criteria, we meet 4-5 of those; which criteria should be our next priority?
 - Next steps
 - Now: work with existing businesses to grow
 - Focus going forward: develop shovel-ready sites so are ready when recession ends
 - Recognize our primary business is agri-businesses, so play to our strengths
- Downtown Parking:



- Real or perceived problem?
 - Full at noon but not otherwise; expectation is to park in front of destination
 - Wayfinding efforts are in process
- Now looking beyond downtown for other redevelopment areas to create jobs

Action

- Work to improve signage, e.g.; make more visible parking behind Reeves
- Bring to Council in 60 days funding request to support wayfinding plan
- Work with downtown property owners re:
 - Identify whether problem is real, extent of concern, and if “park in front” is realistic expectation
 - Mechanism to deal with liability concerns if open property to public parking