

# City of Yuba City

City Council - April 16, 2019



# Who we are

- Private-non profit established in 1994 by resolution
- Became an Economic Development District in 1996
- Governed by a Board of Directors
- Staff of 4
- Provides regional Economic Development services





# What we do



Business Creation  
and Attraction



Business Expansion  
& Retention



Business Lending



Infrastructure  
Enhancement

# Who we serve



SUTTER & YUBA COUNTIES



CITIES OF LIVE OAK,  
MARYSVILLE &  
WHEATLAND



ALL REGIONAL BUSINESSES

# Lending Program - **REGIONALLY**



178 loans -  
\$13,885,117



\$103,873,126  
Total  
Investment



709 New Jobs



600 Jobs  
Retained



79 start ups

# Lending Program - CITY OF YUBA CITY



66 loans –  
\$6,933,088



\$25,912,452  
Total Investment



235 Jobs



114 Jobs  
Retained

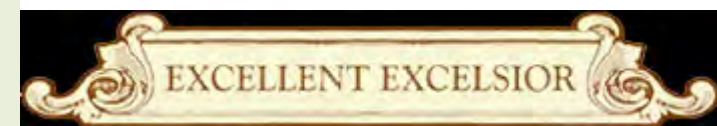


33 start ups



50% of all  
lending activity

# Lending Program





## Comprehensive Economic Development Strategy (CEDS)

- Prioritizes Public Works Projects and the business community's economic development goals
- Committee consists public sector representatives from participating jurisdictions and private-sector members representing the region's industries
- Updated annually
- Complete re-write every 5 years (2020)



# BUSINESS RETENTION & EXPANSION

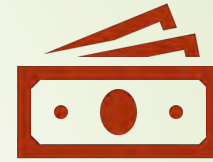
- Business Walks
- Business Resource Seminars
- Manage Yuba-Sutter Business Consortium
- Assembly of industry-specific businesses
- One-on-one Business Assistance



## Providing Financial Support



Grant Research, Writing  
and Management



Program Income Waivers  
for infrastructure projects



Special Projects





## Other Stuff We Do

Manage Sutter County Community Action Agency  
and Yuba County Community Services Commission

Taking the lead for both counties

California Complete Count – Census 2020 campaign

Yuba-Sutter Lodging Association

Sutter Yuba Homeless Consortium

Bi-County Homeless Committee

California Finance Consortium

North Central Counties Consortium

Yuba-Sutter Chamber of Commerce

(among others)



## Partnership with YSEDC

- ▶ \$25,000 annually to be reinstated to the District and be represented in the CEDS
- ▶ Fee for service work – Contact with YSEDC on case-by-case projects



## Partnership with YSEDC

\$52,000 annually to be reinstated to the District and receive additional benefits including:

Grant research, writing & management

Annual Community Profile

Statistical Data (on demand)

Retail Leakage Reports

Site selector events

Special Project Management

Graphic Design/Publication Production

Economic Development Lead (if desired)



# Digital Front Door Committee Report

- Terrel Locke – Admin
- Prableen Mundi – Finance
- Katy Goodson – Police
- Kelsey Myers – Recreation
- Ciara Wakefield – Human Resources
- Alyssa Kassube – Fire
- Sharon Lydon – Public Works
- Jaspreet Kaur – Development Services
- George Barlow - Admin



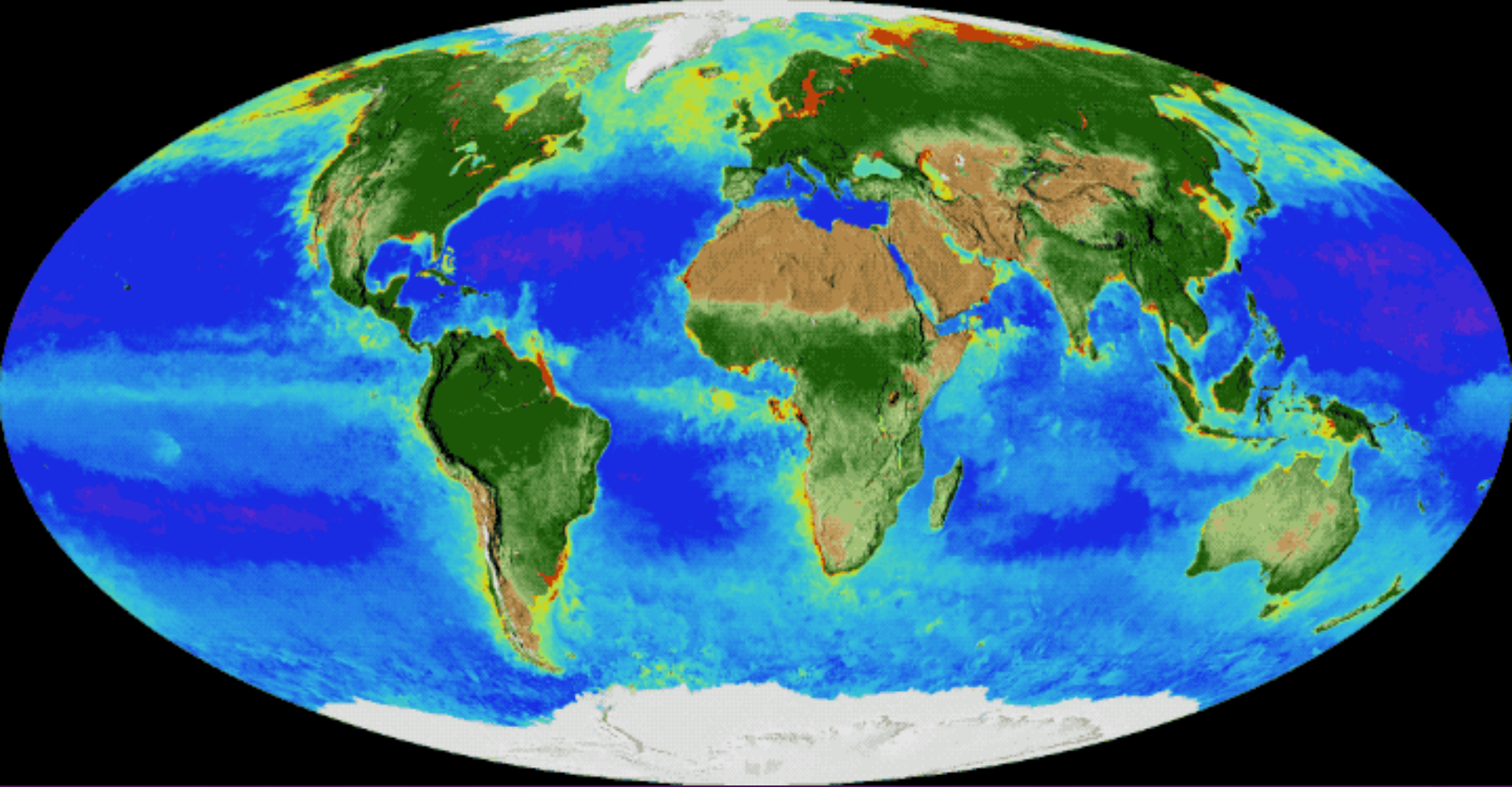
# Mission

The mission of the Digital Front Door Team is to enhance our digital presence in the community resulting in improved interaction and communication with our citizens.



# ΕΠΙΚΟΙΝΩΝΙΑ











#SADNESS



CITY HALL  
Entrance

CITY HALL  
Entrance

BUSINESS HOURS  
MONDAY - FRIDAY  
8:00am - 5:00pm







Activity  
Guide



Pay Bill

**311**

Requests



Jobs



Conserve



eAlerts



## Do you have 1 minute to help make Yuba City better?

City of Yuba City invites you to join its new FlashVote community. It's free, fast and fun! It takes less than 1 minute to sign up. Civic participation has never been easier and we'd love your help.

[Accept Invitation](#)

2019 WINTER/SPRING

# Activity Guide

Why Wait?

SIGN UP TODAY!

WWW.YUBACITY.NET/REGISTRATION | 530-822-4860



## Upcoming Events

**16**  
APR

City Council Meeting  
City Council Chambers 1201 Civic Center Blvd

**17**  
APR

Yuba City Youth Commission  
City Hall, Sutter Room

**18**  
APR

Yuba City Youth Commission's Teen  
Pool Tournament  
Gold Rush Billiards (960 Gray Ave, Yuba City)

Average 2,800 page views per day – 20% returning users

Page Title		Pageviews	Pageviews
1.	Home - City of Yuba City	120,320	15.84%
2.	Adoptable Animals - City of Yuba City	39,883	5.25%
3.	GAP - Gauche Aquatic Park - City of Yuba City	35,526	4.68%
4.	Adoptable Dogs - City of Yuba City	27,879	3.67%
5.	Police Department - City of Yuba City	26,220	3.45%
6.	Contact Us - City of Yuba City	22,435	2.95%
7.	Human Resources - City of Yuba City	21,170	2.79%
8.	Youth Sports & Programs - City of Yuba City	15,875	2.09%
9.	Sutter Animal Services (SASA) - City of Yuba City	15,778	2.08%
10.	Parks & Recreation - City of Yuba City	15,514	2.04%

Google Analytics data from 1/01/19 to 4/15/19



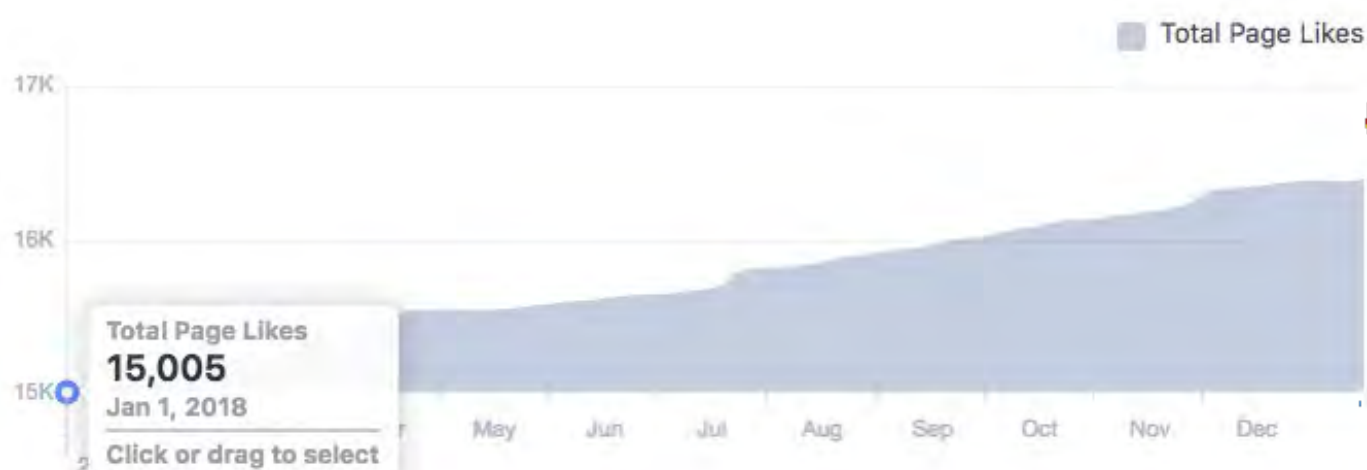
City	Users	% Users
1. Yuba City	53,230	 27.98%
2. Sacramento	25,923	 13.63%
3. San Francisco	13,167	 6.92%
4. San Jose	5,574	 2.93%
5. Roseville	4,890	 2.57%
6. Chico	4,648	 2.44%
7. (not set)	4,441	 2.33%
8. Marysville	2,921	 1.54%
9. Los Angeles	2,896	 1.52%
10. Linda	2,563	 1.35%

Google Analytics data from 1/01/19 to 4/15/19



# facebook®

As of April 15, 2019  
17,000 Followers







55,055

People Reached

17,993

Engagements

Boost Post



597

264 Comments 823 Shares



City of Yuba City, Local Government

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5TH STREET BRIDGE PROJECT UPDATE: DWR is currently planning to release 20,000 cubic feet per second (cfs) to the Feather River from all Oroville facilities this afternoon. At the 5th St Bridge, the main channel of the Feather River can handle approximately 35,000 cfs before water starts inundating the job site. Based on DWR's indication that it might possibly increase releases to 40,000-60,000 cfs this week, the bridge contractor began preparing the remainder of the project s... [See More](#)



18,341

People Reached

5,717

Engagements

Boost Post



138

55 Comments 129 Shares





City of Yuba City, Local Government

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Are you looking for a place to hold your next family reunion, birthday party, group meeting, or holiday event? Come check out one of our many facility spaces available for rent!

Sam Brannan Park • Gauche Aquatic Park • Yuba City Senior Center • Blackburn-Talley Sports Complex

For more information, call 530-822-4650 • 1201 civic center blvd • [www.yubacity.net](http://www.yubacity.net)

## FACILITY RENTALS

YUBA CITY PARKS & RECREATION



1,571

People Reached

68

Engagements

Boost Post



City of Yuba City, Local Government

...



Announcement  
of our  
Text to 911 System



2,859

People Reached

167

Engagements

Boost Post

Elma Pulido, Gur Beasla and 10 others

14 Shares 947 Views



Like



Comment



Share





As of  
April 15, 2019

2,450  
Followers







1,943 Followers



Newsletter

14,233 Subscribers



2018 the Team

Produced 15 Videos



# Award Winning Team



## Get Out and BIKE!

Two wheels, fresh air, and miles of roadway dedicated for bikeways! Yes, we're talking about cycling in Yuba City. Bike Yuba City is an effort by The City of Yuba City to put more people on bicycles more often. Bicycles are the ultimate clean air, zero emissions vehicle on the road today and are the most economical form of transportation with the lowest maintenance. That's reason in itself to leave the car keys at home and get out and bike.

Cycling is a fast and practical way to get around town, especially in Yuba City where the climate is favorable and the terrain is flat. Plus, riding a bike is not only fun, it's a great form of exercise. Yuba City has over 108 miles of bikeways!

## May is Bike Month!

May is the official Bike Month, so join The City of Yuba City as we challenge Yuba City residents to leave your car keys at home, put on your best looking helmet and bike to work, bike to shop and bike to play. Cycling is a way of life, so embrace it and enjoy life in the bike lane.

[Bike Routes Yuba City](#)[Bike Safety Yuba City](#)[Bike Yuba City Gallery](#)[April 27, 2019 Bike Around the Buttes](#)[Bike Around the Buttes 2018 Video](#)



# Challenges





Teacher

Lawyer

Cancer





Retired  
Teacher

Retired  
Lawyer

Survivor

**Q & A**



**Economic Development Commission**

# Economic Development Commission



- Established by ordinance in 2008
- Provides oversight of the Economic Development Work Plan/Strategy
  - Create a positive and inspiring self image
  - Grow opportunities for well paying jobs
  - Enhance the quality of life through collaborative and integrated actions

# Economic Development Commission



- Five members representing diverse businesses and industries, for example:
  - Education
  - Agriculture
  - Small Business/Entrepreneurs
  - Medical
  - Real Estate



## Action requested:

- Increase from five members to seven members
- Quorum increased from three to four members
- Have monthly meetings in the evening



# Economic Development Commission



## Current members:

Economic Development Commission			
Commissioner	Date Appointed	Term Begins	Term Ends
Christine Ivory	01/17/17	01/01/17	02/28/21
Vinny Johl	01/17/17	01/01/17	02/28/21
Todd Remund	01/17/17	01/01/17	02/28/21
Margaret Fernandez	03/06/19	03/01/19	02/28/23
Stacy Brookman	03/06/19	03/01/19	02/28/23
Vacant (new position)			02/28/23
Vacant (new position)			02/28/23



## Recommendation:

Introduce an Ordinance Amending Sections 2-12.01 and 2-12.05 of Chapter 12 of Title 2 of the Yuba City Municipal Code – Economic Development Commission, and increasing the composition of members from five (5) to seven (7), waiving the first reading



**Economic Development Commission**



# Contract Contingency Analysis



**Benjamin K. Moody**  
**Interim Assistant Public Works Director**



# Contingency – 10 Year Survey

- Average utilized for typical contracts over last 10 years:
  - **4.1 percent**
- Contract price range:
  - \$7,950 (Franklin-Monterey Backlot Sewer Repair)
  - \$11,146,923.20 (Plumas Street Improvements)
- Contract project types:
  - Public improvements, roads, utilities, City facilities



# Contingency – Neighboring Cities

- Staff surveyed recent projects from:
  - Lincoln
  - Woodland
  - Roseville
  - West Sacramento
- Cities utilized 10 percent contingency as a standard at project award





# Recommendation

Direct staff to provide specific contingency requests for each City improvement project.



# 2017 Storm Damage Repairs to Yuba City Water Intake Access Road and Discharge Ponds – Professional Services Agreement



**Mandeep S. Chohan**  
**Senior Engineer**

# 2017 Storm Damage Repairs



Access Road



# 2017 Storm Damage Repairs

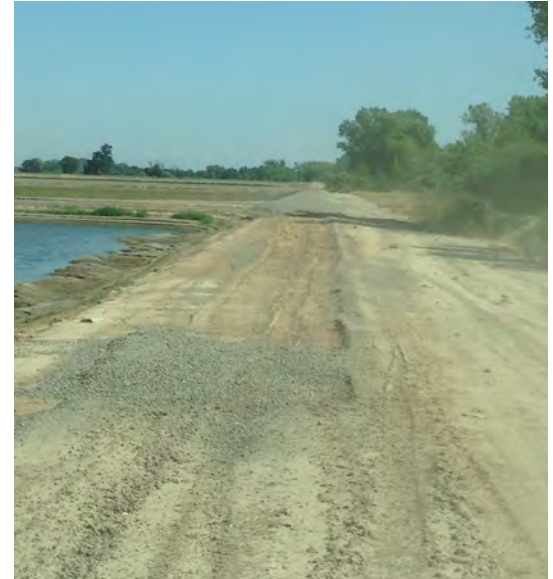


Water Intake  
Access Road

# 2017 Storm Damage Repairs



## Ponds





# 2017 Storm Damage Repairs

## Ponds





# 2017 Storm Damage Repairs



- Requested Financial Aid to repair the damages from Cal-OES/FEMA
- Application for Ponds has been approved
- Application for Access Road under review by FEMA, waiting for information from City
  - Need to complete preliminary design to provide information

# 2017 Storm Damage Repairs



- Jacobs Engineering Group Inc. was selected for the diffuser project in 2018 through a competitive process
- Jacobs will prepare the necessary engineering design and environmental documents to bid the projects

# 2017 Storm Damage Repairs



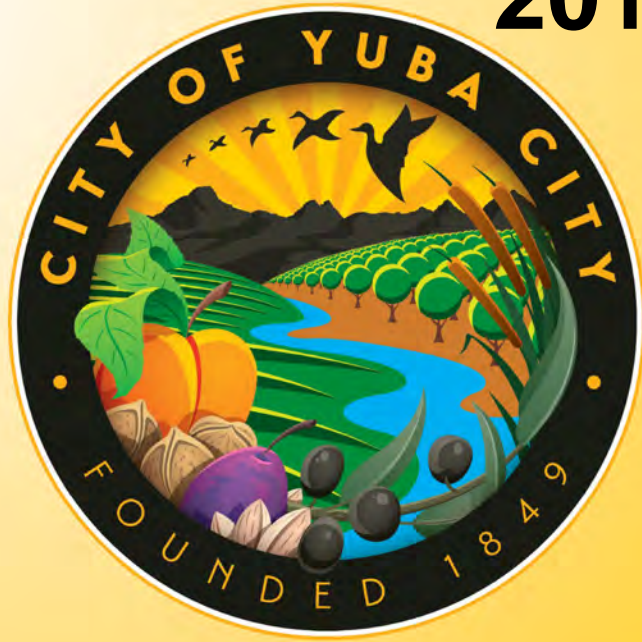
- FEMA and Cal-OES - 93.75%
- Access Road - \$147,464
  - Approximately \$50,000 for preliminary design
- Ponds - \$252,292
  - Approximately \$80,000 for additional required work not in the approved scope

# 2017 Storm Damage Repairs



- A. Adopt a Resolution authorizing City Manager to finalize and execute, upon approval by the City Attorney as to legal form, a Professional Services Agreement with Jacobs Engineering Group Inc. of Sacramento, CA in the amount of \$147,464 to prepare construction contract and environmental documents for 2017 Storm Damages to Yuba City Water Intake Access Road Repair Project, with the finding that it is in the best interest of the City
- B. Adopt a Resolution authorizing City Manager to finalize and execute, upon approval by the City Attorney as to legal form, a Professional Services Agreement with Jacobs Engineering Group Inc. of Sacramento, CA in the amount of \$252,292 to prepare construction contract and environmental documents for the 2017 Storm Damages to Wastewater Treatment Facility's Discharge Ponds Repair Project, with the finding that it is in the best interest of the City

# 2019 Resurfacing Project Contract No. 18-09



**Presentation By:**  
**Benjamin Moody, Interim Assistant Public Works Director**

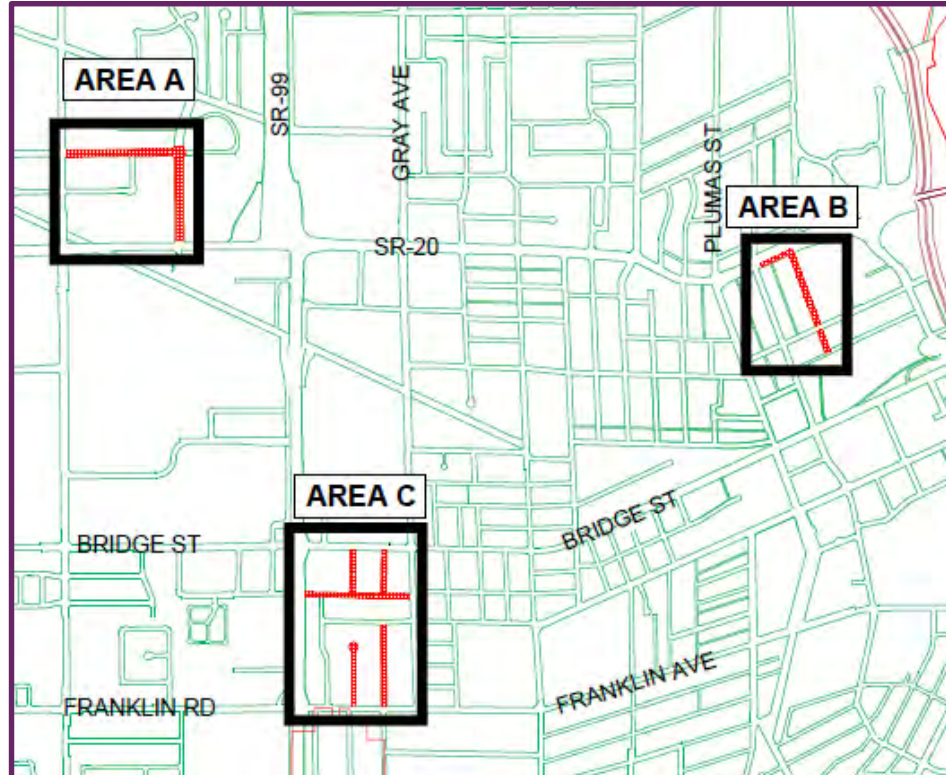
# 2019 Resurfacing Project – Background



- Public Works is responsible for maintenance of public streets within the City.
- Project proposes to maintain City roadways with the following maintenance methods:
  - **.25” Micro Milling**
  - **Asphalt Rubber Cape Seals**
  - **Double-chip Asphalt Rubber Cape Seals**
- Repair methods determined based on roadway condition, roadway category, and cost efficiency.



# 2019 Resurfacing Project – Vicinity Map



# 2019 Resurfacing Project – Poole Blvd Thin Blue Line



After Poole Boulevard is resurfaced, a double-yellow stripe will be installed with a thin blue line in the middle in support of law enforcement.

# 2019 Resurfacing Project- Recommendation



Adopt a resolution approving the plans and specifications for the 2019 Resurfacing Project and authorizing advertisement for bids on the project.