

City of Woodland

300 First Street
Woodland, CA 95695

Meeting Agenda

City Council

Tuesday, May 17, 2016

6:00 PM

Council Chambers

CITY COUNCIL CLOSED SESSION 5:30 P.M.

A. CALL TO ORDER

B. CLOSED SESSION

B.1 CONFERENCE WITH REAL PROPERTY NEGOTIATORS

(Gov. Code § 54956.8)

Properties: Yolo County Assessor's Parcel Numbers 027-340-030, 027-340-011, 027-340-020, 005-720-023, 005-720-005, 005-750-003, 005-692-054, 005-692-002, 005-750-001, 027-340-015, 027-340-017, 027-340-021, 027-340-023, 027-340-025, 027-340-029

Agency Negotiators: City Manager, Community Development Director, City Engineer, City Attorney, City's Right-of-Way Agent Bender Rosenthal, Inc., and City's Project Manager

Negotiating Parties: Pioneer Self Storage, Syar, Bunge Milling, Thomas W. Canevari & Joan E. Canevari, Nick Canevari & Dorothy Canevari, Elizabeth J. Crum & Elizabeth J. Crum Revocable Trust, Devinder Sahota & Susvir Sahota, Elizabeth Crum, Mark Milton, ICH Inc., North Kentucky Partners II, T&J Rental Investments LLC

Under Negotiation: Price and terms of payment

B.2 CONFERENCE WITH LEGAL COUNSEL – EXISTING LITIGATION

(Gov. Code § 54956.9(d)(1))

1. City of Woodland v. Mark D. Milton, et al., Yolo County Superior Court
Case No. ED 16-557
2. City of Woodland v. Elizabeth J. Crum, et al., Yolo County Superior Court
Case No. ED 16-558

JOINT REGULAR CITY COUNCIL/WOODLAND FINANCE AUTHORITY

MAY 17, 2016

6:00 P.M.

A. CALL TO ORDER

B. ROLL CALL**C. PLEDGE OF ALLEGIANCE****D. COMMUNICATIONS-PUBLIC COMMENT**

This is an opportunity for the public to speak to the Council on any item other than those listed for public hearing on this agenda. Speakers are requested to use the microphone in front of the Council and to begin by stating their name, whether they reside in Woodland and the name of the organization they represent if any. The Mayor may impose a time limit on any speaker depending on the number of people wanting to speak and time available for the rest of the agenda. In the event comments are related to an item scheduled on the agenda, speakers may be required to wait to make their comments until that item is considered.

E. COMMUNICATIONS-COUNCIL/STAFF STATEMENTS AND REQUESTS

This is an opportunity for the Council Members and Staff to make comments and announcements, to express concerns, or to request Council's consideration of any items a Council Member would like to have discussed at a future Council meeting.

[16-515](#)

SUBJECT: Long Range Calendar

Recommendation for Action: Staff recommends that the City Council receive the Long Range Calendar for informational purposes only.

Attachments: [Council Long Range Calendar.docx](#)

F. PRESENTATIONS

1. [16-514](#) SUBJECT: Commission on Aging Annual Report Presentation

Recommendation for Action: Staff recommends that the City Council receive the annual report from the Commission on Aging including a summary of 2015 activities and proposed 2016 activities.

Attachments: [COA 2016](#)

G. CONSENT CALENDAR

2. [16-465](#) SUBJECT: Main Street/Cleveland Street Signal Intersection Improvement Project, CIP 11-27; Award Construction Contract

Recommendation for Action: Staff recommends that the City Council adopt Resolution No. _____, to award the construction contract in the amount of \$272,959.00 to Pacific Excavation Inc. for the Main Street/Cleveland Street Signal Intersection Improvement Project, CIP 11-27 and authorize a 20% contingency, not to exceed \$54,592.00.

Attachments: [A - Resolution](#)

3. [16-485](#) SUBJECT: Final Acceptance and Notice of Completion for WPCF

2015 Phase III Improvement Project-Pond System Enhancements, CIP #10-11

Recommendation for Action: Staff recommends that the City Council approve Resolution No. _____, accepting the WPCF 2015 Phase III Improvement Project-Pond System Enhancements, CIP #10-11, as complete and authorizing the City Clerk to file a Notice of Completion.

Attachments: [A - Resolution](#)

4. [16-488](#) SUBJECT: Lower Cache Creek Flood Feasibility Study, CIP 09-15; Approve Contract Amendment for Consulting Services

Recommendation for Action: Staff recommends that the City Council approve Resolution No. _____, authorizing the City Manager to execute Amendment #2 to the consultant services agreement with Downey Brand LLP (DB) for the Lower Cache Creek Feasibility Study, CIP 09-15, for an additional amount up to \$30,000.

Attachments: [A - Resolution](#)

[B - Letter](#)

5. [16-491](#) SUBJECT: Proclamation - Public Works Week - May 15- 21, 2016

Recommendation for Action: Staff recommends that the City Council proclaim May 15-21, 2016 as "Public Works Week."

Attachments: [2016 Proclamation](#)

6. [16-495](#) SUBJECT: Request for Project Funding from the Water Resources Association of Yolo County

Recommendation for Action: Staff recommends that the City Council approve Resolution No. _____, authorizing staff to submit a project fund request of \$15,000 to the Water Resources Association of Yolo County for Fiscal Year 2016/17 to fund a Multi-Family Residential Large Landscape Water Audit Pilot Program with the Cities of Davis and West Sacramento.

Attachments: [MF Landscape Audit Funding Resolution](#)

7. [16-499](#) SUBJECT: Approval of Funds for Supportive Housing Rehabilitation and Countywide Homeless Coordination Projects

Recommendation for Action: Staff recommends that the City Council adopt Resolution No. _____, approving the following appropriations and amending the FY 2015/16 budget as necessary:

(1) an additional \$8,000 in Community Development Block Grant funds (Fund 320) for Yolo Community Care Continuum's Supportive Housing Rehabilitation Project for a total appropriation of \$1,060,332 in Fund 320; and

(2) an additional \$18,103 in Housing Trust Funds (Fund 326) for the

City's FY 2015/16 participation in the Countywide Homeless Coordination Project for a total appropriation of \$31,255 in Fund 326.

Attachments: [CC Reso 17May16](#)

8. [16-503](#) SUBJECT: Public Safety Department (Police and Fire) Quarterly Status Report for the period of January 2016 through March 2016

Recommendation for Action: Staff recommends that the City Council accept the Public Safety Department Quarterly Status Report for January 2016 through March 2016.

Attachments: [Qtrly report - Jan-Mar 2016](#)

9. [16-505](#) SUBJECT: Approval of the Woodland Visitor Attraction District ("District") Annual Assessment Report for Fiscal Year 2016-2017, Adoption of Resolution of Intention to Levy an Assessment for Improvements and Activities for Fiscal Year 2016-2017 and Scheduling of Public Hearing

Recommendation for Action: Staff recommends that the City Council take the following actions:

1. Approve the Visitor Attraction District Annual Assessment Report for FY 2016-2017; and
2. Adopt a Resolution of Intention to Levy an Assessment for Improvements and Activities for Fiscal Year 2016-2017 within the Woodland Visitor Attraction District; and
3. Schedule a Public Hearing for June 7, 2016 to consider any written or oral protests to the levy of the assessment.

Attachments: [YCVB 2016-17 Annual Report_Woodland](#)

[YCVB Budget 2016-17](#)

[Resolution of Intent May 17](#)

10. [16-506](#) SUBJECT: Approval of Management Agent Selection for the Leisureville Community Association

Recommendation for Action: Staff recommends that the City Council approve the selection of Berkley Management as the new management agent for the Leisureville Community Association (LCA).

Attachments: [Management Agreement](#)

[Berkley Management Corporate Resume](#)

11. [16-507](#) SUBJECT: Intent to Levy Assessment: Gibson Ranch Lighting & Landscaping; North Park Lighting & Landscaping; West Wood Lighting & Landscaping; and Streng Pond Maintenance Districts

Recommendation for Action: Staff recommends that the City Council approve eight Resolutions No. ____ through No. ____ to Initiate Proceedings for the Annual Levy and Collection of Assessments;

Preliminarily Approve the Engineer's Annual Levy Report and Declare its Intention to Levy and Collect Annual Assessments for the Gibson Ranch, West Wood, North Park Lighting and Landscaping Districts, and Streng Pond Maintenance District; and Call for a public hearing on June 21, 2016.

Attachments: [Resolution of Intention - Gibson Ranch L&L](#)
[Gibson Ranch L&L FY16/17 Prelim Engineer's Report](#)
[Resolution of Intention - North Park L&L](#)
[North Park L&L FY16/17 Prelim Engineer's Report](#)
[Resolution of Intention - West Wood L&L](#)
[West Wood L&L FY16/17 Prelim Engineer's Report](#)
[Resolution of Intention - Streng Pond Maintenance Dist](#)
[Streng Pond Maint Dist FY16/17 Prelim Engineer's Report](#)

H. PUBLIC HEARINGS

12. [16-500](#) SUBJECT: Digital Freeway Sign at 2140 Freeway Drive - Conditional Use Permit, Site Plan and Design Review, and Operating Agreement. The project includes a request by applicant, P.C. Dixon I, LLC and Pacific Horizon Group, LLC, for approval of a Conditional Use Permit, Site Plan and Design Review application, and approval of an Operating Agreement between the applicant and the City of Woodland to allow for a 65-foot tall digital freeway sign at the southeast corner of 2140 Freeway Drive adjacent to (north of) Interstate 5, within the Commercial Highway, Entryway Overlay Zone (C-H/ EOZ).

Recommendation for Action: Staff recommends that the City Council:

- 1) Conduct the public hearing; and
- 2) Direct staff to prepare the final approval documents (Resolutions and Operating Agreement) based on the preferred digital sign proposal; and
- 3) Continue the item to June 7, 2016, the next regularly scheduled meeting of the City Council, to take final action on the project.

Attachments: [1 - Project Site Plan and Elevations, Photosimulations](#)
[2 - Digital Freeway Sign Application](#)
[3 - Draft Conditions of Approval](#)
[4 - CEQA Mitigated Negative Declaration](#)
[5 - CEQA Comment Letters](#)
[6 - Permitted Digital Freeway Sign Locations Map](#)
[7 - Public Comment Letters](#)

13. [16-501](#) SUBJECT: Digital Freeway Sign at 530 Quality Circle - Conditional Use Permit, Site Plan and Design Review, and Operating Agreement. The project includes a request by applicant Scott Vanderbeek, for approval of a Conditional Use Permit, Site Plan and Design Review

application, and approval of an Operating Agreement between the applicant and the City of Woodland to allow for a 45-foot tall digital freeway sign along the southern property line of 530 Quality Circle, just north of the Interstate 5 freeway corridor and just west of the new Woodland Motors Dealership within the Industrial, Entryway Overlay Zone (I/EOZ).

Recommendation for Action: Staff recommends that the City Council:

- 1) Conduct the public hearing; and
- 2) Direct staff to prepare the final approval documents (Resolutions and Operating Agreement) based on the preferred digital sign proposal; and
- 3) Continue the item to June 7, 2016, the next regularly scheduled meeting of the City Council, to take final action on the project.

Attachments: [1 - Project Site Plan and Elevations, Photosimulations](#)

[2 - Digital Freeway Sign Application](#)

[3 - Draft Conditions of Approval](#)

[4 - CEQA Mitigated Negative Declaration](#)

[5 - CEQA Comment Letters](#)

[6 - Permitted Digital Freeway Sign Locations Map](#)

I. REPORTS OF THE CITY MANAGER

14. [16-504](#) SUBJECT: General Plan Update Progress Report

Recommendation for Action: Staff recommends that the City Council receive progress report #6 regarding the General Plan Update Project

Attachments: [A - GPSC Packet 5/4/16](#)

[B - Power Point Slides for the GPSC 5/4/16](#)

[C - Meeting Notes for the GPSC 5/4/16](#)

15. [16-512](#) SUBJECT: Report from Council's Downtown Sub-Committee

Recommendation: Staff recommends that the Council receive a presentation from the Council's Downtown Sub-committee to include progress made on the FY2014-2016 workplan and anticipated priorities for FY2016-2018.

16. [16-421](#) SUBJECT: Fourth Amendment to the Ground Lease with Love Ride Inc. - Velocity Island Park

Recommendation for Action: Staff recommends that the City Council adopt Resolution No. _____, authorizing the City Manager to execute the Fourth Amendment to the Ground Lease with Love Ride Inc. for the Velocity Island Park facility.

Attachments: [WOODLAND Resolution Approving Fourth Amendment to VIP Ground Lease Fourth Amendment to Ground Lease Love Ride Inc. for VIP SITE PLAN Exhibit "C"](#)

17. [16-498](#) SUBJECT: Transfer of Well 18 to 40th District Agricultural Association

Recommendation for Action: Staff recommends that the City Council adopt Resolution No. _____, authorizing the City Manager to execute a Well Transfer Agreement and Bill of Sale for the transfer of ownership of City Well #18 to the 40th District Agricultural Association.

Attachments: [WOODLAND Well Transfer Agreement to Fairgrounds - Final Well 18 Transfer Agreement Resolution](#)

18. [16-513](#) SUBJECT: Presentation of FY2016/17 Proposed Budget

Recommendation for Action: Staff recommends that the City Council receive a presentation of the City Manager's FY2016/17 Proposed Budget.

J. ADJOURN

I declare under penalty of perjury that the foregoing Agenda for the Joint Regular City Council/Woodland Finance Authority Regular Meeting of the City of Woodland scheduled for May 17, 2016 was posted on May 13, 2016 in the outside display case at City Hall, 300 First Street, Woodland, CA, and was available to the public during normal business hours.

Ana B. Gonzalez, City Clerk

Upon request, agendas and documents in the agenda packet will be made available in appropriate alternative formats to persons with a disability, as required by law. Any such request must be made in writing to the Office of the City Clerk of the City of Woodland. Requests will be valid for the calendar year in which the request is received, and must be renewed prior to January 1st. Persons needing disability-related modifications or accommodations in order to participate in public meetings, including persons requiring auxiliary aids or services, may request such modifications or accommodations by calling the Office of the City Clerk (530-661-5806) at least 48 hours prior to the meeting.



Legislation Text

File #: 16-515, Version: 1

TO: THE HONORABLE MAYOR AND CITY COUNCIL

DATE: May 17, 2016

SUBJECT: Long Range Calendar

Recommendation for Action: Staff recommends that the City Council receive the Long Range Calendar for informational purposes only.

Staff Contact

Ana Gonzalez, City Clerk - (530) 661-5806, ana.gonzalez@cityofwoodland.org

Background

This calendar is being provided for planning purposes only and is intended to keep the Council apprised of upcoming agenda items and better plan for upcoming Council items.

Prepared by: Ana Gonzalez, City Clerk

A handwritten signature in black ink, reading "Paul Navazio".

Paul Navazio, City Manager

Attachment

COUNCIL LONG RANGE CALENDAR
Items subject to removal and/or rescheduling

JUNE 7TH

REGULAR MEETING

Study Session

Affordable Housing - Policy Framework

Minutes

City Council Minutes of May 3rd and May 17th

Presentations

Computer Club – 25 Year Anniversary

Consent Calendar

Appointment of Library Board Member

Set Public Hearing Date for Waste Management Liens

Rescind and re-establish app fees for the MHFPC

RegularCalendar

Council Vacancy – Process for Filling Pending Vacancy

SRF Loan Documents – Recycled Water Project

SR Wells #29 and #30 Well Equipping and Building, CIP 15-02

Westucky Water System Project – MOU with Yolo Co.

FY2016/17 Budget

Measure E Ballot Measure – Introduction of Ordinance

JUNE 21ST

REGULAR MEETING

Consent Calendar

CDBG Block Grant

Measure E Ballot Measure – 2nd Reading of Ordinance

Public Hearing

Prudler Subdivision (Tentative)

RegularCalendar

FY2016/17 Budget Adoption

Resolution Consolidating Election with November General Election

FUTURE AGENDA ITEMS – DATE TO BE DETERMINED:

JPA Housing Agreement

Update/Revision of Development Impact Fees

Zoning Ordinance Update – Medical Clinics (Referral)

FUTURE STUDY SESSIONS (TBD):

Affordable Housing
Lower Cache Creek Flood Control Feasibility Study
General Plan Update

GENERAL PLAN UPDATE (Tentative Schedule):

July 2016

7/1 Public Review Draft General Plan (DGP) released
7/11 Steering Committee study session on DGP
7/18 Community Open House
7/19 General Plan Update to Council
7/21 Planning Commission Workshop #1 on DGP
7/28 Planning Commission Workshop #2 on DGP

August 2016

8/5 Public Review Draft EIR (DEIR) release date
Draft Revised Climate Action Plan release date
8/16 City Council Workshop #2 on DGP
8/20 Sustainability Committee study session on revised CAP

September 2016

9/20 General Plan Update to Council

October 2016

10/18 Update to Council
10/31 Release Final GP EIR and revised documents

November 2016

11/3 Planning Commission hearing #1
11/17 Planning Commission hearing #2 (make recommendation to Council)
11/22 City Council hearing #1

December 2016

12/6 City Council hearing #2 (final action)

Legislation Text

1.

File #: 16-514, Version: 1

TO: THE HONORABLE MAYOR AND CITY COUNCIL**DATE: May 17, 2016****SUBJECT: Commission on Aging Annual Report Presentation**

Recommendation for Action: Staff recommends that the City Council receive the annual report from the Commission on Aging including a summary of 2015 activities and proposed 2016 activities.

Discussion

The City Council annually reviews the activities of the City Boards and Commissions and receives updates on the proposed priorities for the following year. This report provides a review of the actions of the Commission on Aging for 2015 and the anticipated activities for 2016.

Background

The Commission on Aging (COA) was established in 1975 to act as an advisory board to the City Council. The Commission is available to advise and make recommendations to Council on matters pertaining to seniors in Woodland. Meetings are held the third Thursday of each month at 3:00 p.m. The current COA members are: Chairperson Don Campbell, Regan Overholt, Therese Brown, Heidi Wheeler, and Melody Parker.

Public Contact

Posting of the City Council agenda.

Recommendation for Action

Staff recommends that the City Council receive the annual report from the Commission on Aging including a summary of 2015 activities and proposed 2016 activities.

Prepared by: Dallas Tringali, Community Services Program Manager

Reviewed by: Christine Engel, Community Services Director



File #: 16-514, Version: 1

Paul Navazio, City Manager

Attachment: Annual report presentation

Woodland Commission on Aging

*Accomplishments and Planned
Projects: 2015-2016*

Commission Members

- Don Campbell
- Regan Overholt
- Therese Brown
- Heidi Wheeler
- Melody Parker

Duties and Responsibilities

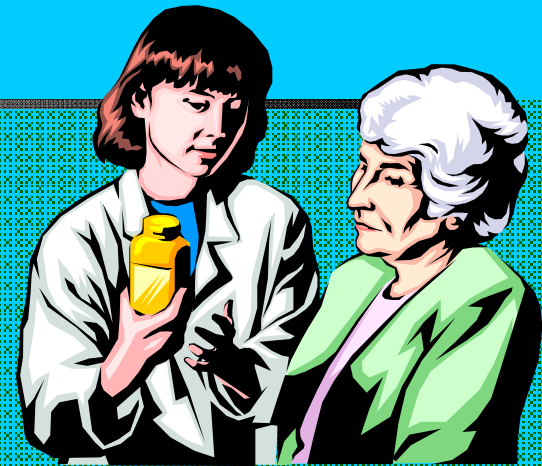


A very popular Senior Aerobics class

- Bring focus to issues affecting seniors
- Advocate for support and resources
- Promote healthy aging and quality community services

Primary Senior Issues

- Healthy Aging
- Caregiving
- Financial Stability
- Affordable Housing
- Transportation and Mobility
- Accessibility (ADA)



Projects & Focuses

- Woodland Apartment List
- Positive Aging and Educational Presentations
- Community & Senior Center Advocacy
- Intergenerational Projects
 - “Teens Helping Seniors”
- Senior Resource Fair
- Technology and Seniors

Woodland Apartment List

- Includes most apartments in town
- Detailed
- Distributed through several City locations and used by seniors and non-seniors alike

Apartment Complexes in Woodland



PREPARED BY
City of Woodland Commission on Aging

Revised 2014

Presentations

- 8-10 annually
- Topics include:
 - POLST/Important Docs
 - Health
 - Mobility, Accessibility
 - Security, ID Theft, Safety, etc.
- Free to the public

Senior Center Advocacy

- Safety / Accessibility of the Senior Center to our seniors
- Surveys and Questionnaires
- Participation and support of community groups and organizations



Intergenerational Projects

“Teens Helping Seniors”

Funded by Senior Center Inc and the City, this popular program served 47 seniors on 78 jobs for 843 hours by 26 teen volunteers in 2015.

Summer 2013 to present.



Senior Resource Fair

- Community education on senior resources
 - 70+ local organizations with free brochures/Info
 - 250+ attendees
-
- Questions and Answers
 - Presentations
 - Free to the public



Future Projects

- More intergenerational - Group / Social activities
- Technology and Seniors



Seniors in our city...

We advocate to City Council to ensure the unique needs and desires of the senior community are heard and addressed

Woodland seniors are intelligent, active, involved, and vote regularly!



Senior Art Group

**Come see what 'active aging'
is all about!**

**Come to one of our meetings
or events**

Upcoming Events

- POLST / Important Docs Presentation

Joanne Hatchett, FNP

April and October, annually

- Senior Resource Fair (4th Thurs. of May)

May 26, 2016, 10 am – Noon

Woodland Community and Senior Center

- REXPO (1st Friday of March)

March 3, 2017

- Commission on Aging Meetings

3rd Thurs. of every month (except Aug and Dec), 3 pm

Woodland Community and Senior Center

Legislation Text

2.

File #: 16-465, Version: 1

TO: THE HONORABLE MAYOR AND CITY COUNCIL**DATE: May 17, 2016****SUBJECT: Main Street/Cleveland Street Signal Intersection Improvement Project, CIP 11-27;
Award Construction Contract**

Recommendation for Action: Staff recommends that the City Council adopt Resolution No. _____, to award the construction contract in the amount of \$272,959.00 to Pacific Excavation Inc. for the Main Street/Cleveland Street Signal Intersection Improvement Project, CIP 11-27 and authorize a 20% contingency, not to exceed \$54,592.00.

Staff Contact

Miguel Chavez, Construction Project Manager - (530) 661-5952, miguel.chavez@cityofwoodland.org

Fiscal Impact

The current Capital Budget, adopted June 2015, allocated a total budget of \$462,200 for this project, identified as CIP 11-27. Of that total budget, \$252,200 is a Federal Highway Safety Improvement Program (HSIP) Grant and \$210,000 is Road Development Funding.

The Engineer's estimate of probable construction cost was \$315,000. The difference between the total project budget and the engineers estimate is the amount budgeted for design, construction management, inspection and construction contingency.

There is no impact to the General Fund.

Background

This project will upgrade the existing intersection, installing new traffic signal equipment, vehicle detection on Cleveland Street, new signal poles, signal heads, audible pedestrian signals, and pedestrian signal heads. The project will reconstruct the four non-compliant ADA curb ramps at the intersection to bring them into compliance with current state and federal standards. The project will also microsurface and restripe the intersection.

Since 1998, the intersection of Main Street and Cleveland Street has generally ranked within the top 10 intersections with the highest number of injury accidents. Currently, the intersection does not have any vehicle detection and operates on fixed timing. Since Cleveland Street has a relatively low volume of traffic, drivers on Main Street are forced to stop even when no vehicles are present on Cleveland Street. This has created a situation where collisions can occur when drivers on Main Street fail to recognize, and stop for, a red light.

Discussion

On February 16, 2016 Council approved plans and specifications for the project. On April 12, 2016 Caltrans authorized the City to proceed with bidding and the bid period commenced. On May 4, 2016 the City received 3 bids for construction of the project.

Staff has performed due diligence in reviewing the bids to ensure all bids comply with the technical submittal requirements and has determined that the low bid submitted by W Bradley Electric is non-responsive. The information on the bid proposal form is not complete and Staff is unable to determine if a 30% self-performance federal requirement has been achieved. Staff is not authorized to request updated information to allow W Bradley Electric to correct the error and therefore, failure to demonstrate that the 30% self-performance federal requirement has been achieved is a material bid error and the City cannot award the contract to W Bradley Electric. The City Attorney has been consulted in the decision making and review of the bids.

The bids are tabulated below.

Bid Summary	
Bidder	Amount
*W Bradley Electric	\$ 270,654.50
Pacific Excavation	\$ 272,959.00
St. Francis Electric	\$ 276,821.30

*Bid determined to be non-responsive

After reviewing the bid packages, staff has determined that Pacific Excavation is the lowest, responsive, responsible bidder with a total bid price of \$272,959.00.

Staff anticipates execution of the construction contract in May 2016. Due to a 4 month lead time for the traffic signal equipment, Staff anticipates construction starting in September 2016 and completion by December 2016; weather permitting. The working time in the contract is 45 working days which excludes weekends and holidays.

Conclusion

Staff recommends that the City Council adopt Resolution No. _____, to award the construction contract in the amount of \$272,959.00 to Pacific Excavation Inc. for the Main Street/Cleveland Street Signal Intersection Improvement Project, CIP 11-27; and authorize a 20% contingency, not to exceed \$54,592.00.

Prepared by: Miguel Chavez, Construction Project Manager

Reviewed by: Brent Meyer, City Engineer
Ken Hiatt, Community Development Director

A handwritten signature in black ink, appearing to read "Paul Navazio". The signature is fluid and cursive, with the first name "Paul" and last name "Navazio" clearly distinguishable.

Paul Navazio, City Manager

ATTACHMENT:

Attachment A - Resolution

RESOLUTION NO. _____

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WOODLAND
APPROVING AN AGREEMENT WITH PACIFIC EXCAVATION FOR THE MAIN
STREET/CLEVELAND STREET SIGNAL INTERSECTION IMPROVEMENT
PROJECT, CIP 11-27**

WHEREAS, The City of Woodland wishes to enter into a construction agreement with Pacific Excavation for the construction of the Main Street/Cleveland Street Signal Intersection Improvement Project, CIP 11-27; and

WHEREAS, the City Council approved the plans and specifications and authorized bid advertisement on February 16, 2016; and

WHEREAS, the City opened bids on May 4, 2016, and has performed due diligence in reviewing the bids to ensure all bids comply with the technical submittal requirements and has determined that the low bid submitted by W Bradley Electric is non-responsive; and

WHEREAS, the City has determined that the information provided on the bid proposal form is not complete and the error results in a material bid error and the City cannot award the contract to the W Bradley Electric; and

WHEREAS, the City has determined that of the 3 received bids, the lowest responsive, responsible bidder was Pacific Excavation Inc.(2nd low bidder) determined by their base bid amount; and

WHEREAS, the City wishes to award the construction contract for the base bid to Pacific Excavation Inc. in the amount of \$272,959.00 and authorize a contingency up to 20%, not to exceed \$54,592.00; and

WHEREAS, the City Council wishes to approve the construction contract with Pacific Excavation Inc. and authorize the execution through the adoption of this Resolution.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF WOODLAND AS FOLLOWS:

Section 1. The City Council hereby approves the construction contract with Pacific Excavation Inc. in the amount of \$272,959.00. The City Manager is hereby authorized and directed to execute the contract and change orders up to 20% of the original contract amount, not to exceed \$54,592.00 subject to City Attorney approval. The City Attorney is hereby authorized to make clarifying and conforming changes so long as the total dollar amount authorized herein does not change.

Section 2. A copy of the Construction Contract is available and on file in the City Clerk's office, and are incorporated herein by reference and made a part of this Resolution.

PASSED AND ADOPTED this _____ day of _____ 2016, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

Tom Stallard, Mayor

ATTEST:

Ana B. Gonzalez, City Clerk

Legislation Text

3.

File #: 16-485, Version: 1

TO: THE HONORABLE MAYOR AND CITY COUNCIL**DATE:** May 17, 2016**SUBJECT:** Final Acceptance and Notice of Completion for WPCF 2015 Phase III Improvement Project-Pond System Enhancements, CIP #10-11

Recommendation for Action: Staff recommends that the City Council approve Resolution No. _____, accepting the WPCF 2015 Phase III Improvement Project-Pond System Enhancements, CIP #10-11, as complete and authorizing the City Clerk to file a Notice of Completion.

Staff Contact

Ed Wisniewski, Associate Civil Engineer, (530) 661-5975, ed.wisniewski@cityofwoodland.org

Fiscal Impact

The total construction cost for the Pond System Enhancements was \$ 2,015,572, resulting in a total project cost of \$2,252,221. The total authorized project budget was \$2,391,000. Of the total project cost, \$1,383,430 is funded through the Clean Water State Revolving Fund loan, the remainder is funded through the Sewer Enterprise Fund. Other items that make up the total project budget include design, construction contingency, staff time, and construction management/inspection.

There is no impact to the City's General Fund.

Background

The Capital Budget and Sewer Rate increase have identified multiple projects to maintain the Water Pollution Control Facility (WPCF) rated capacity, to meet present and future regulatory requirements, and maintain the sewer collection system. In order to reduce the financing cost for implementation of three of the projects, the City received State Revolving Fund (SRF) financing for three distinct project phases. Phase I includes the aeration project which is in construction with an estimated completion date of the end of 2016. Phase II includes the mechanical screens replacement which was completed in April 2016. Phase III included various pond improvements which is the subject of this City Council communication.

As part of the planning effort, the WPCF sludge stabilization ponds were evaluated for ways to improve operations and odor control. The identified improvements included: continuation of the pond lining program by lining ponds 9 and 10, and piping modifications to improve the flow of water in the pond system to provide capping water more efficiently. Capping water is the use of treated effluent to cap the ponds in order to reduce odors. The State Water Control Resources Board (SWRCB) also required wastewater ponds to be lined to minimize the chances of groundwater contamination. Lining the ponds also reduces maintenance costs for biosolids handling.

The WCPF is required under state and federal law to meet various requirements for the operation, treatment, monitoring, maintenance, disposal, and discharge of wastewater. These standards are set forth in National Pollution Discharge Elimination System (NPDES) permits issued and modified every five years by the Regional Water Quality Control Board (RWQCB). The current NPDES Permit issued on December 1, 2014 supersedes the prior permit issued on February 5, 2009 and prescribes the effluent, receiving water, groundwater and pond disposal limitations for the WPCF. The permit includes a section on Construction, Operation, and Maintenance Specifications under the Special Provisions. An excerpt from the section requiring the pond lining completion by December 2015 is included below:

“The Discharger uses south ponds 9, 10, and 11 for sludge stabilization. The remaining nine south ponds are used for odor control. The Discharger is treating the three sludge pond bottoms with a lime and cement mixture to reduce permeability and allow sludge removal operations. The lime-cement treatment of the bottom of Pond 11 was completed in 2012. Treatment of the bottoms of Pond 9 and Pond 10 will be completed by 1 December 2015.”

The pond lining improvements completed with this project helped the facility meet waste discharge requirements issued by the Central Valley Water Quality Control Board.

The project also constructed an all-weather pad for City Vaccon trucks to unload debris from repair and maintenance of sewer collection and water distribution systems. The concrete pad provides an area for drying before the being the debris is hauled to landfill.

Discussion

The City Council authorized bid advertisement of the WPCF 2015 Phase III Improvement Project-Pond System Enhancements on June 16, 2015 via Resolution No. 6463. The project was awarded to the contractor, Teichert Construction, on September 1, 2015 via Resolution No. 6520. Teichert was issued a Notice to Proceed on September 17, 2015. Construction is now complete and ready for acceptance.

Three change orders were executed throughout the course of the project in a total amount of \$22,449, which is well within the Council approved 8% contingency (\$161,246).

The project cost breakdown is as follows:

Construction	\$2,015,572
Change Orders	\$22,449
Total Construction	\$2,038,021
Design/Permitting/Project Management	\$196,000
Construction Management/Inspection	\$33,200
Total Project Costs	\$2,252,221
Total Project Budget	\$2,391,000

Conclusion

Staff recommends that the City Council approve Resolution No. _____, accepting the WPCF 2015 Phase III Improvement Project-Pond System Enhancements, CIP #10-11, as complete and authorizing the City Clerk to file a Notice of Completion.

Prepared by: Ed Wisniewski, Associate Civil Engineer

Reviewed by: Tim Busch, Principal Utilities Civil Engineer
Brent Meyer, City Engineer
Ken Hiatt, CDD Director



Paul Navazio, City Manager

ATTACHMENTS:

Attachment A - Resolution

RESOLUTION NO. _____

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WOODLAND TO ACCEPT
THE WPCF 2015 PHASE III IMPROVEMENT PROJECT-POND SYSTEM
ENHANCEMENTS, CIP 10-11, CONSTRUCTION CONTRACT AS COMPLETE AND
AUTHORIZE THE CITY CLERK TO FILE A NOTICE OF COMPLETION.**

WHEREAS, the City of Woodland funded the project in the amount of \$2,391,000 allocated in the WPCF 2015 Phase III Improvement Project-Pond System Enhancements, CIP #10-11, referred to as (the “ Project”); and

WHEREAS, the City Council approved the plans and specifications and authorized advertisement for bids on June 16, 2015; and the City of Woodland advertised for bids on July 7, 2015; and

WHEREAS, the City Council awarded the construction contract in an amount totaling \$2,015,572 to Teichert Construction, Inc. on September 1, 2015; and

WHEREAS, the City approved additive change orders totally \$22,449; and

WHEREAS, construction of the Project began on September 17, 2015 and was completed on April 18, 2016.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF WOODLAND AS FOLLOWS:

Section 1. The City Council hereby accepts the WPCF 2015 Phase III Improvement Project-Pond System Enhancements (CIP #10-11) as complete.

Section 2. The City Council hereby authorizes the City Clerk to file a Notice of Completion for the WPCF 2015 Phase III Improvement Project-Pond System Enhancements (CIP #10-11).

PASSED AND ADOPTED this _____ day of _____ 2016, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

Tom Stallard, Mayor

ATTEST:

Ana B. Gonzalez, City Clerk

Legislation Text

4.

File #: 16-488, Version: 1

TO: THE HONORABLE MAYOR AND CITY COUNCIL**DATE: May 17, 2016****SUBJECT: Lower Cache Creek Flood Feasibility Study, CIP 09-15; Approve Contract Amendment for Consulting Services**

Recommendation for Action: Staff recommends that the City Council approve Resolution No. _____, authorizing the City Manager to execute Amendment #2 to the consultant services agreement with Downey Brand LLP (DB) for the Lower Cache Creek Feasibility Study, CIP 09-15, for an additional amount up to \$30,000.

Staff Contact

Tim Busch, Principal Utilities Civil Engineer, 530-661-5963, tim.busch@cityofwoodland.org

Fiscal Impact

Downey Brand's \$30,000 base contract involved advocacy services and legal assistance in developing an analysis of assignment flood damages and mitigation assistance. The contract was subsequently amended to continue the work. Approval of amendment #2 for Project 09-15 will bring the total, not to exceed cost, for the Lower Cache Creek Feasibility Study (LCCFS) consulting services to \$80,000. The amendment is intended to cover DB's services for the California Department of Water Resources Urban Flood Risk Reduction (UFRR) funding agreement.

This project is included in the Capital Budget approved by Council with \$2,450,000 with funding being advanced from the sewer enterprise fund with a future repayment from the storm drain enterprise fund as approved by Council on January 17, 2012 and amended on December 15, 2015. In addition, as part of the long-term financing plan for the project, the team will pursue cost-sharing, including project management services, with public agency and private property stakeholders with an interest in partnering on a flood solution for Lower Cache Creek. Work included in this task is expected to be potentially considered work-in-kind under the UFRR program.

Background

In January 2012, the City engaged DB, under contract authority of the City Manager, to assist with advocacy services and legal assistance in developing an analysis of assignment flood damages and mitigation assistance for the Lower Cache Creek Flood Project. This Contract Amendment is now being presented to Council for the following reasons:

- This amendment provides for continuing legal services to assist with coordination with the Department

of Water Resources (DWR) and Regional Water Quality Control Board (RWQCB) on mercury and methylmercury regulatory compliance issues related to the Cache Creek Settling Basin (CCSB).

- Provide legal advice to the City on mercury and methylmercury regulatory compliance issues for the flood alternatives 2A and 2B.
- Provide environmental and contract review work for the Lower Cache Creek Feasibility Study.

Discussion

The City's Lower Cache Creek Flood Project program manager, MBK Engineers, has completed the strategic plan and found that the City has three options for pursuing a flood risk reduction project which include: 1) participating as a joint non-Federal sponsor with DWR in a US Army Corps of Engineers feasibility study; 2) participating in a cooperative feasibility urban flood risk management study with DWR; and/or 3) participate as one of many local sponsors with DWR in a regional flood risk management study. Currently, all three options are being pursued.

The Corps of Engineers and DWR manage and maintain the CCSB which captures mercury laden sediment from Cache Creek. The CCSB is subject to Total Maximum Daily Limits (TMDL) for mercury and methylmercury, regulated through the RWQCB. The TMDL's are being evaluated for a potential update and are being studied by various agencies. Both of the alternatives under consideration for the Lower Cache Creek Feasibility Study have the potential to impact the transport of sediment and could impact the TMDL's and require coordination with the RWQCB. DB is providing assistance in navigating the regulatory environment for mercury and methylmercury at the CCSB and coordination with the RWQCB.

Conclusion

Staff recommends that the City Council approve Resolution No. _____, authorizing the City Manager to execute Amendment #2 to the consultant services agreement with Downey Brand LLP (DB) for the Lower Cache Creek Feasibility Study, CIP 09-15, for an additional amount up to \$30,000.

Prepared by: Tim Busch, Principal Utilities Civil Engineer

Reviewed by: Brent Meyer, City Engineer
Ken Hiatt, Community Development Director



Paul Navazio, City Manager

ATTACHMENTS:

Attachment A - Resolution

Attachment B - Letter

RESOLUTION NO. _____

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WOODLAND
APPROVING AN AGREEMENT WITH DOWNEY BRAND LLP FOR LEGAL
CONSULTING SERVICES**

WHEREAS, the City of Woodland wishes to enter into an engineering consulting services agreement with Downey Brand LLP (DB) for Legal Services (“Agreement”); and

WHEREAS, DB has been working on the Lower Cache Creek Feasibility Study and has assisted the City of Woodland in flood management since 2012; and

WHEREAS, DB will continue providing legal advice, including coordination with Department of Water Resources, Corps of Engineers, and Regional Water Quality Control Board, and City consultants to advance the feasibility studies that are currently underway; and

WHEREAS, the contract amendment with DB authorizes an additional contract amount of \$30,000 to cover the scope of work. The current contract amount is \$50,000 and with this amendment, the new contract amount is \$80,000; and

WHEREAS, the City Council wishes to approve the Agreement and authorize its execution through the adoption of this Resolution.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF WOODLAND AS FOLLOWS:

Section 1. The City Council hereby authorizes the City Manager to execute the Agreement, subject to City Attorney approval. The City Attorney is hereby authorized to make clarifying and confirming changes so long as the total dollar amount authorized in the Agreement does not change.

Section 2. A copy of the Agreement is attached and made a part of this Resolution.

PASSED AND ADOPTED this 17th day of May 2016, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

Tom Stallard, Mayor
ATTEST:

Ana B. Gonzalez, City Clerk

ARTICLE 1. PARTIES AND DATE

This Second Amendment to the Professional Services Agreement (“Second Amendment”) dated as of the _____ day of _____, 2016 is entered into by and between the City of Woodland (“City”) and Downey Brand Attorneys LLP (“Consultant”).

ARTICLE 2. RECITALS

2.1 City and Consultant entered into that certain Professional Services Agreement dated 6th day of January, 2012 (“Agreement”), whereby Consultant agreed to **provide legal services related to flooding from Cache Creek and assignment of damages the may exist from anthropogenic changes to the Cache Creek Floodplain.**

2.2 City and Consultant now desire to amend the Agreement to include additional compensation extend the term of the Agreement, and revise the Scope of Services in accordance with the Consultant’s proposal dated April 26, 2016 attached hereto. The total compensation for the First Amendment shall not exceed thirty thousand dollars (\$30,000.00).

ARTICLE 3. TERMS

3.1 Continuing Effect of Agreement. Except as amended by this Amendment, all provisions of the Agreement shall remain unchanged and in full force and effect. From and after the date of this Amendment, whenever the term “Agreement” appears in the Agreement, it shall mean the Agreement as amended by this Amendment.

3.2 Adequate Consideration. The Parties hereto irrevocably stipulate and agree that they have each received adequate and independent consideration for the performance of the obligations they have undertaken pursuant to this Amendment.

3.3 Counterparts. This Amendment may be executed in duplicate originals, each of which is deemed to be an original, but when taken together shall constitute but one and the same instrument.

[SIGNATURES ON FOLLOWING PAGE]

**First Amendment To Professional Services Agreement Between The City Of Woodland
And Downey Brand Attorneys LLP** **CM# 000108**

City Of Woodland

Downey Brand Attorneys LLP

By: _____
Paul Navazio
City Manager

By: _____
Scott L. Shapiro

ATTEST:

Ana B. Gonzalez, City Clerk

CONSULTANT PROPOSAL FOR ADDITIONAL WORK

April 26, 2016

VIA EMAIL

Tim Busch
Principal Utilities Civil Engineer
City of Woodland
City Hall
300 First Street
Woodland, CA 95695

Re: Contract Amendment
Client-Matter No. 35000.00001

Dear Mr. Busch:

Per your request, we are sending this letter requesting a contract amendment to extend the terms of the Downey Brand contract with the City of Woodland ("City"), dated January 6, 2012, related to the Cache Creek Settling Basin. The work anticipated under this contract amendment would include environmental and contract review work, including work related to the Lower Cache Creek Feasibility Study, the associated Corps of Engineers' study, and continued coordination with the Department of Water Resources and the Regional Water Quality Control Board for the Central Valley Region.

This contract amendment would authorize additional fees not to exceed \$30,000, which would cover recent and near term work. Our hourly billing rates through 2016 are as follows:

Scott L. Shapiro	\$380
Melissa A. Thorme	\$370
Andrea Clark	\$365
Amanda Pearson	\$325

The hourly rates of others in our firm, including attorneys and paraprofessionals that may assist on this matter, range from \$195 to \$570. We would propose that the remaining terms of the 2012 agreement with the City continue.

If this contract amendment is acceptable, please send back a signed copy by email or facsimile. This will signify agreement to and acceptance of the amended terms of our engagement for the City.

Thank you for continuing to allow Downey Brand to assist the City with these on-going matters.

Sincerely,

DOWNEY BRAND LLP



Melissa Thorme
Partner

ACCEPTANCE:

The undersigned is authorized to and hereby does accept the terms and conditions pertaining to the continued engagement of the law firm of Downey Brand LLP for the legal services described above.

Dated: _____, 2016 CITY OF WOODLAND

Name/Title: _____

1443036.1

Legislation Text

5.

File #: 16-491, Version: 1

TO: THE HONORABLE MAYOR AND CITY COUNCIL**DATE: May 17, 2016****SUBJECT: Proclamation - Public Works Week - May 15- 21, 2016**

Recommendation for Action: Staff recommends that the City Council proclaim May 15-21, 2016 as “Public Works Week.”

Staff Contact

Johanna Currie, Senior Management Analyst - Public Works; johanna.currie@cityofwoodland.org

Background

Woodland’s Public Works Department plays a key role in planning, building and maintaining infrastructure and facilities that allow current and future generations to enjoy a higher quality of life. Since 1960, the American Public Works Association (APWA) has sponsored National Public Works Week. Across the county, more than 28,000 member agencies use this week to educate the public on the critical contributions of public works to their daily lives.

The 2016 National Public Works Week theme, “Public Works: Always There” recognizes that there would be no community without the quality of life public works provides.

Discussion

The mission of the Woodland’s Public Works Department is *“To provide and maintain public works infrastructure, facilities and services in a cost-effective manner in order to meet the current and projected needs of the City.”*

Public Works Week presents an opportunity to convey to both the community and to our own staff a greater understanding of how our services benefit the City of Woodland. Woodland Public Works employees enhance public health and safety and create a resilient community by providing a wide variety of services, including:

- 1 Potable water production and distribution;
- 2 Stormwater and drainage management;
- 3 Wastewater collection and treatment;
- 4 State-certified water quality testing and industrial pretreatment programs;
- 5 Operation and maintenance of streets and roads;

- 6 Street lighting, traffic signals, street signs and road markings;
- 7 Urban forestry and tree maintenance;
- 8 Environmental resource management;
- 9 Management of solid waste collection and recycling;
- 10 Park maintenance, cemetery operations, and pool maintenance; and
- 11 Operation and maintenance of Woodland's fleet and facilities.

In recent years, the City's growth, reductions in resources, aging infrastructure, and an increasingly restrictive regulatory environment have challenged our ability to provide these services in the most efficient and cost-effective manner possible. However, one of the great satisfactions of working in the public works profession is that, regardless of the resource environment, Public Works staff has consistently provided quality services that directly impact quality of life in our community and create a sustainable future for Woodland. Public Works staff has unswervingly lived up to their moto of "Making Life Less Difficult!"

Conclusion

Staff recommends that the City Council proclaim May 15-21, 2016 as "Public Works Week."

Prepared by: Johanna Currie, Senior Management Analyst

Reviewed by: Gregor G. Meyer, Public Works Director



Paul Navazio, City Manager

Attachment: Public Works Week Proclamation

**CITY OF WOODLAND
PROCLAMATION
PUBLIC WORKS WEEK 2016**

WHEREAS, Public Works services are an integral part of our community and the everyday lives of our citizens; and

WHEREAS, public infrastructure and facilities such as water systems, sewers, streets, traffic signals, street lights, parks, cemetery, pool, and the wastewater treatment facility are operated and maintained by the Public Works Department, providing services enjoyed and demanded by our community on a 24/7 basis; and

WHEREAS, programs such as fleet & facilities maintenance, water conservation, and waste reduction/recycling are administered by Public Works' professionals; and

WHEREAS, the services provided by our Public Works Department contribute to the health, safety, and comfort of our community members, and to the beauty and cleanliness of our City; and

WHEREAS, the quality and sustainability of our infrastructure, facilities, programs, and services are vitally dependent upon the expertise and dedicated efforts of Public Works employees; and

WHEREAS, the efficiency of these Public Works employees is influenced by the community's attitude, support, and understanding of the work they perform;

NOW, THEREFORE, BE IT RESOLVED, that the City Council of the City of Woodland does hereby proclaim the week of May 15-21, 2016 as **PUBLIC WORKS WEEK** in Woodland, and calls upon all citizens and civic organizations to acquaint themselves with the issues involved in providing public works services and to recognize the contributions that Woodland's Public Works employees make every day to our health, safety, comfort, and making all our lives less difficult.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the seal of the City of Woodland to be affixed.

DATED: May 17, 2016

Tom Stallard, Mayor

William L. Marble, Mayor Pro Tempore

Jim Hilliard, Council Member

Sean Denny, Council Member

Angel Barajas, Council Member

Legislation Text

6.

File #: 16-495, Version: 1

TO: THE HONORABLE MAYOR AND CITY COUNCIL**DATE: May 17, 2016****SUBJECT: Request for Project Funding from the Water Resources Association of Yolo County**

Recommendation for Action: Staff recommends that the City Council approve Resolution No. _____, authorizing staff to submit a project fund request of \$15,000 to the Water Resources Association of Yolo County for Fiscal Year 2016/17 to fund a Multi-Family Residential Large Landscape Water Audit Pilot Program with the Cities of Davis and West Sacramento.

Staff Contact

Jordan Power, Water Conservation Coordinator - 661-2067, jordan.power@cityofwoodland.org

Fiscal Impact

This action would have no fiscal impact. If the project is funded, implementation would require an estimated 80 hours of staff time during Fiscal Year (FY) 2016/17.

Background

The Water Resources Association of Yolo County (WRA), of which the City of Woodland is a member, has \$98,627 of estimated available funds for small project fund requests for FY 2016/17. In FY 2015/16, the Cities of Woodland and Davis received \$31,710 in project funding from the WRA for the Davis-Woodland Schools and Parks Water Conservation Concept, which is currently underway.

Qualifying projects meet one or more of the following goals: provide regional benefits, serve multiple beneficiaries, meet the Westside Integrated Regional Water Management Plan goals and objectives, support the development of a regional initiative, and/or advance new technologies/techniques. The proposal in question meets multiple of these required goals.

Discussion

Multifamily residential properties are difficult to reach through traditional outreach methods, with the majority of actions that an individual can take being indoor water conservation related. Most people who reside in multifamily properties have very little or no control over irrigation practices and landscape choices. Many

water waste calls received in the cities of Woodland, West Sacramento, and Davis are for improperly operated or damaged irrigation systems at multi-family residential complexes. Many of these complexes are older and/or serve underprivileged areas of the community.

The project fund request would fund a pilot program that would provide professional landscape irrigation system audits to approximately five multifamily properties in each of the three participating cities. The auditor would provide written suggestions for upgrading irrigation systems, converting traditional irrigation system to drip or other lower water use alternatives, converting landscape from high water use turf to low water use plants, and provide calculations of potential water use savings if the suggested upgrades were acted upon.

The number of audits conducted, potential water use savings, and actions taken by the complexes who receive audits would be used to determine the feasibility of an ongoing region-wide large landscape irrigation auditing program and/or smaller scale individual city programs to increase water use efficiency.

Final Project Request Forms are due to the WRA by May 31, 2016.

Conclusion

Staff recommends that the City Council approve Resolution No. _____, authorizing staff to submit a project fund request of \$15,000 to the WRA for FY 2016/17 to fund a Multi-Family Residential Large Landscape Water Audit Pilot Program with the Cities of Davis and West Sacramento.

Prepared by: Jordan Power, Water Conservation Coordinator

Reviewed by: Roberta Childers, Environmental Resource Analyst

Reviewed by: Gregor G. Meyer, Public Works Director



Paul Navazio, City Manager

Attachment: Resolution

RESOLUTION NO. _____

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WOODLAND
APPROVING THE SUBMISSION OF AN APPLICATION TO
THE WATER RESOURCES ASSOCIATION OF YOLO COUNTY
FOR \$15,000 IN FISCAL YEAR 2016/17 FUNDS FOR A PILOT PROJECT TO
CONDUCT MULTIFAMILY LARGE LANDSCAPE WATER AUDITS**

WHEREAS, achievement of sustained water savings is a key City of Woodland goal;
and

WHEREAS, the water conservation staffs of the Cities of Woodland, Davis, and West Sacramento work cooperatively to share information and resources to address issues of common concern; and

WHEREAS, landscape watering at multifamily complexes is the subject of many water waste complaints in the three jurisdictions and is an ongoing issue of concern; and

WHEREAS, the Water Resource Association of Yolo County (WRA), of which the three cities are members, has an estimated \$98,627 in funding available to fund small projects proposed by member agencies for fiscal year 2016/17 that provide regional benefits, serve multiple beneficiaries, meet the Westside Integrated Regional Water Management Plan goals and objectives, support the development of a regional initiative, and/or advance new technologies/techniques; and

WHEREAS, the three cities wish to apply to the WRA for \$15,000 in fiscal year 2016/17 funding to fund the professional auditing of five multifamily landscape irrigation systems in each of the three participating jurisdictions and use the results of this project to determine the feasibility of an ongoing region-wide large landscape irrigation auditing program and/or smaller scale individual city programs; and

WHEREAS, City of Woodland staff would assume the lead role in administering the grant funding and reporting.

NOW, THEREFORE, BE IT RESOLVED THAT: The City Council of the City of Woodland approves the submittal of an application to the Water Resources Association of Yolo County for \$15,000 in fiscal year 2016/17 funds for a pilot project to conduct multifamily large landscape water audits in Woodland, Davis, and West Sacramento.

PASSED AND ADOPTED this 17th day of May 2016, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

Tom Stallard, Mayor

APPROVED AS TO FORM:

Kara Ueda, City Attorney

ATTEST:

Ana B. Gonzalez, City Clerk

Legislation Text

7.

File #: 16-499, Version: 1

TO: THE HONORABLE MAYOR AND CITY COUNCIL**DATE: May 17, 2016****SUBJECT: Approval of Funds for Supportive Housing Rehabilitation and Countywide Homeless Coordination Projects**

Recommendation for Action: Staff recommends that the City Council adopt Resolution No. _____, approving the following appropriations and amending the FY 2015/16 budget as necessary:

- (1) an additional \$8,000 in Community Development Block Grant funds (Fund 320) for Yolo Community Care Continuum's Supportive Housing Rehabilitation Project for a total appropriation of \$1,060,332 in Fund 320; and
- (2) an additional \$18,103 in Housing Trust Funds (Fund 326) for the City's FY 2015/16 participation in the Countywide Homeless Coordination Project for a total appropriation of \$31,255 in Fund 326.

Staff Contact

Dan Sokolow, Senior Planner - (530) 661-5927, dan.sokolow@cityofwoodland.org

Fiscal Impact

The Community Development Block Grant (CDBG) funds, \$8,000, will be provided from CDBG funds remaining from previously funded and completed CDBG projects. Funding for the City's FY 2015/16 participation in the countywide Homeless Coordination Project will be addressed through the Housing Trust Fund (Fund 326).

Background

YCCC offers supportive housing for adults with mental illness through its New Dimensions Program at 166 College Street. The City funded Yolo Community Care Continuum's (YCCC) Supportive Housing Project in 2009 through the FY 2009/10 Annual Action Plan in the amount of \$82,000. Funds of approximately \$13,400 were subsequently transferred from the 166 College Street rehabilitation to another YCCC CDBG project. The majority of the rehabilitation work has been completed and included the replacement of the roof, windows, stair case, electrical wiring, front and back porch decking; upgrades to the front door; installation of a wheel chair lift; and installation of a heating and air conditioning system. Remaining rehabilitation items include dry rot repair and exterior painting.

The City has partnered with the other cities in Yolo County and the county since July 1996 to support the countywide Homeless Coordination Project. The project helps fund Yolo County's Homeless Coordinator position and provides funding assistance for a cold weather shelter at Fourth and Hope for the homeless in

Woodland during the period of November 15 through March 15 each fiscal year. Yolo County administers the Homeless Coordination Project. On July 7, 2015 the City Council approved a three-year Homeless Coordinator Project Agreement for the period of July 1, 2015 - June 30, 2018 (Fiscal Years 2015/16 - 2017/18) at annual cost of \$20,000 for the City.

Discussion

YCCC received bids for the dry rot repair and exterior painting total almost \$9,000. However, the costs to complete the remaining work may increase if the dry rot damage is more extensive than the initial assessment and/or lead paint abatement is involved. As a result, total funding of \$13,018 is proposed for the remaining working (existing CDBG funds of \$5,018 + additional CDBG funds of \$8,000). In the event that the work can be completed for less than \$13,018, the remaining funds will be available for other CDBG projects. The proposed additional funding will not trigger an amendment to the City's FY 2009/10 CDBG Annual Action Plan since the amount does not increase the original allocation for the 166 College Street activity by more than 25 percent.

The current budget includes an appropriation of \$1,897 for the City's FY 2015/16 participation in the Countywide Homeless Coordination Project and the proposed action would cover the remainder, \$18,103, of the City's cost.

Public Contact

Posting of the City Council agenda.

Conclusion

Staff recommends that the City Council adopt Resolution No. _____, approving the following appropriations and amending the FY 2015/16 budget as necessary: (1) an additional \$8,000 in Community Development Block Grant funds (Fund 320) for Yolo Community Care Continuum's Supportive Housing Rehabilitation Project for a total appropriation of \$1,060,332 in Fund 320 and (2) an additional \$18,103 in Housing Trust Funds (Fund 326) for the City's FY 2015/16 participation in the Countywide Homeless Coordination Project for a total appropriation of \$31,255 in Fund 326.

Prepared by: Dan Sokolow, Senior Planner

Reviewed by: Christine Engel, CSD Director



Paul Navazio, City Manager

Attachment:
Resolution

RESOLUTION NO.

**RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WOODLAND
APPROPRIATING CDBG FUNDS OF \$8,000 FOR A SUPPORTIVE HOUSING
REHABILITATION PROJECT AND \$18,103 IN HOUSING TRUST FUNDS FOR
PARTICIPATION IN THE COUNTYWIDE HOMELESS COORDINATION PROJECT**

WHEREAS, Yolo Community Care Continuum (YCCC) received City of Woodland CDBG funds during FY 2009/10 in the amount of \$82,000 for the supportive housing rehabilitation at 166 College Street and the City Council on July 7, 2015 approved the three-year Countywide Homeless Coordination Project Agreement for the period of July 1, 2015 – June 30, 2018 at an annual City cost of \$20,000;

WHEREAS, YCCC has requested additional CDBG funds in the amount of \$8,000 to cover the remaining work for the 166 College Street supportive housing rehabilitation and an appropriation is needed to cover the City's FY 2015/16 cost for participation in the Homeless Coordination Project; and

WHEREAS, the proposed additional CDBG funds will not trigger an amendment to the City's FY 2009/10 CDBG Annual Action Plan since the amount does not increase the original CDBG funding allocation for the 166 College Street activity by more than 25 percent and cost of the City's FY 2015/16 participation in the Homeless Coordination Project will be funded through the Housing Trust Fund (Fund 326).

NOW THEREFORE, BE IT RESOLVED, as follows:

The City Council does hereby approve the following appropriations and amends the FY 2015/16 budget as necessary: (1) \$8,000 in Community Development Block Grant funds (Fund 320) for Yolo Community Care Continuum's Supportive Housing Rehabilitation Project and (2) \$18,103 in Housing Trust Funds (Fund 326) for the City's FY 2015/16 participation in the Countywide Homeless Coordination Project.

PASSED, APPROVED AND ADOPTED this _____ day of _____, 2016 by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

Tom Stallard, Mayor

ATTEST:

APPROVED AS TO FORM:

Ana Gonzalez, City Clerk

Kara K. Ueda, City Attorney

Legislation Text

8.

File #: 16-503, Version: 1

TO: THE HONORABLE MAYOR AND CITY COUNCIL**DATE: May 17, 2016****SUBJECT: Public Safety Department (Police and Fire) Quarterly Status Report for the period of January 2016 through March 2016**

Recommendation for Action: Staff recommends that the City Council accept the Public Safety Department Quarterly Status Report for January 2016 through March 2016.

Staff Contact

Dan Bellini, Public Safety Chief, 661-7865, dan.bellini@cityofwoodland.org

Background

The Public Safety Department Quarterly Status Report includes a summary of all activity within the Department (Police and Fire). In lieu of providing comprehensive monthly status reports to the City Council and department heads via e-mail communication, the City Council now receives Status Report on a quarterly basis via agenda packet.

Prepared by: Bonnie Sylva, Administrative Secretary

Reviewed by: Dan Bellini, Public Safety Chief



Paul Navazio, City Manager

Attachment: Public Safety Quarterly Report - January 2016 through March 2016



PUBLIC SAFETY DEPARTMENT



Quarterly Report

DATE: May 10, 2016

SUBJECT: QUARTERLY REPORT FOR JANUARY-MARCH 2016

POLICE:

PATROL AND INVESTIGATIONS SIGNIFICANT CASES:

JANUARY:

- *January 8:* detectives took over an alleged kidnapping and rape investigation. The alleged victim was a 60-year-old female transient from Southern California. The victim claimed to have received a ride from an unknown subject while she was waiting in front of Fourth and Hope. The subject agreed to give her a ride to another location but drove her to a cul-de-sac in Woodland and committed various sex crimes. Detectives located the suspect inside his vehicle, and he was taken into custody. As the victim's interview continued, her account of the events changed from being a victim to being a willing participant. The suspect agreed the acts were consensual, but he admitted to stealing some of her property. The suspect was released with no charges, but the case was forwarded to the DA for review of a petty theft charge.
- *January 8:* a detective arrested a 24-year-old, male Woodland transient for possession of stolen property. The suspect pawned a pocket watch valued at over \$2,000, which had been stolen during a residential burglary in November 2015. The detective recovered the watch and returned it to the owner.
- *January 14:* officers were dispatched to report of a hit and run at Sinclair gas station. They spoke to witnesses and the victim and determined the accident was intentional. The suspect vehicle chased the victim on his bicycle and followed him into the gas station parking lot. The suspect hit the victim with his vehicle. Officers determined the incident was gang related, and GTF responded to assist.
- *January 14:* officers and detectives responded to Lemen Avenue and Donnelly Circle regarding shots fired. Officers contacted a witness who observed two cars driving on Lemen Avenue. The witness said one of the vehicles was a black 2-door Honda Civic. As the Honda passed the other vehicle, the occupants of one of the vehicles fired several rounds at the second vehicle. Shell casings were located at the scene, but both vehicles were gone. Later that night, while on an unrelated call, an officer was approached by a subject who stated he had been shot in the arm. The victim was transported to UCD Med Center for non-life threatening injuries. An additional victim was later discovered at UCD Med Center. That victim was reportedly shot in the back and transported to the hospital by a family member. GTF took over the investigation.
- *January 19:* a detective followed up on an investigation into a child molest case that had been taken by an SRO. The victim reported her grandfather had been molesting her from the age of 5 until she turned 13. The detective conducted a successful pretext phone call between the victim and the suspect that corroborated the victim's statements. The detective arrested the 64-year-old Woodland resident on two charges of child molest, and one of the charges carries a potential life

imprisonment term. The investigation uncovered sexual abuse of other family members by the suspect.

- *January 23:* a K-9 officer and his police service dog (PSD) were patrolling the 200 block of West Main Street when the officer recognized a wanted fugitive sitting in the front passenger seat of a vehicle in the Taco Bell parking lot on West Main Street. The suspect had an active felony warrant for vandalism and possession of a controlled substance. The officer ordered the suspect out of the vehicle. The suspect initially refused to exit the vehicle but finally agreed. When the suspect exited the vehicle, he assaulted the officer and ran. The officer warned the suspect to stop running or the PSD would be released to apprehend him. The suspect refused and continued to run. The PSD was released from the patrol vehicle and sent to apprehend the suspect. The dog quickly caught the suspect. The suspect was transported to WMH and treated for injuries from the dog bite. After being medically cleared, the suspect was transported to the jail and booked for outstanding warrants, the probable cause declaration for the felony vandalism case, a new charge of felony battery on a police officer, and violation of his probation. The officer sustained a minor injury from the assault.

- *January 24:* detectives assisted patrol officers with a death investigation. There were no signs of foul play, but the request was made for assistance because the male victim was 25-years-old and did not have a known history of health-related problems. Detectives are waiting on autopsy results, but it is not believed the decedent was the victim of a crime.

- *January 25:* officers were dispatched to CR102 for possible carjacking victim. The reporting party (R/P) said he had been carjacked the previous night in Sacramento. The R/P stated the suspect was asleep in the front seat of his vehicle. Officers saw what appeared to be a subject in a jacket slumped over in the front passenger's seat. Officers tried to get the possible suspect's attention, but to no avail. Officers approached the vehicle, opened the passenger side door, and ascertained that no one was in it. It was a jacket covering a bucket, which resembled a subject slumped over. In talking further with the R/P, officers discovered him to be under the influence of a controlled substance and in possession of drugs and drug paraphernalia. The R/P was booked, and the vehicle was towed.

- *January 29:* detectives assisted an SRO with a report of threats made on social media that there may be a shooting at Lee Middle School that day. The school maintains an Instagram page to which several current and former students have the password. It was reported that the previous evening an unknown subject hacked into the Instagram account and posted a cartoon video with a statement about shooting up a school, which was followed by a comment telling those who read it to not go to school tomorrow. Pornographic type material and a disturbing video of a live pig being shot in the head were also posted on the Instagram account. The postings were deleted by school officials the same day they were made, but several concerned parents called into the school and kept their children home as a precautionary measure. After securing an emergency search warrant, detectives viewed the posted material and learned who the student was that accessed the account. After viewing the material and interviewing the student, they concluded there was no threat to the school, though it was a criminal matter. The student was expelled from the WJUSD and arrested for posting the threat.

FEBRUARY:

- *February 6:* an officer observed a subject riding a bicycle the wrong way on Sixth Street. After stopping the subject, the officer noticed the bike was an exact match of the description of one that had recently been stolen from a residence on Cleveland Street. The officer contacted the

victim of the theft, who identified the bike as his. The suspect was booked on possession of stolen property.

- *February 8:* officers responded to report of gunfire in the area of West Cross Street and Community Lane. It was reported that multiple subjects were seen running away and a gunshot victim was located inside Cross Court Athletic Club. Officers found a 30-year-old, male Woodland resident inside Cross Court with a non-life threatening gunshot wound to one leg. No suspects were found in the area. The victim stated he was outside when he was shot. AMR arrived to provide medical treatment, but the victim chose to seek his own treatment. During the investigation, the street at West Cross Street and Community Lane was briefly closed as officers retrieved evidence. Detectives and GTF took over the investigation.

- *February 11:* the Investigations Division learned of a case from January 22 regarding a 62-year-old male Woodland resident who was treated for injuries that may have been the result of an assault. At the time, the victim was unable to give a statement due to his injuries. The victim was transferred to a hospital in Sacramento where he succumbed to his injuries on February 2. Detectives followed up on several social media posts in which citizens who knew the victim claimed his death was the result of a robbery or a fight. After numerous interviews, detectives located the source of one of the rumors and learned the subject merely speculated on social media what he believed happened to the victim based on the injuries he heard the victim sustained. The coroner's autopsy revealed the victim had injuries that were consistent with a fall, but it could not be ruled out that a fight may have precipitated the fall. To solicit more information about the case, detectives generated a press release that was disseminated on our Facebook page and to the media.

- *February 13:* an officer attempted to conduct a bike stop for a vehicle code violation. The bicyclist attempted to flee. He tried to ride over a garden area, fell off the bike, and fled on foot. As he was running, the officer saw the suspect throw an object over a fence. The suspect was apprehended, and a K-9 team searched the area where the object was thrown. The K-9 located a loaded handgun. The handgun was not listed as stolen, but it was not registered to the suspect.

- *February 17:* officers were dispatched to an in-progress residential burglary at a residence on Third Street. Officers detained two male suspects as they were exiting the residence. Several tools belonging to the owner of the residence were placed by the door, and several of the victim's hand tools were located inside the backpack of one of the suspects. Both suspects were arrested and booked for burglary, conspiracy, and violation of probation.

- *February 17:* officers were called to a residence on Shoemaker Court for a report of possible threats in progress. Officers spoke to a 17-year-old female who informed officers she had been having a consensual sexual relationship with a 32-year-old male since she was 14-years-old. She said she recently contracted a sexually transmitted disease and did not want to continue the relationship with the suspect. She said he forced her to have sex after she decided to discontinue the relationship. The victim also stated she had an abortion in September 2015. Since then, she has been having problems with the suspect doing threatening things. Officers contacted the suspect, interviewed, and arrested him. He was booked for infliction of great bodily injury, rape by force, sodomy with a person under 14 years of age, and lewd and lascivious acts with a child 14-15 years of age with the suspect being 10 years or more older than the victim. He is being held on \$6,000,000 bail.

- *February 18:* officers saw a reported stolen vehicle traveling on East Street and attempted a stop. The vehicle fled at a high rate of speed through residential neighborhoods and a pursuit ensued. The vehicle drove back onto East Street and reached 100 miles per hour as it left the city

limits onto Hwy. 113. The pursuit continued north into the county and ended when the vehicle attempted to turn onto CR17A, lost control, and slid into a field. The driver and two passengers fled on foot and one passenger remained in the vehicle. All three fleeing suspects were apprehended. The occupants, all juveniles, were found to be on probation with terms stating they were not to be in contact with each other. The driver, a 16-year-old Woodland resident, was booked at juvenile hall for operating a stolen vehicle, felony evading, and resisting arrest. The three passengers, Woodland residents between the ages of 16 and 17, were booked for various charges including possession of stolen property, conspiracy, resisting arrest, and warrants.

- *February 21:* a detective assisted patrol officers with an arson investigation at a residence on Bourn Drive. Earlier in the day, officers were dispatched to that location for a report of a mobile home on fire. Five residents of the trailer (three adults and two children) were inside the trailer when it was lit on fire, but they were able to get to safety. Probable cause was established that another resident of the trailer, a 64-year-old male, had lit the fire intentionally while his family members were inside. The suspect was taken into custody at the scene and booked on charges of attempted murder, arson of an inhabited dwelling, and violating his probation terms.

- *February 22:* officers responded to a robbery alarm at Umpqua Bank on Main Street. Witnesses stated the suspect, a black male adult, left the bank and drove off in a dark colored vehicle. While some officers responded to the bank, others set up positions at possible escape routes. One officer on southbound I-5 spotted a vehicle matching the description of the suspect vehicle and attempted a traffic stop on southbound I-5, south of CR102. The vehicle pulled over but then accelerated at a high rate of speed when the officer tried to make contact. The vehicle continued southbound on I-5 with the officer in pursuit. The vehicle eventually pulled into the I-5 southbound rest area, just across the Vietnam Veterans Memorial Bridge. CHP and YCSO assisted in performing a high-risk car stop. Two suspects, a 30-year-old, male Sacramento resident and his 37-year-old girlfriend, also a Sacramento resident, were taken into custody. Eyewitnesses from the bank were driven to the scene and positively identified the suspect as being the man who robbed the bank. He was booked for robbery, felony evading, and committing a crime while out on bail. The suspect is currently on State parole. The suspect's girlfriend was booked for robbery. The rental car they were driving was impounded for evidence, and the stolen money was recovered.

MARCH:

- *March 10:* after a months-long investigation, detectives arrested a 34-year-old, male Woodland resident on a felony charge of willful cruelty to a child likely to result in great bodily harm. It was reported that the suspect had choked his juvenile son and held a knife to his throat. The suspect was arrested and booked.

- *March 14:* an officer located a stolen vehicle in a parking lot on Pioneer Avenue that was reported stolen the previous night. The officer noticed two suspects sitting in the vehicle and called for assistance. Several officers and a K-9 unit arrived and conducted a high-risk vehicle stop. The suspects were arrested and booked; one for vehicle theft and the other for possession of a switchblade knife.

- *March 15:* officers responded to a residence on Johnston Street for a reported burglary in progress. The homeowner found a subject armed with an axe rummaging through his shed. Officers located a 28-year-old Woodland transient who is a known burglar and drug user. The suspect tried to flee but was apprehended. The homeowner identified the suspect as the person he located in his shed. During the investigation, the suspect was discovered to be in possession of burglary tools, hypodermic needles, and methamphetamine. The suspect was booked for

burglary, violation of probation, possession of burglary tools, possession of drug paraphernalia, and possession of methamphetamine.

- *March 18:* detectives took over a rape investigation that was initiated by patrol officers. The 17-year-old victim stated that she and a 24-year-old male suspect had been in a dating relationship since she was about 16 years old, and the suspect had raped her throughout the course of their relationship. Detectives are still investigating this case.
- *March 22:* an officer made a bike stop in the area of Main Street and Walnut Street. The suspect became extremely uncooperative so the officer requested assistance from other officers. The suspect was arrested for obstructing/resisting an officer, possession of a controlled substance, possession of drug paraphernalia, and possession of marijuana.
- *March 25:* dispatch received a phone call from a 50-year-old male Woodland resident who stated his Ford Mustang had just been stolen from his residence on Leo Way. An officer responded to contact the victim while other officers saturated the area to look for the stolen vehicle. An officer saw the vehicle near I-5 and North East Street. The officer began to follow the stolen vehicle, but the driver fled. After getting on I-5, the driver made a U-turn and got back onto North East Street. He then fled out of the city and took several county roads moving toward Knight's Landing while WPD officers pursued. When the suspect reached CR102 near Knight's Landing, CHP and YCSO took over the pursuit. This was mainly due to an impending loss of radio signal on the primary Woodland radio channel. The suspect continued through Knight's Landing with CHP and YCSO in pursuit. After the suspect turned west on CA-45, the stolen vehicle ran out of fuel. A high-risk vehicle stop was conducted and WPD officers rejoined the other officers and deputies to assist. The sole occupant of the stolen vehicle was a 43-year-old, male Lincoln resident. In addition to the stolen vehicle and evading violations, he had a \$1,000,000 warrant out of Yolo County for having escaped from felony custody on another stolen vehicle charge. The suspect was booked on the warrant as well as the new violations. The multi-agency pursuit lasted approximately 10 minutes, covered approximately 11 miles, and reached speeds in excess of 95 MPH. There were no traffic collisions and no one was injured during the pursuit. The stolen vehicle was returned to the owner.
- *March 28:* a patrol officer arrested a 48-year-old, male Woodland resident pursuant to an arrest warrant that a detective obtained charging the suspect with failing to comply with his 290 PC sex offender registration requirements. The suspect was living as a transient in Woodland from October 2015 until March 2016 and had failed to notify our department of his change in residence status. The detective arrested the suspect at the jail for a felony violation of theft by false pretense stemming from a 2015 investigation. In that case, he fraudulently represented himself as the owner of a Woodland residence that he was willing to rent to a victim. The victim gave the suspect \$1,100 for the deposit and first month's rent but discovered shortly thereafter that the suspect was not the owner of the property.

A total of 263 transients were arrested for violations ranging from violation of the City's no camping ordinance, drunk in public, narcotic violations, recyclable thefts, and warrants.

POP Projects:

There were five new POP Projects opened, and there are still five open.

Special Enforcement Team (SET):

SET had the following activity for the 1st quarter of 2016:

Activity	Jan	Feb	Mar	Qtr. Total
# PRCS subjects contacted	16	9	10	35
# Probationers not on PRCS contacted	10	13	11	34
# Parolees not on PRCS contacted	3	3	2	8
# Home searches conducted	12	11	2	25
# Vehicle searches conducted	3	5	2	10
# Felony arrests	15	14	18	47
# Misdemeanor arrests	1	2	3	6

School Resource Officers (SRO):

The SROs had the following activity for the 1st quarter of 2016:

Activity	Jan	Feb	Mar	Qtr. Total
Consensual contacts	787	588	835	2210
Fighting	3	7	18	28
Alcohol violations	3	1	1	5
Gang activity	3	4	5	12
Narcotics	6	2	0	8
Truancy	13	10	6	29
Tobacco use	0	3	0	3
Vandalism	0	0	0	0
Theft	2	0	2	4
Weapons	0	0	0	0
Misdemeanor crimes	1	1	3	5
Felony crimes	0	1	3	4
Administrative/Home visits	125	126	117	368
Arrests	1	5	6	12
Citations issued	2	3	0	5

Statistical Report:

CRIME				Calendar Year 2016	
Category	Jan.	Feb.	Mar.	Reported to CA DOJ	Percent change
Homicide	0	0	0	0	0%
Rape	2	1	3	6	20%
Robbery	7	8	2	17	31%
Aggravated Assaults	13	17	7	37	-30%

Simple Assaults	41	44	57	142	28%
Burglary	39	25	18	82	9%
Larceny/Thefts	100	104	86	290	-15%
Auto Theft	30	29	12	71	42%
Arson	0	3	1	4	-20%
TOTAL	232	231	186	649	

WORKLOAD

Calls for Service	Jan.	Feb.	Mar.	TOTAL
Priority 1	110	118	104	332
Priority 2	1982	1787	1910	5679
Priority 3	118	133	121	372
All other calls for service	3646	3691	3997	11334
TOTAL	5856	5729	6132	17717
Response Times				
Priority 1	7:10	7:07	8:06	
Priority 2	11:06	10:53	12:37	
Priority 3	25:15	26:53	27:32	
Reports				
Online Reports/Coplogics	38	24	24	86
Mail-in Reports (MLRs)	108	97	81	286
Other case numbers issued	530	482	507	1519
TOTAL	676	603	612	1891
Graffiti	14	9	19	42
290 Registrant Activity	Jan.	Feb.	Mar.	
Total registrants	120	125	125	
<i>Other Information</i>				
Total transient registrants	12	12	10	
290 PC violation warrants issued	0	0	1	
Not compliant with annual update	0	0	0	

Personnel		
Jan.-Mar.	Budgeted	Filled
Sworn	64	62
Non-sworn (FTE)	15	15
Non-sworn (PT/Temp.)	4	4
Total	83	81

Volunteers in Policing (ViPs):

The Department's growing ViP program added three new volunteers this past quarter. Total hours worked for the quarter:

ViP Hours	Jan	Feb	Mar	Total
Chaplains	32.5	18.5	7	58
Volunteers	337.75	265.5	318.5	921.75

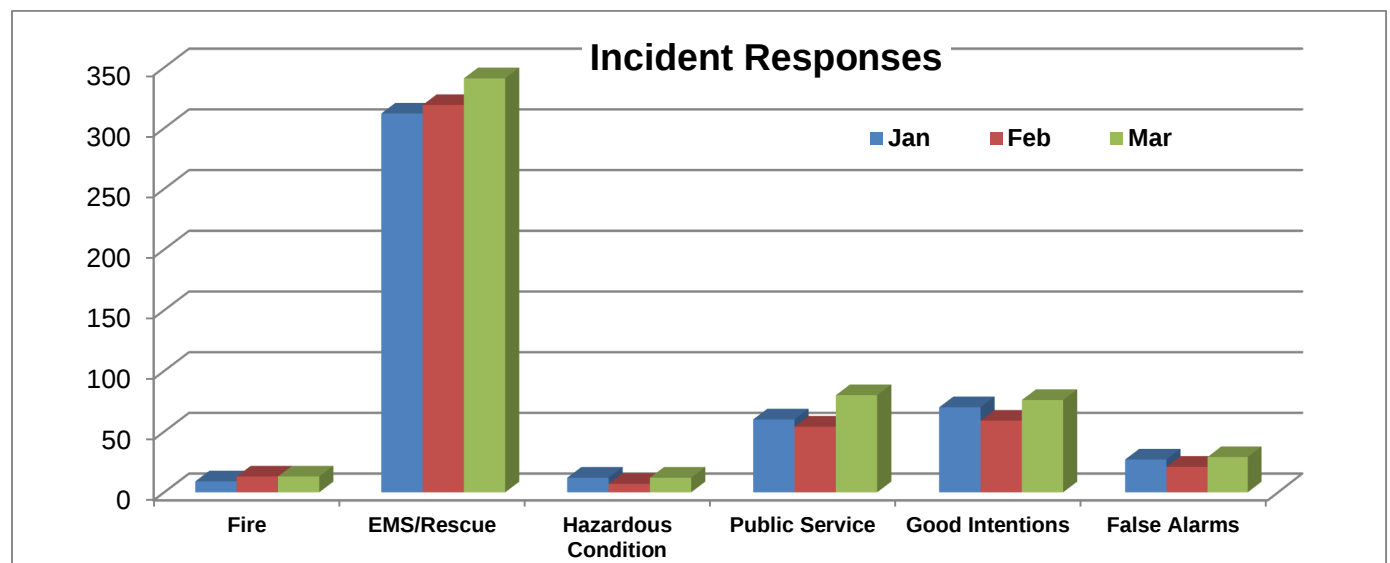
The chaplains' activities included call outs for home deaths, death notifications, assistance with line of duty death incidents, officiating funeral services, attending promotion ceremony and swearing-in ceremonies for Public Safety staff.

The volunteers' activities included participation in Special Event (Read Across America, City Community Services ReXpo); assistance with DUI checkpoints; graffiti abatement; administrative work in several divisions (Detectives, Crime Analysis, Records, Property & Evidence); tagging abandoned vehicles; ViP background investigations; Redi-Ref project; assistance with predictive policing; providing extra patrol; washing and stocking patrol cars.

FIRE:

In our ongoing effort to better inform the public and the City Council, the Quarterly Status Report includes a wide variety of information.

	Jan	Feb	Mar
Total Incident Responses			
Fire	9	13	13
EMS/Rescue	312	319	341
Hazardous Condition	12	7	12
Public Service	60	54	80
Good Intentions	70	59	76
False Alarms	27	21	29
TOTAL	490	473	551
Mutual/Auto-Aid	10	22	8
Concurrent Incidents	149	140	182
Fire Prevention			
Engine Company Inspections	55	71	113
Inspections	144	123	128
Plan Reviews	5	13	13
TOTAL	204	207	254
Code Enforcement Hours	0.5	0	11
Fire Investigation Hours	2.5	0.5	1
Public Education Events			
Fire Prevention	0	0	8
Engine Company	0	2	2
TOTAL	0	2	10



Concurrent Incidents:

These are incidents that come in simultaneously where apparatus and companies (a crew consisting of a Fire Captain, Engineer, and Firefighter) are either all committed to the same incident, or committed to separate incidents at the same time called **concurrent incidents**. The breakdown of concurrent incidents is shown below:

# of Companies committed simultaneously	Jan	Feb	Mar
2 companies	87	84	100
3 companies	53	37	69
4 companies	6	14	13
5 companies	2	3	0
6+ companies	1	2	0
TOTAL	149	140	182
% of Total Incident Responses	30.41%	29.60%	33.03%

Response Time Average for initial fire engine on-scene (in minutes)

Call Type	Jan	Feb	Mar
Fire	4:44	5:45	6:26
EMS	4:26	4:14	4:23

Automatic or Mutual Aid:

Automatic aid is provided to another agency through formal agreement and occurs automatically on significant events without any special request. Mutual aid occurs when fire departments provide help to one another upon special request when a significant event(s) (large incident or multiple small incidents) take place. Every fire agency in Yolo County is a signatory to this agreement.

	Jan	Feb	Mar
Aid Received	4	11	0
Aid Given	6	11	8
TOTAL	10	22	8

Significant Calls:

Fire Guts Mobile Home: On Sunday February 21, fire crews responded to a mobile home fire at Idle Wheel Estates on Bourn Drive. When they arrived, the mobile home was already well involved. Crews worked to contain the fire to a single home. There was damage to a second home, but it was still habitable. The fire started around 3:35 p.m. and was contained by 4 p.m. with overhaul and cause determination continuing over the next couple of hours. The damage estimate is \$50,000 for the structure and \$20,000 for the contents of the home. The exposure damage is estimated at \$5,000. During the extinguishment of the fire, we received reports that one of the residents had started the fire. Police were advised and arrived to assist firefighters with the investigation. Based on reports of where the suspect had discarded some smoking

material, witness reports of where the fire was upon detection, and the investigators findings, it was determined that the fire had started on the back porch and breached into the residence rendering it a total loss. The suspect was arrested by WPD and charged with violation of probation, arson, and four counts of attempted murder, as the residence was occupied at the time he allegedly started the fire. American Red Cross came to assist the displaced residents. DH Construction boarded up the home.

Apartment Fire Contained: At approximately 12:30 p.m. on Tuesday January 26, fire crews (three engines, one truck, one BC) were dispatched to an apartment fire at 127 Main Street, #15. When Engine 1 arrived on scene, they initiated an aggressive interior fire attack that confined the fire to the apartment of origin. All other crews arrived on scene prior to the interior attack. Once the fire was contained, all crews assisted with overhauling the area to make sure the fire hadn't extended into the attic, which would have caused extensive damage. The cause of the fire is under investigation.

Legislation Text

9.

File #: 16-505, Version: 1

TO: THE HONORABLE MAYOR AND CITY COUNCIL**DATE: May 17, 2016****SUBJECT: Approval of the Woodland Visitor Attraction District (“District”) Annual Assessment Report for Fiscal Year 2016-2017, Adoption of Resolution of Intention to Levy an Assessment for Improvements and Activities for Fiscal Year 2016-2017 and Scheduling of Public Hearing****Recommendation for Action:** Staff recommends that the City Council take the following actions:

1. Approve the Visitor Attraction District Annual Assessment Report for FY 2016-2017; and
2. Adopt a Resolution of Intention to Levy an Assessment for Improvements and Activities for Fiscal Year 2016-2017 within the Woodland Visitor Attraction District; and
3. Schedule a Public Hearing for June 7, 2016 to consider any written or oral protests to the levy of the assessment.

Staff ContactWendy Ross, Economic Development Manager-530 661-5921, wendy.ross@cityofwoodland.org**Council Goal***Strengthen Downtown*-creating an opportunity to increase events, attractions and promote Historic Woodland as a destination point for visitors near and far.*Economic Development*-market Woodland as a destination location to various groups. Provides an opportunity to market the various attractions and events to visitors and residents, as well as increase Transient Occupancy Tax, a significant contributor to the city’s General Fund.**Fiscal Impact**

There is minimal direct fiscal impact on the City. Hoteliers submit a 1.5% assessment to the City along with their ten percent (10%) Transient Occupancy Tax (TOT). As approved by Council On September 2, 2014, City Council adopted Ordinance 1568, which authorized the City to increase the assessment from 1% to 1.5%. The City processes the .75% assessment as a “pass through” to the Yolo County Visitor’s Bureau (YCVB), the remaining .75% is retained by the City (on behalf of the District) for the purpose of performing Woodland specific marketing and promotions of Woodland hotel establishments. Over the period of time including 2Q2015-1Q2016, the District received a total of \$192,344.18 in assessments; \$96,172.09 of which has been passed through to the Yolo County Visitor’s YCVB (“YCVB”). The remaining fees of \$96,172.09 were received and retained by the District to fund Woodland specific marketing and promotions and related costs. (note: Due to the lag

time in receiving quarterly assessment payments from the hoteliers the annual revenues are calculated per 2Q2015-1Q2016.) The renewal of the one and one half percent (1.5%) assessment will continue to permit the City to market and promote the city as a destination with many things to do and places to visit. Revenues received by the YCVB are primarily generated from the assessment contributed from partner jurisdictions. The estimated overall budget is \$488,990. Additional services provided to partner cities is provided on a “fee for service” basis. The proposed budget is attached. Annual staff costs for the pass through of funds are estimated to be approximately \$1,500 and considered an in-kind contribution to the YCVB as part of the City’s economic development program in a continued effort to market Woodland and strengthen the City’s economic viability.

Background

On July 6, 2004, the City Council unanimously supported the adoption of a Resolution of Intention to establish the Woodland Visitor Attraction District (“District”) pursuant to the Parking and Business Improvement Area Law of 1989. On July 27, 2004, Council held a public hearing to approve Ordinance No. 1404 establishing the District. Ordinance No. 1404 authorized the levying of a 1% assessment on room occupancy, in addition to the Transient Occupancy Tax (“TOT”), upon all hotel/motels establishments in the City of Woodland. The hoteliers have remained supportive of the BID since 2004 and the Woodland City Council has annually adopted the renewal of the BID since its formation.

On September 2, 2014, the City Council adopted Ordinance No. 1568, amending Section 23-92 of the Woodland Municipal Code relating to the computation of the visitor-oriented programs which increased the historic assessment from 1% to 1.5% and allowing for the City to retain a portion of the funds (.75%) for the benefit of specifically marketing and promoting Woodland. This was supported by Woodland hoteliers who continue to be supportive of the District and have begun to hold regular meetings since the increase became effective October 2, 2014 and as they develop a marketing/advertising campaign for the District.

The District falls under the jurisdiction of the “Parking and Business Improvement Area Law of 1989” It requires that the assessment levy be renewed every fiscal year. The Annual Woodland Visitor Attraction District Assessment and Renewal process includes the approval of the Visitor Attraction District Assessment Report for Fiscal Year 2016-2017; adopt a Resolution of Intention to Levy an Assessment for Improvements and Activities for Fiscal Year 2016-2017 within the Woodland Visitor Attraction District (BID) (Attachment 3); and schedule a public hearing to consider any written or oral protests to the levy of the assessment.

The Assessment Report and Proposed Budget (annual report) (Attachments 1&2) describes some of the activities and publications produced this year. In June 2015 and March 2016, 2 new hotels were built adding 138 rooms to Woodland’s inventory significantly increasing revenues to the City, YCVB and General Fund (by way of increased TOT). There are now 729 hotel rooms that are subject to the annual 1.5% assessment. And, recently the Council approved a hotel in the downtown that will redevelop the site of the Budget Motel at Freeman Park on Main Street.

As described above, one half of Woodland’s assessment is to be forwarded to the Yolo County Visitors Bureau (“YCVB”) to promote tourism and visitor attraction. The YCVB, which is governed by a Board of Directors, is a non-profit entity. The YCVB is also supported by its partners-- the cities of

Davis, Winters, and Woodland, as well as the University of California at Davis.

Distribution of Media, Social Media and News Media covered: Major achievements for the year included introduction of a new website www.visitwoodland.org and Facebook page *VisitWoodland*. YCVB continues to improve and enhance their exclusive website for travel journalists: www.discoveryolocounty.org <<http://www.discoveryolocounty.org>>, which serves as our electronic press kit, updating its pages with new story ideas and appealing photography. The YCVB regularly posted our original content to our website and our social media outlets; the YCVB also reposted or shared content created by Woodland organizations throughout our network of outlets and contacts.

Overall, the YCVB continues to market tourism in Woodland via promotional engagements, events and projects such as:

- California Ag History Museum (aka Heidrick Ag History Center)
- Thursday night Music in the Plaza (June 2015)
- San Francisco Chronicle insert showcasing Yolo County (September 2015 and March 2016)
- Advertising contract with ClearChannel at the Sacramento International Airport (baggage claim area)
- VisitWoodland Website - contract with Kelly Newsome for postings/photos
- Woodland Opera House (venue and events)
- Woodland Farmers Market (in season)
- Velocity Island Water Park
- First Friday Art Walk and Music on Main (and other art related events/venues)
- Food Truck Mania
- Tomato Festival
- Free Museum Day

The YCVB also participates in a number of committees and meetings focused on economic development, including the Yolo County Historical Museum/Gibson House (YCVB is represented on the Board of Directors), Woodland Chamber of Commerce Marketing Committee, HWDBA, and YoloArts.

Woodland Marketing and Promotions Team (hoteliers marketing committee): The YCVB staff, hoteliers and key tourism stakeholders in Woodland meet to develop the District's Marketing Program. (It had been decided by the Woodland hoteliers, in July 2015, to transition from a Marketing and Promotions Coordinator to a Marketing and Promotions Team, which has been very successful thus far.) Key projects/marketing efforts are included below:

- Establishment of Visit Woodland website www.visitwoodland.com <<http://www.visitwoodland.com>>
- Regional advertising exposure through billboard on I-5 and Sacramento International Airport
- Designed and developed "Historic Woodland Downtown Restaurant Guide"
- Regular marketing and promotions meetings with key stakeholders with the City of Woodland, Woodland Hoteliers and the YCVB.
- Acting as liaison between Velocity Island Park and local hotels to establish relationships and develop packages for park passes and hotel night stays.
- Helping the Tomato Festival with outreach and marketing
- Regularly distribute Woodland guide maps and first Friday Art Walk fliers to local hotels
- Regularly attend meetings and correspond with local organizations and business including but not

limited to: Yolo Arts, Historic Downtown Woodland Business Association, Woodland Cruise, California Agriculture Museum and the Woodland Chamber of Commerce

Discussion

Over this past year, the Woodland Hotel BID benefitted from a full year of 1.5% hotel assessment. Revenues from the assessment have continued to grow over the past few years from its lowest assessment in FY09/10 at approximately \$77,000 to \$96,668.33 in FY 13/14 (benchmark for payments to the YCVB) and to \$192,344.18 in FY 15/16--2Q2015 and 1Q2016 of which 50% was passed through to the YCVB in the amount of \$96,172.08. The remaining funds (50%) are being set aside to continue to strategize and market Woodland's hotel establishments and travel and tourism oriented commerce. It is expected that the revenues generated in 2016-2017 will exceed \$200,000 with the addition of the Comfort Suites (66 rooms) and the Fairfield Inn and Suites, adding 72 rooms that recently opened in June 2016.

Alan Humason has served as the Executive Director of the YCVB since March 2011. He endeavors to implement a flexible, collaborative approach to the administration of the YCVB. The Board has increased from 12 to 15 with a greater representation of hotel establishments. The mission of the YCVB is "to enhance the visitors' experience by facilitating the integration of the community and regional resources and assets". Board meetings continue to rotate among the partner communities and regular updates are provided by city partners in a constant effort to work together and market Yolo County, and the YCVB continues to focus to local and regional marketing. New Woodland representatives were elected to the YCVB Board this year including Al Eby and Brett Gardenhire who join Wayne Ginsberg and Christy Hayes as Woodland-based board members. The YCVB also recently added a new staff, Mo Stoycoff, to assist the partners with our marketing and promotional efforts.

In addition to the past year's activities, the YCVB has proposed the following additional goals and objectives to market Yolo County locally, regionally and statewide. These expanded operations will continue to contribute to the success of the YCVB's efforts to increase tourism in Yolo County:

YCVB 2016 / 2017 Goals

New Collaborations for Woodland in 2016

- **Continued input** with the Marketing & Promotions Committee: The YCVB has a clear interest in collaborating with all Woodland partners to make this role a success.
- **Refinement and distribution** of a new Historic Downtown Woodland Restaurant Guide: Content to include locator map, complete restaurant listings in the district, text on local history and events, and restaurant advertising. Distribution points include restaurants, hotels, and local attractions, supported by online advertising and promotion via Woodland YCVB websites and VisitWoodland website.
- **Enhanced promotion of Woodland events including** Woodland Cruise, Stroll Through History, First Fridays, YoloBrew Festival, Tomato Festival, Woodland Farmers Market, among others.
- **Inclusion of appropriate Woodland companies** in Farm to Fork effort: The YCVB will keep gaining exposure via the Sacramento Farm to Fork Festival and related events for Woodland and Yolo County culinary and agri-tourism interests (examples: the 2016 Farm to Fork "Woodland's Dinner on Main" event; Z Specialty Foods, sampling and retailing honey products at the Festival).
- **Inclusion of appropriate Woodland companies** and organizations in the YCVB *This Is Yolo County!* Initiative: YCVB is planning a major showcase festival in May 2016-intended to be the first of an annual event-to feature foods, wines, and destinations.

- **Exhibiting and speaking engagements** at Bay Area and Los Angeles Travel & Adventure Shows: YCVB representatives will attend our third Bay Area event and make our debut in L.A. As part of the YCVB presence, at both shows representatives will have 30-minute presentations at the Discovery Theater, a chance to showcase Woodland and Yolo County to a large audience of travel-ready consumers.
- **Planning and marketing** for a new signature event for Woodland in 2016.

Conclusion

Staff recommends that the City Council take the following actions:

1. Approve the Visitor Attraction District Annual Assessment Report for FY 2016-2017; and
2. Adopt a Resolution of Intention to Levy an Assessment for Improvements and Activities for Fiscal Year 2016-2017 within the Woodland Visitor Attraction District; and
3. Schedule a public hearing for June 7, 2016 to consider any written or oral protests to the levy of the assessment.

Prepared by: Wendy Ross, Economic Development Manager

Reviewed by: Ken Hiatt, Community Development Director



Paul Navazio, City Manager

Enclosure:

1. FY 16-17 Proposed Annual Assessment
2. Proposed Budget
3. Resolution of Intention



2016 – 2017 Annual Assessment Report

Prepared for

The City of Woodland

April 29, 2016

Yolo County Visitors Bureau

132 E Street, Suite 200 • Davis, CA 95616 • (530) 297-1900 • www.visit-yolo.com

Yolo County Visitors Bureau

2016 – 2017 Annual Assessment Report

***Our Mission:** To enrich the lives of our citizens by stimulating the economic activity of Davis, Woodland, Winters and unincorporated Yolo County businesses and organizations; to promote cultural, athletic, and educational events and programs that build upon the strengths of our region and the quality of our community life; and to enhance the visitors experience by facilitating the integration of the community and regional resources and assets.*

To accomplish our mission, the Yolo County Visitors Bureau is committed to these core objectives:

- To market the region in a way that maximizes the visitor experience while respecting the exceptional quality of life and environment we enjoy
- To compete aggressively with destinations throughout the region in attracting visitors
- To offer – and encourage – outstanding customer service
- To be a regional destination marketing organization that emphasizes partnerships, productivity, and maximum return on investment
- To share expertise on industry issues, trends, and product development with customers and stakeholders
- To measure and report the effectiveness of the organization in generating economic benefits for the community

***Our Vision:** Yolo County is recognized as an exciting, welcoming destination for leisure tourism as well as for professional events and meetings, tapping the great economic potential of our amenities and attractions and enhancing the lives of our fellow citizens.*

The Yolo County Visitors Bureau (YCVB) markets the cities of Davis, Woodland, Winters, Clarksburg, and Capay Valley as prime tourist destinations for events and activities, dining and food-related pursuits, arts and entertainment, meetings, recreation, and overnight stays. The YCVB is the recognized leader of an integrated and influential destination marketing organization, working in close collaboration with numerous other agencies to achieve mutual goals. The YCVB provides a full range of information services to tourists and event planners through its website (www.visityolo.com) and a series of informative brochures and publications.

We strive to create desire for people to be here.



Tourism Overview

According to the latest California Travel Impacts report (April 2016) in 2015, total direct travel spending in California reached \$122.5 billion, an increase of 3.4% over 2014. Travel-generated local tax revenue was \$4.6 billion in 2015, a 7.8% increase over 2014, primarily driven by robust lodging sales. Travel-generated employment exceeded 1 million jobs statewide, a 3.7% increase; travel-related employment has grown every year since 2009, encompassing jobs in lodgings, arts and entertainment, transportation, information, and retail industries among others.

In Yolo County, travel generated \$8.1 million in local tax revenue and \$17.4 million in state tax revenue, for a total of \$25.5 million—the equivalent of \$340 per household. This came as a result of \$317 million in tourism-related sales countywide, also up 3.4% over 2014. Tourism is responsible for 3,950 jobs in Yolo County, which in 2015 represents a one-year increase of 6.2%, well ahead of the state average. Tourism has contributed importantly to the decline in Yolo County's unemployment rate—from 9.2% in January 2014 down to 6.1% in April 2015.

In Yolo County, agriculture is king but tourism is undeniably part of the royal court. Clearly tourism continues to create more jobs and bring in more tax revenues, to the gain of our communities. Hotels, restaurants, event and entertainment venues all benefit. But it's not just about those sectors. As visitors get a taste of what our farmers produce—from incredible organic vegetables and fruits to outstanding wine, nuts, honey, and olive oil—our farming community gains new customers and new sales to help sustain their operations. Tourism works for everyone in Yolo County, in harmony with the goals and values we all hold dear.

Summary of 2015/ 2016 Operations

The YCVB continued to expand its programs and initiatives to market the county. Besides continuing efforts running for several years now, we spend considerable sums in print advertising, including *Sunset* and *VIA* magazines among others; we also invested significantly in online and social media ad campaigns. We successfully linked to the third annual Sacramento Farm to Fork campaign, gaining more exposure to our events, venues, products, and ag-tourism-friendly culture. We attended the Travel & Adventure Shows in both Los Angeles and Santa Clara, and *Sunset* Magazine Celebration Weekend for the third time. We redesigned our website and christened it with a new url: www.visityolo.com. And we led the effort to publish two special travel sections about Yolo County in the *San Francisco Chronicle* – the first one, in September 2015, becoming the largest such section that the *Chronicle* has published thanks to great support in our community.

Our proactive leadership remains firmly committed to engaging our many partners, in order to maintain the momentum and spirit of cooperation that has marked our continuing success, and as always to bring more visitors to our doors.

Organizational Goals:

- Collaborate with local groups, businesses, and venues to provide attractions for visitors
- Explore partnerships with mutual interest in developing tourism for our region
- Aggressively promote our attractions and events to visitors
- Provide services that support local organizations in their tourism efforts
- Serve as the leading resource for travel industry perspective and knowledge
- Maintain a professional organization
- Always be positive and respectful in our work

Strategies:

- Maintain a Board of Directors that represents different areas and types of attractions but operates for the good of the whole region
- Build and enhance cooperation with local entities
- Pursue creative promotion of hotels
- Take an active role in helping to plan and promote events that draw visitors
- Participate in events and use our display booth as well as distribute publications
- Provide a Visitors Center with abundant resources
- Produce and distribute visitor publications
- Maintain a website and social media platforms that promote all regional attractions and events
- Pursue a vigorous program of outreach to generate press coverage
- Maintain association and seek active cooperation with other tourism organizations

2015 / 2016 Accomplishments

In addition to our work mentioned above, other major achievements for the year included continuing promotion for our website and social media channels, gaining significant press coverage, and exhibiting at various public events. We also participated in a number of committees and meetings focused on tourism and economic development, including the Yolo County Historical Museum/Gibson House, the Historic Woodland Downtown Business Association, Davis Downtown, Capay Valley Vision, YoloArts, Roots to Wine, and others

We organized and led what we billed as the “Heart of Yolo County Tour,” a three-day familiarization trip with 14 journalists from the Bay Area and Los Angeles. Held May 5-8, 2016, the tour was based in the new Woodland hotels and took in numerous new venues as well as signature events such as First Friday Art Walk and Woodland Street Cruisers. We also developed a voucher system for dining, allowing multiple Woodland restaurants to play culinary host to our guests and thus strengthen Woodland’s growing identity as a foodie mecca.

We kept a regular series of meetings with Woodland hoteliers and City Staff to discuss marketing efforts specifically geared to benefit Woodland. Efforts included advertising in the baggage claim areas of the Sacramento International Airport, billboard signage on Interstate 5, and distribution of the *Woodland Guide & Map* at the San Francisco Ferry Building. We also brought to the table proposals for Search Engine Marketing campaigns and advertorial section options in *Via Magazine*.

We launched our third year running the Bak2Sac program, encouraging Sacramento-area bicyclists to ride to Davis, visit a participating business, and get a voucher for a free train ride back to Sacramento from the Davis station, adding new train times and growing the number of businesses working with us. To date, we have exchanged nearly 800 vouchers. We will seek to partner with viable Woodland businesses in the coming year to expand the program’s reach.

Selected Active Event Support and Participation

- First Friday Art Walk
- Annual Stroll Through History
- Yolo Microbrew Fest
- Yolo County Fair
- Woodland Christmas Parade
- Annual Woodland Tomato Festival
- Woodland Dynamite Chili Cook-Off
- Annual Woodland Scottish Festival and Games

- Tour de Cluck events
- Davis Farmers Market events
- Transmedia Art Walk
- Second Friday ArtAbout
- Davis Music Festival
- May Is Bike Month activities
- U.S. Bicycling Hall of Fame Induction Ceremony
- Davis Shakespeare Ensemble performances
- Holiday Christmas Tree Lighting
- Yolo County Booth at the California State Fair
- Winters Fourth Friday Feast
- Winters Annual Youth Day
- Winters Outdoor Quilt Fest
- Winters Summer Concert Series
- Winters Earthquake Festival
- Winters Ag Tours
- Festival de la Comunidad and Carnitas Cook-Off
- Fall for Winters Festival and Family Holiday Festival
- Capay Valley Almond Festival
- Annual Mill-In (Yolo Wool Mill), Hoes Down (Fully Belly Farm) and many others

Distribution of Publications

The YCVB produces and distributes comprehensive visitor guide/maps for Woodland, Davis/UC Davis, Yolo County, and Winters. Our guide to county wineries, *Wines of Yolo County*, was updated and expanded and received widespread distribution, including at the San Francisco Travel Visitor Information Center as well as SFTA kiosks in Moscone Convention Center. The Visitor Center makes numerous other publications, directories, and promotional materials available to visitors. We also continued to distribute our *Yolo County Guide & Map* at the San Francisco Ferry Building, and added the *Woodland Guide & Map* as well. We also began to distribute the Woodland guide at California Welcome Centers in San Francisco, Redding, and Merced.

Points of distribution include:

- *Woodland City Offices*
- *Woodland Chamber of Commerce*
- *California Agriculture Museum*
- *Davis City Offices*
- *Davis Amtrak Station*
- *Davis Chamber of Commerce*
- *Davis Downtown Business Association*
- *UC Davis Welcome Center, Conference Center, and other locations on campus*
- *San Francisco Travel Association Visitor Information Center (downtown San Francisco) and literature kiosks in Moscone Center and other locations*
- *San Francisco Ferry Building*
- *YCVB Visitor Center*
- *Various local places: restaurants, hotels, shops, attractions, galleries*
- *Yolo County Offices*
- *Yolo County Fairgrounds*
- *Winters City Offices*
- *Winters Visitor Center & Chamber of Commerce*
- *Various tradeshow*
- *Sacramento Convention & Visitors Bureau offices*

www.visityolo.com

In September 2015 we debuted our completely redesigned website with the new url visityolo.com. This is a vital tool in effectively influencing consumers to visit Yolo County. We updated the graphic design to have more photographic and visual impact and streamline navigation for end-user ease. Some of the newly added features to our website include a landing page for each city specifically showcasing their best assets, a blog that hosts articles about things to explore in Yolo County, and feature pages for wine and beer events including places to taste.

We contracted with Kelly Newsom of visitwoodland.com to repost original content from that platform onto the YCVB website, as fresh blog posts with additional social media posts to drive readership. This significantly broadens the reach of visitwoodland.com content and over time will continue to boost Woodland's online visibility and appeal.

In October 2015 we initiated Search Engine Marketing and Search Engine Optimization programs, working with Hearst Media as part of our involvement with the *San Francisco Chronicle* team. The SEO portion helped raise our visibility on the major search engines; however, we had some difficulties with the overall drive of traffic to the website, and we soon made the decision to terminate this agreement and retrench.

Our website features:

- Specific content on home page and landing pages with original content for all of our coverage areas
- Special landing pages to promote specific events or activities, and to highlight understood visitor preferences
- Our promotional video
- Events calendar, as well as our "Submit Your Event" online tool
- Listings, photographs, and links for all hotels
- Easy to use hooks for our social media outlets
- Listings for all restaurants – expanded and fully searchable by destination and cuisine
- "Things to Do" pages, including pages for bicycle rides throughout the county and within the region
- Details for every attraction
- New pages for craft beer locations and events
- Search function that covers the entire site
- A "Send Me Information" tab for visitors to request guide maps
- A travel blog, providing fresh reading content for visitors on a number of venues, topics, and people in Yolo County
- Comprehensive information and links for wedding venues and meeting places

YCVB Public Relations

We have had a very productive year that included seeing the launch of our newly designed website, partnering with the *San Francisco Chronicle*, the launch of a new publication titled "Yolo County Craft Beer Map & Guide," an increase in our social media engagement, numerous successful partnership endeavors with Visit California and San Francisco Travel Association, and the upcoming launch of our new mobile website.

We are members of the Bay Area Travel Writers and the International Wine, Food, & Travel Writers Association. We continue to leverage their active membership to promote our events and attractions.

We continued our official YCVB Partners newsletter, directed to all of our hotels, attractions, city staff, and city council partners in Yolo County. This newsletter focuses on updating our partners on what's happening at the YCVB, upcoming events, and short articles related to the tourism industry.

We continued our monthly newsletter geared towards our travel writers and press contacts. This monthly publication highlights featured events, and discusses new and interesting story ideas and pitches. Currently there are approximately 500 press contacts receiving this targeted email blast.

We launched a newsletter dedicated to the consumer travel market. This newsletter is designed specifically to provide information on events and festivals, driving traffic to our website and our partners' websites.

We leveraged our partnership with Visit California to gain key market placement in their marketing channels. Some notable achievements include: inclusion in their *What's New* publication, travel story features in their key travel publication *Visit California Magazine* and *California Road Trips*. Our "Beer-Muda Triangle" beer tasting story idea was picked up and featured predominantly on Visit California's website and social media platforms. They also named Yolo County as one of the Top 10 bicycling areas in California.

The YCVB partnered with the *San Francisco Chronicle* to produce two special publications on Yolo County in September 2015 and March 2016. Between these two publications we saw 23 new and original articles detailing attractions and events in Yolo County. These stories were widely circulated by *San Francisco Chronicle* and YCVB in print, web and social media platforms, resulting in increased web and social media traffic. SFgate.com website analytics reports show a total of 600,000 impressions specific to YCVB between these two marketing endeavors.

The YCVB secured more than \$300,000 in press coverage this past year. We worked with national and regional print magazines on their coverage of our area. We secured coverage in publications such as *California Meetings & Events Magazine*, *Huffington Post*, *Via Magazine*, *SacTown Magazine*, *Association News Magazine*, *California Heartland*, *Examiner.com*, *San Francisco Chronicle*, *Sacramento Bee*, *Thrillist*, *Destination Magazine*, *San Jose Mercury News*, and local newspapers. We also worked closely with *News10*, *Fox40* and *Good Day Sacramento* to secure numerous segments on Yolo County events and attractions.

Our efforts on behalf of local events produced results. Noted below is the coverage generated through our program:

- TV segments – 20. Outlets include: *News 10*, *NBC Sacramento*, *Good Day Sacramento*, *KCRA*, *Fox 40*, and *Sac & Co*
- Website Articles or Event Listings – 55. Sites include: *SFgate*, *San Jose Mercury News*, *Sacramento Biz Journal Online*, *Examiner*, *SacTown Magazine Online*, *LA Times Travel Calendar*, and *Offmetro.com*
- Website Third Party Listings: approximately 500
- Magazine Articles or Event Listings – 20. Publications include: *California Meetings & Events Magazine*, *Comstock's*, *Sacramento Biz Journal*, *Sunset*, *Via Magazine*, *Sacramento Magazine*, *SacTown*, *Destination Magazine* and *Association News*
- Newspaper Articles or Event Listings – 75. Newspapers include: *San Francisco Chronicle*, *San Jose Mercury News*, *Sacramento Bee*, *Daily Democrat*, *Davis Enterprise*, *Vacaville Reporter*, and *Contra Costa News*

Continuing outreach efforts for the coming year include:

- Continue to execute ongoing press release and news of events to keep media up to date
- Leverage our website, www.visitYOLO.com to our target demographic to increase consumer travel to Yolo County
- Investigate key consumer and trade publications for feature articles about Yolo County and its communities
- Attend or exhibit at travel media group conferences (Society of American Travel Writers, United States Travel Association, Travel & Adventure, International Pow Wow)
- Continue to host individual media and media groups (ex: BATW) with customized “fam tour” itineraries throughout the year
- Look to collaborate with neighboring bureaus (such as Visit California and SCVB) for opportunities to gain exposure via various platforms and events (example, “Sacramento Farm to Fork Capital of America,” ag tours, wine-tasting events)
- Look to make additional public and group presentations (Rotary, etc.) about YCVB activities and initiatives
- Continue to work closely with California Travel & Tourism to promote our county through their numerous publications and programs

Social Media

In terms of travel, more than 68% of people used social media for travel planning; more than 50% of people considered user-generated reviews of hotels, destinations, and restaurants.

The YCVB is active on social media platforms such as Facebook, Twitter, Pinterest, and Instagram. We actively use these platforms to drive awareness/brand messaging, post news, events and information, and to help support the businesses of our partners. A cornerstone of our social media strategy is to conduct proactive advertising campaigns across our social media channels to increase brand awareness and drive traffic to our website. We allocated more than \$5,000 dollars to be spent to boost specific posts that engage more readers. We have engineered our efforts and tailored them to time, mode (mobile vs desktop), other geographic and demographic parameters, ensuring our message is delivered to our key demographic. As a result of those efforts during the past year we have seen an increase in organic followers across all platforms and average a monthly reach of 100,000 impressions.

Social Media Followers:

- Facebook: 4,015 (followers have doubled in the past year)
- Twitter: 1067
- Instagram: 410

We launched the Wines of Yolo County Facebook page this year to showcase the wineries and wine tasting opportunities in Yolo County. We currently have 1,570 followers for the specific Wines of Yolo page.

We will continue to leverage our position and increase exposure through targeted advertising and “engagement” campaigns, including contests and sweepstakes.

Other activities included the following:

- Attended Visit CA Media Day in San Francisco

- Travel Adventure Shows ~ Los Angeles and Bay Area (Santa Clara)
 - o YCVB had a booth at both shows as well as speaking engagements on the Savvy Traveler and Destination Theater stages.
- Hosted two group press trips with a dozen press members each.
- Involvement in San Francisco Travel Association
- Had features in Visit California's *What's New* publication
- Press Releases sent out on Woodland's behalf:
 - o Tomato Festival
 - o Yolo MicroBrew Fest
 - o Stroll Through History
 - o Holiday Parade
 - o Swirl & Slice
 - o Food Truck Mania
 - o Zombie Train
 - o Woodland Art Walk
 - o Scottish Festival & Games
 - o Sac River Train
 - o Hot Summer Nights
 - o May Festival
 - o Yolo County Fair
 - o First Friday Art Walk
- Features in Destination Magazine included: Food Truck Mania, Last Call Car Show, Zombie Train, Scottish Games and Festival, Yolo Microbrew Festival, and Stroll Through History

Continuing Vital Engagements

We enjoy excellent working relationships, and serve in various capacities, with: the cities of Woodland, Davis, and Winters; the Chambers of Commerce for Davis, Woodland, and Winters; Historic Woodland Downtown Business Association; Davis Downtown Business Association (Board Liaison); Esparto Regional Chamber of Commerce; Yolo County Historical Museum (Board Director); Davis Arts Alliance; Central Valley Tourism Association (CVTA); and YoloArts. We also enhanced our relationships with Visit California, California Travel Association, San Francisco Travel Association, California Travel Association, and others.

Through our partnership with the San Francisco Travel Association, the YCVB receives listings on their website, plus listing in their online and print *Visitor Planning Guide*, *Travel Planner's Guide*, and *Meeting Planner's Guide*. We also distribute our press releases through their offices; have *Wines of Yolo County* displayed at their facilities; gain opportunities for media events; and get referrals to visiting travel writers for on-site tours here.

The YCVB also engaged the Sacramento Convention & Visitors Bureau's "Farm to Fork" initiative (Sacramento claiming to be "the farm to fork capital of America"). This involved a number of marketing strategies, culminating with a public fair on Capital Mall—the YCVB led the coordination of 70-feet of active displays and food tastings for a crowd of 50,000. Believing that Yolo County is the farm to Sacramento's fork, the YCVB took a leadership role in organizing the county's participation, with meetings, website and newsletter communications, and a core planning/outreach committee.

We also serve as Tourism Organization representative on the Davis Sports Complex Task Force, a commission created by the Davis City Council to research the feasibility of creating a sports park.

In the spring of 2016, the YCVB participated in a series of County sponsored meetings to discuss opportunities and challenges in **agritourism**. These meetings were prompted as part of a review of current codes and regulations overseen by the Board of Supervisors. In addition, the YCVB sought input from various parties involved in the issue, from long-time Yolo production farmers to newly arrived B&B operators. The YCVB Board ultimately approved the following position statement, which was submitted to the County as part of its official record:

Yolo County Visitors Bureau Statement Regarding Agritourism

The Yolo County Visitors Bureau recognizes the primacy of agriculture in our economy. Agriculture and all that derives from it form the backbone of our identity, and supporting agricultural enterprise is the cornerstone of County policy.

Agricultural activity includes agritourism, as enshrined and encouraged in the General Plan and elsewhere in County codes.

Agritourism supports agriculture in many ways, as we have collectively discussed. It also does present challenges, but with a spirit of accommodation on both sides of the plow, we can overcome these, as we have many times past and certainly will in the future.

Without a doubt, visitors to Yolo County want opportunities to discover our countryside, connect with our land, taste and buy our products, participate in our events, and enjoy all of the activities they can find here—including having direct experience of true agricultural operations in all of their gritty, romantic, bucolic charm. That particular charm is part of what makes us so attractive, and so real. Yolo County agritourism affords a unique, genuine, and enriching experience and should be allowed to continue blossoming.

The Yolo County Visitors Bureau believes that the County has solid, credible policies, codes, and oversight mechanisms to properly and fairly govern developments that fall under this category. These rules include comprehensive review processes that work, and we encourage the County to continue to allow them to work, in order to foster economic growth, informed consent among our neighbors, and right-minded decisions that contribute to the greater good.

YCVB 2016 / 2017 Goals

During the last year, we have had numerous meetings to develop a more inclusive county-wide brand and work toward creating a new, Yolo-specific “farm to fork” event with the working title “This Is Yolo County!” We engaged the consulting firm Half-a-Bubble Out to help in crafting the bedrock values and message themes that we can pursue in the future, including the tagline “Yolo County – Always in Season” to help anchor our work.

In 2016, we created the new position of Events & Marketing Coordinator and hired Mo Stoycoff to fill the position. Among her many duties will be directing the efforts to make our big event happen in the spring of 2017. We envision an annual event featuring the best that Yolo County has to offer

and ultimately lead to the creating of a new visitor center where guests can sample and buy our products as well as where to travel to the places they are made.

Additional General Goals:

- Increase collaborative efforts with particular emphasis on:
 - Local hoteliers, collaborating on promotions, culinary tours, and multi-night stays
 - Area art assets and museums and art-related events – First Friday Art Walk, YoloArts-sponsored events, Second Friday ArtAbout, Transmedia Art Walk, Free Museum Day
 - Gaining exposure to multi-purpose venues (such as Woodland Community Center, Vets Memorial Center, Hotel Woodland, Old Sugar Mill, and others) for event planner market
 - Winery associations: Roots to Wine and Clarksburg Wine Growers Association
 - Sacramento CVB to leverage their national reach via the Farm to Fork Capitol program
 - Work with willing partners in bringing travel journalists to the region for tours that will generate press coverage
- Take an active role in planning events and initiatives:
 - Woodland Restaurant Week
 - Woodland Community Dinner
 - California Honey Festival
 - Stroll Through History working with hotels for “Stroll & Stay” packages
 - US Bicycling Hall of Fame Induction Weekend
 - Yolo County Booth at the California State Fair
 - Yolo County events relating to Farm to Fork
 - Continued development of Gibson House as an event venue
- Maintain the existing website with timely events updates and **tourism-focused** features and travel blog; work with willing partners to enhance content and **design**
- Continue to enhance new Visitors Center and provide service to partner venues
- Increase public relation efforts: leverage new opportunities through Visit **California**
- Increase use of social media: includes continued generation of targeted ad sets for events, restaurants, and family friendly activities
- Develop and maintain best practices for the **organization**



YCVB Board of Directors

Reed Youmans, President
Owner, Hallmark Inn Hotel
Davis CA

Doneice Woody, Vice President
Bull Frog Bees Honey
Winters CA

Randii MacNear, Secretary
Executive Director, Davis Farmers Market
Davis CA

Maria Lara, Treasurer
General Manager, Royal Guest Hotels
Davis CA

Wayne Ginsburg, Past President
Woodland Chamber of Commerce
Woodland CA

Vinod Patel
Owner, Holiday Inn Express
Woodland CA

Christy Hayes
Kitchen 428/Mojo's Lounge & Bar
Woodland CA

Kristy Lyn Levings
ChowDown Farm
Esparto CA

Chris Hart
Sacramento RiverTrain
Davis CA

Megan Curry
Winters Chamber of Commerce
Winters CA

Dan Flynn
Director, Olive Oil Center
Mondavi Institute for Wine and Food Science
UC Davis

Brett Gardenhire
InterSect Performance
West Sacramento CA

Al Eby
Blue Wing Gallery
Woodland CA

Colleen Maley
Clarksburg Wine Growers and Vintners
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YCVB 2016-2017 Forecast and Budget	Forecast	Jul	Aug	Sep	Oct
BALANCES					
YCVB Cash Reserves (est.)	\$ 50,000	\$ 50,000	\$ -	\$ -	\$ -
YCVB Strategic Fund	\$ 20,500	\$ 20,500	\$ -	\$ -	\$ -
	\$ 70,500				
REVENUE					
Woodland BID	\$ 121,000	\$ -	\$ 28,000	\$ -	\$ -
Davis BID	\$ 295,500	\$ -	\$ -	\$ 76,000	\$ -
City of Woodland -- visitwoodland.com	\$ 9,600	\$ 2,400	\$ -	\$ -	\$ 2,400
City of Woodland Clear Channel Ad	\$ 13,140	\$ 3,285	\$ -	\$ -	\$ 3,285
City of Woodland Video Production	\$ 4,000	\$ -	\$ -	\$ -	\$ -
City of Davis	\$ 2,000	\$ -	\$ -	\$ 1,000	\$ -
Yolo County	\$ -	\$ -	\$ -	\$ -	\$ -
City of Winters	\$ 7,000	\$ 7,000	\$ -	\$ -	\$ -
Winters Chamber of Commerce	\$ 1,750	\$ 1,000	\$ -	\$ 750	\$ -
This Is Yolo County Event Sponsorships	\$ 20,000	\$ -	\$ -	\$ -	\$ -
This Is Yolo County Event Exhibitors	\$ 15,000	\$ -	\$ -	\$ -	\$ -
Other	\$ -	\$ -	\$ -	\$ -	\$ -
TOTAL REVENUE	\$ 488,990	\$ 13,685	\$ 28,000	\$ 77,750	\$ 5,685
MARKETING					
Publications & Outreach					
Davis Map & Guide	\$ -	\$ -	\$ -	\$ -	\$ -
Winters Map & Guide	\$ 1,500	\$ -	\$ -	\$ 1,500	\$ -
Woodland Map & Guide	\$ -	\$ -	\$ -	\$ -	\$ -
Yolo County Map & Guide	\$ -	\$ -	\$ -	\$ -	\$ -
Wines of Yolo County	\$ -	\$ -	\$ -	\$ -	\$ -
Craft Beer Guide & Map	\$ -	\$ -	\$ -	\$ -	\$ -
Davis Arts Alliance	\$ -	\$ -	\$ -	\$ -	\$ -
visitwoodland.com	\$ 9,600	\$ 800	\$ 800	\$ 800	\$ 800
Graphic Design and Production	\$ 3,600	\$ -	\$ 200	\$ 200	\$ -
Video Production	\$ 6,000	\$ -	\$ 1,000	\$ -	\$ -
Localist	\$ 6,000	\$ -	\$ -	\$ 6,000	\$ -
Gift Baskets	\$ 600	\$ 50	\$ 50	\$ 50	\$ 50
Hospitality	\$ 3,150	\$ 250	\$ 250	\$ 300	\$ 300
Mileage	\$ 3,100	\$ 250	\$ 250	\$ 250	\$ 250
FAM Tours	\$ 2,000	\$ -	\$ -	\$ -	\$ 1,000
Advertising	\$ 45,500	\$ 2,500	\$ 2,500	\$ 2,500	\$ 2,500
Advertising -- Woodland (Reimbursed)	\$ 13,140	\$ 3,285	\$ -	\$ -	\$ 3,285
Web Site Updates / Maintenance	\$ 1,000	\$ 250	\$ -	\$ -	\$ 250
SF Ferry Building	\$ 2,700	\$ 225	\$ 225	\$ 225	\$ 225
CA Welcom Centers	\$ 732	\$ 61	\$ 61	\$ 61	\$ 61
New Website Development	\$ -	\$ -	\$ -	\$ -	\$ -
Email Marketing Services	\$ 480	\$ 40	\$ 40	\$ 40	\$ 40
visitwoodland.com (reimbursed)	\$ 9,600	\$ 800	\$ 800	\$ 800	\$ 800
Outside Content Development	\$ 4,500	\$ 500	\$ 500	\$ 500	\$ 500
SEO/SEM Programs	\$ 13,332	\$ 3,333	\$ 3,333	\$ 3,333	\$ 3,333
STRS Reports	\$ 1,300	\$ -	\$ -	\$ -	\$ -
Web Site Hosting	\$ 300	\$ 25	\$ 25	\$ 25	\$ 25
Domain Names	\$ 250	\$ -	\$ -	\$ -	\$ -
Other Initiatives	\$ 1,200	\$ 100	\$ 100	\$ 100	\$ 100
Total Marketing Expense	\$ 129,584	\$ 12,469	\$ 10,134	\$ 16,684	\$ 13,519

Membership Organizations

Central Valley Tourism Assoc.	\$	400	\$	400	\$	-	\$	-	\$	-
California Travel Assoc.	\$	600	\$	600	\$	-	\$	-	\$	-
DMA West	\$	700	\$	-	\$	-	\$	-	\$	-
San Francisco Travel Assoc.	\$	850	\$	-	\$	-	\$	-	\$	-
Bay Area Travel Writers	\$	150	\$	-	\$	-	\$	-	\$	-
Int'l Travel, Food & Wine Writers Assoc.	\$	275	\$	-	\$	-	\$	-	\$	275
Esparto Regional Chamber	\$	100	\$	-	\$	-	\$	-	\$	-
Capay Valley Vision	\$	-	\$	-	\$	-	\$	-	\$	-
Davis Chamber	\$	160	\$	-	\$	-	\$	-	\$	20
Davis Downtown	\$	-	\$	-	\$	-	\$	-	\$	-
Woodland Chamber	\$	140	\$	-	\$	-	\$	20	\$	-
Historic Woodland Downtown Business Asso	\$	100	\$	-	\$	-	\$	-	\$	-
Gibson House / Yolo County Historical Museu	\$	60	\$	-	\$	-	\$	-	\$	-
Winters Chamber	\$	110	\$	10	\$	10	\$	10	\$	10
Roots to Wine	\$	-	\$	-	\$	-	\$	-	\$	-
YoloArts	\$	100	\$	-	\$	-	\$	-	\$	-
Undesignated	\$	-	\$	-	\$	-	\$	-	\$	-
Total Membership Organizations	\$	3,745	\$	1,010	\$	10	\$	30	\$	305

Professional Staff

Employee Expense										
Payroll (Staff) Net	\$	145,160	\$	10,990	\$	10,990	\$	10,990	\$	16,480
Payroll Taxes (employer, Federal)	\$	43,548	\$	3,297	\$	3,297	\$	3,297	\$	4,944
Payroll Taxes (employer, State)	\$	7,258	\$	550	\$	550	\$	550	\$	824
Insurance (Work Comp)	\$	1,300	\$	-	\$	1,300	\$	-	\$	-
Parking Permits	\$	285	\$	-	\$	-	\$	-	\$	-
Employee Coverage	\$	-								
Medical Insurance	\$	-	\$	-	\$	-	\$	-	\$	-
Dental Insurance	\$	-	\$	-	\$	-	\$	-	\$	-
Total Employee Expense	\$	197,551	\$	14,837	\$	16,137	\$	14,837	\$	22,248

Administration

Bank Fees	\$	480	\$	40	\$	40	\$	40	\$	40
Bookkeeper	\$	1,800	\$	150	\$	150	\$	150	\$	150
Computer Maintenance	\$	800	\$	-	\$	-	\$	200	\$	-
Computer Equipment	\$	2,000	\$	-	\$	-	\$	500	\$	-
Tax Preparation	\$	1,300	\$	-	\$	-	\$	-	\$	-
Property Tax	\$	230	\$	-	\$	130	\$	-	\$	100
Taxes/Tax Filing Fees	\$	20	\$	-	\$	-	\$	-	\$	-
Insurance (D&O)	\$	1,725	\$	114	\$	114	\$	345	\$	128
Insurance (Liability)	\$	3,309	\$	207	\$	207	\$	825	\$	230
Legal Council	\$	-	\$	-	\$	-	\$	-	\$	-
Printing	\$	500	\$	-	\$	-	\$	-	\$	250
Office Supplies & Furnishing	\$	900	\$	75	\$	75	\$	75	\$	75
Payroll Services	\$	913			\$	83	\$	83	\$	83
Postage & Delivery (postage)	\$	1,000	\$	500	\$	-	\$	-	\$	-
Postage & Delivery (equipment)	\$	400	\$	-	\$	-	\$	200	\$	-
Professional Consultation	\$	-	\$	-	\$	-	\$	-	\$	-
Rent	\$	24,332	\$	2,019	\$	2,019	\$	2,019	\$	2,019
Office Utilities and Upkeep Fee	\$	5,100	\$	425	\$	425	\$	425	\$	425

Office Security System	\$ 650	\$ -	\$ -	\$ -	\$ -
Software Licenses	\$ 360	\$ 30	\$ 30	\$ 30	\$ 30
Telephone, Internet	\$ 4,500	\$ 375	\$ 375	\$ 375	\$ 375
TBID Reorganization	\$ 40,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000
Uncategorized Expenses	\$ 600	\$ 50	\$ 50	\$ 50	\$ 50
Total Administration Expense	\$ 90,919	\$ 8,985	\$ 8,698	\$ 10,317	\$ 8,955

Conferences, Trade Shows, Events

Bay Area Travel & Adventure Show 2017	\$ 1,000	\$ -	\$ -	\$ -	\$ -
BATA 2018 Signup	\$ 3,200	\$ -	\$ -	\$ -	\$ -
Visit California Media Days	\$ 1,200	\$ -	\$ -	\$ -	\$ 1,200
UCD Vendor Showcase	\$ -	\$ -	\$ -	\$ -	\$ -
California Travel Summit	\$ 1,000	\$ -	\$ -	\$ -	\$ -
DMA West Tech Summit	\$ -	\$ -	\$ -	\$ -	\$ -
DMA West CEO Forum	\$ 1,300	\$ 1,300	\$ -	\$ -	\$ -
DMA West Annual Meeting	\$ -	\$ -	\$ -	\$ -	\$ -
Hotel Data Conference	\$ 2,000	\$ -	\$ -	\$ 2,000	\$ -
US Travel Association ESTO	\$ -	\$ -	\$ -	\$ -	\$ -
Sunset Magazine Celebration Weekend	\$ 2,250	\$ -	\$ -	\$ -	\$ -
Sacramento Farm to Fork Festival	\$ -	\$ -	\$ -	\$ -	\$ -
Davis Ceramics Conference	\$ 1,000	\$ -	\$ -	\$ -	\$ -
UC Davis Vendor Showcase	\$ 350	\$ -	\$ -	\$ -	\$ -
Davis Music Festival	\$ 400	\$ -	\$ -	\$ -	\$ -
Davis Jazz & Beat Festival	\$ 1,000	\$ -	\$ -	\$ 1,000	\$ -
Woodland Tomato Festival	\$ 500	\$ -	\$ 500	\$ -	\$ -
Woodland Restaurant Week	\$ 500	\$ 500	\$ -	\$ -	\$ -
Woodland Community Banquet	\$ 500	\$ -	\$ -	\$ 500	\$ -
California Honey Festival (Woodland)	\$ 500	\$ -	\$ -	\$ -	\$ -
SFTA Media Events	\$ -	\$ -	\$ -	\$ -	\$ -
This Is Yolo County! Festival	\$ 50,000	\$ -	\$ -	\$ -	\$ -
Undetermined Events	\$ -	\$ -	\$ -	\$ -	\$ -
Total Conferences (reg, trav, exp)	\$ 66,700	\$ 1,800	\$ 500	\$ 3,500	\$ 1,200

Total Revenue	\$ 488,990	\$ 13,685	\$ 28,000	\$ 77,750	\$ 5,685
Total Expense	\$ 488,499	\$ 39,101	\$ 35,479	\$ 45,368	\$ 46,227

Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -

\$ 35,000	\$ -	\$ -	\$ 28,000	\$ -	\$ -	\$ 30,000	\$ -
\$ -	\$ 77,500	\$ -	\$ -	\$ 67,000	\$ -	\$ -	\$ 75,000
\$ -	\$ -	\$ 2,400	\$ -	\$ -	\$ 2,400	\$ -	\$ -
\$ -	\$ -	\$ 3,285	\$ -	\$ -	\$ 3,285	\$ -	\$ -
\$ -	\$ -	\$ -	\$ -	\$ 4,000	\$ -	\$ -	\$ -
\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,000	\$ -	\$ -
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\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 15,000	\$ -
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\$ 35,000	\$ 77,500	\$ 5,685	\$ 28,000	\$ 71,000	\$ 6,685	\$ 65,000	\$ 75,000

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\$ 100	\$ -	\$ 1,000	\$ 1,000	\$ 1,000	\$ -	\$ 100	\$ -
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\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50
\$ 250	\$ 150	\$ 250	\$ 300	\$ 250	\$ 300	\$ 300	\$ 250
\$ 250	\$ 150	\$ 250	\$ 300	\$ 300	\$ 300	\$ 300	\$ 250
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\$ 2,000	\$ 2,000	\$ 2,000	\$ 5,000	\$ 6,500	\$ 7,500	\$ 8,000	\$ 2,500
\$ -	\$ -	\$ 3,285	\$ -	\$ -	\$ 3,285	\$ -	\$ -
\$ -	\$ -	\$ 250	\$ -	\$ -	\$ 250	\$ -	\$ -
\$ 225	\$ 225	\$ 225	\$ 225	\$ 225	\$ 225	\$ 225	\$ 225
\$ 61	\$ 61	\$ 61	\$ 61	\$ 61	\$ 61	\$ 61	\$ 61
\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
\$ 40	\$ 40	\$ 40	\$ 40	\$ 40	\$ 40	\$ 40	\$ 40
\$ 800	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800
\$ -	\$ -	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ -
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\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,300	\$ -	\$ -
\$ 25	\$ 25	\$ 25	\$ 25	\$ 25	\$ 25	\$ 25	\$ 25
\$ -	\$ -	\$ 125	\$ -	\$ -	\$ 125	\$ -	\$ -
\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100
\$ 4,701	\$ 4,401	\$ 9,761	\$ 9,201	\$ 14,651	\$ 17,661	\$ 11,301	\$ 5,101

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\$ -	\$ -	\$ -	\$ 150	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
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\$ 10	\$ -	\$ 10	\$ 10	\$ 10	\$ 10	\$ 10	\$ 10	\$ 10	\$ 10	\$ 10	\$ 10	\$ 10
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\$ 10	\$ -	\$ 720	\$ 30	\$ 10	\$ 30	\$ 10	\$ 30	\$ 30	\$ 30	\$ 30	\$ 1,560	

\$ 10,990	\$ 10,990	\$ 10,990	\$ 10,990	\$ 11,500	\$ 11,500	\$ 17,250	\$ 11,500
\$ 3,297	\$ 3,297	\$ 3,297	\$ 3,297	\$ 3,450	\$ 3,450	\$ 5,175	\$ 3,450
\$ 550	\$ 550	\$ 550	\$ 550	\$ 575	\$ 575	\$ 863	\$ 575
\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
\$ -	\$ -	\$ 285	\$ -	\$ -	\$ -	\$ -	\$ -
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\$ 14,837	\$ 14,837	\$ 15,122	\$ 14,837	\$ 15,525	\$ 15,525	\$ 23,288	\$ 15,525

\$ 40	\$ 40	\$ 40	\$ 40	\$ 40	\$ 40	\$ 40	\$ 40
\$ 150	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150
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\$ 75	\$ 75	\$ 75	\$ 75	\$ 75	\$ 75	\$ 75	\$ 75
\$ 83	\$ 83	\$ 83	\$ 83	\$ 83	\$ 83	\$ 83	\$ 83
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\$ 2,019	\$ 2,019	\$ 2,019	\$ 2,019	\$ 2,045	\$ 2,045	\$ 2,045	\$ 2,045
\$ 425	\$ 425	\$ 425	\$ 425	\$ 425	\$ 425	\$ 425	\$ 425

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\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30
\$ 375	\$ 375	\$ 375	\$ 375	\$ 375	\$ 375	\$ 375	\$ 375	\$ 375
\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ -	\$ -	\$ -	\$ -	\$ -
\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50
\$ 8,605	\$ 9,305	\$ 11,075	\$ 8,605	\$ 4,781	\$ 3,631	\$ 3,631	\$ 4,331	

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\$ -	\$ -	\$ -	\$ 4,550	\$ -	\$ 3,000	\$ 51,750	\$ 400	

\$ 35,000	\$ 77,500	\$ 5,685	\$ 28,000	\$ 71,000	\$ 6,685	\$ 65,000	\$ 75,000	
\$ 28,153	\$ 28,543	\$ 36,678	\$ 37,223	\$ 34,967	\$ 39,847	\$ 90,000	\$ 26,917	

RESOLUTION NO. _____

**A RESOLUTION OF INTENTION OF THE CITY COUNCIL OF THE
CITY OF WOODLAND TO LEVY AN ASSESSMENT FOR IMPROVEMENTS
AND ACTIVITIES FOR FISCAL YEAR 2016-2017 WITHIN THE WOODLAND
VISITOR ATTRACTION DISTRICT**

WHEREAS, the City of Woodland (“City”) has the authority to levy assessments through a parking and business improvement area pursuant to the Parking and Business Improvement Area Law of 1989, California Streets & Highways Code section 36500 et seq.;

WHEREAS, on September 7, 2004, the City Council adopted Ordinance No. 1404 establishing a Woodland Visitor Attraction District (“District”) and levying assessments;

WHEREAS, on September 2, 2014, the City Council adopted Ordinance No. 1568, amending Section 23-92 of the Woodland Municipal Code relating to the computation of the visitor-oriented programs;

WHEREAS, the District’s area consists of the City in its entirety and is coextensive in its boundaries with the City;

WHEREAS, the mission of the District is to enrich the lives of the citizens by improving the economic resilience of existing Woodland businesses through promotion of cultural, athletic and educational events and programs that build upon the strengths of the region and the quality of community life;

WHEREAS, in order to levy an assessment for fiscal year 2016-2017, the City Council is required to approve an assessment report, adopt a resolution of intention, hold a public hearing and adopt a resolution confirming the report and adopting the assessment; and

WHEREAS, the City Council has approved the Visitor Attraction District Assessment Report for Fiscal Year 2016-2017, which is incorporated herein by reference.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF WOODLAND DOES HEREBY RESOLVE that it intends to levy and collect assessments within the Woodland Visitor Attraction District for fiscal year 2016-2017.

BE IT FURTHER RESOLVED that the assessment to be levied for the District shall be used to fund: the general promotion of business activities and visitor-oriented programs within the District, including the development of program materials, visitor guides and the creation of linkages with event sponsors to support additional conferences and events; the promotion of and participation in conferences, activities and public events which are to take place on or in public places within the District; the furnishing of music in any public place within the District; and, the decoration of any public place within the District. The Visitor Attraction District Assessment Report for Fiscal Year 2016-2017 on

file with the City Clerk is hereby referenced for a full and detailed description of the improvements and activities to be provided for fiscal year 2016-2017, the boundaries of the District and the assessments to be levied upon the businesses within the District for fiscal year 2016-2017.

BE IT FURTHER RESOLVED that the City Council will hold a public hearing at 6:00 p.m. on June 7, 2016 in the City Council Chambers, 300 First Street, Woodland, California, on the levying of the assessment for fiscal year 2016-2017. At the public hearing, written and oral protests may be made. The form and manner of protests shall comply with California Streets & Highways Code sections 36524 and 36525. If written protests are received from and not withdrawn by the owners of businesses in the District which will pay fifty percent (50%) or more of the assessments to be levied, no further proceedings to levy the assessment, as set forth in this Resolution of Intention, shall be taken for a period of one year from the date of the finding of a majority protest by the City Council.

PASSED AND ADOPTED this ____ day of May, 2016 by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

Tom Stallard, Mayor

ATTEST:

Ana Gonzalez, City Clerk

APPROVED AS TO FORM:

Kara K. Ueda, City Attorney

Legislation Text

10.

File #: 16-506, Version: 1

TO: THE HONORABLE MAYOR AND CITY COUNCIL**DATE:** May 17, 2016**SUBJECT:** Approval of Management Agent Selection for the Leisureville Community Association

Recommendation for Action: Staff recommends that the City Council approve the selection of Berkley Management as the new management agent for the Leisureville Community Association (LCA).

Staff Contact

Dan Sokolow, Senior Planner, Senior Planner - (530) 661-5927, dan.sokolow@cityofwoodland.org

Fiscal Impact

None.

Background

The City in 1995 provided a \$1,227,381 HOME/CDBG housing loan to assist LCA, a non-profit owner cooperative, with the purchase of the Leisureville development and provided funding for LCA's loan share program which benefits low-income households purchasing spaces at Leisureville.

Discussion

The Regulatory Agreement recorded for the Leisureville project includes the following provision.

The Cooperative shall contract with a management agent approved by the City in its reasonable discretion. The management agent shall follow the management plan approved by the City.

Association Management Concepts (AMC) served as the management agent for LCA until last month when LCA's Board of Directors and AMC mutually agreed to end the contractual relationship that began in May 2015. The LCA Board initiated a process to select a new management agent last month. The Board contacted five firms and interviewed two. Subsequently, the Board voted to select Berkley Management and approved the attached agreement for management services. Section 15 (Fidelity Bond) of the agreement may be amended in approximately a month to further clarify LCA's costs for Berkley Management's fidelity bond.

LCA's management agent has a number of responsibilities including but not limited to preparing the annual budget; overseeing maintenance contractors; tracking expenditures and revenues; issuing payments to vendors; enforcing LCA bylaws, policies, and occupancy requirements under the direction of the LCA Board of Directors; and completing compliance reporting to the City and other entities.

Berkley Management has served as a property management agent in the Sacramento region for more than 35 years and is based in Woodland. The firm's current management portfolio consists of ten properties with a cumulative total of more than 1,000 housing units. The portfolio includes two mobile home parks.

Public Contact

Posting of the City Council agenda.

Conclusion

Staff recommends that the City Council approve the selection of Berkley Management as the new management agent for the Leisureville Community Association (LCA).

Prepared by: Dan Sokolow
Senior Planner

Reviewed by: Christine Engel
CSD Director



Paul Navazio
City Manager

Attachments:

1. Management Services Agreement between LCA and Berkley Management
2. Corporate Resume for Berkley Management

**Leisureville Community Association, Inc.
Berkley Management
Management Agreement**

This Agreement is made this 9th day of May 2016, between **Leisureville Community Association, Inc.**, (hereinafter referred to as the “Owner”), and **Jon Berkley Management, Inc. (DBA Berkley Management)**, (hereinafter referred to as the “Agent”)

1. **Appointment and Acceptance** - The Owner appoints the Agent as exclusive agent for the management of the property described in Section 2 of this Agreement, and the Agent accepts the appointment, subject to the terms and conditions set forth in this Agreement.
2. **Description of Park.** The property to be managed by the agent under this Agreement includes the land, buildings, and other improvements which make up the property:

**Leisureville Community Association, Inc.
1313 E Gibson Rd
Woodland, CA 95776
Number of Spaces: 150**

3. **Definitions.** As used in this Agreement.
 - a. “Mortgagee” means any holder of the Mortgage(s).
 - b. “Principal Parties” means the Owner and the Agent.
4. **Basic Information.** If possible, the Owner will furnish the Agent with a complete set of plans and specifications and copies of all guaranties and warranties pertinent to construction, fixtures and equipment. With the aid of this information combined with inspection conducted by competent personnel, the agent will thoroughly familiarize itself with the character, location, construction layout, plan and operation of the property, and especially the electrical, heating, plumbing, air-conditioning and ventilating systems, and all other mechanical equipment.

5. **Assessments.** The Agent will collect the monthly assessments from the members. Incident thereto, the following provisions will apply:
- a. The Agent will process applications for memberships. If an application is rejected, the Agent will tell the applicant the reason for rejection, and the rejected application, with reason for rejection noted thereon, will be kept on file for three (3) years.
 - b. The Agent will prepare all Occupancy Agreements, and will execute the same in its name, identified thereon as Agent for the Owner.
 - c. The Owner will furnish the Agent with the assessment schedules as appropriate for the spaces and other charges for facilities and services.
 - d. The Agent will collect, deposit, and disburse membership fees if required, in accordance with the terms of each Subscription Agreement.
6. **Collection of Carrying Charges and Other Receipts.** The Agent will - collect when due all member assessments, charges and other amounts receivable on the Owner's account in connection with the management and operation of the Property. Such receipts will be deposited in a bank account, separate from all other accounts and funds. The bank is to insure all deposits by an agency of the United States Government (i.e. FDIC). The account will be carried in the Agent's name as "Leisureville Community Association, Inc. - Berkley Management - Client Trust Account"
7. **Member Selection** - The Agent and the Owner agree to cooperate in the implementation of the Resident Selection Plan. In carrying out the plan the Agent shall:
- a. Maintain an Owner-approved policy and procedure for the selection and rejection of applicants,
 - b. Give each member selected at the time of acceptance, a written copy of their Occupancy Agreement, Rules & Regulations and Bylaws.
8. **Enforcement of Governing Documents** - The Agent will ensure full compliance with all regulatory agreements, loan agreements or any other governing document that is recorded with the County of Yolo. The Agent will also ensure that each member and resident will comply with the terms of the Occupancy Agreement, Rules & Regulations and Bylaws.

9. **Maintenance and Repair** - The Agent will cause the Property to be maintained and repaired in accordance with the local codes and ordinances, in a condition at all times acceptable to the Owner, including but not limited to cleaning, painting, decorating, plumbing, carpentry, grounds care, and such other maintenance and repair work as may be necessary, subject to any limitations imposed by the Owner in addition to those contained herein. Incident thereto, the following provisions will apply:
- a. Special attention will be given to preventive maintenance (records to be kept on site).
 - b. Subject to the Owner's prior approval, the Agent will contract with qualified independent contractors for the maintenance and repair of major mechanical systems, and for extraordinary repairs beyond the capability of regular maintenance employees.
 - c. The Agent will systematically and promptly receive and investigate all common area service requests from members within 48 hours, take such action thereon as may be justified, and will keep records of same. Emergency requests will be received and serviced on a 24-hour basis. Complaints of a serious nature will be reported to the Owner after investigation.
 - d. The Agent is authorized to purchase all materials, equipment, tools, appliances, supplies and services necessary for proper maintenance and repair.
 - e. Notwithstanding any of the foregoing provisions, the prior approval of the Owner will be required for any expenditure exceeding Two Thousand Five Hundred Dollars (\$2,500.00) or which is not within the limits of the operating budget, except for emergency repairs involving manifest danger to persons or property or required to avoid suspension of any necessary service to the property. In the latter event, the Agent will inform the Owner of the facts as promptly as possible.
10. **Utilities and Services.** In accordance with the operating budget, the Agent will make arrangements for water, electricity, gas, sewage and trash disposal, vermin extermination and telephone service associated with the common areas. Subject to the Owner's prior approval, the Agent will make such contracts as may be necessary to secure such utilities and services.

11. **Employees.** All on-site personnel will be employees of the Agent and will be hired, paid, supervised, and discharged through the Agent, subject to the following conditions:
- a. The Administrator will have duties usually associated with this position. He/she will be directly responsible to the Agent, The Administrator will coordinate his/her activities in the interest of good overall management.
 - b. The compensation (including fringe benefits) of the Administrator and the other full-time employees will be as prescribed, i.e. health, vacation and sick leave, provided that minimum-wage standards are met.
 - c. The Owner will reimburse the Agent for compensation, (including fringe benefits) payable to the on-site management and other employees and for all local, State, and Federal taxes and assessments (including, but not limited to, Social Security taxes, unemployment insurance, and worker's compensation insurance) incident to the employment of such personnel. Such reimbursement will be paid out of the Operating Account and will be treated as property expenses.
 - d. Compensation (including fringe benefits) payable to the on-site staff, such as Administrator and Maintenance, plus all local, state, and federal taxes and assessments incident to the employment of such personnel will be borne solely by the Property, and will not be paid out of the Agent's fee. The value of any assessment furnished free to any on-site staff will be treated as a cost to the property.
12. **Disbursement from Operating Account:** From the funds collected and deposited by the Agent in the Operating Account pursuant to Section 6 above, the Agent will make the following disbursements promptly when payable:
- a. Reimbursement to the Agent for compensation payable to the employees specified in Subsection 11c above, and for the taxes and assessments payable to local, state, and federal governments in connection with the employment of such personnel.
 - b. The single aggregate payment required to be made monthly to the Mortgagee, including the amounts due under the mortgage for principal amortization and interest.
 - c. All sums otherwise due and payable by the Owner as expenses of the property authorized by the Owner to be incurred by the Agent under the pursuant to Section 22 below, for its services hereunder.

- d. In no event will the Agent be required to use its own funds to pay such disbursements. Agent will advise Owner immediately of any deficiency.

13. **Budgets.** Annual operating budgets for the Property will be approved by the Owner. Annual disbursements for each type of operating expenses itemized in the budget will not exceed the amount authorized by the approved budget. In addition to preparation and submission of a recommended operating budget for the initial fiscal year the Agent will prepare a recommended operating budget for each subsequent fiscal year beginning during the term of the Agreement, and will submit same to the Owner at least ninety (90) days prior to the beginning of the fiscal year. The Owner will promptly inform the Agent of changes, if any, incorporated into the approved budget, and the Agent will keep the Owner informed of any anticipated deviation from the receipts and disbursements stated in the approved budget.

14. **Records and Reports.** In addition to the requirements specified in other provisions of this Agreement, the Agent will have the following responsibilities with respect to records and reports:

- a. The Agent will keep at the site office records for each member/resident.
- b. The Agent will establish and maintain a comprehensive system of records, books, and accounts in a manner conforming to the directives of the Owner. All records, books, and accounts will be subject to examination at reasonable hours by any authorized representative of the Owner.
- c. If Owner wishes an annual certified audit or review, Agent will provide auditor with all books and records. Auditor fees will be paid from the property's Operating Account.
- d. The Agent will furnish such information (including occupancy reports) as may be requested by the Owner from time to time with respect to the financial, physical, or operational condition of the property.
- e. By the Friday before the Board Meeting, the Agent will furnish the following:
 - i. A monthly report comparing actual and budgeted figures for receipts and disbursements for the preceding month.
 - ii. A statement of receipts and disbursements during the previous month, and with a schedule of accounts receivable and payable, and

reconciled bank statements for the Operating Account and other accounts as of the end of the previous month.

- iii. An itemized list of all delinquent accounts, including assessment accounts, as of the tenth (10th) day of the same month.

15. **Fidelity Bond.** The Agent will furnish, at its own expense, a fidelity bond which is at least equal to the gross potential income for two months and is conditioned to protect the Owner against misappropriation of property funds by the Agent and its off-site employees. The Owner shall reimburse the Agent for the prorated share of the cost of such coverage to cover the on site personnel expressed in Section 11. The other terms and conditions of the bond and the surety thereon will be subject to the approval of the Owner.

16. **Bids, Discounts, Rebates, etc.** The Property Owner and Agent will obtain contract materials, supplies and services at the lowest possible cost and on the terms most advantageous to the property and secure and credit to the property all discounts, rebates or commissions obtainable with respect to purchases, service contracts and other transactions on behalf of the property.

The Agent shall solicit written cost estimates (bids) from at least three contractors or suppliers for any work item which the Owner estimates will cost \$2,500 or more and for any contractor ongoing supply or service arrangement which is estimated to exceed \$2,500 per year. The Agent agrees to accept the bid which represent the lowest responsible price taking into account the bidder's reputation for quality of workmanship or materials and timely performance, and the time frame within which the services or goods are needed. For any contract or ongoing supply or service arrangement obtainable from more than one source and estimated to cost less than \$2,500, the Agent shall solicit services, supplies and purchases at the lowest possible estimate obtained. Copies of all required bids and documentation of all other written or verbal cost comparisons made by the Agent shall be made part of the property's records and shall be retained for three years from the date the work was completed. This documentation shall be subject to inspection by the Owner or his/her designee and the Agent agrees to submit such documentation upon request.

17. **On-Site Management Facilities.** Subject to the further agreement of the Owner and Agent as to more specific terms, the Agent will maintain a management office in the property and at least one on-site employee will reside in the property and the Owner will make no assessment charge with respect to same.
18. **Insurance.** The Owner will inform the Agent of insurance to be carried with respect to the property and its operations, and the Agent will cause such insurance to be placed and kept in effect at all times. The Agent will pay premiums out of the Operating Account, and premiums will be treated as property expenses. All insurance will be placed with such companies, on such conditions, in such amounts, and with such beneficial interest appearing thereon as shall be acceptable to the Owner, provided that the same will include public liability coverage, with the Agent designated as one of the insured, in amounts acceptable to the Agent and the Owner. The agent will investigate and furnish the Owner with full reports as to all accidents, claims, and potential claims for damage relating to the property, and will cooperate with the Owner's insurers in connection therewith.
19. **Compliance with Governmental Orders.** With the prior approval of the Owner, the Agent will take such action as may be necessary to comply promptly with any and all governmental orders or other requirements affecting the property, whether imposed by federal, state, county, or municipal authorities with respect to repairs. This may include current issues concerning noise and traffic.

Nevertheless, the Agent will take no such action so long as the Owner is contesting, or has affirmed its intention to contest, any such order or requirement. The Agent shall notify the Owner in writing of all notices of such orders or other requirements within seventy-two (72) hours of receipt.

The Agent shall maintain the Park in first-class condition at all times as required to comply with any governmental or insurance requirements.

20. **Nondiscrimination.** In the performance of its obligations under this Agreement, the Agent will comply with the provisions of any federal, state or

local law prohibiting discrimination in housing on the basis of race, color, sex, creed, sexual orientation, or national origin, including but not limited to Title VI of the Civil Rights Act of 1964 (Public Law 88-352, 78 Stat. 241), all requirements imposed by or pursuant to the Regulations of the Secretary (24 CFR, Subtitle A, Part 1) issued pursuant to that Title; regulations issued pursuant to Executive Order 11063, and Title VIII of the 1968 Civil Rights Act.

21. **Agent's Compensation.** The Agent will be compensated for its services under this Agreement by monthly fees to be paid out of the Operating Account and treated as property expenses. These general services include refinancing, should it occur. Such fees will be payable by the tenth (10th) day of each month. Each monthly fee will be \$1,950.00 per month. Special projects such as CDBG grant writing or City applications concerning noise and traffic will be negotiated between the Owner and Agent, if warranted.
22. **Term of Agreement.** This Agreement shall be in effect for a period of one (1) year beginning June 1, 2016 and May 31, 2017.
 - a. The Owner and Agent may mutually terminate this Agreement upon 30 days' written notice.
 - b. The Owner may terminate this Agreement for material breach upon 30 days' written notice to the other party, but must provide Agent reasonable opportunity (of at least 45 days to remedy the issues(s)).
 - c. The Agent may terminate this Agreement for material breach upon 30 days' written notice to the other party, but must provide Owner reasonable opportunity (of at least 45 days to remedy the issues(s)).
 - d. In the event that a petition in bankruptcy is filed by or against either of the Principal Parties, or in the event that either an assignment for the benefit of creditors or takes advantage of any insolvency act, the other party may terminate this Agreement without notice to the other, provided prompt written notice of such termination is given.
 - e. Upon termination, after the Principal Parties have accounted to each other with respect to all matters outstanding as of the date of termination, the Owner will furnish the Agent security, in form and principal amount satisfactory to the Agent, against any obligations or liabilities the Agent may properly have incurred on behalf of the Owner hereunder.

23. **Attorney's Fees.** In the event that either party incurs legal costs in the enforcement of the Agreement, the non-prevailing party in such controversy shall pay the legal costs (including but not limited to reasonable attorney's fees) of the prevailing party.

24. **Interpretative Provisions**

- a. At all times, this Agreement will be subject and subordinate to all rights of the Mortgage Lender Agreement(s), and will inure to the benefit of and constitute a binding obligation upon the Principal Parties, and their respective successors and assigns.
- b. This Agreement constitutes the entire agreement between the Owner and the Agent with respect to the management and operating of the property, and no change will be valid unless made by supplemental written agreement, executed and approved by the Principal Parties.
- c. This Agreement has been executed in several counterparts, each of which shall constitute a complete original Agreement, which may be introduced in evidence or used for any other purpose without production of any of the counterparts.

25. **Indemnification.**

- a. Agent shall indemnify and defend Owner against and hold Owner harmless from any and all losses, costs, damages, liabilities and expenses, including, without limitation, reasonable attorneys' fees, arising directly or indirectly out of (i) any default by Agent under the provisions of this Agreement, (ii) any gross negligence or willful misconduct of Agent, or any of its officers, partners, directors, agents, or employees, in connection with this Agreement or Agent's services or work hereunder, whether within or beyond the scope of its duties or authority hereunder, (iii) any claims for personal injuries to employees incurred during the course of their employment if such claims are covered by workers' compensation insurance required herein, or (iv) all employment relations between Agent and its employees.
- b. Owner shall indemnify and defend Agent against and hold Agent harmless from any and all losses, costs, damages, liabilities and expenses, including, without limitation, reasonable attorneys' fees, arising directly or indirectly out of any matter related to the property, the conduct of the business of Owner, or any action taken by Agent within the scope of its duties or

authority under this Agreement, excluding only such of the foregoing as result from (i) any default by Agreement, (ii) any gross negligence or any willful misconduct of Agent, its officers, partners, directors, agents, or employees, in connection with this Agreement or Agent's services or work hereunder, whether within or beyond the scope of its duties or authority hereunder, (iii) any claims for personal injuries to employees incurred during the course of their employ if such claims are covered by worker's compensation insurance required herein, or (iv) all employment relations between Agent and its employees. The provisions of this section shall survive the termination of this Agreement.

26. **Transfer of Records and Accounts.** Upon termination of this Contract for any reason, the following procedures shall apply:
- a. The Accounting records of the property, even if maintained and housed at the office of the Agent, shall be deemed to be the official records and property of this property. All such records shall be turned over to the Owner immediately upon termination of the Contract or whenever a change in management agent occurs. The records include, but are not limited to, the General Ledger, all original books of entry, invoices, canceled checks, payroll records and contracts.
 - b. All cash, bank accounts and trust accounts must be accounted for in writing and turned over to the Owner or any agent authorized by the Owner within five (5) working days after the termination of this Contract.
 - c. The Owner is required by the Agent to have all accounts verified for their accuracy by a Certified Public Accountant within sixty (60) days after receipt of the records and the Agent agrees to cooperate with the Owner and its agents to satisfy this requirement.

The remainder of this page is intentionally left blank

27. **Signature** - In witness whereof, the Principal Parties (by their duly authorized officers), have executed this Agreement on the day and date first above written.

Darlene Gray
Owner:

5/9/2016
Date

Leisureville Community Association, Inc.

Signed by: Darlene Gray

President of the Board of Directors

[Signature]
Agent:

5/9/2016
Date

Berkley Management

Signed By: Josh Berkley

President of Berkley Management

BERKLEY MANAGEMENT

524 Main Street; Suite 205
Woodland, California 95695
v. 530-753-5910 f. 530-753-8976
<http://www.berkleymanagement.com>

Berkley Management **Corporate Resume** **For Dan Sokolow - City of Woodland**

The Company

Jon Berkley Management, Inc. (DBA Berkley Management) was incorporated by Jon Berkley, in May 1979. The company's main office is located at 524 Main Street in Woodland, California.

The company is a leading property management agent in the Sacramento area. The company's core business is the management of multi-dwelling housing communities within a 3 hour drive of it's main office. Currently, the company manages over 1000 housing units in 10 properties. The properties that the company manages are in the following cities; Sacramento, Galt, Davis, San Francisco, San Pablo, Santa Rosa, Redding & Ukiah.

The company specializes in managing housing communities that have affordable housing financing component. An example of the programs that the company works with include CDBG, Section 8, Low Income Housing Tax Credit (LIHTC), Multifamily Housing Program (MHP) and Tax-Exempt Bonds.

In working with several government-regulated programs, the company has good working relationships with the people in charge of monitoring the programs from within governmental agencies. Among the agencies that the company has had excellent experience with include HCD, Yolo County Housing Authority, Sacramento Housing and Redevelopment Agency and the Tax Credit Allocation Committee, just to name a few.

The company is an approved HCD management company. The company has experience working with HCD programs and the Mobilehome Residency Law. The company currently manages two mobile home parks.

The company has experience working with non-profit, Board-governed property ownerships. The company currently manages 5 properties that are Board-governed.

The company has had the honor of managing several senior properties over the years. Currently, the company manages two senior communities one of them being a mobile home park and the other one being a 100% Section 8-subsidized property.

Staff

The company's key people are the husband and wife team of Josh and Debbie Berkley. Josh and Debbie work together in the company's main office.

Debbie has worked for the company for 15 years. Debbie spends most of her time in the main office. She is primarily responsible for generating the monthly reports for the company's clients. She also pays the bills from the main office. Debbie also generates the company's payroll. Debbie has also developed specialty skills in affordable housing compliance.

Josh has worked for the company for 24 years. Josh has been in charge of the daily operations of the company since 2002. Josh also took over ownership of the company from his dad when he retired in 2004.

Josh is the primary supervisor for the company's employees that work at the properties that the company manages. Josh does all of the hiring and firing. It is also Josh's job to make sure that all of the labor laws are observed and followed.

Josh also interfaces with the governmental representatives. He makes sure that the agencies are satisfied with the reports that they need and answers any questions that they may have.

Josh also interfaces with the residents of the properties that the company manages. In many of the properties, there is a resident manager that is primarily responsible to interface with the residents. However, there are many times that Josh interfaces with residents as well. One main role that Josh fills in this regard is to hear resident grievances. Even with grievances aside, Josh has forged many very endearing resident/manager relationships over the years.

One of the primary objectives of the company is to maintain housing environments that the property management would feel comfortable residing in itself!

For more information, please contact Josh Berkley at the number listed above or via email at josh@berkleymanagement.com. Thank you.

References

Jon Albertsen - President of the Board of Directors for Sunset View MHP, client (707) 489-1274

Mollie Lynch - President of the Board of Directors for Kay Mar Way MHP, client (707) 527-5829

John Hartwick - Pacific American Properties, Client (816) 805-0000

Robert Miller - President of the Board of Directors for Heritage Plaza I & II, client (530) 347-0544

Kayne Doumani - Chinatown Community Development Center, Client (415) 984-1455

More references available upon request

Legislation Text

11.

File #: 16-507, Version: 1

TO: THE HONORABLE MAYOR AND CITY COUNCIL**DATE: May 17, 2016****SUBJECT: Intent to Levy Assessment: Gibson Ranch Lighting & Landscaping; North Park Lighting & Landscaping; West Wood Lighting & Landscaping; and Streng Pond Maintenance Districts**

Recommendation for Action: Staff recommends that the City Council approve eight Resolutions No. _____ through No. _____ to Initiate Proceedings for the Annual Levy and Collection of Assessments; Preliminarily Approve the Engineer's Annual Levy Report and Declare its Intention to Levy and Collect Annual Assessments for the Gibson Ranch, West Wood, North Park Lighting and Landscaping Districts, and Streng Pond Maintenance District; and Call for a public hearing on June 21, 2016.

Staff Person

Adam Devlin, Senior Accountant, 530-661-5835, adam.devlin@cityofwoodland.org

Fiscal Impact

If approved, the Lighting & Landscaping (L&L) Districts would have the following annual assessments and generate the following amounts of revenue:

<u>District</u>	<u>FY15/16 Assessment</u>	<u>FY16/17 Assessment</u>	<u>Difference</u>	<u>Total Revenues FY16/17</u>
Streng Pond	\$79.10	\$79.10	\$0.00	\$14,436
North Park	\$215.40	\$215.40	\$0.00	\$26,710
Gibson Ranch	\$319.22	\$318.64	(\$0.58)	\$684,726
West Wood	\$582.46	\$599.92	\$17.46	\$22,797

With the exception of the Streng Pond L&L the revenues generated with these assessments cover the total budgeted expenditures for FY2016/17. Streng Pond L&L assessment does not generate enough revenue to meet the minimum operational expenditures required to maintain the District. To ensure the ongoing operation and maintenance of the Streng Pond L&L, the City will advance \$19,627 from the General Fund to cover the shortfall.

Background

The City of Woodland has Lighting and Landscaping Districts ("L&L" or "Districts") within various areas of the City that were formed to provide a funding source for maintenance of certain improvements located within or adjacent to the Districts. State regulations require City Council action on an annual basis to allow

assessment of the annual levy for each District.

The Landscaping and Lighting Act of 1972 (“the Act”) authorizes cities to impose assessments on benefitted properties to finance construction of street landscaping, street lighting, traffic signals, parks, street trees, sidewalk repair, recreational improvements; as well as maintenance and servicing of any of these improvements. In accordance with Act, the City formed the Streng Pond, North Park, Gibson Ranch and West Wood L&L Districts. A brief description of each District is as follows:

Streng Pond L&L: Located in the southwest portion of the City, generally north of Gibson Road, west of Cottonwood Street and east of County Road 98. The District was formed in 1985 and reached the maximum allowable assessment of \$79.10 per single family home in 1995; there are no provisions for future CPI increases. The City attempted a property owner ballot proceeding in 1998 to increase the assessment to cover rising costs within the District, however the effort was unsuccessful. Because the rates do not increase to cover the rising costs of maintenance, a general fund contribution of \$19,627 is budgeted to cover the operating shortfall, and a lower level of service is provided to this District.

North Park L&L: Located in the northeast portion of the City, generally north of Kentucky Avenue, west of North West Street and east of County Road 98. The District was formed in 1993 and reached the maximum allowable assessment of \$215.40 per single family home in 1997; there are no provisions for future CPI adjustments and any rate increases would require a property owner ballot proceeding. Because the rates do not increase to cover increasing costs of maintenance, a lower level of service is provided to this District.

Gibson Ranch L&L: Located in the southeast portion of the City, generally south of I5, west of County Road 102 and east of County Road 101. The District was formed in 1995 and reached the maximum allowable assessment in 2005. After review by the City Attorney and the District Administrator, it was determined that the language in the L&L District formation documents permits annual increases by a CPI factor. This escalation was included in the FY11 proposed assessment and will continue to be applied each year, as applicable.

West Wood L&L: Located in the northeast portion of the City, generally to the north of Kentucky Avenue, south of Quail Drive, east of Dove Drive and west of Mallard Drive. The District was formed in 2004. The City is proposing that the district be assessed at the maximum allowable rate. The City will use the maximum assessed allowable rate to meet the budgeted maintenance and service costs for the district.

Due to the City’s restricted ability to increase Districts’ assessment rates in a manner that is consistent with rising costs, it has become increasingly difficult to maintain the public improvements to the best extent possible with a limited fund source.

Discussion

Each year, the City prepares an Annual Report for each District, along with the District estimates for an operating budget, to calculate the assessment annually levied for each parcel. This budget determines what maintenance operations are performed for the fiscal year and directs the County Assessor what to levy each parcel. The District Engineer’s Reports are attached for Council’s review.

State regulations require a two part process to complete the annual levy. The first part of the process requires

Council to take action to initiate proceedings for the levy, preliminarily approve the Engineer's Reports and call for a public hearing. A public hearing is required to complete the levy process. This public hearing is scheduled for June 21, 2016. Following the public hearing, Council may direct changes to the Engineer's Reports or to the levy, but may not increase the levy beyond the maximum approved amount.

Recommendation for Action

Staff recommends that the City Council approve eight Resolutions No. _____ through No. _____ to Initiate Proceedings for the Annual Levy and Collection of Assessments; Preliminarily Approve the Engineer's Annual Levy Report and Declare its Intention to Levy and Collect Annual Assessments for the Gibson Ranch, West Wood, North Park Lighting and Landscaping Districts, and Streng Pond Maintenance District; and Call for a public hearing on June 21, 2016.

Prepared by: Adam Devlin
Senior Accountant

Reviewed by: Kim McKinney
Finance Officer



Paul Navazio, City Manager

Attachments:

Resolution of Intent: Gibson Ranch L&L District
Gibson Ranch L&L District Preliminary FY 2016/17 Engineer's Report
Resolution of Intent: North Park L&L District
North Park L&L District Preliminary FY 2016/17 Engineer's Report
Resolution of Intent: West Wood L&L District
West Wood L&L District Preliminary FY 2016/17 Engineer's Report
Resolution of Intent: Streng Pond Maintenance District
Streng Pond Maintenance District Preliminary FY 2016/17 Engineer's Report

Legislation Text

12.

File #: 16-500, **Version:** 1

TO: THE HONORABLE MAYOR AND CITY COUNCIL**DATE:** May 17, 2016

SUBJECT: Digital Freeway Sign at 2140 Freeway Drive - Conditional Use Permit, Site Plan and Design Review, and Operating Agreement. The project includes a request by applicant, P.C. Dixon I, LLC and Pacific Horizon Group, LLC, for approval of a Conditional Use Permit, Site Plan and Design Review application, and approval of an Operating Agreement between the applicant and the City of Woodland to allow for a 65-foot tall digital freeway sign at the southeast corner of 2140 Freeway Drive adjacent to (north of) Interstate 5, within the Commercial Highway, Entryway Overlay Zone (C-H/ EOZ).

Recommendation for Action: Staff recommends that the City Council:

- 1) Conduct the public hearing; and
- 2) Direct staff to prepare the final approval documents (Resolutions and Operating Agreement) based on the preferred digital sign proposal; and
- 3) Continue the item to June 7, 2016, the next regularly scheduled meeting of the City Council, to take final action on the project.

Staff Contact

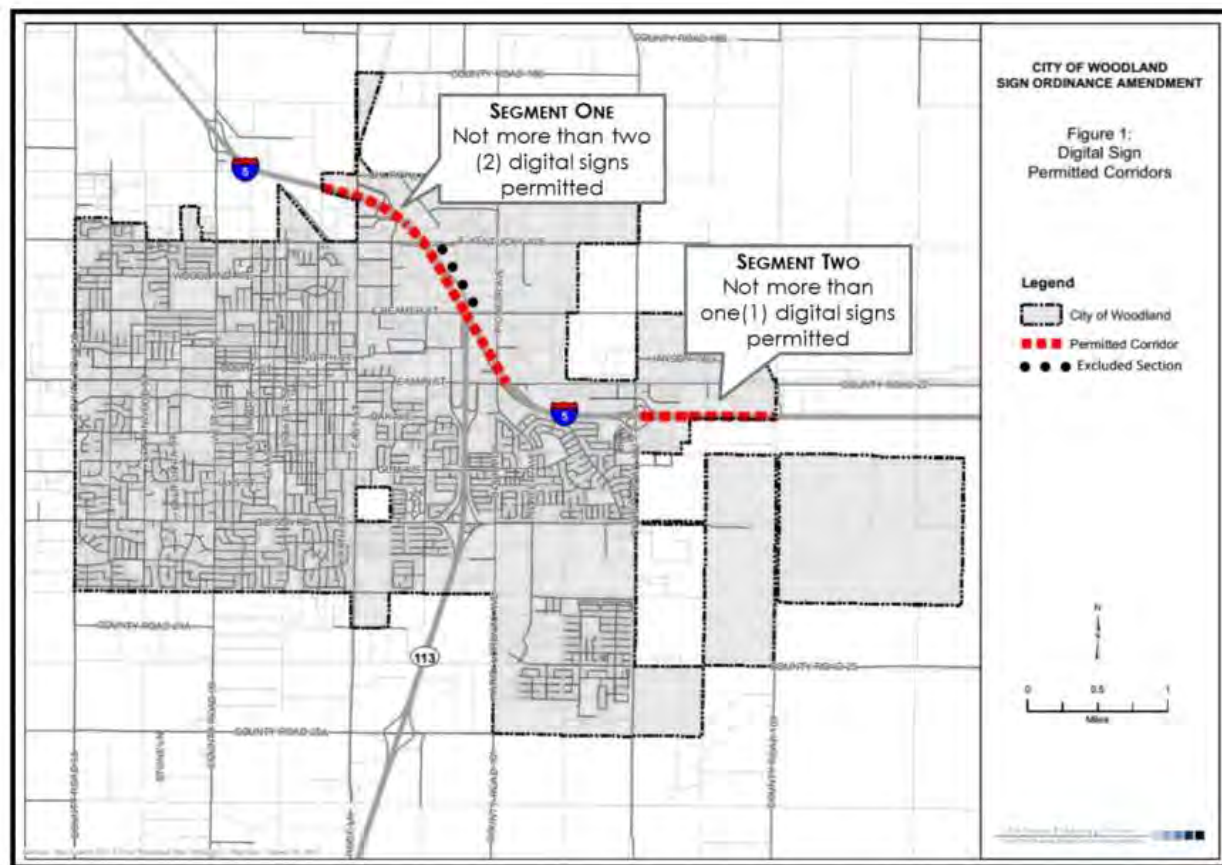
Erika Bumgardner, Senior Planner - (530) 661-5886, Erika.Bumgardner@cityofwoodland.org

Fiscal Impact

No fiscal impact. The applicant has paid for processing costs associated with this application.

Report in Brief

The City Council is being asked to consider two separate digital freeway sign applications with proposed sign locations along the north side of the I-5 freeway, within approximately 500 feet of each other. The Digital Freeway Sign Ordinance adopted in December 2015, permits digital freeway signs along two specific segments of the I-5 corridor as shown in the map below.



Both sign proposals are located within permitted “Segment Two;” however not more than one digital freeway sign may be located along this stretch of the Interstate, between County Road 102 to the west and the City/County boundary to the east. As such, the City Council, after conducting a public hearing and considering public testimony, is being asked to consider the relative merits of both signs and ultimately take action to approve one of the two signs and deny the second sign application.

At its May 17, 2016 meeting, the City Council is being asked to direct staff to prepare the final approval documents, including the project Resolutions and the Operating Agreement based on the preferred digital sign proposal and to continue the item to the next regularly scheduled City Council meeting for final action. At its subsequent June 7, 2016 meeting, the City Council is asked to make specific findings (for approval and denial) to support its recommendation and adopt the applicable project Resolutions and Operating Agreement.

The City Council’s individual actions and recommendations shall be based on an overall review of the applications submitted and shall take into account sign design, location, and adherence to the City’s Digital Freeway Sign Ordinance and/or proposed alternative “community benefit.” The City Council shall approve that sign application which the Council finds will best serve and benefit the City of Woodland based on these evaluation criteria.

Background

The city’s Zoning Ordinance was originally adopted in 1949. The city’s first Sign Ordinance (Ordinance No.

849) providing “criteria, standards, and limits for the regulation of signs” was adopted in 1974 and included the provision that prohibited “signs which move or simulate motion...including flashing blinking, animated, rotation signs or sign whose illumination or surface change with time but shall not include time and temperature signs.” Provisions regarding signs within the city have been modified from time to time over the past 40 years. Most recently, in 2004, the City Council adopted amendments to Article 24 (“Signs”) of the Zoning Ordinance; however the original provision that prohibited signs which “move or simulate motion” had remained nearly unchanged since 1974.

The city received applications for two separate, digital freeway sign installations in September 2014 and December 2014, including the proposed digital sign at 2140 Freeway Drive, the subject of this report. Because digital signs were prohibited within the city, the applications included requested amendments to the City’s Sign Ordinance to allow for digital freeway signs. The proposed sign ordinance amendments moved forward first for consideration by the Planning Commission and City Council. In December 2015, the City Council adopted the proposed Zoning Ordinance amendments which permitted up to three digital freeway signs within the City along the I-5 corridor; including up to two signs within permitted “Segment One” and not more than one sign within “Segment Two.”

This report presents a request for a Conditional Use Permit, Site Plan and Design Review approval to allow for a digital freeway sign at 2140 Freeway Drive, located within the Digital Sign Ordinance “Segment Two,” and represents one of the two original digital sign application submittals.

Discussion

The proposed Project is an application for a Conditional Use Permit (CUP), Site Plan and Design Review approval and approval of an Operating Agreement between the City of Woodland and the applicant for the installation and operation of a double-sided digital freeway sign at 2140 Freeway Drive. The digital freeway sign would utilize digital message technology and will include two dynamic digital display areas. The sign would include a standard 14’ x 48’ message center. The sign would be located alongside the I-5 freeway westbound traffic lane, which allows for a long sight-line for westbound travelers coming from Sacramento.

The applicant has guaranteed two permanent advertising spots or “clicks” for city use - one on each digital display face - with a minimum of five percent (5%) advertising time on the sign. The applicant has also indicated that when the sign is initially constructed, “space available” (i.e. unsold) spots will be offered to the City until all ad spaces are taken. The commitment will be recorded in an Operating Agreement approved by the City Council should the Conditional Use Permit application be approved.

The applicant is also guaranteeing the removal of a minimum of 2,688 square feet of static billboards within the City, consistent with ordinance requirements, including the removal of:

- two (2) static billboard sign poles located on Main Street, with four billboard faces measuring 12ft x 25ft each;
- four (4) static, 12ft x 25ft, sign faces locating on East Street; and
- most of the remaining smaller signage along East Street.

See also, Attachment 2, Project Justification Statement.

Staff Analysis

The following discussion provides analysis of how the digital freeway sign proposed for 2140 Freeway

Drive complies with the standards outlined in Zoning Code Section 25-24-30, “Digital Freeway Signs” and with the goals and policies of the General Plan:

Zoning Code Section 25-24-30, “Digital Freeway Sign” Standards

Location. Digital freeway signs shall be located within five-hundred (500) feet of the freeway right-of-way. No digital freeway sign shall be located within 2,500 feet of another digital freeway sign on the same or opposite side of the freeway, subject to the maximum number of digital freeway signs permitted within Segments “One” and “Two” as described above.

The proposed digital freeway sign meets this requirement based on existing conditions. There are no existing digital freeway signs located within the City.

The proposed sign is located within close proximity to the existing Fitness System gym building located on the same parcel.

Distance Between Signs. No digital freeway sign shall be located within 2,500 feet of any other digital freeway sign within the city limits and no closer than 250 feet to any other freeway oriented sign over 30 feet in height on the same side of the freeway. No more than two freeway oriented signs over 30 feet in height shall be permitted on a single parcel or multiple parcels developed as a single retail, office, or industrial center. One sign shall not directly or substantially impede the view of another sign for any prolonged length of travel time of a passing driver on Interstate 5.

The proposed distancing requirements are intended to prevent “sign clutter” along Interstate 5, taking into account both digital freeway signs and static signage (“multi-tenant” signs) for businesses located along the freeway.

The California Department of Transportation (Caltrans) requires a minimum distance of 1,000 feet between digital freeway signs on the same side of the freeway and 500 feet between a digital freeway sign and a static off-site sign (billboard) on the same side of the freeway. The City’s adopted ordinance is more stringent requiring a minimum separation of 2,500 feet between digital signs. However; not more than one digital sign is permitted within the subject segment of interstate frontage associated with this report. Therefore the distancing requirement between digital signs is not applicable.

The 250 foot distancing requirement between digital signs and other freeway oriented signs over 30 feet in height is applicable to this proposal. The proposed digital freeway sign would be located approximately 750 feet from the nearest freeway oriented sign over 30 feet in height, which is located in front of the Holiday Inn Express and includes signage for Jack In the Box, Chevron, Holiday Inn Express, and Hampton Inn. Therefore the proposed digital freeway sign exceeds the distancing requirement based on existing conditions.

Traffic Safety. The digital sign shall not create a visibility hazard to traffic on adjacent streets, freeways, or parking areas. The sign shall not reduce required on-site parking availability and shall not interfere with on-site vehicular circulation.

The applicant has demonstrated through site plans, elevations and photo-simulations that the proposed

digital freeway signage will not obscure driver visibility along or near the proposed sign location, including but not limited to obstruction of traffic related directional or informational signage.

Furthermore; the Federal Highway Administration (FHWA), in agreement with the California Department of Transportation (Caltrans), has addressed various issues related to signage along highway corridors to ensure continued driver safety. The FHWA prohibit signs that obstruct or physically interfere with an official traffic sign, signal, or device, or that obstruct or physically interfere with the vision of drivers in approaching, merging or intersecting traffic. These provisions may be enforced by the FHWA, but an agreement with the State of California also requires Caltrans to enforce these provisions. All digital freeway sign applicants are required to obtain permitting from Caltrans prior to sign installation. The 2014 edition of the Outdoor Advertising Act provides the framework for review and permitting of signs by Caltrans.

The adopted digital sign ordinance exceeds the requirements enforced by Caltrans, including requiring an 8-second minimum message display time, a 2,500 foot minimum spacing between digital signs along the I-5 corridor, and a 0.3 foot-candle lighting minimum, including technology that adjusts the light level of the sign as it relates to the changing ambient light level surrounding the signs. Through state law, Vehicle Code and the city's adopted ordinance, digital freeway signs are prohibited from displaying flashing lights or images (see also **Advertising/Messaging** section below).

The proposed digital freeway sign complies with the above listed traffic safety requirements.

Sign Appearance

Height. Heights of digital freeway signs shall be established relative to topography and setting so as to provide the best balance between the sign's purpose of effectively communicating a visual message, the setting (including topography and surrounding architecture), and freeway traffic safety. However, in no case shall the digital freeway sign (including structure) exceed a maximum height of 68 feet as measured from the finished grade of the center line of the nearest freeway to the top of the digital freeway sign face or structure, as applicable. Project applicants shall provide to the City supporting documentation from a licensed engineer or surveyor demonstrating that this provision has been met.

The proposed height of the digital freeway sign, including structural elements, is 65 feet as measured from the finished grade of the center line of I-5. The application shall be required to provide to the City supporting documentation from a licensed engineer or surveyor demonstrating that this provision has been met.

Sign Area. The maximum area of each digital display area shall not exceed 672 square feet per sign face.

Six hundred and seventy-two (672) square feet is the industry standard for digital freeway signs which allows for an approximately 14 foot by 48 foot (14' x 48') display ("sign face"). The proposed digital freeway sign is in compliance with this standard.

Sign Structure and Pole Cladding. Structure, style, and architectural detailing shall be subject to Planning Commission review and approval. Decorative pole covering is required for newly constructed digital freeway signs as well as any existing traditional billboard that is converted to a digital freeway sign. Such covering shall be high quality in material and finish and shall be subject to Planning Commission review and approval.

The applicant proposes a relatively streamlined sign structure consisting of a 5' x 5' x 38' tall pole

cover, with an outer skin painted “brushed aluminum,” satin finish. The pole cladding is broken up by ½” tall reveals painted the same color as the pole. The digital display face will be enclosed within a narrow frame painted the same color as the pole. (See Elevations, Attachment 1.)

The City Council may request alternative design details, however, staff generally supports a more streamlined structure as proposed, to minimize distraction and sign clutter. The project includes a Condition of Approval (COA #9) requiring the applicant to continue to work with Planning staff and the Planning Commission Design Review liaison to finalize the design details of the base structure and ensure high quality materials and finished.

Illumination. Digital freeway signs shall not operate at brightness levels of more than 0.3 foot-candles above ambient light, as measured using a foot-candle meter at a distance of 250 feet from the sign face. Each digital display area shall have a light sensing device that will adjust the brightness of the sign as ambient light conditions change throughout the day. Digital freeway signs shall create minimal glare, maintain contrast between the sign face and the surrounding area, have minimal impact on driver distraction, and create minimal light trespass into residential areas. The Applicant shall fund field testing by a qualified independent contractor or city staff trained in the use of a handheld photometer to demonstrate continued compliance.

The proposed brightness level requirement is consistent with current best practices to minimize and control digital sign light levels within the context of ambient light levels. The 0.3 foot-candle is equivalent to approximately one third of the light that would be generated from a lit candle this is one foot away. The level would be perceptible at the low end to the human eye, over ambient light, on a surface, similar to average residential street illumination provided by low wattage street lights.

The proposed digital sign is in compliance with this standard.

Quality and Maintenance Plan. The applicant shall demonstrate that the proposed digital sign display consists of the latest and best technology available and tested; that which provides high resolution, clear graphic display and consistent reliability and durability. The applicant must establish a quality and maintenance plan to ensure implementation of all above-listed development standards and to assure the proper maintenance and repair of the digital freeway sign as needed.

The Maintenance Plan will be adopted as part of an approved Operating Agreement between the applicant and the city and will ensure a high quality appearance is maintained over time and to swiftly and effectively address any lighting or display errors and streamline routine maintenance and repair approvals.

Advertising/Messaging

Message Display. Digital freeway signs shall display static messages only, and shall not have animation, movement, or the appearance or optical illusion of movement in or on any part of the sign structure, design, or pictorial segment of the sign. No static message shall include flashing or scintillating lighting, or varying light intensity. Digital freeway signs shall be operated with systems and monitoring in place to either turn the display off or show a “full black” image on the display in the event of a malfunction.

(See ***Traffic Safety*** analysis above.)

The proposed digital freeway sign shall operate in compliance with this standard.

Minimum Display Time. Each message or image on the sign shall be displayed for a minimum of eight (8) consecutive seconds. Transition or blank screen time between one still message or image and the next may not exceed one (1) second.

These standards represent industry best practices to minimize driver distraction. The proposed 8 second minimum message display time is double that enforced by Caltrans and is the recommended advertisement display duration recommended by the Federal Highway Administration. The FHWA also recommends that transition between messages is between 1 and 2 seconds.

The proposed digital freeway sign shall operate in compliance with this standard.

Community Benefit

Community Messaging. The City shall be provided with access to a minimum of five percent (5%) of the total available display time to allow the City to present messages of community interest. This access shall also include access for other appropriate agencies for the purpose of displaying public safety messages such as “Amber Alert” messages and emergency-disaster communications. The city shall retain sole discretion regarding the content and prioritization of messages displayed on the city’s behalf, subject to specific standards of individual sign companies for displayed material.

The applicant has guaranteed two permanent advertising spots or “clicks” - one on each digital display face - with a minimum of five percent (5%) advertising time on the sign. The commitment will be recorded in an Operating Agreement approved by the City Council should the Conditional Use Permit application be approved.

Billboard Removal. For every one square foot of digital message display area installed, the applicant must permanently remove at least two square feet of legally existing non-digital billboard display area within the city limits prior to operation of the digital freeway sign. An existing billboard being refurbished as a digital freeway sign may count toward the required permanent removals.

This requirement is proposed to aide in the reduction of the overall square footage of off-premise, billboard displays throughout the city. Existing off-premise billboard signage shall be removed at a ratio of 2 square feet for every 1 square foot of digital signage (digital display/face) proposed. In other words, assuming a digital freeway sign with two display faces measuring the maximum permitted 672 square feet each is approved, a total of 2,688 square feet of static billboard signage must be removed. This might include the removal of a single, large, double-sided billboard along I-5, or several smaller “poster” sized billboards along East or Main Street.

The applicant is guaranteeing the removal of a minimum of 2,688 square feet of static billboards within the City, consistent with ordinance requirements, including the removal of:

- two (2) static billboard sign poles located on Main Street, with four billboard faces measuring 12ft x 25ft;
- four (4) static, 12ft x 25ft, sign faces locating on East Street; and
- most of the remaining smaller signage along East Street.

Review/Permitting

Conditional Use Permit, Site Plan and Design Review. Digital freeway signs are conditionally permitted only as billboard relocations or as conversions of an existing billboard in place. Digital freeway signs that meet all location and development standards established in this section shall be subject to the granting of a conditional use permit, site plan, and design review approval by the Planning Commission.

All digital freeway way signs shall be required to obtain a Conditional Use Permit and Site Plan and Design Review approval by the Planning Commission. The applicant may request a deviation from the development standards outlined in the digital freeway sign section of the zoning code, subject to review and consideration by the Planning Commission and subject to final approval of an Operating Agreement by the Woodland City Council as described below. The City Council may only approve deviations from the standards as typically required if it can be found that an alternative community benefit can be achieved that is equal to or greater than that which would have been achieved through strict compliance with the code requirements. If deviation from the standards is requested, the City Council shall also serve as the final review and approval authority for the Conditional Use Permit, Site Plan and Design Review application as well. Due to competing sign interests, this Conditional Use Permit, Site Plan and Design Review application has been elevated to the City Council for final review and consideration.

Operating Agreement. The city and applicant shall enter into an operating agreement in conjunction with the issuance of a conditional use permit for a digital freeway sign. The city and applicant may use the operating agreement, on a case-by-case basis, to deviate from the development standards in subsection (i)(2) of this section or reduce the required billboard removals under subsection (i)(2)(C) of this section. The City Council will only approve an operating agreement if it determines that the operating agreement achieves community benefits that are equivalent or greater to those that would be achieved through strict compliance with subsection (i)(2) or (i)(2)(C) of this section. If deviation from the standards is requested, the City Council shall also serve as the final review and approval authority for the Conditional Use Permit, Site Plan and Design Review application as well.

The Operating Agreement shall outline the specific terms of use, including those operational requirements as outlined above, maintenance and repairs provisions and any other provisions agreed to by the applicant and the city regarding the appearance and operation of the sign. If any specific provision as outlined in the ordinance cannot be met, the applicant may request a modification to the standard or a deviation from the standard, provided an alternative community benefit of equal or greater value or a lesser impact (visual, aesthetic, etc.) is achieved. In all cases, the Operating Agreement shall be reviewed and approved by the City Council.

At this time, the applicant's proposal meets all provisions of the Digital Sign Ordinance.

General Plan Consistency

The following General Plan policies are applicable to freeway oriented signage:

Goal 1.K To maintain and enhance the quality of Woodland's major corridors, city entrances, landscape, and streetscape.

Policy 1.K.10 The City shall promote efforts to improve the visual quality of entrances to Woodland and to Downtown. Development of these areas should include enhanced landscaping and site amenities that

create pleasing gateways. Items that detract from the gateway image, such as attention-getting devices, outside storage and off-premise signs should not be allowed.

The sign ordinance was amended in December 2015 to allow for a limited number of digital freeway signs along the Interstate 5 corridor as a means of potentially removing existing, dilapidated static billboards along both the Interstate 5 corridor and along major corridors internal to the city, including East and Main Streets. Currently nine (9), two-sided, static billboards are located along the I-5 corridor within the Woodland city limits. Eleven (11) static billboards with a total of 18 display faces are located along the East and Main Street corridors, which lead into Woodland's historic downtown.

The applicant has guaranteed the removal of a minimum of 2,688 square feet of static billboard located along Main and East Streets, internal to the City, including the removal of over eight large (12ft x 25ft) static display faces.

Goal 9.D. To promote the growth of tourism by enhancing the city's potential to attract tourists through preservation of historic resources, promotion, development of visitor attractions and provision of a variety of overnight accommodations.

Policy 9.D.5 The city shall consider the development of regular tourism programming on local cable television to provide information about cultural activities and other events for both tourists and residents.

The installation of a limited number of digital freeway signs along the I-5 corridor will provide local businesses, hotels and organizations an opportunity to advertise along a major Interstate corridor. The city has received seven (7) letters from local businesses as well as from the Historic Downtown Business Association and the Woodland Farmer's Market in support of digital freeway signs (see Attachment 7). The Historic Woodland Downtown Business Association, in its letter, states that, "An electronic sign at the entrance to Woodland would bring many travelers to the downtown area instead of passing us by. This would attract new customers into Historic Downtown Woodland to visit shops and restaurants instead of solely stopping at the big box stores and mall in the area. [and]...that the economic value to the city of Woodland would be tremendous..."

Through the proposed dedication of "community messaging" display time, local city-sponsored events can be advertised to a broader, regional audience.

Public Notification

Public notice advertising for the public hearing on this project was prepared by the Community Development Department in accordance with notification procedures set forth in the City of Woodland's Municipal Code and State Planning Law. Two methods of public notice were used:

- A legal notice was published in the Woodland Daily Democrat.
- Notices were mailed to all property owners within 300 feet of the specific project sites.

Copies of the factual staff report for the proposed project have been on file at City Hall since May 13, 2016.

Environmental Assessment Status

A Mitigated Negative Declaration/Initial Study was prepared for the proposed digital freeway sign installation

and circulated for public review from September 2, 2015 through October 2, 2015, for interested individuals and public agencies to submit written comments on the documents.

The Mitigated Negative Declaration/Initial Study for the sign installation did not identify any possible significant environmental impacts that would result from the project. Mitigation measures have been incorporated to identify onsite soil conditions and identify any site-specific engineering measures to be implemented during the construction of structure foundations and subsurface utilities. Minor revisions have been made to the proposed digital sign application since the Initial Study was prepared. However, the minor revisions do not change or alter the conclusions contained in the IS/MND in any way, and would not result in any potential environmental impacts beyond those analyzed in the Public Draft IS/MND.

Comment letters were received during the public review period from the State of California Department of Transportation (Caltrans), from the Central Valley Regional Water Quality Control Board and from the U.S. Army Corps of Engineers. The comment letters reiterate the existing standards and permit requirements from the agencies. Compliance with Caltrans, the Central Valley Water Board, and the Army Corps standards will be confirmed through the building permit process for the project, as applicable. The letters did not identify any possible significant impacts resulting from the project nor do any comments change the conclusions that were reached within the Mitigated Negative Declaration/Initial Study for the sign installation. No further environmental review of the project is required at this time.

Commission/Committee Recommendation

Planning Commission

On April 21, 2016, the Planning Commission held a public hearing to consider the two proposed digital freeway sign applications. After conducting the public hearing and receiving testimony from the project applicants, the Planning Commission adopted a resolution recommending City Council **approve the digital sign located at 2140 Freeway Drive**, as described above including approval of a Conditional Use Permit, Site Plan and Design Review application, on a vote of 5-1, with one member absent, with the following findings of approval:

- a) The proposed Conditional Use Permit, Site Plan and Design Review application allowing for the installation and operation of a digital freeway sign at the southeast corner of 2140 Freeway Drive conforms to the City of Woodland General Plan and applicable provisions of the Zoning Ordinance, in that the use shall be conditionally permitted in its proposed location along the Interstate 5 freeway corridor between County Road 102 and the City/County boundary to the east, and appropriate conditions have been made part of the approval.
- b) The site for the intended use is adequate in size, shape, topography, accessibility, and other physical characteristics to accommodate the use and required provisions of the Zoning Ordinance and satisfies all minimum physical standards required under the City's Zoning Ordinance for similar type uses.
- c) The proposed location of the digital freeway sign is appropriate and beneficial to the City, is the preferred location for a digital sign along the Interstate 5 freeway and will not detract from existing businesses or other signage within immediate proximity to the proposed location or obscure existing directional signage along this stretch of the Interstate 5 corridor.
- d) The proposed dedication of a minimum of five percent (5%) of advertising time on the digital sign for

City use, including a minimum of one “click” on each display face is consistent with the Digital Freeway Sign Ordinance Section 25-24-30(2)(B)(ix), “Development Standards, Community Messaging.”

- e) The proposed removal of a minimum of 2,688 square feet of existing static billboard signage within the City along Main and East Streets is consistent with the Digital Freeway Sign Ordinance Section 25-24-30(2)(C).

The Planning Commission also adopted a resolution recommending City Council **deny the digital sign located at 530 Quality Circle**, on a vote of 5-1, with one member absent, with the following findings of denial:

- a) In consideration of the merits of two digital freeway sign applications and with the understanding that only one digital freeway sign is permitted along the Interstate 5 corridor between County Road 102 and the City/County boundary to the east, the Planning Commission recommends that the City Council support the sign that provides the greatest value to the community in terms of location, design, and overall benefit to the City.
- b) The proposed digital freeway sign at 530 Quality Circle provides less value to the City in terms of overall benefit to the community because it does not result in the removal of existing static billboard signage within the city limits as spelled out in the Zoning Ordinance.
- c) In light of the above, the proposed use is not desirable for the public convenience and would be detrimental to the general public welfare.

Hoteliers Meeting

On April 20, 2016, staff attended a meeting of the local hoteliers and provided an update regarding the digital sign applications. At the meeting, the Hoteliers expressed significant concern with the location of the proposed digital freeway sign at 2140 Freeway Drive given the sign’s proximity to the hotels located along Freeway Drive including the Hampton Inn and Suites, Holiday Inn Express, Comfort Suites, and the Fairfield Inn and Suites. The Hoteliers were very concerned that a sign located at 2140 Freeway Drive would potentially block views of their businesses, of the existing hotel signage and/or detract from the hotel’s ability to gain driver attention and notice.

The Hoteliers expressed their support for a digital freeway sign and their interest in advertising on a digital sign in Woodland, but expressed strong preference for the digital sign proposed at 530 Quality Circle, located further east from the existing hotel businesses. The hotelier’s also favored this more easterly sign as it would provide earlier exposure for northbound travelers in advance of the off-ramp of RD102.

Conclusion

Staff recommends that the City Council:

- 1) Conduct the public hearing;
- 2) Direct staff to prepare the final approval documents (Resolutions and Operating Agreement) based on the preferred digital sign proposal; and
- 3) Continue the item to June 7, 2016, the next regularly scheduled meeting of the City Council, to take final action on the project.

Prepared by: Erika Bumgardner, Senior Planner

Reviewed by: Cindy Norris, Principal Planner
Ken Hiatt, Community Development Director



Paul Navazio, City Manager

ATTACHMENTS:

Attachment 1 - Project Site Plan and Elevations, Photosimulations

Attachment 2 - Digital Freeway Sign Application

Attachment 3 - Draft Conditions of Approval

Attachment 4 - CEQA Mitigated Negative Declaration

Attachment 5 - CEQA Comment Letters

Attachment 6 - Permitted Digital Freeway Sign Locations Map

Attachment 7 - Public Comment Letters

Legislation Text

13.

File #: 16-501, Version: 1

TO: THE HONORABLE MAYOR AND CITY COUNCIL**DATE: May 17, 2016**

SUBJECT: Digital Freeway Sign at 530 Quality Circle - Conditional Use Permit, Site Plan and Design Review, and Operating Agreement. The project includes a request by applicant Scott Vanderbeek, for approval of a Conditional Use Permit, Site Plan and Design Review application, and approval of an Operating Agreement between the applicant and the City of Woodland to allow for a 45-foot tall digital freeway sign along the southern property line of 530 Quality Circle, just north of the Interstate 5 freeway corridor and just west of the new Woodland Motors Dealership within the Industrial, Entryway Overlay Zone (I/EOZ).

Recommendation for Action: Staff recommends that the City Council:

- 1) Conduct the public hearing; and
- 2) Direct staff to prepare the final approval documents (Resolutions and Operating Agreement) based on the preferred digital sign proposal; and
- 3) Continue the item to June 7, 2016, the next regularly scheduled meeting of the City Council, to take final action on the project.

Staff Contact

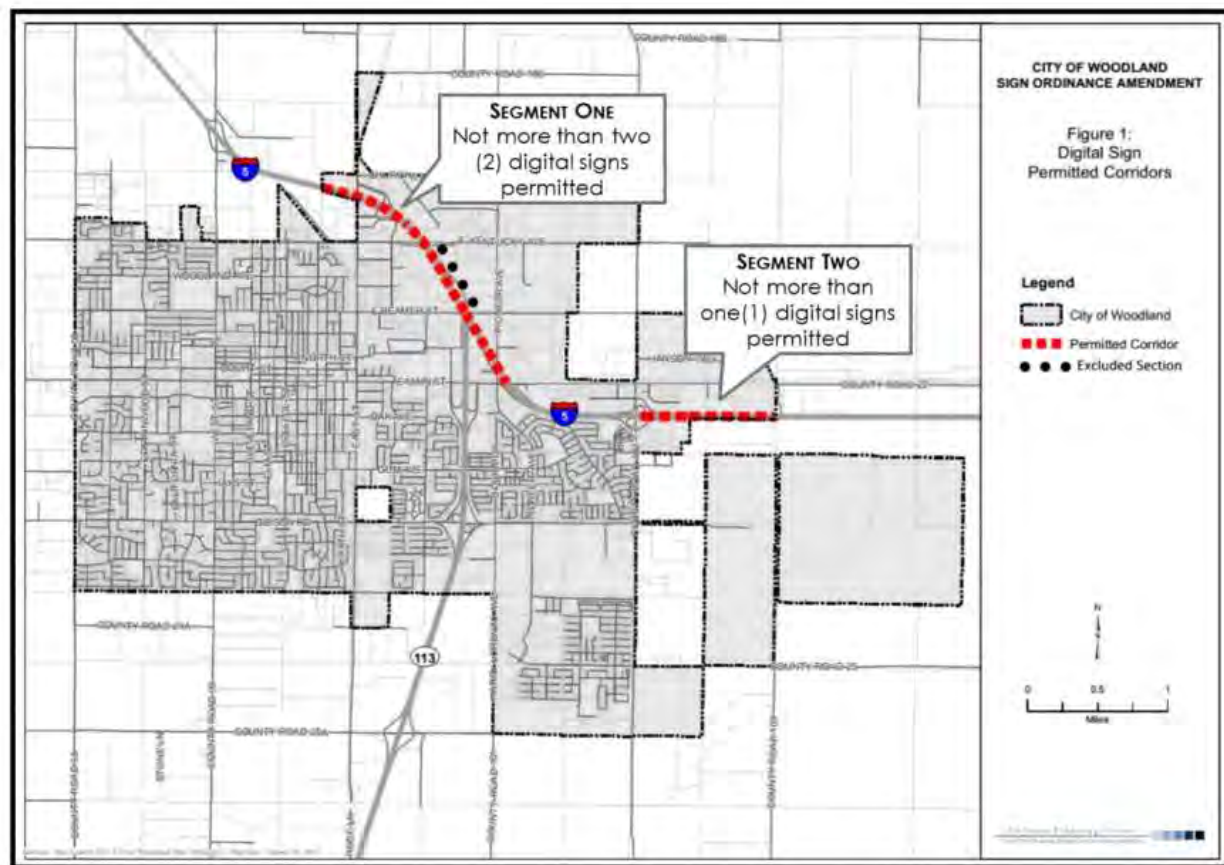
Erika Bumgardner, Senior Planner - (530) 661-5886, Erika.Bumgardner@cityofwoodland.org

Fiscal Impact

The applicant is proposing a “monthly fee” payment to the City of \$2,500 (or \$30,000 annual) or ten percent (10%) of annual gross revenue, whichever is greater, to allow the City to share in the success of the sign over time. Consistent with the Digital Sign Ordinance, Section 25-24-30(2)(D), the monthly fee payment is proposed as an alternative means of providing the community benefit that would otherwise be achieved through strict adherence to the ordinance as described in detail below (see “Project Proposal”). The applicant has paid for processing costs associated with this application.

Report in Brief

The City Council is being asked to consider two separate digital freeway sign applications with proposed sign locations along the north side of the I-5 freeway, within approximately 500 feet of each other. The Digital Freeway Sign Ordinance adopted in December 2015, permits digital freeway signs along two specific segments of the I-5 corridor as shown in the map below.



Both sign proposals are located within permitted “Segment Two;” however not more than one digital freeway sign may be located along this stretch of the Interstate, between County Road 102 to the west and the City/County boundary to the east. As such, the City Council, after conducting a public hearing and considering public testimony, is being asked to consider the relative merits of both signs and ultimately take action to approve one of the two signs and deny the second sign application.

At its May 17, 2016 meeting, the City Council is being asked to direct staff to prepare the final approval documents, including the project Resolutions and the Operating Agreement based on the preferred digital sign proposal and to continue the item to the next regularly scheduled City Council meeting for final action. At its subsequent June 7, 2016 meeting, the City Council is asked to make specific findings (for approval and denial) to support its recommendation and adopt the applicable project Resolutions and Operating Agreement.

The City Council’s individual actions and recommendations shall be based on an overall review of the applications submitted and shall take into account sign design, location, and adherence to the City’s Digital Freeway Sign Ordinance and/or proposed alternative “community benefit.” The City Council shall approve that sign application which the Council finds will best serve and benefit the City of Woodland based on these evaluation criteria.

Background

The city’s Zoning Ordinance was originally adopted in 1949. The city’s first Sign Ordinance (Ordinance No.

849) providing “criteria, standards, and limits for the regulation of signs” was adopted in 1974 and included the provision that prohibited “signs which move or simulate motion...including flashing blinking, animated, rotation signs or sign whose illumination or surface change with time but shall not include time and temperature signs.” Provisions regarding signs within the city have been modified from time to time over the past 40 years. Most recently, in 2004, the City Council adopted amendments to Article 24 (“Signs”) of the Zoning Ordinance; however the original provision that prohibited signs which “move or simulate motion” had remained nearly unchanged since 1974.

The city received applications for two separate, digital freeway sign installations in September 2014 and December 2014, including the proposed digital sign at 530 Quality Circle, the subject of this report. Because digital signs were prohibited within the city, the applications included requested amendments to the City’s Sign Ordinance to allow for digital freeway signs. The proposed sign ordinance amendments moved forward first for consideration by the Planning Commission and City Council. In December 2015, the City Council adopted the proposed Zoning Ordinance amendments which permitted up to three digital freeway signs within the City along the I-5 corridor; including up to two signs within permitted “Segment One” and not more than one sign within “Segment Two.”

This report presents a request for a Conditional Use Permit, Site Plan and Design Review approval and approval of an Operating Agreement to allow for a digital freeway sign at 530 Quality Circle, located within the Digital Sign Ordinance “Segment Two,” and represents one of the two original digital sign application submittals.

Discussion

The proposed Project is an application for a Conditional Use Permit (CUP), Site Plan and Design Review approval and approval of an Operating Agreement for the installation and operation of a double-sided digital freeway sign at 530 Quality Circle. The digital freeway sign would utilize digital message technology and will include two dynamic digital display areas. The sign would include a standard 14’ x 48’ message center. The sign would be located alongside the I-5 freeway westbound traffic lane, which allows for a long sight-line for westbound travelers coming from Sacramento.

The applicant has guaranteed a minimum of ten percent (10%) of advertising space, including two permanent advertising spots or “clicks” (i.e. one of eight continuously looping advertisement clicks on each of the digital displays) for City use. While not a direct monetary contribution to the City, these two spots have a value of \$24,000 to \$72,000 at imputed advertising rates of \$1,000 to \$3,000 per spot (rates provided by applicant). The applicant has also committed to providing the City with additional advertising space on a “space available” basis (i.e. unsold advertising spots). The commitment will be recorded in an Operating Agreement approved by the City Council should the Conditional Use Permit application be approved.

In-lieu of the ordinance required 2:1 removal of static billboard signage (i.e. for every one square foot of digital display area installed, at least two square feet of static billboard must be removed), the applicant is proposing a “monthly fee” payment to the City of \$2,500 (or \$30,000 annual) or ten percent (10%) of annual gross revenue, whichever is greater, to allow the City to share in the success of the sign over time. Consistent with the Digital Sign Ordinance, Section 25-24-30(2)(D), the monthly fee payment is proposed as an alternative means of providing the community benefit that would otherwise be achieved through strict adherence to the ordinance. Staff is continuing to work with the applicant on proposed terms for alternative community benefit.

See also, Attachment 2, Project Justification Statement.

Staff Analysis

The following discussion provides analysis of how the digital freeway sign proposed for 530 Quality Circle complies with the standards outlined in Zoning Code Section 25-24-30, “Digital Freeway Signs” and with the goals and policies of the General Plan:

Zoning Code Section 25-24-30, “Digital Freeway Sign” Standards

Sign Location

Location. Digital freeway signs shall be located within five-hundred (500) feet of the freeway right-of-way. No digital freeway sign shall be located within 2,500 feet of another digital freeway sign on the same or opposite side of the freeway, subject to the maximum number of digital freeway signs permitted within Segments “One” and “Two” as described above.

The proposed digital freeway sign meets this requirement based on existing conditions. There are no existing digital freeway signs located within the City.

The proposed sign is located within close proximity to the new Woodland Motors dealership located on the same parcel.

Distance Between Signs. No digital freeway sign shall be located within 2,500 feet of any other digital freeway sign within the city limits and no closer than 250 feet to any other freeway oriented sign over 30 feet in height on the same side of the freeway. No more than two freeway oriented signs over 30 feet in height shall be permitted on a single parcel or multiple parcels developed as a single retail, office, or industrial center. One sign shall not directly or substantially impede the view of another sign for any prolonged length of travel time of a passing driver on Interstate 5.

The proposed distancing requirements are intended to prevent “sign clutter” along Interstate 5, taking into account both digital freeway signs and static signage (“multi-tenant” signs) for businesses located along the freeway.

The California Department of Transportation (Caltrans) requires a minimum distance of 1,000 feet between digital freeway signs on the same side of the freeway and 500 feet between a digital freeway sign and a static off-site sign (billboard) on the same side of the freeway. The City’s adopted ordinance is more stringent requiring a minimum separation of 2,500 feet between digital signs. However, not more than one digital sign is permitted within the subject segment of interstate frontage associated with this report. Therefore the distancing requirement between digital signs is not applicable.

The 250 foot distancing requirement between digital signs and other freeway oriented signs over 30 feet in height is applicable to this proposal. The proposed digital freeway sign would be located approximately 1,200 feet from the nearest freeway oriented sign over 30 feet in height, which is located in front of the Holiday Inn Express and includes signage for Jack In the Box, Chevron, Holiday Inn Express, and Hampton Inn. Therefore the proposed digital freeway sign exceeds the distancing requirement based on existing conditions.

Traffic Safety. The digital sign shall not create a visibility hazard to traffic on adjacent streets, freeways, or parking areas. The sign shall not reduce required on-site parking availability and shall not interfere with on-site vehicular circulation.

The applicant has demonstrated through site plans, elevations and photo-simulations that the proposed digital freeway signage will not obscure driver visibility along or near the proposed sign location, including but not limited to obstruction of traffic related directional or informational signage.

Furthermore, the Federal Highway Administration (FHWA), in agreement with the California Department of Transportation (Caltrans), has addressed various issues related to signage along highway corridors to ensure continued driver safety. The FHWA prohibit signs that obstruct or physically interfere with an official traffic sign, signal, or device, or that obstruct or physically interfere with the vision of drivers in approaching, merging or intersecting traffic. These provisions may be enforced by the FHWA, but an agreement with the State of California also requires Caltrans to enforce these provisions. All digital freeway sign applicants are required to obtain permitting from Caltrans prior to sign installation. The 2014 edition of the Outdoor Advertising Act provides the framework for review and permitting of signs by Caltrans.

Restrictions on digital signs contained within the Outdoor Advertising Act and enforced by Caltrans regulate many of the conditions that have been identified as relevant to traffic safety. Caltrans regulates the location of each proposed digital sign through its application process, and the distance between such signs is also regulated. California statutory provisions regulate brightness of displays.

The adopted digital sign ordinance exceeds the requirements enforced by Caltrans, including requiring an 8-second minimum message display time, a 2,500 foot minimum spacing between digital signs along the I-5 corridor, and a 0.3 foot-candle lighting minimum, including technology that adjusts the light level of the sign as it relates to the changing ambient light level surrounding the signs. Through state law, Vehicle Code and the city's adopted ordinance, digital freeway signs are prohibited from displaying flashing lights or images (see also **Advertising/Messaging** section below).

The proposed digital freeway sign complies with the above listed traffic safety requirements.

Sign Appearance

Height. Heights of digital freeway signs shall be established relative to topography and setting so as to provide the best balance between the sign's purpose of effectively communicating a visual message, the setting (including topography and surrounding architecture), and freeway traffic safety. However, in no case shall the digital freeway sign (including structure) exceed a maximum height of 68 feet as measured from the finished grade of the center line of the nearest freeway to the top of the digital freeway sign face or structure, as applicable. Project applicants shall provide to the City supporting documentation from a licensed engineer or surveyor demonstrating that this provision has been met.

The proposed height of the digital freeway sign, including structural elements, is 45 feet as measured from the finished grade of the center line of I-5. The application shall be required to provide to the City supporting documentation from a licensed engineer or surveyor demonstrating that this provision has been met.

Sign Area. The maximum area of each digital display area shall not exceed 672 square feet per sign face.

Six hundred and seventy-two (672) square feet is the industry standard for digital freeway signs which allows for an approximately 14 foot by 48 foot (14' x 48') display ("sign face"). The proposed digital freeway sign is in compliance with this standard.

Sign Structure and Pole Cladding. Structure, style, and architectural detailing shall be subject to Planning Commission review and approval. Decorative pole covering is required for newly constructed digital freeway signs as well as any existing traditional billboard that is converted to a digital freeway sign. Such covering shall be high quality in material and finish and shall be subject to Planning Commission review and approval.

The applicant proposes a relatively streamlined sign structure consisting of an 8' x 4' x 30' base cover, with an outer panel wrap. The base cladding is broken up by 3" tall reveals. (See Elevations, Attachment 3.)

The Planning Commission may request alternative design details, however, staff generally supports a more streamlined structure as proposed, to minimize distraction and sign clutter. The project includes a Condition of Approval (COA #9) requiring the applicant to continue to work with Planning staff and the Planning Commission Design Review liaison to finalize the design details of the base structure and ensure high quality materials and finished.

Illumination. Digital freeway signs shall not operate at brightness levels of more than 0.3 foot-candles above ambient light, as measured using a foot-candle meter at a distance of 250 feet from the sign face. Each digital display area shall have a light sensing device that will adjust the brightness of the sign as ambient light conditions change throughout the day. Digital freeway signs shall create minimal glare, maintain contrast between the sign face and the surrounding area, have minimal impact on driver distraction, and create minimal light trespass into residential areas. The Applicant shall fund field testing by a qualified independent contractor or city staff trained in the use of a handheld photometer to demonstrate continued compliance.

The proposed brightness level requirement is consistent with current best practices to minimize and control digital sign light levels within the context of ambient light levels. The 0.3 foot-candle is equivalent to approximately one third of the light that would be generated from a lit candle this is one foot away. The level would be perceptible at the low end to the human eye, over ambient light, on a surface, similar to average residential street illumination provided by low wattage street lights.

The proposed digital sign is in compliance with this standard.

Quality and Maintenance Plan. The applicant shall demonstrate that the proposed digital sign display consists of the latest and best technology available and tested; that which provides high resolution, clear graphic display and consistent reliability and durability. The applicant must establish a quality and maintenance plan to ensure implementation of all above-listed development standards and to assure the proper maintenance and repair of the digital freeway sign as needed.

The Maintenance Plan will be adopted as part of an approved Operating Agreement between the applicant and the city and will ensure a high quality appearance is maintained over time and to swiftly and effectively address any lighting or display errors and streamline routine maintenance and repair approvals, if applicable. The Maintenance Plan will be presented at the City Council hearing, however,

the Planning Commission is encouraged to provide its comments and recommendations regarding any specific maintenance concerns it would like to see addressed in the plan.

Advertising/Messaging

Message Display. Digital freeway signs shall display static messages only, and shall not have animation, movement, or the appearance or optical illusion of movement in or on any part of the sign structure, design, or pictorial segment of the sign. No static message shall include flashing or scintillating lighting, or varying light intensity. Digital freeway signs shall be operated with systems and monitoring in place to either turn the display off or show a “full black” image on the display in the event of a malfunction.
(See Traffic Safety analysis above.)

The proposed digital freeway sign shall operate in compliance with this standard.

Minimum Display Time. Each message or image on the sign shall be displayed for a minimum of eight (8) consecutive seconds. Transition or blank screen time between one still message or image and the next may not exceed one (1) second.

These standards represent industry best practices to minimize driver distraction. The proposed 8 second minimum message display time is double that enforced by Caltrans and is the recommended advertisement display duration recommended by the Federal Highway Administration. The FHWA also recommends that transition between messages is between 1 and 2 seconds.

The proposed digital freeway sign shall operate in compliance with this standard.

Community Benefit

Community Messaging. The City shall be provided with access to a minimum of five percent (5%) of the total available display time to allow the City to present messages of community interest. This access shall also include access for other appropriate agencies for the purpose of displaying public safety messages such as “Amber Alert” messages and emergency-disaster communications. The city shall retain sole discretion regarding the content and prioritization of messages displayed on the city’s behalf, subject to specific standards of individual sign companies for displayed material.

The applicant has guaranteed a minimum of ten percent (10%) of advertising space including two permanent advertising spots or “clicks” (i.e. one of eight continuously looping advertisement clicks on each of the digital displays) for City use. While not a direct monetary contribution to the City, these two spots have a value of \$24,000 to \$72,000 at imputed advertising rates of \$1,000 to \$3,000 per spot (rates provided by applicant). The applicant has also committed to providing the City with additional advertising space on a “space available” basis (i.e. unsold advertising spots). The commitment will be recorded in an Operating Agreement approved by the City Council should the Conditional Use Permit application be approved.

Billboard Removal. For every one square foot of digital message display area installed, the applicant must permanently remove at least two square feet of legally existing non-digital billboard display area within the city limits prior to operation of the digital freeway sign. An existing billboard being refurbished as a digital freeway sign may count toward the required permanent removals.

This requirement is proposed to aide in the reduction of the overall square footage of off-premise, billboard displays throughout the city. Existing off-premise billboard signage shall be removed at a

ratio of 2 square feet for every 1 square foot of digital signage (digital display/face) proposed. In other words; assuming a digital freeway sign with two display faces measuring the maximum permitted 672 square feet each is approved, a total of 2,688 square feet of static billboard signage must be removed. This might include the removal of a single, large, double-sided billboard along I-5, or several smaller “poster” sized billboards along East or Main Street.

In-lieu of this requirement, the applicant is proposing a “monthly fee” payment to the City of \$2,500 (or \$30,000 annual) or ten percent (10%) of annual gross revenue, whichever is greater. This will allow the City to share in the success of the sign over time as revenues increase. Consistent with the Digital Sign Ordinance, Section 25-24-30(2)(D), the monthly fee payment is proposed as an alternative means of providing the community benefit that would otherwise be achieved through strict adherence to the ordinance (see “Operating Agreement” section below).

Review/Permitting

Conditional Use Permit, Site Plan and Design Review. Digital freeway signs are conditionally permitted only as billboard relocations or as conversions of an existing billboard in place. Digital freeway signs that meet all location and development standards established in this section shall be subject to the granting of a conditional use permit, site plan, and design review approval by the Planning Commission.

All digital freeway way signs shall be required to obtain a Conditional Use Permit and Site Plan and Design Review approval by the Planning Commission. The applicant may request a deviation from the development standards outlined in the digital freeway sign section of the zoning code, subject to review and consideration by the Planning Commission and subject to final approval of an Operating Agreement by the Woodland City Council as described below. The City Council may only approve deviations from the standards as typically required if it can be found that an alternative community benefit can be achieved that is equal to or greater than that which would have been achieved through strict compliance with the code requirements. If deviation from the standards is requested, the City Council shall also serve as the final review and approval authority for the Conditional Use Permit, Site Plan and Design Review application as well. Due to competing sign interests, this Conditional Use Permit, Site Plan and Design Review application has been elevated to the City Council for final review and consideration.

Operating Agreement. The city and applicant shall enter into an operating agreement in conjunction with the issuance of a conditional use permit for a digital freeway sign. The city and applicant may use the operating agreement, on a case-by-case basis, to deviate from the development standards in subsection (i)(2) of this section or reduce the required billboard removals under subsection (i)(2)(C) of this section. The City Council will only approve an operating agreement if it determines that the operating agreement achieves community benefits that are equivalent or greater to those that would be achieved through strict compliance with subsection (i)(2) or (i)(2)(C) of this section. If deviation from the standards is requested, the City Council shall also serve as the final review and approval authority for the Conditional Use Permit, Site Plan and Design Review application as well.

The Operating Agreement shall outline the specific terms of use, including those operational requirements as outlined above, maintenance and repairs provisions and any other provisions agreed to by the applicant and the city regarding the appearance and operation of the sign. If any specific provision as outlined in the ordinance cannot be met, the applicant may request a modification to the standard or a deviation from the standard, provided an alternative community benefit of equal or greater value or a lesser impact (visual, aesthetic, etc.) is achieved.

The project applicant is requesting a modification to the ordinance requirement pertaining to static billboard removal and is proposing an annual fee payment to the City as an alternative community benefit as described above. The Operating Agreement shall be reviewed and approved by the City Council.

General Plan Consistency

The following General Plan policies are applicable to freeway oriented signage:

Goal 1.K To maintain and enhance the quality of Woodland's major corridors, city entrances, landscape, and streetscape.

Policy 1.K.10 The City shall promote efforts to improve the visual quality of entrances to Woodland and to Downtown. Development of these areas should include enhanced landscaping and site amenities that create pleasing gateways. Items that detract from the gateway image, such as attention-getting devices, outside storage and off-premise signs should not be allowed.

The sign ordinance was amended in December 2015 to allow for a limited number of digital freeway signs along the Interstate 5 corridor as a means of potentially removing existing, dilapidated static billboards along both the Interstate 5 corridor and along major corridors internal to the city, including East and Main Streets. Currently nine (9), two-sided, static billboards are located along the I-5 corridor within the Woodland city limits. Eleven (11) static billboards with a total of 18 display faces are located along the East and Main Street corridors, which lead into Woodland's historic downtown.

The ordinance does allow for applicants to propose an alternative community benefit if certain specific provisions of the ordinance cannot be met, including the removal of existing static billboards. The application is proposing a fee payment to the City as an alternative community benefit in-lieu of static sign removal, but has expressed a willingness to continue to pursue static billboard removal based on the preferences of the Planning Commission and City Council.

Goal 9.D. To promote the growth of tourism by enhancing the city's potential to attract tourists through preservation of historic resources, promotion, development of visitor attractions and provision of a variety of overnight accommodations.

Policy 9.D.5 The city shall consider the development of regular tourism programming on local cable television to provide information about cultural activities and other events for both tourists and residents.

The installation of a limited number of digital freeway signs along the I-5 corridor will provide local businesses, hotels and organizations an opportunity to advertise along a major Interstate corridor. The city has received seven (7) letters from local businesses as well as from the Historic Downtown Business Association and the Woodland Farmer's Market in support of digital freeway signs. The Historic Woodland Downtown Business Association, in its letter, states that, "An electronic sign at the entrance to Woodland would bring many travelers to the downtown area instead of passing us by. This would attract new customers into Historic Downtown Woodland to visit shops and restaurants instead of solely stopping at the big box stores and mall in the area. [and]...that the economic value to the city of Woodland would be tremendous..."

Through the proposed dedication of "community messaging" display time, local city-sponsored events can be advertised to a broader, regional audience.

Public Notification

Public notice advertising for the public hearing on this project was prepared by the Community Development Department in accordance with notification procedures set forth in the City of Woodland's Municipal Code and State Planning Law. Two methods of public notice were used:

- A legal notice was published in the Woodland Daily Democrat.
- Notices were mailed to all property owners within 300 feet of the specific project sites.

Copies of the factual staff report for the proposed project have been on file at City Hall since May 13, 2016.

Environmental Assessment Status

A Mitigated Negative Declaration/Initial Study was prepared for the proposed digital freeway sign installation and circulated for public review from September 2, 2015 through October 2, 2015, for interested individuals and public agencies to submit written comments on the documents.

The Mitigated Negative Declaration/Initial Study for the sign installation did not identify any possible significant environmental impacts that would result from the project. Mitigation measures have been incorporated to identify onsite soil conditions and identify any site-specific engineering measures to be implemented during the construction of structure foundations and subsurface utilities. Minor revisions have been made to the proposed digital sign application since the Initial Study was prepared. However, the minor revisions do not change or alter the conclusions contained in the IS/MND in any way, and would not result in any potential environmental impacts beyond those analyzed in the Public Draft IS/MND.

Comment letters were received during the public review period from the State of California Department of Transportation (Caltrans), from the Central Valley Regional Water Quality Control Board and from the U.S. Army Corps of Engineers. The comment letters reiterate the existing standards and permit requirements from the agencies. Compliance with Caltrans, the Central Valley Water Board, and the Army Corps standards will be confirmed through the building permit process for the project, as applicable. The letters did not identify any possible significant impacts resulting from the project nor do any comments change the conclusions that were reached within the Mitigated Negative Declaration/Initial Study for the sign installation. No further environmental review of the project is required at this time.

Commission/Committee Recommendation

Planning Commission

On April 21, 2016, the Planning Commission held a public hearing to consider the two proposed digital freeway sign applications. After conducting the public hearing and receiving testimony from the project applicants, the Planning Commission adopted a resolution recommending City Council **deny the digital sign located at 530 Quality Circle**, on a vote of 5-1, with one member absent, with the following findings of denial:

- a) In consideration of the merits of two digital freeway sign applications and with the understanding that only one digital freeway sign is permitted along the Interstate 5 corridor between County Road 102 and the City/County boundary to the east, the Planning Commission recommends that the City Council support the sign that provides the greatest value to the community in terms of location, design, and overall benefit to the City.

- b) The proposed digital freeway sign at 530 Quality Circle provides less value to the City in terms of overall benefit to the community because it does not result in the removal of existing static billboard signage within the city limits as spelled out in the Zoning Ordinance.
- c) In light of the above, the proposed use is not desirable for the public convenience and would be detrimental to the general public welfare.

The Planning Commission also adopted a resolution recommending City Council **approve the digital sign located at 2140 Freeway Drive**, as described above including approval of a Conditional Use Permit, Site Plan and Design Review application, on a vote of 5-1, with one member absent, with the following findings of approval:

- a) The proposed Conditional Use Permit, Site Plan and Design Review application allowing for the installation and operation of a digital freeway sign at the southeast corner of 2140 Freeway Drive conforms to the City of Woodland General Plan and applicable provisions of the Zoning Ordinance, in that the use shall be conditionally permitted in its proposed location along the Interstate 5 freeway corridor between County Road 102 and the City/County boundary to the east, and appropriate conditions have been made part of the approval.
- b) The site for the intended use is adequate in size, shape, topography, accessibility, and other physical characteristics to accommodate the use and required provisions of the Zoning Ordinance and satisfies all minimum physical standards required under the City's Zoning Ordinance for similar type uses.
- c) The proposed location of the digital freeway sign is appropriate and beneficial to the City, is the preferred location for a digital sign along the Interstate 5 freeway and will not detract from existing businesses or other signage within immediate proximity to the proposed location or obscure existing directional signage along this stretch of the Interstate 5 corridor.
- d) The proposed dedication of a minimum of five percent (5%) of advertising time on the digital sign for City use, including a minimum of one "click" on each display face is consistent with the Digital Freeway Sign Ordinance Section 25-24-30(2)(B)(ix), "Development Standards, Community Messaging."
- e) The proposed removal of a minimum of 2,688 square feet of existing static billboard signage within the City along Main and East Streets is consistent with the Digital Freeway Sign Ordinance Section 25-24-30(2)(C).

Hoteliers Meeting

On April 20, 2016, staff attended a meeting of the local hoteliers and provided an update regarding the digital sign applications. At the meeting, the hoteliers expressed unanimous support for the digital sign proposed at 530 Quality Circle, and at the same time expressing significant concern with the alternative location of the proposed digital freeway sign at 2140 Freeway Drive given the sign's proximity to the hotels located along Freeway Drive including the Hampton Inn and Suites, Holiday Inn Express, Comfort Suites, and the Fairfield Inn and Suites. The Hoteliers were very concerned that a sign located at 2140 Freeway Drive would potentially block views of their businesses, of the existing hotel signage and/or detract from the hotel's ability to gain

driver attention and notice. The hotelier's also favored the Quality Circle sign proposal as it would provide earlier exposure for northbound travelers in advance of the off-ramp of RD102.

Conclusion

Staff recommends that the City Council:

- 1) Conduct the public hearing; and
- 2) Direct staff to prepare the final approval documents (Resolutions and Operating Agreement) based on the preferred digital sign proposal; and
- 3) Continue the item to June 7, 2016, the next regularly scheduled meeting of the City Council, to take final action on the project.

Prepared by: Erika Bumgardner, Senior Planner

Reviewed by: Cindy Norris, Principal Planner
Ken Hiatt, Community Development Director

Paul Navazio, City Manager

ATTACHMENTS:

- Attachment 1 - Project Site Plan and Elevations, Photosimulations
- Attachment 2 - Digital Freeway Sign Application
- Attachment 3 - Draft Conditions of Approval
- Attachment 4 - CEQA Mitigated Negative Declaration
- Attachment 5 - CEQA Comment Letters
- Attachment 6 - Permitted Digital Freeway Sign Locations Map

Legislation Text

14.

File #: 16-504, Version: 1

TO: THE HONORABLE MAYOR AND CITY COUNCIL**DATE: May 17, 2016****SUBJECT: General Plan Update Progress Report****Recommendation for Action:** Staff recommends that the City Council receive progress report #6 regarding the General Plan Update Project**Staff Contact**

Cindy A. Norris, Principal Planner - cindy.norris@cityofwoodland.org; (530) 661-5911

Background

The purpose of a monthly update will be to keep the City Council informed as to the progress of the General Plan Update Project, to alert the Council to any concerns or issue that may arise and to keep the Council apprised ahead with regard to potential upcoming workshops or meetings.

Discussion

During this reporting period the General Plan Team released the second administrative draft for review, continued to focus on needed technical reports and analysis, and held a General Plan Steering Committee Meeting on May 4, 2016.

The following are summary highlights regarding key areas addressed during this reporting period:

General Plan Steering Committee Meeting

- On May 4, 2016 the City held the 6th General Plan Steering Committee Meeting. Information packets were prepared in advance for this meeting which included a copy of the draft Table of Contents, a preliminary draft of the Introduction and Administration Chapter, a listing of the preliminary draft Goals, the draft Land Use Diagram, and the draft Land Use Designation descriptions. (Attachment “A” includes the General Plan Steering Committee #6, May 4, 2016 Packet).
- This packet was distributed to the Steering Committee, to the City Council and Planning Commission, and posted on the City’s General Plan Update web site and available in hard copy at the public counter. (Attachment “B” includes copies of the power point slides for the May 4, 2016 GPSC, and Attachment “C” includes the meeting notes and comments received)

Goal/Policy Considerations

- Review of the revised Goal and Policy language in the draft document is the key element as part of this second administrative review. The General Plan functions as Woodland's primary tool for guiding future development, and therefore, it is essential to clearly describe that shared vision and then to provide the path forward to achieve that desired future through the development of goals, policies, and implementation language.
- In addition, it is important to not only consider the goals and policies within each section and chapter, but it is necessary to confirm that they are internally consistent with all other goals and policies throughout the document. The bulk of the time spent on the second administrative draft review is focused on review of the goal and policy text.

Document Organization and Appearance

- As discussed in the prior update report, the creation of a document that is easily readable and useable is a primary concern. Determining the desired presentation of the document, including formatting and use of language or "tone" is essential.
- Staff and the consultant team have worked to develop an overall outline for the document itself as well as to consideration of the organization of each individual chapter. Staff continues to review and refine the document as part of the review of the second administrative draft.
- The next step will be to develop the graphic template including all of the elements to a document that make it readable including font style, color, headings, photos, side bar information and the like. Amassing a file of photos and appropriate graphic illustrations that exemplify the best of Woodland and articulate a future vision will be a key focus area once the language and text are clarified.

Other Process Components to the General Plan Update

- The General Plan Update includes an update to the City's Climate Action Plan (CAP) and preparation of an Environmental Impact Report to cover both documents. In many cases activities listed involve consultation with key consultants and/or the city attorney.
- Some significant activity that has occurred since the last update report includes the following:
 - Traffic modeling data to the Environmental Consultant (AECOM)
 - Administrative Draft Urban Water Master Plan review
 - Emissions modeling for the CAP
 - Review of the Supreme Court's Newhall decision and impact to the EIR and CAP analysis
 - Evaluation of the various scenarios for EIR cumulative conditions
 - Review of updated Notice of Preparation (NOP)

General Plan Update Schedule

Consistent with Council direction, staff and the project team continue to target adoption of the new General Plan by December of 2016. There is an extensive amount of work involved in developing the multiple,

complex and highly technical documents that support the city's General Plan. The rigorous schedule will require review and analysis of public and stakeholder comments within a very short time frame (which may potentially impact other work and projects that may be in process). The schedule assumption also assumes limited review comments and technical updates once the draft document is released. The time line provided below provides the summary highlights of the proposed schedule:

Anticipated Schedule

May 4, 2016	General Plan Steering Committee overview
June 10, 2016	Screen check draft of the General Plan
June 17, 2016	Admin Draft EIR and CAP to staff
July 1, 2016	<i>Public Review Draft General Plan (DGP)</i>
July 20, 2016	Screen check draft of the DEIR and DCAP

July - Sept **Public open house**

Steering committee
Sustainability committee
Planning Commission workshops
City Council workshops

August 5, 2016 ***Public Review Draft of the DEIR and CAP***

Aug 11, 2016 DEIR Scoping meeting at Planning Commission

Sept 19, 2016 ***Public comment period ends***

Sept - Oct Review of public comments and response

Oct 19, 2016 Admin Draft FEIR and CAP

Oct 31, 2016 **Release of FEIR and all revised documents**

(tentative - depends on the volume of comments received)

November Planning Commission Hearings (2)

December City Council Hearings (2)

Conclusion

Staff recommends that the City Council receive a progress report regarding the General Plan Update Project.

Prepared by: Cindy A. Norris, Principal Planner

Reviewed by: Ken Hiatt, Community Development Director



Paul Navazio, City Manager

ATTACHMENTS:

Attachment A - General Plan Steering Committee (GPSC) Packet for May 4, 2016

Attachment B - Power Point Slides for the GPSC May 4, 2016

Attachment C - Meeting Notes for the GPSC May 4, 2016

General Plan Update 2035



City of Woodland General Plan Update General Plan Steering Committee Meeting #6

Wednesday, May 4, 2016, 6:00-8:00pm
City Council Chambers
300 First Street, Woodland, CA

AGENDA

1. Welcome and Meeting Objectives
2. Status of General Plan Update Process
3. Overview of the Admin Draft General Plan
 - a. Scope and Purpose
 - b. Contents
 - c. Element Structure
4. Questions, Comments, Discussion
5. Next Steps and Wrap-Up

General Plan Table of Contents

- I Introduction and Administration**
 - 1.1 Vision for the Future
 - 1.2 Geographic Setting
 - 1.3 General Plan Scope and Purpose
 - 1.4 Relationship to Other Plans and Regulations
 - 1.5 Guide to Using this Document
 - 1.6 Administration
- 2 Land Use, Community Design, and Historic Preservation Element**
 - 2.1 Introduction and Purpose
 - 2.2 Growth and Change
 - 2.3 Citywide Land Use & Community Design
 - 2.4 Historic Preservation
- 3 Transportation and Circulation**
 - 3.1 Introduction and Purpose
 - 3.2 Walkable Environment
 - 3.3 Bikeways
 - 3.4 Public Transit
 - 3.5 Streets and Roadway Network
 - 3.6 Parking
 - 3.7 Goods Movement
 - 3.8 Air Transportation
- 4 Public Facilities and Services**
 - 4.1 Introduction and Purpose
 - 4.2 Police
 - 4.3 Fire and Emergency Medical Services
 - 4.4 Parks and Recreation
 - 4.5 Schools
 - 4.6 Public Utilities
- 5 Healthy Lifestyles Element**
 - 5.1 Introduction and Purpose
 - 5.2 Physical Health and Environmental Justice
 - 5.3 Active Lifestyles
 - 5.4 Healthy Food
 - 5.5 Community Facilities and Services
 - 5.6 Arts and Culture
- 6 Conservation and Open Space Element**
 - 6.1 Introduction and Purpose
 - 6.2 Water Resources
 - 6.3 Biological Resources and Open Space for Conservation
 - 6.4 Agricultural and Soil Resources
 - 6.5 Mineral Resources
 - 6.6 Archaeological Resources
 - 6.7 Air Quality and Greenhouse Gases
- 7 Safety Element**
 - 7.1 Introduction and Purpose
 - 7.2 Geologic and Seismic Hazards
 - 7.3 Flood Hazards and Protection
 - 7.4 Fire Hazards
 - 7.5 Airport Hazards
 - 7.6 Hazardous Materials and Operations
 - 7.7 Emergency Response
 - 7.8 Noise
- 8 Economic Development Element**
 - 8.1 Introduction and Purpose
 - 8.2 Economics of Woodland
 - 8.3 The City's Role in Economic Growth
 - 8.4 Fiscal Sustainability, Land Use, and Infrastructure

8.5 Retaining and Attracting Businesses

8.6 Tourism in Woodland

8.7 Developing Strong Partnerships

9 Housing Element

9.1 Introduction and Purpose

9.2 Development of Housing

9.3 Maintenance of Housing

9.4 Equal Opportunity in Housing

9.5 Energy Conservation and Sustainable
Housing Development

Appendix A: Implementation Programs

**Appendix B: Anticipated Growth by
Geographic Area**

**Appendix C: General Plan Zoning
Consistency Matrix**

Appendix D: Glossary

**Appendix E: Housing Element Background
Data**

E.1 Introduction

E.2 Housing Needs Assessment

E.3 Resource Inventory

E.4 Potential Housing Constraints

E.5 Evaluation of Existing Programs

E.6 Other Requirements

E.7 Resources

Appendix E.A: Parcel Inventory

Appendix E.B: Comment Summary

Appendix E.C: Public Comment during
Development of the Climate Action Plan

Appendix E.D: Lower-Income Projects at Less
than 30 Units per Acre

I Introduction and Administration

The 2035 General Plan is a policy document for the long-range development of the City of Woodland. It provides the direction for the future growth of the city and articulates a vision of what Woodland aspires to be. The Plan draws its aspirations and goals from the community at large: residents, business owners, and elected officials, and translates these ideas into a set of policies and actions for present and future generations.

This introduction to the General Plan provides an overview of the document and its purpose, use, and policy structure. It highlights key principles, gives the reader a background to the planning process and the requirements for the Plan, describes how the Plan is organized, and explains how it will be administered after it is adopted.

1.1 Vision for the Future

More than a decade after the last General Plan Update in 2002, new opportunities, challenges, and approaches have emerged in Woodland. Beginning in 2013, the General Plan Update process provided an important opportunity for Woodland to take stock of what it has accomplished over the past decade and lay out a vision for its future. The City engaged in a comprehensive community participation program to obtain the input of residents, business and property owners, City staff, and elected officials was central to the update process, to ensure that the General Plan accurately addressed community needs and values. The outreach included regular meetings with a General Plan Steering Committee composed of representatives from various facets of the community, a series of small-group interviews with key stakeholders, three community workshops, a newsletter with a mail-in survey sent to all households, and development of the General Plan 2035 project website, which was updated regularly. Study sessions with the Planning Commission and City Council were held regularly throughout the process as well, providing decision-makers the opportunity to give guidance at key points during plan development.

VISIONING STATEMENT AND GUIDING PRINCIPLES

A first step in the General Plan process is the development of a vision for the future and guiding principles to inform the method to achieve that vision. The vision statement is an aspirational description of what the community would like to be in the future, looking forward to 2035, and represents a compilation of input from the community through the public process.

Vision Statement

In 2035 Woodland is a highly desirable community to live, learn, work and recreate. It has maintained its small-town feel while maturing into an attractive, vibrant, and sustainable city that

celebrates its architectural heritage and cultural diversity. Woodland is a healthy community with livable neighborhoods, a thriving downtown, well maintained infrastructure, excellent schools and recreational amenities connected by a seamless network of trails and paths.

The city is the region's center of agricultural technology and food production and is recognized globally as a leader in sustainable agriculture. The community is prosperous and fiscally sound, offering abundant employment opportunities to its diverse and creative workforce.

Woodland has become a destination for visitors seeking to experience its unique agricultural, historical, recreational, cultural and entertainment amenities.

Guiding Principles

1. **Quality and Character:** *Retain and enhance Woodland's quality of life, its distinctive identity and small-town characteristics.*

Preserve Woodland's unique small town charm and quality of life by maintaining the city's distinct urban edge and surrounding agricultural open space, promoting the Downtown and historic resources, and developing a variety of recreational, community and cultural facilities. Preserve and enhance the best qualities of Woodland's existing neighborhoods and promote the development of new neighborhoods with similar qualities while fostering healthy and attractive commercial and employment centers.

Promote development that strengthens the physical form of the City, enhances livability, incorporates sustainable design practices and continues to enhance Woodland's unique sense of place. High quality design and pleasing physical form promotes Woodland as offering a high quality of life and a desirable place to live, learn, work and recreate.

2. **Orderly Development:** *Promote new growth while achieving an orderly pattern of community development, consistent with economic, social, fiscal and environmental needs.*

Provide for urban development and expansion of associated services on a logical and incremental basis to accommodate projected population and employment growth. Growth will be managed to ensure adequate infrastructure, public services, and amenities that the City can sustain, provide and maintain. New growth areas will be carefully planned to enhance and not detract from existing neighborhoods and commercial centers. Infill and adaptive reuse of underutilized and vacant buildings is promoted.

3. **Historic Downtown:** *Strengthen the historic downtown district as the City's center of shopping, dining, entertainment and employment.*

Promote Downtown as the civic, cultural, and entertainment center of Woodland. The General Plan promotes a broad mix of uses, including increased dining, retail, and entertainment destinations with an array of urban housing and professional office/technology companies. Provide support to new business ventures and private reinvestment with policies and actions to assist revitalization and re-use of historically significant structures.

4. **Economic Development:** *Foster economic growth and diversification with a range of employment opportunities for all residents.*

The General Plan promotes a diversified economic base and seeks to capitalize on Woodland's location and assets—access to I-5, Sacramento International Airport, rail service, prime farmland, and U.C. Davis—by supporting and assisting business development and mitigating constraints to economic investment. The Plan provides sites in a variety of infill and new growth locations to attract hotel, office, industrial, and research and development uses, which in turn will provide jobs and help the City achieve fiscal sustainability. The General Plan seeks partnerships in higher education, seed research, agricultural technology, food production, and other locally appropriate sectors. It supports linkages with Woodland's strong historical and cultural resources and promotes tourism.

5. **Mobility Options:** *Coordinate land use and transportation planning to provide a range of attractive and viable transportation options, such as bicycle, pedestrian, and transit.*

Support development choices and transportation improvements that allow and encourage more residents, workers and visitors to walk, bike or use transit. Promote the development of "complete streets" to safely and effectively serve the needs of all modes of travel. Promote and seek opportunities to develop a seamless network of trails and paths to support a healthy and active lifestyle, livable neighborhoods and access to schools and amenities.

6. **Housing Choice:** *Provide a variety of housing types to meet the needs for all generations and income levels.*

Encourage and enable a mix of housing types and densities that will provide Woodland residents with access to a full range of housing opportunities, and enable the City to meet its fair share of the region's housing need. Housing types facilitated by the General Plan range from larger lot to small-lot single-family homes, townhomes, apartment buildings and lofts in a variety of locations and settings. Infill development in the Downtown and along mixed-use corridors is encouraged. Promote design practices that support high quality design and neighborhood development.

7. **Agricultural Heritage:** *Preserve and protect prime agricultural lands and their uses within and surrounding the community.*

Woodland's surrounding agriculture is an important part of the community's heritage, plays a major role in the city's economy, and endows Woodland with a unique sense of place. To help maintain this important resource, the General Plan maintains the voter-approved Urban Limit Line within which urban development will be contained. Development will occur in an orderly, contiguous manner to preserve agricultural use of land as long as possible. Outside the current city limits, the City will encourage and support continued agricultural use of land.

8. **Safety:** *Ensure that Woodland remains a safe place to live, protected from natural and manmade hazards.*

Protect community livelihood and investment through requirements for structures to withstand seismic activity, provide fire protection and minimize flood risk. Ensure a sense of personal and public safety as essential in developing a high quality of life. The General Plan supports appropriate levels of prevention and response.

9. **Environmental Stewardship:** *Foster a sustainable community for the next generation and protect and improve the quality of the natural environment.*

Encourage the preservation of the area's natural resources and continue to support regional efforts. Promote land use patterns that improve air quality and reduce greenhouse gas emissions, minimize vehicle miles traveled, and encourage conservation. Support proactive solutions to protect areas at risk of flooding.

10. **Public Services:** *Provide realistic, supportable and appropriate levels of public service that are sustainable and fiscally sound.*

Balance the fiscal realities of providing sustainable public services with community desires for high quality amenities and facilities to ensure that meeting today's needs does not compromise the community's fiscal future. Require new development to pay for itself, including new facilities and on-going operations. Support the continuing maintenance and expansion of existing public facilities as the most efficient and effective means of living within the community's means. The City will continue to strive to improve the efficiency and quality of its public facilities and services.

11. **Health and Recreation:** *Provide all residents with opportunities to live an active, healthy, and green lifestyle.*

Promote healthy lifestyles by enhancing opportunities for physical activity, healthy eating and sustainable living. The General Plan ensures that adequate parks and recreational amenities are well integrated in new neighborhoods. The Plan promotes creation of a recreational greenbelt and expansion of walking and biking paths to enable residents to use active transportation options to connect to work, schools, grocery stores, and variety of open spaces.

12. **Quality Education:** *Foster quality educational and enrichment opportunities.*

The General Plan underscores the importance of high quality educational opportunities—including K-12 education, higher education, workforce training, and general community enrichment—to Woodland's quality of life. The City recognizes the link between education, safety, and opportunities for economic advancement in the community for youth, their families, and all Woodland residents. To this end, the Plan supports continued partnership with the Woodland Joint Unified School District, the County Office of Education, and Woodland Community College in planning, facility sharing, extracurricular activities and recreation, and promoting academic achievement, as well as linkages between Woodland's growing cluster of agricultural technology and research establishments and higher education.

1.2. Geographic Setting

REGIONAL LOCATION

The City of Woodland is the county seat of Yolo County, located in California's Sacramento Valley. The city is situated approximately 20 miles northwest of Sacramento, eight miles west of the Sacramento International Airport, and 12 miles north of Davis at the intersection of Interstate 5 (I-5) and State Route 113 (SR 113). The Yolo Bypass of the Sacramento River lies approximately three miles east of the city, Willow Slough is located about one mile to the southeast, and Cache Creek is located approximately two miles to the north. Woodland covers an area of approximately 9,624 acres or 15 square miles and is surrounded by agricultural land uses. Figure 1-1 shows Woodland in its regional Northern California context.

PLANNING AREA

The Planning Area is the geographic area for which the General Plan establishes policies about urban growth, agricultural protection, and future public facilities and services. According to state law, each city must include in its General Plan all territory within the boundaries of the incorporated area as well as “any land outside its boundaries which in the planning agency’s judgment bears relation to its planning” (California Government Code Section 65300).

In Woodland, the Planning Area is the same as the Urban Limit Line (ULL), established by voters in 2006 as Woodland’s permanent ultimate physical boundary. The ULL reflects a community commitment to focus future growth within the city in order to prevent urban sprawl. In addition, it serves to preserve and protect prime agricultural land and environmentally sensitive areas surrounding the city.

Illustrated in Figure 1-2, the Planning Area totals 12,772 acres, which includes 9,624 acres within the city plus an additional 3,148 acres outside the city limits but within the ULL. It is bounded roughly by Churchill Downs Avenue to the north, County Road 98 to the west, and County Road 25A to the south. Various agricultural and industrial parcels form the boundary to the east. Most of the unincorporated area within the ULL is currently vacant or in agricultural use.

Contained within the Planning Area is Woodland’s Sphere of Influence (SOI). The SOI is a boundary that encompasses lands that are expected to ultimately be annexed by the City. Yolo County Local Agency Formation Commission (LAFCO), which is an entity empowered to review and approve proposed boundary changes and annexations by incorporated municipalities, determines the SOI. The SOI is divided into a 10-year boundary and a 20-year boundary, based on LAFCO’s determination of roughly when the land would need to be annexed to accommodate growth. However, LAFCO does not have land use authority; the SOI is intended to guide urban land uses into an efficient and well-planned development pattern, with consideration given to preserving prime farmland and other open space lands. LAFCO must also consider consistency with the city’s General Plan and any specific plans. Portions of the Planning Area beyond the current SOI would likely be included in a future SOI.

Woodland is not bound to restrict its planning to the SOI as currently defined. The city’s SOI describes its probable physical boundaries and service area and can be used as a benchmark for the minimum extent of the Planning Area—but it need not represent the maximum extent. Following completion of the General Plan Update, Woodland may request an amendment to its SOI to more accurately reflect the intentions of the General Plan.

Figure 1-2 shows the ULL/Planning Area, the city limits, and the SOI.

1.3 General Plan Scope and Purpose

GENERAL PLAN PURPOSE

The General Plan governs all city actions relating to Woodland’s physical development. The General Plan is mandated by and derives its authority from California Government Code Section 65300, which requires each city and county in California to adopt a General Plan, “for the

physical development of the county or city, and any land outside its boundaries which...bears relation to its planning.” The Woodland General Plan is a document adopted by the City Council that serves several purposes:

- To outline a vision for Woodland’s long-term physical and economic development and community enhancement;
- To provide goals and policies that will allow this vision to be accomplished;
- To establish a basis for judging whether specific development proposals and public projects are in harmony with General Plan policies and standards (such as for density, parks, and mobility);
- To allow City departments, other public agencies, and private developers to design projects that will enhance the character of the community, preserve and enhance important environmental resources, and minimize hazards; and
- To provide the basis for establishing priorities for implementing plans and programs, such as the *Zoning Ordinance*, the Capital Improvements Program, master plans, and specific plans.

State law requires that a variety of city actions be consistent with the General Plan; thus, regular ongoing use of the Plan is essential. The Plan is both general and long-range and there will be circumstances and instances when detailed studies are necessary before General Plan policies can be implemented. Successful implementation of the General Plan requires effective communication among city staff, the community and city decision-makers. Public safety, public health, and community values are the primary considerations when making decisions related to implementation of the General Plan.

GENERAL PLAN HORIZON YEAR

This General Plan establishes a “horizon year” of 2035. Since State law specifies that general plans take a long-term perspective, in order to effectively set goals and objectives that can guide decision-making in this way, most general plans look out approximately 20 years. The horizon year does not signify an end point; rather, it provides a context for short-term decisions. Some topics considered in the General Plan have different time horizons. By State statute, housing elements must consider eight-year periods. Other topics, such as climate change, may consider time frames much beyond 20 years.

Woodland’s horizon year of 2035 represents a reasonable time period in which to “look ahead” and plan comprehensively for the city’s next major phase of growth, change, and investment. However, as planning is a continuous and dynamic process, the plan should be reviewed regularly regardless of the horizon year and revised as new information becomes available and city priorities and values change. Section 1.6, Administration, describes how the General Plan may be amended if needed.

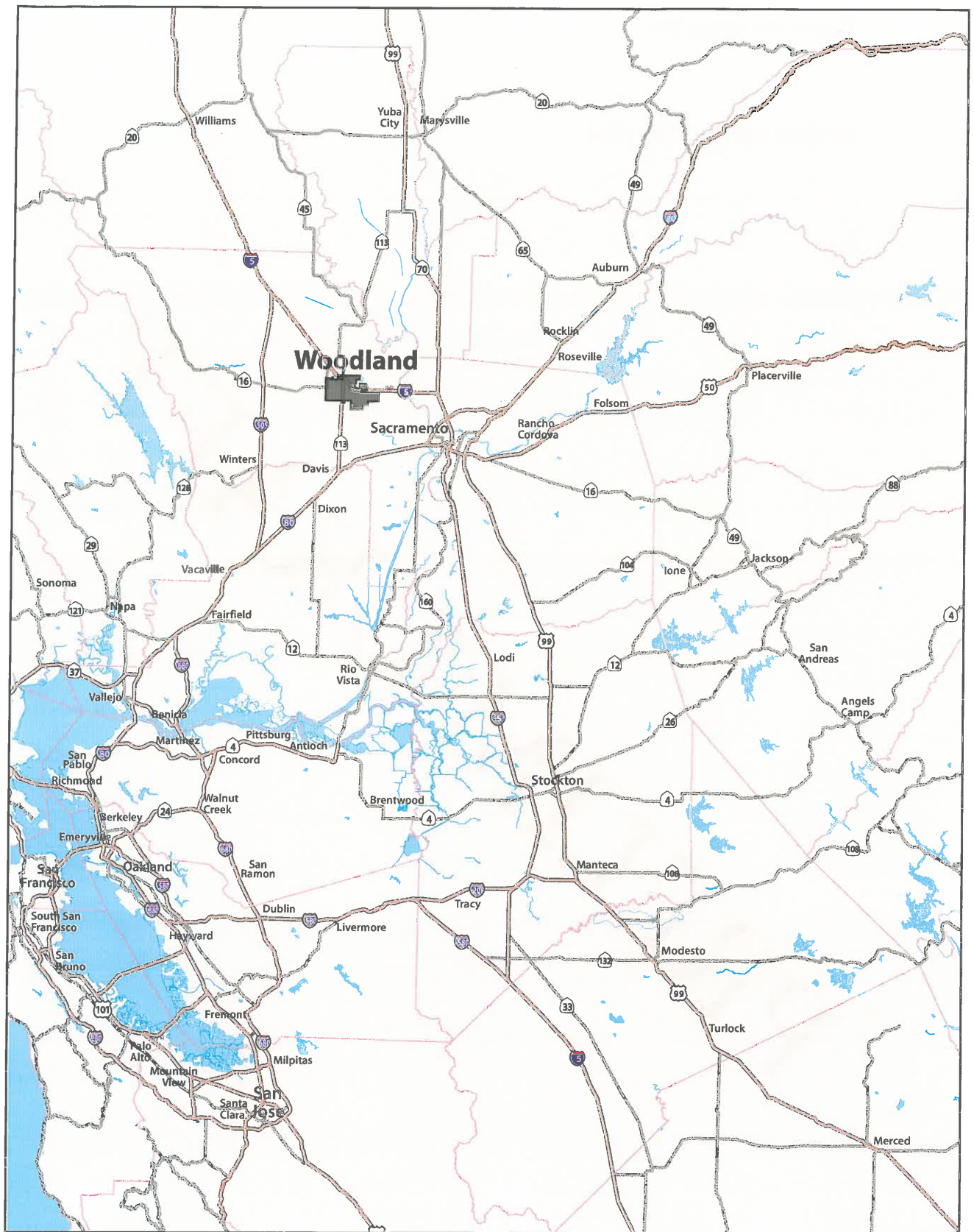


Figure I-1
Regional Location

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PRELIM DRAFT

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PRELIM DRAFT

GENERAL PLAN REQUIREMENTS

A city's general plan has been described as the framework within which decisions are to be made on how to grow, provide public services and facilities, and protect and enhance the environment. California's tradition of allowing local control over land use decisions means that the State's cities have considerable flexibility in preparing their general plans.

While they allow flexibility, State planning laws do establish basic requirements about the issues that general plans must address. The California Government Code establishes both the content of general plans and rules for their adoption and subsequent amendment. Together, State law and judicial decisions establish three overall guidelines for general plans; they should be:

- **Comprehensive.** This requirement has two aspects. First, the general plan must be geographically comprehensive. That is, it must apply throughout the entire incorporated area and it should include other areas that the city determines are relevant to its planning. Second, the general plan must address the full range of issues that affect the city's physical development.
- **Internally Consistent.** This requirement means that the general plan must fully integrate its separate parts and relate them to each other without conflict. "Horizontal" consistency applies as much to figures and diagrams as to the general plan text. It also applies to data and analysis as well as policies. All adopted portions of the general plan, whether required by State law or not, have equal legal weight. None may supersede another, so the general plan must resolve conflicts among the provisions of each element.
- **Long-Range.** Because anticipated development will affect the city and the people who live or work there for years to come, State law requires every general plan to take a long-term perspective.

1.4 Relationship to Other Plans and Regulations

The General Plan provides the basis for all of the City's regulations, policies and programs that relate to issues addressed in the Plan. In addition to requiring that the Plan be internally consistent, the State also requires "vertical consistency"—i.e., consistency between the General Plan and other City actions. This requirement means that the City's zoning and subdivision ordinances, specific plans, all development approvals, public works projects, and open space implementation programs have to be consistent with the General Plan.

The State's *General Plan Guidelines* provide the following rule for defining consistency: "An action, program, or project is consistent with the general plan if, considering all its aspects, it will further the objectives and policies of the general plan and not obstruct their attainment." This rule gives the City flexibility in implementation. Because the Plan is both general and long-range, there are many circumstances where future City actions will be addressed only generally in the Plan.

Environmental Impact Report

The General Plan is accompanied by an Environmental Impact Report to inform the community and decision-makers on the environmental implications of the General Plan and a range of

potential alternatives. The General Plan is “self-mitigating” in that it includes policies and programs to mitigate potential significant environmental impacts associated with development under the Plan, where possible.

Specific Plans, Other Plans and Implementing Documents

As shown in Table 1-1, the City maintains several specific and master plans. These may cover a specific geographic area, such as Spring Lake, or a specific topic, such as parks. As per State law, these documents, as well as implementing programs such as the Capital Improvements Program, are required to be consistent with the General Plan.

Table 1-1: Specific Plans, Master Plans and Other Implementation Documents

<i>Plan</i>	<i>Year Adopted</i>	<i>Proposed Action</i>
Specific Plans		
Spring Lake Specific Plan	2001; Updated 2007	Retain and update as necessary
Downtown Specific Plan	1993; Updated 2003	Retain and update
East Street Corridor Specific Plan	1998; Updated 2005	Repeal
Southeast Area Specific Plan	1990; Updated 1995	Repeal
Master Plans		
Parks and Facilities Master Plan	2016 (Draft Update)	Retain and update as necessary
Streets Master Plan	2009	Retain and update
Storm Drainage Facilities Master Plan	2006	Retain and update as necessary
Bike Master Plan	2002	Retain and update
Wastewater Facilities Master Plan	1986	Retain and update as necessary
Other Implementation Documents		
Zoning Ordinance	Updated 2015	Update
Subdivision Ordinance	Updated 2008	Update as necessary
Urban Water Management Plan	2016	Retain
Capital Improvement Plan	2016	Retain and update as necessary
Major Projects Financing Plan	2008	Retain and update as necessary
Community Design Standards	1998; Updated 2004	Retain and update as necessary

Consistency Between the General Plan and Zoning

The City's *Zoning Ordinance* is one of the most important tools for implementing the Plan. As a General Law City, Woodland's zoning must be revised following Plan adoption to be consistent with the General Plan, as needed. Requirements for consistency between the General Plan and zoning can be broken down into three aspects:

- **Uses and Standards.** The General Plan's land use classifications are more general than the *Zoning Ordinance* classifications. For example, the Plan has three categories for residential use, while the *Zoning Ordinance* may have more. Multiple zoning districts may be consistent with a single General Plan residential classification, as long as all of the

densities and unit types allowed in each zoning district are also permitted in the relevant General Plan category.

- **Spatial Correlation.** The Zoning Map should reflect the general pattern of land use depicted on the General Plan Land Use Diagram. However the two need not be identical.
- **Timing.** State law allows a “reasonable time” for updating and reconciling the *Zoning Ordinance* with the General Plan. The General Plan has a 20-year horizon, while zoning focuses on the immediate appropriate uses for individual sites. In addition, all land within city limits should be zoned in accordance with the General Plan land use designations. In instances where land outside the city limits is designated on the General Plan Land Use Diagram, these designated uses can be applied at the time of annexation using master planning, specific plans, and prezoning.

Many General Plan policies and actions, in particular those in the Land Use, Community Design, and Historic Preservation Element, call for specific changes to be made to the *Zoning Ordinance*.

1.5 Guide to Using this Document

The organization of the General Plan is summarized in Table 1-2. Throughout the Plan, cross-references guide the reader to related policies in other sections and elements.

Table 1-2: Organization of the General Plan

General Plan Element	State-Mandated?	Major Issues Addressed
Land Use, Community Design, and Historic Preservation	Yes (<i>Land Use</i>)	Distribution of land uses, standards for density and intensity, growth management, urban form, historic preservation
Transportation and Circulation	Yes (<i>Circulation</i>)	Street classifications, transit service, pedestrian and bicycle needs, parking, goods movement, air transportation
Public Facilities and Services	No	Police, fire, parks, recreation, schools, public utilities
Healthy Lifestyles	No	Physical fitness, access to health facilities and services, healthy food, related community services, arts and culture
Conservation and Open Space	Yes (<i>Conservation and Open Space</i>)	Water, biological resources, open space for conservation, agriculture, soil, mineral resources, archaeological resources, air quality and greenhouse gases
Safety	Yes (<i>Safety and Noise</i>)	Geologic and seismic hazards, flood hazards and protection, fire hazards, airport related hazards, hazardous materials and operations, emergency response, noise sources and standards
Housing	Yes (<i>Housing</i>)	Housing needs assessment, land and resource inventory, constraints to housing production, quantified objectives

ELEMENT STRUCTURE

Goals and Policies

Each Element of the Plan includes some background information to establish the context for policies in the chapter. This background material is neither a comprehensive statement of existing conditions nor does it contain adopted information. This background information is followed by goals and policies, which together articulate a vision for Woodland that the Plan seeks to achieve.

- **Goals** are an ideal future end related to the public health, safety, or general welfare of the community; they set directions for policies and actions.
- **Policies** are specified ends or conditions that are an intermediate step towards attaining a goal; they are specific statements to guide decision-making.

Goals and policies provide guidance for development review, infrastructure planning, community facilities and services, and protection for the city's resources, by establishing planning requirements, programs, standards, and criteria for project review. Explanatory material, such as tables or figures, accompanies some policies. Where the same topic is addressed in more than one chapter, sections and policies are cross-referenced.

Goals and policies are organized using a three-part numbering system. The first part refers to the element number and the second is the order in which the goal appears. The third number refers to the policy that corresponds with the goal. For example, the first goal in the Land Use, Community Design, and Historic Preservation Element would be Goal 2.A, and the first policy would be Policy 2.A.1.

Diagrams and Maps

Each Element contains maps and diagrams that illustrate policies relating to land use, circulation, conservation, and other topics. The Land Use Diagram, other figures, and the Land Use Classifications are adopted parts of the Plan.

SUPPORTING DOCUMENTS

Comprehensively updating a General Plan requires substantial supporting research and analysis. Numerous technical background reports and studies were prepared as part of this process that established baseline physical, environmental, and economic conditions; and evaluated various potential scenarios for the city's growth and development through the planning horizon year. These reports are summarized below. In addition to the Environmental Impact Report on this plan, these reports provide detailed background information that is referenced throughout various elements of the General Plan. They include:

- Economic and Fiscal Background Report (April 2013)
- Opportunities and Challenges, Issues and Options (June 2014)
- Development Scenarios Report (April 2015)

I.6 Administration

The General Plan is intended to be a dynamic document. As such, it may need to be updated over time to address site-specific or comprehensive needs, to respond to new State or federal law, or to modify policies that may become obsolete or unrealistic over time.

AMENDMENTS TO THE PLAN

From time to time, the City will entertain proposals for specific amendments to the Plan. The City will initiate some of these proposals itself, but others will be initiated by property owners and developers. State law limits General Plan amendments to four times per year, but each amendment may make an unlimited number of changes to the Plan. However, this restriction does not apply to optional elements (such as Economic Development), to amendments needed to comply with a court decision, or to allow for the development of affordable housing. Because the requirement for internal consistency is never relaxed, particular care must be taken to ensure that amendments maintain consistency with text and diagrams in all Plan elements. Like the adoption of the General Plan itself, General Plan amendments are subject to environmental review, public notice, and hearing requirements.

“Non-substantive” changes or corrections to the plan, such as those that provide minor clarification or correct errors and do not change the meaning or intent of General Plan Goals and Policies, are not considered General Plan Amendments and are not subject to the limit of four amendments per year. However, should the need for these non-substantive changes arise, these corrections should be undertaken at the same time as a more substantial General Plan Amendment to the extent feasible, to avoid more iterative alterations to the document.

ANNUAL REPORT AND SUBSEQUENT UPDATES

The California Government Code requires that City staff submit an annual report to the City Council on the status of the General Plan and progress in its implementation. This report is submitted to the Governor’s Office on Planning and Research and the Department of Housing and Community Development. The report must include an analysis of the progress made in meeting the City’s share of regional housing needs (identified in the Housing Element) and local efforts to remove governmental constraints to the maintenance, improvement, and development of affordable housing. Also, any mitigation monitoring and reporting requirements prescribed in the General Plan Environmental Impact Report (EIR) should be included in the annual report. Finally, the report should also include of a summary of all General Plan amendments adopted during the preceding year, a description of upcoming projects or issues to be addressed in the coming year, and a work program and budget.

In addition to the Annual Report, the City shall conduct a major review of the General Plan every five years from the adoption date, and revise as deemed necessary. This major review should include a process for incorporating public input; however, it is anticipated that the five-year reviews will still be largely technical in nature. It is always possible that significant events will occur and/or substantial new information or direction comes to light that necessitates a more comprehensive update prior to the horizon year (2035); in this case, a complete planning process

that includes a substantial community visioning process to establish new goals and priorities should be undertaken.

IMPLEMENTATION RESPONSIBILITIES

Implementation of the General Plan will require effort from the City Council, the Planning Commission, other boards and commissions, and various City departments. The principal responsibilities that City officials and staff have for General Plan implementation are summarized below. Detailed descriptions of their powers and duties are documented in the Woodland Municipal Code.

In addition, the General Plan includes an appendix of Implementation Programs that correlate to goals and policies in the various elements. Each implementation program specifies an action, general timeframe for completion, primary responsibility, and anticipated funding source. These implementation programs are provided as a guide to assist with achieving many of the major objectives that the General Plan articulates. However, it is not an exhaustive list; other implementing actions that the City undertakes to realize the goals of the Plan may be identified and pursued. Similarly, these implementation programs are not considered part of the adopted General Plan, and changes to them do not constitute General Plan Amendments.

City Council

The City Council is responsible for the overall management of municipal affairs; it acts as the legislative body and is responsible for adoption of the General Plan and any amendments to it. The City Council also appoints the Planning Commission and other boards and commissions established under the Municipal Code. The City Council's role in implementing the General Plan will be to set implementation priorities and approve the Zoning Map and updated Zoning Ordinance, consistent with the General Plan, as well as a Capital Improvement Program and budget to carry out the Plan. The Council also approves certain development projects consistent with the General Plan.

Planning Commission

The Planning Commission is responsible for assisting in the preparation of the General Plan and recommending adoption or amendment as needed. The Planning Commission also assists in developing, implementing and maintaining the Zoning Ordinance, Specific Plans, and Community Design Standards as needed for Plan implementation.

Community Development Department

The Community Development Department is responsible for planning, redevelopment, housing, building inspection, engineering, development engineering and code compliance for the City of Woodland. The Planning Division administers the General Plan, Zoning Ordinance, and California Environmental Quality Act Guidelines; acts as support staff to the City Council, Board of Building Appeals, and Planning Commission on planning matters, and the Traffic Safety Commission on traffic matters; and ensures compliance with City codes.

Specific duties related to General Plan implementation include preparing Zoning Ordinance amendments for City Council approval; reviewing development applications for compliance with

the General Plan and applicable codes and regulations; conducting investigations and making reports and recommendations on planning and land use, zoning, subdivisions, design review, development plans and environmental controls; coordinating with the Woodland Joint Unified School District on activities related to school sites; and coordinating with the Yolo County Transportation District on activities related to transit services.

Community Services Department

The Community Services Department oversees events; grant opportunities; recreation and senior programs; non-profit and community partner collaboration; and affordable housing. It will coordinate with the Community Development Department to implement the Public Facilities and Services and Healthy Lifestyles elements of the General Plan, as well as any policies related to youth or senior services, recreational facilities and services, volunteering and community partnerships, and affordable housing programs.

Public Works Department

The Public Works Department is responsible for the provision and maintenance of transportation and utilities infrastructure, related facilities, and services. The Environmental Services Division educates the public about environmental regulatory compliance and promotes conservation and environmental quality in solid waste, water, and stormwater facilities and services. The Fleet and Facilities Maintenance Branch is responsible for the maintenance of City vehicles and equipment, emergency generators, and City facilities. The Parks Division maintains the city's park and recreation areas and facilities. The Infrastructure branch operates and maintains the street system, including signs and markings sidewalks, curbs, gutters, street trees, parking lots, traffic signals, and street lights, as well as the water, sewer, and storm drain systems. Wastewater Operations is responsible for the operation and maintenance of the Water Pollution Control Facility and the Pretreatment Program.

The Public Works Department will work with the Community Development Department to implement policies of the Transportation and Circulation; Conservation and Open Space; Safety; and Public Facilities and Services elements of the General Plan, as well as other policies related to environmental quality, traffic, utilities, parks, and public facilities. City-initiated discretionary projects, including capital projects and public works projects, must be consistent with the goals and policies of the General Plan.

Administrative Services

The Administrative Services Department supports all departments, City employees, the City Council and various commissions and boards by providing financial services, human resource management, information technology management, purchasing services, City Clerk services and audio/video services. The City Manager's Office oversees all departments and agencies of the city, with some limited exceptions. The Finance Division of the City's Administrative Services is responsible for drafting the annual budget, accounting for civic assets and liabilities, and providing City officials with financial information. Budgeting and program administration must be consistent with the goals and policies of the General Plan.

Police and Fire Departments

Within the City, responsibility for public safety is assigned to the Police and Fire Departments. The Police Department administers programs that prevent, investigate, solve, and decrease crime in the community. The Fire Department provides fire protection and prevention services by responding to emergencies, conducting educational outreach, and planning for emergency service needs.

Boards, Committees, and Commissions

The City has 10 additional boards, committees, and commissions that may be involved in plan implementation. As of April 2016, these include:

- Board of Building Appeals
- Commission on Aging
- Flood Control Advisory Committee
- Historical Preservation Commission
- Library Board
- Manufactured Home Fair Practices Commission
- Parks and Recreation Commission
- Personnel Board
- Traffic Safety Commission
- Undergrounding Committee
- Water Utility Advisory Committee

The General Plan does not envision any substantive change in the responsibilities assigned to these bodies; however, they will be administering new or amended regulations adopted pursuant to General Plan policies. Thus, their actions should be consistent with the General Plan. The City Council may choose to revise the list of advisory committees and create new committees as necessary.

Woodland General Plan Goals

2 Land Use, Community Design, and Historic Preservation Element

- Goal 2.A **Growth and Change.** Grow in an orderly pattern consistent with economic, social and environmental needs, providing for continued small-town character and preservation of surrounding agricultural lands.
- Goal 2.B **New Growth Areas.** Plan for future expansion in new Specific Plan areas to ensure that new growth is adequately accommodated and served by the City.
- Goal 2.C **Smart Growth, Sustainability and Regional Coordination.** Support statewide and regional efforts to encourage smart growth, reduce greenhouse gas emissions, fund transportation improvements, conserve resources, and maintain fiscal sustainability.
- Goal 2.D **Economic Development.** Promote economic growth and vitality by bolstering key industries and encouraging balanced job growth.
- Goal 2.E **Land Use and Community Character.** Foster a cohesive, healthy community through appropriate patterns and scales of development.
- Goal 2.F **Quality Design.** Ensure that high quality design is maintained through appropriate regulations.
- Goal 2.G **Quality Neighborhoods.** Recognize, maintain and celebrate the unique qualities of Woodland's residential neighborhoods.
- Goal 2.H **Historic Downtown Center.** Promote Downtown as a premier urban location in the region for business and government functions, shopping, dining, entertainment and living with attractive buildings and inviting pedestrian friendly streetscapes that respond and respect the city's historic character.
- Goal 2.I **Commercial Centers.** Promote the development of distinct, well designed commercial centers that serve neighborhood residents, community members, and/or the region at large.
- Goal 2.J **Employment Centers.** Provide business park, industrial, and public employment centers that encourage a range of diverse business opportunities and feature multimodal commute access.

- Goal 2.K **Mixed Use Corridors.** Create memorable and engaging retail, residential, and mixed use destinations and travel paths along Main Street, East Street, Kentucky Avenue, and CR 102.
- Goal 2.L **New Growth Areas.** Encourage the creation of well-defined, balanced neighborhoods in new Specific Plan areas.
- Goal 2.M **Neighborhoods in New Specific Plan areas.** Create distinctive and sustainable new community neighborhoods.
- Goal 2.N **Open Space System.** Create a comprehensive and connected system of parks, greenbelts and open space.
- Goal 2.O **Preservation and Adaptive Reuse.** Preserve community character and historic buildings while attracting new infill development and investment in existing neighborhoods.
- Goal 2.P **Historic Programs and Requirements.** Preserve, maintain, and celebrate sites and structures that serve as significant, visible reminders of the city's social, architectural and agricultural history through adherence to federal, state and local programs and requirements.
- Goal 2.Q **Historic Education and Awareness.** Promote community awareness and appreciation of Woodland's history and architecture.

3 Transportation and Circulation Element

- Goal 3.A **Comprehensive Pedestrian System.** Provide a safe, comprehensive, and integrated pedestrian system that encourages walking.
- Goal 3.B **Comprehensive Bicycle System.** Provide a comprehensive, and integrated bicycle system that facilitates bicycling as a viable mode of travel.
- Goal 3.C **Effective Transit System.** Promote a transit system that serves as a viable alternative to the automobile for those without access to a vehicle and those that choose to live and work in areas where land use density and intensity are supportive of transit.
- Goal 3.D **Complete Streets.** Encourage the development of Complete Streets to design, build, and maintain roadways that promote safe and accessible travel by pedestrian, bicycle, and transit activities across all ages and abilities.
- Goal 3.E **Multimodal Transportation System.** Provide for the long-range planning and development of the city's roadway system to ensure safe and efficient movement for all modes of travel.
- Goal 3.F **Roadway Functional Classification and Street Typology.** Provide an efficient, interconnected street system that identifies which modes of travel should be

accommodated on each street uniquely based on its geographic setting, adjacent land uses, and functional classification.

- Goal 3.G **Residential Streets.** Protect residential areas from high-volume and high-speed traffic and its effects and promote bicycling and walking on residential streets.
- Goal 3.H **Managed Parking.** Provide the minimum amount of parking necessary to serve existing and new development throughout the city while balancing competing community values.
- Goal 3.I **Safe and Efficient Movement of Goods.** Plan and maintain a transportation system that provides for the safe and efficient movement of goods.
- Goal 3.J **Air Transportation Facilities.** Support the continued operation of local air transportation facilities while ensuring compatibility between urban development in Woodland and aircraft operations.

4 Public Facilities and Services Element

- Goal 4.A **Law Enforcement Services.** Provide a comprehensive program of law enforcement services to deter crime, ensure public safety, and meet the growing demand for police services associated with increasing population and non-residential development.
- Goal 4.B **Fire Protection Services.** Provide a comprehensive program of fire protection services to protect residents of and visitors to Woodland from injury and loss of life and to protect property from fires.
- Goal 4.C **Park System.** Establish and maintain a complete system of public parks and community and recreational facilities that provides opportunities for both passive and active recreation and is well suited to the needs of Woodland residents, employees, and visitors.
- Goal 4.D **Programming.** Support recreation and community service programs that promote wellness, fun, lifelong learning, skill development, personal enrichment, and positive relationships.
- Goal 4.E **Educational Opportunities.** Work cooperatively with school districts, private schools, and higher education institutions to provide superior educational opportunities for all members of the Woodland community.
- Goal 4.F **Public Utilities and Services.** Ensure the timely development of public facilities, provision of public services, and the maintenance of specified service levels for these facilities.
- Goal 4.G **Safe, Reliable, and Sufficient Potable Water.** Maintain a safe, reliable, and sufficient potable water supply and delivery system that meets the needs of the city.

- Goal 4.H **Wastewater Collection, Treatment, Disposal, and Reuse.** Ensure that adequate wastewater collection, treatment, recycling and disposal facilities are provided in a timely fashion to serve existing and future needs.
- Goal 4.I **Stormwater Management.** Maintain the City's storm drainage system and promote best management practices to protect from flooding, enhance water quality, prevent infrastructure deterioration, and comply with State and federal laws.
- Goal 4.J **Solid Waste Collection, Transfer, Recycling, and Disposal.** Provide adequate solid waste services for the collection, transfer, recycling, and disposal of refuse.
- Goal 4.K **Provision of Other Utilities.** Promote adequate levels of utility services provided by private companies and ensure that these are constructed to minimize negative effects on surrounding development and neighborhoods.

5 Healthy Lifestyles Element

- Goal 5.A **Health Equity.** Promote health equity in Woodland, including equal access to health facilities, goods, services, and economic and educational opportunities; helping to ensure wellbeing for residents of all ages, abilities, and incomes; and fairly treating all members of the public in the process of creating a healthy Woodland.
- Goal 5.B **Active Lifestyles.** Support healthy and active lifestyles for all members of the community by integrating opportunities for active transportation and physical activity into daily life in Woodland.
- Goal 5.C **Healthy Food.** Create a healthy, balanced, functional, and equitable food system for the entire Woodland community by reducing barriers and increasing access to locally-grown fruits and vegetables and increasing communitywide knowledge of healthy food choices and behaviors.
- Goal 5.D **Community Facilities and Programs.** Support a wide variety of community facilities and programs to serve and meet the needs of the diverse Woodland community.
- Goal 5.E **Support Public Art.** Support public art as an important amenity to creating a beautiful and memorable city.
- Goal 5.F **Programs and Facilities for Arts and Culture.** Promote, develop, and implement programs and facilities that meet the artistic and cultural needs of the Woodland community.

6 Conservation and Open Space Element

- Goal 6.A **Protect Water Supply and Quality.** Protect and enhance the natural quantity and qualities of surface water and groundwater resources in the Woodland area.

- Goal 6.B **Maintain and Protect Biological Resources.** Maintain and protect natural habitats throughout the Planning Area, especially types that are considered sensitive by the Yolo HCP/NCCP. Protect sensitive wildlife and plant species.
- Goal 6.C **Preserve Farmland.** Promote preservation and economic viability of agricultural land surrounding the ULL.
- Goal 6.D **Protect Mineral Resources.** Cooperate with regional agencies to protect significant mineral resources in the Planning Area that may be identified in the future.
- Goal 6.E **Preserve Prehistoric, Cultural, and Archaeological Resources.** Preserve and protect areas and sites of prehistoric, cultural, and archaeological significance.
- Goal 6.F **Improve Air Quality and Reduce Greenhouse Gas Emissions.** Protect and improve air quality in the Woodland area with the goal of attaining State and federal health-based air quality standards.

7 Safety Element

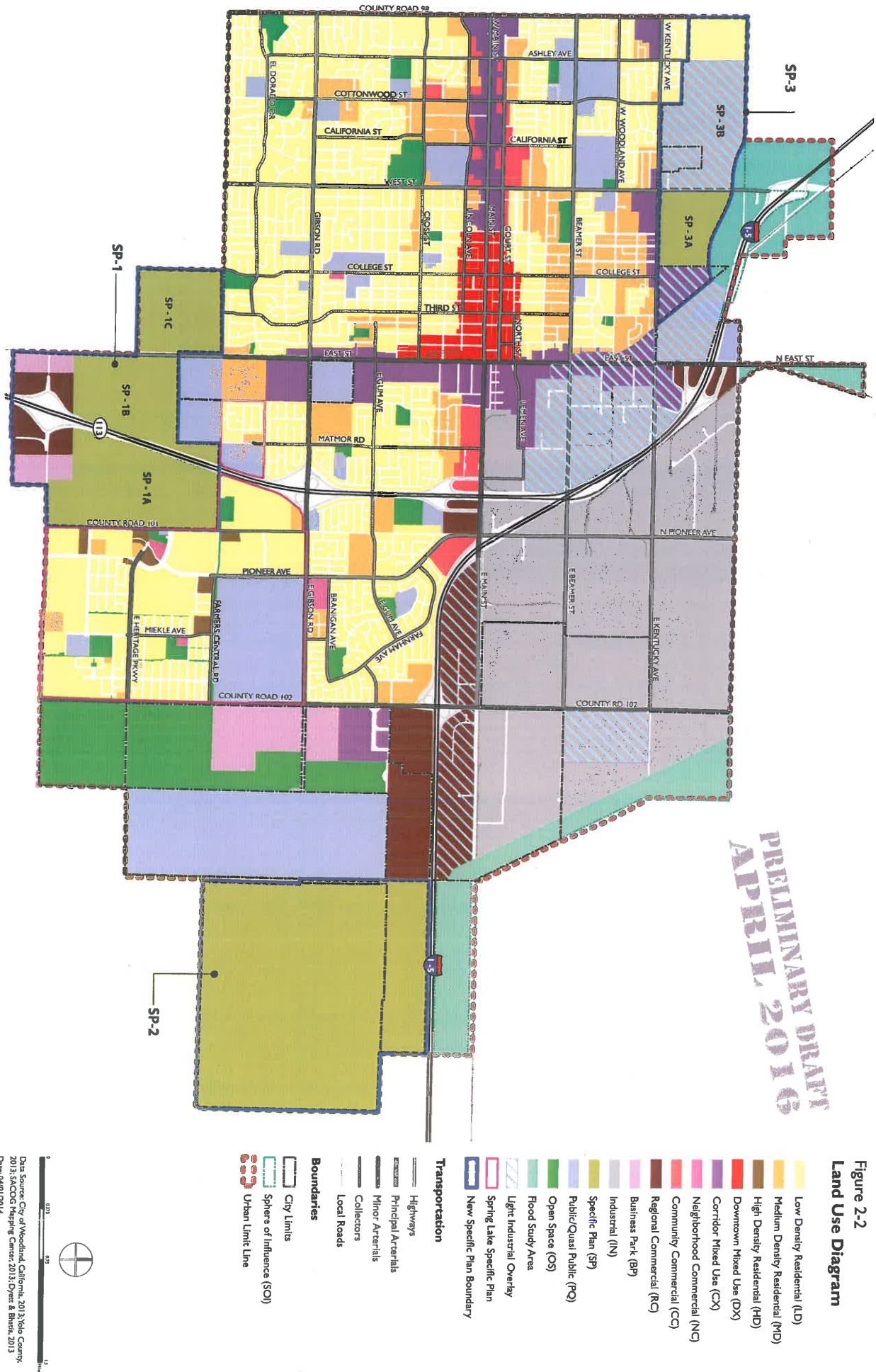
- Goal 7.A **Seismic and Geologic Hazards.** Minimize the loss of life, injury, and property damage due to seismic and geological hazards.
- Goal 7.B **Flood Hazards and Protection.** Protect the lives and property of the citizens of Woodland from hazards and manage floodplains for their open space and natural resource values.
- Goal 7.C **Fire Hazards.** Minimize the risk of loss of life, injury, and damage to property and watershed resources resulting from unwanted fires.
- Goal 7.D **Airport Hazards.** Minimize the risk of loss of life, injury, damage to property, and economic and social dislocations resulting from airport hazards consistent with applicable Airport Land Use Compatibility Plans.
- Goal 7.E **Hazardous Materials.** Minimize the risk of loss of life, injury, serious illness, damage to property, and negative economic and social impacts resulting from the use, transport, treatment, and disposal of hazardous materials and hazardous materials wastes.
- Goal 7.F **Emergency Response.** Foster an efficient and coordinated response to emergencies and natural disasters.
- Goal 7.G **Noise.** Strive to achieve an acceptable noise environment for the environmental, health, and safety needs of Woodland residents and workers.

8 Economic Development Element

- Goal 8.A **Economic Growth.** Support a wide range of economic activity in Woodland that capitalizes on the city's location, strengthens the City's tax base, and supports and enhances quality of life.
- Goal 8.B **Fiscal Sustainability.** Achieve fiscal sustainability while providing core public services and maintaining public facilities and infrastructure.
- Goal 8.C **Strategic Land Uses and Development.** Recognize the important roles that land uses and development play in the City's economic success and fiscal health. Consider economic benefits and costs and long-term community needs, in land use decisions, and reserve sites for designated uses.
- Goal 8.D **Critical Infrastructure.** Provide, maintain, and improve critical infrastructure projects that are integral to Woodland's economic success.
- Goal 8.E **Support Businesses in Woodland.** Facilitate retention, expansion, attraction, and formation of businesses in Woodland that will serve Woodland residents, increase job creation, and meet the city's economic development objectives.
- Goal 8.F **Tourism in Woodland.** Promote tourism as part of Woodland's economic base.
- Goal 8.G **Strong Partnerships.** Foster strong working relationships and continue to partner with businesses and employers, non-profit and private sector organizations, higher education and training institutions, and other public agencies in Woodland and in the region on economic development efforts.

9 Housing Element

- Goal 9.A **Development of Housing.** Promote the provision of adequate housing for all persons in the City, including those with special housing needs and to emphasize the basic human need for housing as shelter.
- Goal 9.B **Maintenance of Housing.** Encourage the preservation, maintenance and improvement of existing housing and the replacement of unsafe or dilapidated housing.
- Goal 9.C **Equal Opportunity in Housing.** Assure that housing opportunities are open to all without regard to income, source of income, marital status, familial status, age, sex, sexual orientation, religion, creed, color, race, national origin, ancestry, or disability.
- Goal 9.D **Energy Conservation and Sustainable Housing Development.** Establish development and construction standards which encourage energy conservation and sustainable development practices in residential development.



General Plan Land Use Designations

LOW DENSITY RESIDENTIAL (LD)

The Low Density Residential designation primarily accommodates low density detached residential units on individual lots with private yards and private parking. Some attached housing types such as duplexes and secondary units are also permitted.

Development Standards

- Density from 0 to 8.0 dwelling units per gross acre

MEDIUM DENSITY RESIDENTIAL (MD)

The Medium Density Residential designation accommodates a range of housing types, including small-lot subdivisions, duplexes, triplexes, zero-lot-line developments, townhouses, walk-up apartments and condominiums with private open space, and multi-unit structures with common open space areas and amenities.

Development Standards

- Density from 8.1 to 19.9 dwelling units per gross acre

HIGH DENSITY RESIDENTIAL (HD)

The High Density Residential designation accommodates a broad range of attached housing types, including triplexes, fourplexes, row houses, and stacked flats (apartments or condominiums). Ancillary commercial uses are also allowed. Units can be contained in single structures or in a collection of cohesive structures with common open spaces and amenities. The higher density range (28.0 to 40.0 dwelling units per acre) provides for multi-story structures with centrally located parking in order to provide urban intensity at locations within easy walking distance to transit, recreation, and community facilities.

Development Standards

- Density from 20.0 to 40.0 dwelling units per gross acre

DOWNTOWN MIXED USE (DX)

The Downtown Mixed Use designation applies to Woodland's historic downtown core and is established to create a vibrant city center with offices, theaters, retail businesses and restaurants that serve residents, workers, and night-time entertainment populations. Custom industrial technology uses, arts and crafts studio space, and live/work units that have limited performance or nuisance concerns may be considered.

Development Standards

- Allowable FAR ranges from 1.0 to 4.0 (combined residential and non-residential uses)
- No specified standard for residential density; residential uses must be within the defined FAR
- New development may be allowed to exceed FAR limits if it offers significant community benefit, such as the provision of publically accessible open space, the restoration and/or adaptive reuse of a historic structure, or the promotion of alternative modes of transportation

CORRIDOR MIXED USE (CX)

The Corridor Mixed Use designation allows for both vertical and horizontal mixed use. Ground floor retail and service uses may be required in certain locations. Corresponding zoning will be performance- and/or form-based in order to promote flexibility and minimize non-conformance issues of existing uses.

West Main Street and East Street

Residential, retail, commercial, office, and light industrial (East Street only) uses are all permitted in a horizontal or vertical mixed use setting.

Kentucky Avenue

Between Cottonwood Street and the west railroad boundary, a range of uses are allowed, including commercial service, light industrial, and agricultural industrial. New residential uses on the north side of the corridor will be considered only in the context of a new Specific Plan for the SP-3 area.

Development Standards

- Allowable FAR is 0.25 to 2.0 for single use developments and 0.5 to 3.0 for mixed use developments (combined residential and non-residential uses)
- Residential density ranges from 8.1 to 40.0 dwelling units per gross acre
- New development may be allowed to exceed FAR limits if it offers significant community benefit, such as the provision of publically accessible open space, or the promotion of transit accessibility

NEIGHBORHOOD COMMERCIAL (NC)

The Neighborhood Commercial designation provides for small-scale, lower intensity retail, office and service oriented businesses to meet the needs of local neighborhoods. Entertainment uses are not permitted so as to not compete with the Downtown core.

Development Standards

- FAR from 0.15 to 0.50

COMMUNITY COMMERCIAL (CC)

The Community Commercial designation provides for commercial development that serves local neighborhoods and/or a broader area of the community than the Neighborhood Commercial designation. Allowable uses include retail, services, grocery stores, restaurants, professional offices, and similar commercial uses. Hotels and motels are also permitted. Entertainment uses and specialty dining and retail are discouraged so as to not compete with these types of commercial uses in the Downtown core.

Development Standards

- FAR from 0.15 to 0.50

REGIONAL COMMERCIAL (RC)

The Regional Commercial designation is intended to accommodate retail establishments that serve residents and visitors of the region at large. Shopping malls and large format “big-box” retail are allowed, as are supporting uses such as gas stations and hotels.¹ Ancillary office spaces that support commercial uses are also allowed, as are stand-alone professional office buildings or complexes. The typical service area for goods and services would be regional in scope, serving 250,000 people or more with larger format stores (50,000 to 100,000 square feet) that create higher shopping expenditures and possibly lower frequency of shopping trips. Expansion of complementary clusters of larger format or unique retail, healthcare, commercial, recreation and possibly institutional uses that reinforce and support each other is encouraged. Entertainment uses and specialty dining and retail are not permitted so as to not compete with these types of commercial uses in the Downtown core.

Development Standards

- FAR from 0.15 to 0.7

¹ A “big-box” store is a physically large retail establishment that is typically part of a chain, typically larger than 50,000 square feet and commonly greater than 100,000 square feet.

BUSINESS PARK (BP)

The Business Park designation accommodates master planned office parks that may include a mix of research and development, green technology uses, and light manufacturing related to research and development. Other uses allowed in this designation include professional offices, hotels, and up to 25 percent general commercial uses that cater to industrial and office uses. High density housing ancillary to the business park is also allowed.

Development Standards

- FAR from 0.25 to 2.0

INDUSTRIAL (IN)

The Industrial designation allows primary manufacturing, processing, refining, and similar activities including those with outdoor facilities. It also provides for warehousing and distribution with supporting commercial services and office space. Some ancillary retail and dining that supports businesses and workers is also permitted.

Development Standards

- Maximum allowable FAR is 0.8

SPECIFIC PLAN (SP)

The Specific Plan designation identifies areas where a Specific Plan consistent with State law shall be adopted to direct development in a coordinated, master planned manner across multiple properties with adequate provision of infrastructure and public facilities to support that development.

The Specific Plan designation allows agricultural and open space uses to continue temporarily until such time as the Specific Plan has been adopted, or the land use designation is otherwise amended. Ultimate land uses must be consistent with the adopted Specific Plan. Capital intensive agricultural uses are discouraged in lands designated Specific Plan so as not to preclude later planned urban uses.

Development Standards

- Allowable density and FAR standards will correspond with the ultimate General Plan land use designations adopted for each Specific Plan area
- Residential uses must achieve an overall minimum average density of 8 du/a across the Specific Plan.

PUBLIC/QUASI PUBLIC (PQ)

The Public/Quasi Public designation provides for public and quasi-public facilities such as colleges, schools, hospitals, penal institutions, libraries, museums, government offices and courts, places of worship, meeting halls, cemeteries and mausoleums, and similar uses. It also includes public facilities such as fire and police stations, recycling centers, and wastewater treatment.

Development Standards

- Maximum allowable FAR is 1.0

OPEN SPACE (OS)

The Open Space designation provides for public parks, agricultural uses, outdoor recreational and equestrian uses, habitat protection, irrigation canals, reservoirs, watershed management, and natural recreation viewing areas typically limited for human occupation due to public health and safety hazards such as earthquake faults, floodways, unstable soils, or areas containing wildlife habitat and other environmentally-sensitive features. Existing agricultural uses are permitted to continue operation, but new commercial agricultural uses are generally not permitted. Such land areas are primarily publicly owned, but may include private property.

Development Standards

- No development intensity is assumed for this designation.

FLOOD STUDY AREA (FS)

The Flood Study Area designation is applied to areas restricted from urban development due to health and safety concerns related to flood risk, or because the property falls within a likely future flood project improvement area. Allowed uses include open space, and low-intensity agriculture or recreational uses. Land uses that require extensive capital improvements or permanent infrastructure improvements shall be prohibited. Existing structures and business operations in areas designated as Flood Study Area may remain but may not expand.

Development Standards

- No development intensity is assumed for this designation.

LIGHT INDUSTRIAL FLEX OVERLAY (IF)

This overlay designation is applied to areas where light industrial or service commercial uses are also appropriate or desired, in addition to those uses permitted by the base designation. The type and character of overlay uses will vary depending on the base designation, as described below. Such uses include auto sales and repair, storage facilities, equipment rental, wholesale businesses, nurseries, contractors' facilities, and retail not typically located in shopping centers. Ancillary office spaces that support such commercial uses are also permitted. Heavy industrial uses are not appropriate.

Base Designation: Corridor Mixed Use

The Light Industrial Overlay applied over the Corridor Mixed Use base designation serves as a transition between industrial and residential mixed use areas. Smaller scale custom, light industrial and creative manufacturing uses that contribute to the vitality and creative identity of the corridor will be encouraged.

Base Designation: Regional Commercial

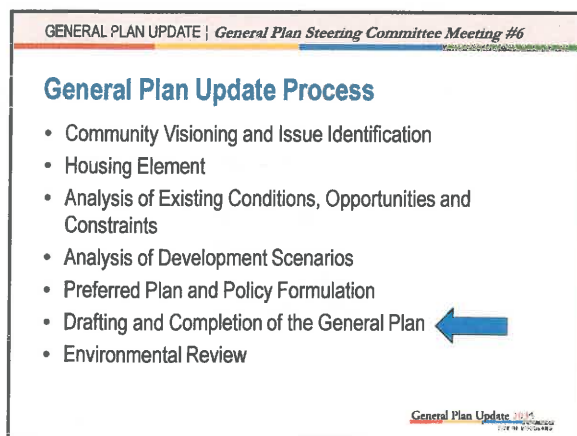
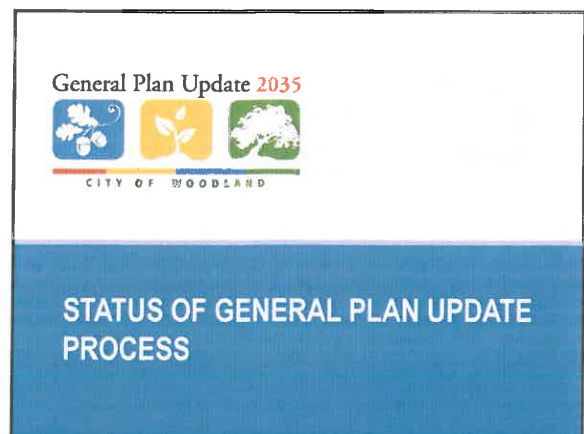
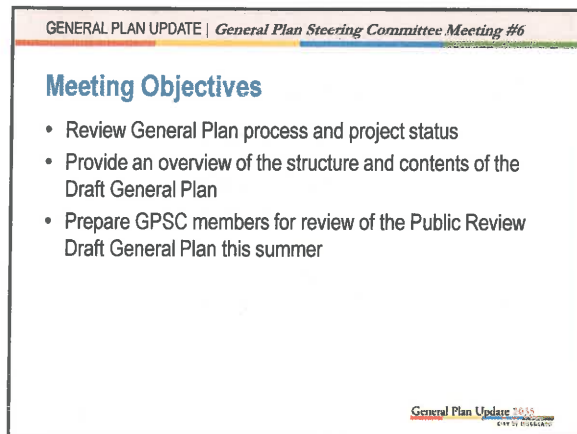
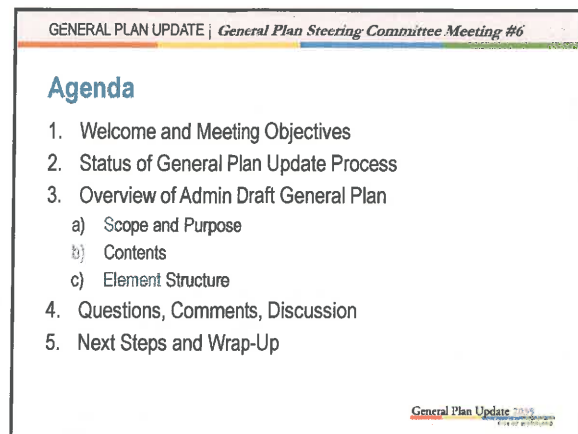
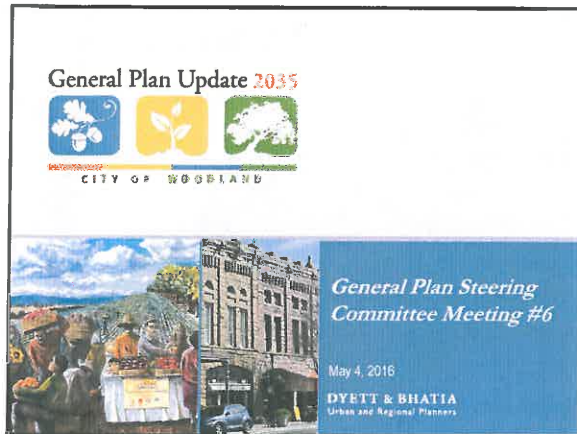
The Light Industrial Flex Overlay provides for a transition from industrial to retail for the area south of East Main Street and north of Interstate 5 (I-5). Custom to light industrial uses, auto sales and repair, outdoor equipment rental and storage, limited contractor facilities and other retail not typically found in retail centers will be considered in addition to uses permitted by the base Regional Commercial designation.

Base Designation: Industrial

The goal of applying the Light Industrial Flex Overlay over an Industrial base designation is to minimize conflicts that potentially would have occurred with heavier industrial uses located adjacent to other sensitive uses. When applied over the Industrial base designation, the Light Industrial Flex Overlay provides for a mix of general, light, to custom industrial and manufacturing uses, including multi-tenant spaces with offices, contractor storage, agricultural processing, industrial technology, and other sensitive processing uses that require controlled performance standards.

Development Standards

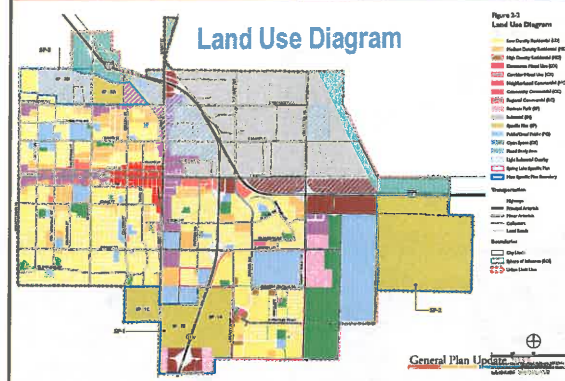
- Allowable FAR is that which is specified by the base designation



Timing	Task
April 2013	Community Vision Workshops, Household Survey
Spring - Fall 2013	Draft and Final Housing Element
Winter 2013 - Spring 2014	Draft Development Scenarios and Initial Policy Framework
Summer - Fall 2014	Analysis and Testing of Development Scenarios
Winter - Spring 2015	Community Workshops, Steering Committee, PC, CC Meetings on Development Scenarios
Spring - Fall 2015	Prepare Preferred Plan and Refine Policy Framework
Winter 2015 - Summer 2016	Draft General Plan and EIR
Summer - Fall 2016	Workshops and Comment Periods
Winter 2016	Hearings and Final Adoption

What have we been up to?

- Finalizing the General Plan Land Use Diagram
- Direction from City Council:
 - Assume 7,000 new units of housing growth
 - Prepare an Environmental Impact Report (EIR) that fully analyzes two alternatives at an equal level
 - Alternative 2: Infill, SP-1A, SP-1B, SP-1C, and SP-3
 - Alternative 3: Infill, SP-1A, SP-2 and SP-3
- Drafting the Administrative (Internal) Draft of the General Plan
- Commencing work on the EIR



General Plan Update 2035



OVERVIEW OF ADMINISTRATIVE DRAFT GENERAL PLAN

Scope and Purpose of the General Plan

- Outlines a vision of Woodland's long-term physical and economic development and community enhancement through the Plan's horizon year of 2035
- Provides goals and policies that will allow this vision to be accomplished
- Establishes a basis for judging whether specific development proposals and public projects are in harmony with General Plan policies and standards

Scope and Purpose of the General Plan

- Allows City departments, other public agencies, and private developers to design projects that will:
 - Enhance the character of the community
 - Preserve and enhance important environmental resources
 - Minimize hazards
- Provides the basis for establishing priorities for implementing plans and programs, such as:
 - Zoning Ordinance
 - Capital Improvements Program
 - Specific Plans
 - Master Plans

What's in the Draft General Plan?

1. Introduction and Administration chapter
2. Land Use, Community Design, and Historic Preservation Element
3. Transportation and Circulation Element
4. Public Facilities and Services Element
5. Healthy Lifestyles Element
6. Conservation and Open Space Element
7. Safety Element
8. Economic Development Element
9. Housing Element

Element Structure

- Each Element consists of:
 - Text & Maps in the body of the Element
 - Goals: An ideal future end related to the public health, safety, or general welfare of the community; a direction-setter for policies and actions.
 - Policies: Specified ends or conditions that are an intermediate step towards attaining a goal; specific statements to guide decision-making.

****Note: Implementation Programs that implement the Plan's policies are located in an appendix and do not constitute part of the "adopted" General Plan.**

General Plan Update 2035
CITY OF WOODLAND

General Plan Update 2035



YOUR QUESTIONS AND COMMENTS; DISCUSSION

General Plan Update 2035



NEXT STEPS

Remaining Schedule

Timing	Task
April – June 2016	Review of Admin Draft General Plan
July 2016	- Release Public Review Draft General Plan - Open house, meetings, workshops - GPSC Meeting #7
August - September 2016	Release Draft EIR and Climate Action Plan – 45 day review
October- November 2016	Release of Final EIR and revised General Plan and Climate Action Plan
November - December 2016	Final hearings and adoption

General Plan Update 2035
CITY OF WOODLAND

GPSC Review of Public Review Draft

- Next Meeting: July
- Provide individual comments on the Public Review Draft
- Identify up to three topics based on your review of the Public Review Draft that you would like the Steering Committee to discuss at Meeting #7

Note: The GPSC will not be reviewing drafts of the General Plan EIR or the Climate Action Plan as a committee. GPSC members are invited to comment on these documents individually if desired.

General Plan Update 2035
CITY OF WOODLAND

General Plan Update 2035



General Plan Steering Committee Meeting #6

May 4, 2016

DYETT & BHATIA
Urban and Regional Planners

GPSC Meeting #6 NOTES

May 4, 2016

6:00 – 8:00 pm

City Council Chambers

ATTENDEES

General Plan Steering Committee

- Al Eby
- Evelia Genera
- Chris Holt
- Don Sharp
- Kathy Trott

Others

- 11 members of the public
- Art Pimentel, Anthony Garcia, Christian Mendoza, Melanie Mathews, Xochitl Rodriguez, Deborah Zavala, Teri Stark, Al Terreccro (?), Skip Davies, Chad Roberts, Angel Barajas.

City Staff and Consultants

- Ken Hiatt, City of Woodland
- Cindy Norris, City of Woodland
- Heidi Tschudin, Tschudin Consulting Group
- Sophie Martin, Dyett & Bhatia
- Elizabeth Schmid, Dyett & Bhatia

GPSC QUESTIONS AND COMMENTS SUMMARY NOTES

- *Evelia Genera*: What was the reason the City Council wanted to analyze two General Plan Alternatives at an equal level of detail in the EIR?
 - *Sophie Martin*: The Council wanted additional information on the environmental impacts of each Alternative before making a final decision as to which should be put forward in the final Plan.

- *Ken Hiatt:* It will also allow some CEQA streamlining benefit in the future if the City ultimately decides to alter its development phasing plan.
- *Kathy Trott:* Will hard copies of the Public Review Draft be available for General Plan Steering Committee members?
 - *Cindy Norris:* Yes.
 - *Ken Hiatt:* If anyone doesn't want a hard copy, let us know.
- *Evelia Genera:* The topic of public schools has been raised repeatedly throughout this process. I hope that this is addressed somewhere in the Plan. We need to address the perception and reality of how good or bad our schools are. From what I can see, higher education is mentioned once in the goals, and K-12 isn't mentioned at all. How are we going to prioritize our K-12 schools and higher education institutions?
 - *Ken Hiatt:* Goal 4.E is focused on education. As you'll see in the Public Review Draft, this goal is accompanied by a number of policies that provide more detail. In addition, the implementation programs in the appendix will list the city departments that are responsible for carrying out each program. Also, keep in mind the difference between goals, policies, and programs. When making comments, think about what should be a policy versus what should be a program.
- *Evelia Genera:* Sustainability and climate change are also big topics for me. It seems like the policies will provide more of an action plan, so I'll look forward to seeing those. From what I'm reading so far, it looks like this could have been a document drafted in 2014 in regards to how it is addressing climate change. Climate change is related to many of the topics addressed in this Plan, including housing, mobility, and safety.
 - *Sophie Martin:* The City and community have already put a lot of effort into drafting a preliminary Climate Action Plan. We are using this draft as the starting point for updating that document. The main change will be the addition of new targets that align with State law and the General Plan horizon year (2035).
- *Kathy Trott:* If you're targeting releasing the Public Review Draft on July 1, when will the implementation programs be released?
 - *Ken Hiatt:* The goal will be to release them along with the Public Review Draft, but we also don't want to hold up the release of that document if the implementation programs aren't ready yet.
 - *Kathy Trott:* It seems like we will need to see both together.
- *Kathy Trott:* How much time will we have to review the Public Review Draft before the next meeting?
 - *Heidi Tschudin:* To clarify, we will only be asking you to identify some general topics and areas of interest prior to the next meeting. The

expectation will not be that you have read and commented on the entire document.

- *Sophie Martin*: Right, we'll be working at a topical level, not at a word smithing level. We are more than happy to receive your individual comments after the meeting, but you will have the full public comment period to provide those.
- *Evelia Genera*: The other topic I'd like to see more on is flooding. I know the flood committee is working on that issue, but I'm hoping that the flood group can come together with the General Plan group, and we can make some decisions on that topic. We can't move forward until that happens.
- *Evelia Genera*: Are there requirements for the Specific Plans in terms of renewal and revisiting? Or are they living, working docs?
 - *Sophie Martin*: Should the City choose to do a Specific Plan, there are requirements for what that needs to include. It's still a plan and it is adopted.
 - *Heidi Tschudin*: Table 1-1 in the Introduction chapter lists existing plans, and explains what will be necessary to align them with the General Plan. The timing will be up to the City. However, they will need to be updated to align with the General Plan before they are used.
- *Chris Holt*: When do Specific Plan land uses get defined? Knowing the specific land uses will help me decide which Alternative I feel comfortable with.
 - *Sophie Martin*: Some broad parameters are defined in the General Plan document, including an overall density average, targets for the residential/non res mix, and policies regarding connectivity, sustainability, employment centers, etc. But the specific land uses and patterns will be developed during the Specific Plan process.
 - *Ken Hiatt*: We made some assumptions about the land uses in each Specific Plan area for the purposes of the EIR. If the eventual Specific Plan aligns with these assumptions, it can tier off of the General Plan EIR. If not, the Specific Plan will require additional environmental review.
 - *Chris Holt*: SP-2 is a large chunk of land. The mix of what it becomes is important to me. I don't want it to become mostly housing with commercial centers along the freeway. My support for that alternative in particular hinges on what the EIR looks at in terms of its assumed land uses. I'd like it to be more industrial leaning because of flood concerns, rail proximity, etc. I understand that we don't want to limit the free market, but we can't leave it completely open as to how that area would develop. Look at Roseville and others - that is what happened there.
 - *Ken Hiatt*: Policy language in the General Plan speaks to these ideas - mix of residential and non-residential uses, jobs/housing balance, greenhouse gas emission reductions, and transportation. We're working

through this language and trying to ensure that future growth areas look like we want them too.

- *Chris Holt:* So the Public Review Draft will contain some of this language?
 - *Ken Hiatt:* Yes.
- *Sophie Martin:* The City Council asked to see two Alternatives that have the same number of housing units. So there are residential units out in SP-2 for Alternative 3 to ensure that the total number of new units is the same for both Alternatives.
- *Chris Holt:* Can the 7,000 units fit in SP-1 and SP-3?
 - *Ken Hiatt:* Yes. That option is explored in Alternative 2.
- *Kathy Trott:* How many people per unit?
 - *Sophie Martin:* That assumption is based on what Woodland has now, which is 2.9 people per housing unit.
- *Kathy Trott:* Did the City Council give a population number?
 - *Ken Hiatt:* No, they specified 7,000 units.
- *Evelia Genera:* Yes, there was a lot of discussion about this, and we all landed on 7,000 units.
- *Kathy Trott:* When would the General Plan go into effect?
 - *Sophie Martin:* As soon as it's adopted.
- *Chris Holt:* The red in the Southern Gateway - is that included in both Alternatives?
 - *Sophie Martin:* Yes, it is in both.
 - *Elizabeth Schmid:* This area on both sides of the freeway is assumed to develop regardless of which Alternative is chosen.
 - *Sophie Martin:* Investment in this area will help bolster the gateway and provide employment opportunities that are closer to Davis.
- *Don Sharp:* It looks like the Plan area extends south of CR 25A. I thought the vote said that we would not do this.
 - *Ken Hiatt:* The boundary of this Plan exactly aligns with the voter approved Urban Limit Line.

PUBLIC COMMENTS

- I see the flood goal, but not one on rail relocation. That's a public safety issue. Where is that covered?
 - *Ken Hiatt:* It doesn't show up in the goals, because it's in a policy. The Council can choose to elevate this topic to the goal level if they choose.

- Yes, we are working so hard on rail relocation, it would be good to have this explicitly stated as a goal.
- Is this timeline realistic? The Plan will be adopted this winter?
 - *Ken Hiatt:* While it's achievable, it's going to require a concerted effort to stay the course. Also, timing for the remaining tasks is subject to some things that are out of our control, such as the number of comments we receive on the EIR. We are working hard to stick to this schedule.
 - *Evelia Genera:* It is important to get to the Public Review Draft out ASAP and make people aware of that.
- I didn't receive a mailer survey. This means the needs of my family weren't addressed.
 - *Cindy Norris:* It was distributed in April 2013. On the General Plan website, you can see the survey and its results.
 - Was it provided in Spanish and English?
 - *Cindy Norris:* Yes
 - *Ken Hiatt:* And please still provide comments, we will take them.
 - *Cindy Norris:* There's a link to provide comments on the project website.

Attachment:

- A. Comments provided by Evelia Genera at the meeting end.
- B. Sign in Sheets

GENERAL PLAN COMMENTS

Submitted by Evelia R. Genera, 5/4/16

Pg.1-1 GENERAL PLAN REQUIREMENTS

“ A city’s general plan has been describes as the framework within which decisions are to be made on how to grow, provide public services and facilities, and protect and enhance the environment. i

SUSTAINABILITY/CLIMATE CHANGE

- The plan needs to address climate change, green development, zero emissions and sustainability throughout the document. This is not the case in the current draft. Seems this draft is dated back to 2014 not 2016. In searching the whole document for "climate" there were just 2 mentions and 4 mentions for "greenhouse" as in emissions or gas. The whole document needs a green painting. The Climate Action Plan is listed as an appendix - but climate change planning cannot just be an appendix.
- Specific suggestions - include climate in the vision statement. So in addition to what is in the vision statement -which is fine- something like -"*Woodland will be a community very attuned to reducing greenhouse gas emissions in all its activities, including transportation and buildings and will be closing in on the goal of zero emissions by 2035. It will also focus not just on mitigating climate change by reducing greenhouse gases but also on making the community resilient to the effects of climate change*" Woodland did join the Paris Pledge for Action on Earth Day and that does say we will aim to keep the temperature rise to 2 degrees C - as we are already at 1 degree C - the only way to get there is by aiming for zero emissions and fast.
- So in addition to being in the vision statement, it should also be in some or all of the guiding principles. So for e.g.
 - In mobility options include also that we will aim to get transportation emissions in the city as low as possible and that this would include efforts to aid in the electrification or other zero emission technology for vehicle transportation.
 - In housing options - in addition to home size, etc. - include the goal of new homes being net zero emissions and somewhere there has to be something about helping to transition the existing house stock to lower emissions – “Is this specified in the Housing Plan?”
 - In safety – there is mention of natural as well as manmade hazards - need to include planning for climate resilience here - specifics for that would be heat waves, droughts, floods, new diseases (ala mosquitoes, etc.) - maybe the specifics don't go here but somewhere else in document - but the basic idea of climate residence should be included.

- in Environmental stewardship - mention zero emissions again here and maybe say we will be a leader as a small ag community in addressing both mitigation and adaptation to climate change.

EDUCATION/SCHOOLS

Pg. I-II GENERAL PLAN REQUIREMENTS

“Comprehensive... the general plan must address the full range of issues that affect the city’s physical development.”

At almost every meeting around the general plan our schools have been criticized and comments made that it’s our schools which will draw people (residents/businesses) to our city.

“Because anticipated development will affect the city and the people who live or work there for years, state law requires every general plan take a long-term perspective.”

Goal 4.E Educational Opportunities. Indicates working cooperatively with school districts, private schools and higher education institutions to provide superior educational opportunities for all members of the Woodland Community.” What are the actions/policies which will support and create “superior educational opportunities”?

Goal 8.G Strong Partnerships.

This plan must include clear, specific, intentional statements regarding partnerships with our K-12 educational systems. (Physical plants, needs assessments, etc.) As our city grows what are the provisions for building schools? How does the city work with our local schools not just higher education to support bonds?

MAY 4, 2016

[illegible]

GENERAL PLAN STEERING COMMITTEE SIGN IN SHEET

MAY 4, 2016

NAME (Print)	EMAIL	ADDRESS/PHONE
Art Pimentel	art.pimentel2004@yahoo.com	604 Elm Street
Evelin R. Genera		
Don Sharp	donsharp927@yahoo.com	
Kathy Tratt	Kathytratt@earthlink.net	715 Elm
Chris Holt	CHRIS.HOLT2@CITYOFWOODLAND.ORG	1607 FIRST STREET
Anthony Garcia		
Christian Mendoza		
Melanie Mathews		

Legislation Text

15.

File #: 16-512, Version: 1

TO: THE HONORABLE MAYOR AND CITY COUNCIL**DATE: May 17, 2016****SUBJECT: Report from Council's Downtown Sub-Committee**

Recommendation: Staff recommends that the Council receive a presentation from the Council's Downtown Sub-committee to include progress made on the FY2014-2016 workplan and anticipated priorities for FY2016-2018.

Background

The City Council's Downtown Sub-committee (Hilliard/Denny) have requested to schedule a presentation as part of the meeting of May 17th. The presentation will review progress made to continue the revitalization of downtown as well as recommended direction for ongoing efforts in support of the City's downtown goals.

Two major economic development initiatives were outlined for 2014-2016. The Council heard a presentation on May 3rd regarding Initiative #1 as part of the Economic Development Subcommittee report. Initiative #2 was the focus of the Downtown Subcommittee and will be the emphasis of the subcommittee's report.

- Initiative #1 - Stimulate Job and New Business Growth Focused on Food and Ag Industry Cluster
- **Initiative #2 - Advance Downtown as a Cultural, Entertainment, and Innovation Center**
 - *Expand Existing / Attract New Arts, Entertainment, and Cultural Uses*
 - *Create a Center for Sustainable Agricultural Research and Applied Technology Accelerator*
 - *Form Business Improvement / Entertainment District*



Paul Navazio, City Manager

Legislation Text

16.

File #: 16-421, Version: 1

TO: THE HONORABLE MAYOR AND CITY COUNCIL**DATE: May 17, 2016****SUBJECT: Fourth Amendment to the Ground Lease with Love Ride Inc. - Velocity Island Park**

Recommendation for Action: Staff recommends that the City Council adopt Resolution No. _____, authorizing the City Manager to execute the Fourth Amendment to the Ground Lease with Love Ride Inc. for the Velocity Island Park facility.

Staff Contact

Wendy Ross, Economic Development Manager-530 661-5921, wendy.ross@cityofwoodland.org

Council Goal

Economic Development - Provide for a diversified economic base with a range of employment opportunities by supporting growth of existing businesses, and providing expanded opportunities for new businesses through targeted infrastructure investments and leveraging existing community and regional assets.

Quality of Life - Maintain and enhance Woodland's quality of life by ensuring the highest level of public safety, promoting a wide range of parks and recreational facilities and activities, and provision of exceptional public services, consistent with community expectations.

Fiscal Impact

The addition of the floating aqua park and swimming area at Velocity Island Park will further diversify the customer base at Velocity Island. While there will not be a direct revenue impact to the City due to the increased number of guests, the City anticipates a modest sales tax revenues increase generated by the use of the Aqua Park and additional food and beverage sales. This amendment will also provide an opportunity to increase transient occupancy taxes (TOT) and sales tax caused by more hotel night visits and patronage of restaurants/bars.

Background

- On February 5, 2013, the City Council authorized the City Manager to execute a Ground Lease Agreement and Addendum with Love Ride, Inc. for the use of approximately 15 acres of City owned land referred to as Dubach Stormwater Detention Facility (Assessor Parcel Numbers

027-340-002 & 027-270-078). The Ground Lease Agreement and Addendum were executed on April 8, 2013.

- Velocity Island Park opened for business in July 2014. The industry is relatively new in the U.S. and California. Based on the risk, staff consulted with YCPARMIA. YCPARMIA recommended, and the City Attorney concurred, that the City should require general liability insurance in the amount of \$5,000,000.
- On March 3, 2015, at the request of the Tenant, the City Council adopted Resolution No. 6394 authorizing the City Manager to execute the First Amendment to the Ground Lease Agreement with Love Ride, Inc. for Velocity Island Park allowing the Tenant to reduce occurrence insurance from Five Million Dollars (\$5,000,000) to occurrence version general liability insurance, or an equivalent form, with a combined single life limit of not less than Three Million Dollars (\$3,000,000) per occurrence; and authorized the City Manager, in consultation with the City Attorney, to make confirming and clarifying changes to the First Amendment provided that the insurance requirement is not lowered.
- On June 16, 2015, the City Council adopted Resolution 6459 and approved (in concurrence with YCPARMIA and the City Attorney) the Second Amendment to the Lease Agreement, which permitted the following:
 - o Sale of beer and wine on-site at restaurant area (minimum of \$1m liquor liability insurance); and
 - o The installation of a skateboard park within the leased land (but has not yet been installed) with a specific waiver for the skatepark, prohibiting bikes and skateboards at the same time.
- On August 18, 2015, the City Council adopted Resolution 6515 and approved (in concurrence with YCPARMIA and the City Attorney) the Third Amendment to extend the beer and wine sales at the Black Pearl Grill located within the defined areas of Velocity Island Park (within fenced/leased portion of the wakeboard park, including the beach, island and café/grill patio area), to expand the hours of operation to 10 pm; and to allow the Community Development Director to determine the significance of a Special Event and requirements for such an event. (Love Ride operated under extended hours and serving beer and wine with “no incidents” last year.)

Discussion

Love Ride continues to make improvements to the site, offering additional activities and events each summer. Admittedly, it has been a slower process to reach Love Ride LLC’s goal of being operational year round than had originally anticipated. Velocity Island Park (VIP) has been open since July 2014 and over the past two summers has increased the number of seasons passes issued, the number of youth attending the wakeboard camps, and the number of people who come out to enjoy a day of wakeboarding with family and friends while enjoying food and drink from the Black Pearl Grill.

Approaching its third summer in operation, Love Ride would like to install a floating aqua park and dedicated “lifeguarded swimming area” to the list of great activities at VIP. The park currently has one 5-point cable system and two 2-point systems for wakeboarding. Love Ride would like to install the Aqua Park in place of the 2-point system, immediately west of the island. (Please see the attached draft image.) Staff has presented the proposed amendment to staff at YCPARMIA and city’s legal counsel and both concur that there is no significant change from the existing use permit. It will however require an amendment and resolution adopting the amendment.

Below is a detailed description of the conditions of the proposed addition of the Aqua Park and swimming area at Velocity Island Park that is being proposed to begin this summer.

“The AQUA PARK is a series of inflatable slides, runways, jumping pillows and bouncers all connected together and floating in a large, clean, and refreshing lake. It is, by far, the most fun and inexpensive way to have fun with family and friends.”

Aqua Park Procedure

- Sign waiver
- Pay / get wrist band
- Life jacket check-in (Everyone must wear lifejackets)
- Signage
- Each (1) session is 45-50 minutes.

- The Aqua Park will hold Max 80 people.
- Aqua Park to open to public at 11:00am close at 7:00pm (May- Oct only) Closed during off season
- The height requirements 48” tall minimum
- life vest required at all times
- We will have 1 lifeguard for every 20 people (up to 4 lifeguards at one time)

Swimming Beach

- To swim, people will be charged \$5-15 dollars each for using the beach/amenities.
- Signage will read “Swim Zone. Swim at your own risk.”
- A waiver will be required for use of swim area.

Anyone 48” and taller who does not purchase an AQUA PARK pass or Wakeboarding pass, will be charged \$10 * to use the swimming beach. During an AQUA PARK session parents and friends will still have access to the shoreline in front of the AQUA PARK to watch. Please note that the wakeboarding beach and observation deck are free access areas.

* Prices are subject to change. Holiday prices are \$15 per person.

General Information.

Love Ride, Inc. continues to operate Velocity Island Park under a temporary Certificate of Occupancy, and all health and safety requirements were satisfied prior to its opening in July 2014. City staff continues to work with Love Ride, Inc. in the hopes that Love Ride will soon secure its Certificate of Occupancy.

Consistent with the terms of the lease, Love Ride, Inc. increased its monthly rental payment to the City to \$250 in May 2015 (after 2 years of \$200 per month) and additionally continues to maintain the site at a savings to the City of approximately \$8,000 per year. Velocity Island Park held one special event in 2014 and 2 special events in 2015 and they are currently working on their event schedule for 2016. Each event has generated an additional \$300 to the City. Last year VIP hosted “stop 2” of the Monster Energy Triple Crown series, generated additional TOT and sales tax to the City for the period of June 1, 2015 through June 9, 2015. The three day event hosted between 800 and 1,200 people each day with no reported issues or concerns regarding alcohol sales.

Conclusion

Staff recommends that the City Council approve Resolution No. _____, authorizing the City Manager

to execute the Fourth Amendment to the Ground Lease with Love Ride Inc. for the Velocity Island Park facility.

Prepared by: Wendy Ross, Economic Development Manager

Reviewed by: Ken Hiatt, Community Development Director

A handwritten signature in black ink, appearing to read "Paul Navazio". The signature is fluid and cursive, with the first name "Paul" and last name "Navazio" clearly distinguishable.

Paul Navazio, City Manager

Attachments:

1. Resolution authorizing the City Manager to Execute the Fourth Amendment to the Ground Lease Agreement
2. Fourth Amendment to the Ground Lease Agreement

RESOLUTION NO. _____

**RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WOODLAND
AUTHORIZING THE CITY MANAGER TO EXECUTE THE FOURTH AMENDMENT
TO GROUND LEASE AGREEMENT WITH LOVE RIDE, INC.**

WHEREAS, the City and Love Ride, Inc. entered into a Ground Lease Agreement (“Lease”) and First Addendum on April 8, 2013, for a portion of City Property located at 755 North East Street in the City of Woodland, as described more fully in the Lease, for purposes of developing and operating a cable tow recreational water park facility known as Velocity Island Park; and

WHEREAS, Love Ride, Inc. has successfully maintained and operated Velocity Island Park for recreational purposes with no major health and safety issues or concerns for approximately two years; and

WHEREAS, the City and Love Ride, Inc. entered into a First Amendment to the Lease in March 2015, to reduce Love Ride’s required insurance; and

WHEREAS, the City and Love Ride, Inc., entered into a Second Amendment to the Lease on June 16, 2015, allowing beer and wine sales at The Black Pearl Grill located within the Velocity Island Wakeboard Park, which requires a Type 41 On-Sale Beer and Wine license from the California Department of Alcohol Beverage Control; and

WHEREAS, the Second Amendment to the Lease approved the construction of an approximately 75 foot by 100 foot skateboard park adjacent to the sandy beach area located near the northeast corner of the site just south of the parking lot; and

WHEREAS, Love Ride, Inc. presented its three proposed changes for a Third Amendment to the Planning Commission on August 6, 2015, and the Planning Commission amended the Conditions of Approval for Love Ride’s conditional use permit but provided that such changes would not go into effect until the Lease is amended and executed; and

WHEREAS, the Third Amendment to the Lease authorized Love Ride Inc. to expand the hours of operation to 10 p.m., and extend the beer and wine sales from the limited area on the patio at The Black Pearl Grill to within the defined areas of at Velocity Island Wakeboard Park per the Third Amendment; and.

WHEREAS, Love Ride, Inc. now desires to further amend the Lease to provide for the installation of a floating aquatics park and a dedicated swimming area at Velocity Island Wakeboard Park.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Woodland hereby determines that the Fourth Amendment to the Lease Agreement is exempt

from further CEQA review under CEQA Regulations 15061(b)(3), 15301, and 15303, and authorizes the City Manager to execute the Fourth Amendment to the Ground Lease Agreement with Love Ride Inc. for Velocity Island Park (**Exhibit A**), to install a floating Aqua Park and dedicate a “swimming area” at Velocity Island Wakeboard Park.

PASSED AND ADOPTED by the City Council of the City of Woodland this 17th day of May, 2016 by the following vote:

AYES:

NOES:

ABSTAIN:

ABSENT:

Tom Stallard, Mayor

ATTEST:

APPROVED AS TO FORM:

Ana B. Gonzalez
City Clerk

Kara K. Ueda
City Attorney

Exhibit A, Third Amendment

**CITY OF WOODLAND
FOURTH AMENDMENT TO GROUND LEASE AGREEMENT
(Velocity Island Park)**

This Fourth Amendment to Ground Lease Agreement (“**Fourth Amendment**”) is made as of May 17, 2016, by and between the CITY OF WOODLAND, a California municipal corporation (“**City**”) and LOVE RIDE INC., a Delaware corporation d/b/a Velocity Island Park (“**Tenant**”). City and Tenant are sometimes collectively referred to herein as the “**parties.**”

RECITALS

A. City and Tenant entered into a Ground Lease Agreement (“**Lease**”) and an Addendum to the Lease as of April 8, 2013, for a portion of City Property generally located at 755 North East Street in the City of Woodland, and more specifically identified as Yolo County Assessor’s Parcel Numbers 027-340-002 and 027-270-078, as described more fully in the Lease and which is referred to as the Leased Land; and

B. The City and Tenant amended the Lease (“**First Amendment**”) on or around March 3, 2015, to reduce the general liability insurance required from Five Million Dollars to Three Million Dollars (\$3,000,0000) per occurrence, which limit may be satisfied by a combination of primary and umbrella policies; and

C. The First Amendment also added Section 6.9 to the Lease, requiring that Tenant provide certain audits, safety reports, testing reports, OSHA complaints, and other records relating to its use of the Leased Land to City within specified time periods; and

D. The Second Amendment also amended Section 2 of the Lease, permitting the Tenant to include an on-site restaurant and a skateboard park; and

E. The Second Amendment also replaced Section 2.3 of the Lease requiring the tenant to Comply with City’s Conditions and CEQA Mitigation Measures; and

F. The Second Amendment also added Section 12.1.4 of the Lease, which required the Tenant to maintain occurrence version liquor liability insurance or equivalent form, with a combined single limit of not less than One Million Dollars (\$1,000,000) per occurrence, which limit may be satisfied by a combination of primary and umbrella policies; and

G. The Second Amendment amended Sections 1 and 25 of the Conditions of Approval of the Planning Conditions as approved on June 16, 2015; and

H. The parties subsequently amended the Lease by the Third Amendment, which amended Sections 23, 24, and 25 of the Conditions of Approval of the Planning Commission as approved on August 8, 2015; and

I. Tenant has successfully maintained and operated a cable park at the Leased Land, known as “Velocity Island Park,” for recreational purposes with no reported health and safety issues or concerns for approximately 2 years; and

J. Tenant has committed to addressing the outstanding issues, permit requirements, and Conditions of Approval per the Lease as required; and

K. Tenant now desires to further amend the Lease to permit Tenant to install and operate a floating aqua park and dedicated swimming area.

AGREEMENT

NOW THEREFORE, in consideration of the above Recitals and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, City and Tenant hereby agree as follows:

1. Replacement of Exhibit “C”. Exhibit C of the Lease is hereby deleted and replaced in its entirety with a new Exhibit C, attached hereto and incorporated herein.

2. Amendment to Section 2. The first sentence of Section 2 of the Lease is hereby amended, and a new second sentence of Section 2 is added, to read as follows:

“2. Use. Subject to the provisions of this Lease and the requirements of any approval obtained in connection therewith, the Leased Land may be used to develop and operate a cable tow recreational water park facility, which shall be permitted to include a floating aqua park with a dedicated swimming area, an onsite restaurant, and a skateboard park (together the “Facility”). Tenant shall ensure that a lifeguard is on duty at all times in which the dedicated swimming area is open to Velocity Island Park users.

3. General Provisions.

A. Authority to Enter Fourth Amendment. Each party represents to the other that the person executing this Fourth Amendment has the requisite power and authority to execute this Fourth Amendment and to bind each respective party.

B. Execution in Counterparts. This Fourth Amendment may be executed in duplicate counterparts, each of which shall be deemed an original.

C. No Other Changes to Agreement. Except as expressly amended by this Fourth Amendment, all terms and conditions set forth in the Lease, the Addendum, the First Amendment, the Second Amendment, and the Third Amendment shall remain in full force and effect.

D. Capitalized Terms. Capitalized terms not otherwise defined herein shall have the meaning ascribed to them in the Lease.

IN WITNESS WHEREOF, this Fourth Amendment is executed by the Parties as of the date set forth below (the “Effective Date”).

///

[Signatures on following page]

LANDLORD:
CITY OF WOODLAND,
a California municipal corporation

By: _____
Paul Navazio
City Manager

Date: _____

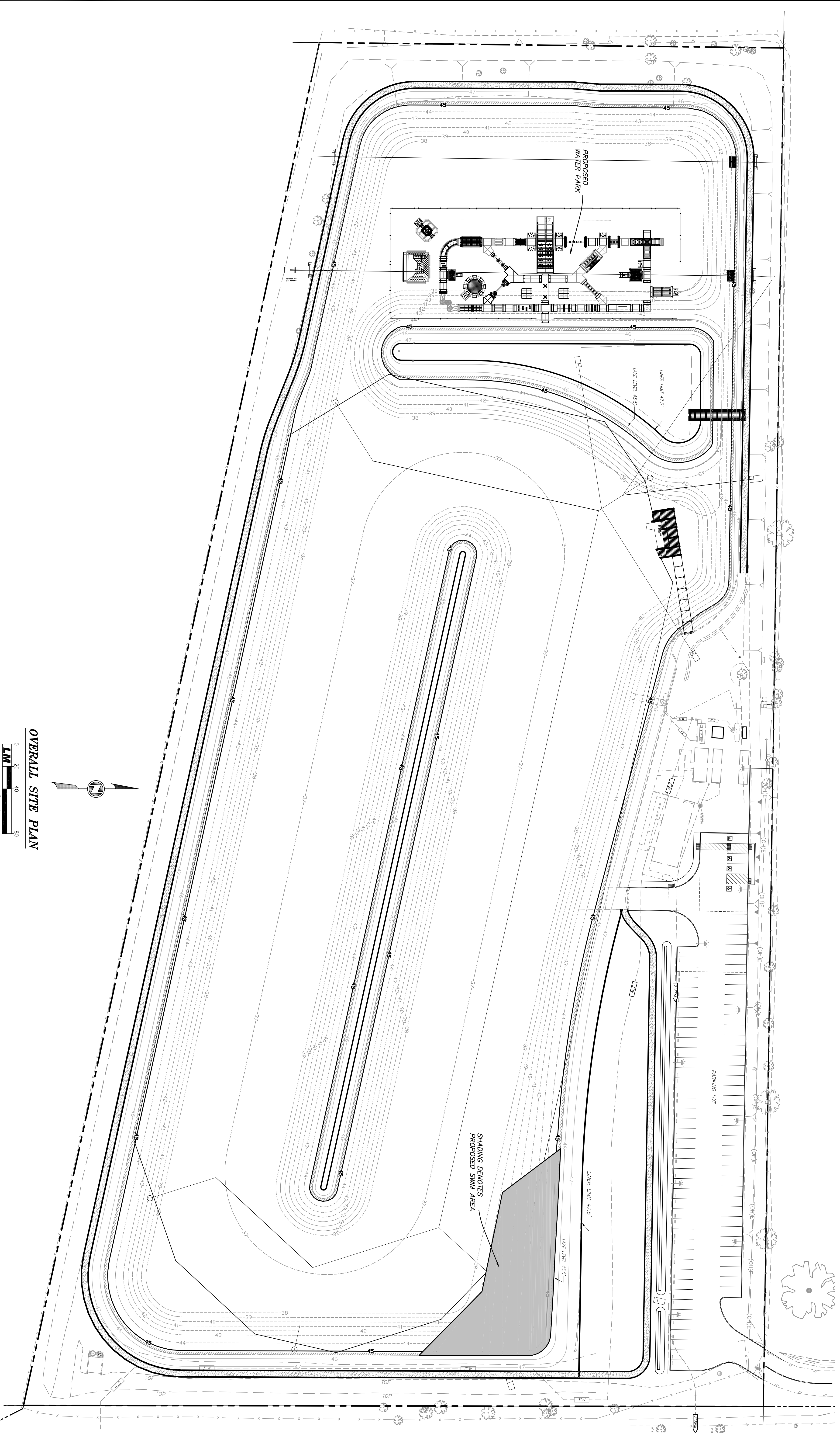
Attest:

By: _____
Ana B. Gonzalez
City Clerk

TENANT:
LOVE RIDE INC.,
a Delaware corporation

By: _____
Name: _____
Title: _____

Date: _____



DESIGNED BY <u>NUB</u>																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
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Legislation Text

17.

File #: 16-498, Version: 1

TO: THE HONORABLE MAYOR AND CITY COUNCIL**DATE: May 17, 2016****SUBJECT: Transfer of Well 18 to 40th District Agricultural Association**

Recommendation for Action: Staff recommends that the City Council adopt Resolution No. _____, authorizing the City Manager to execute a Well Transfer Agreement and Bill of Sale for the transfer of ownership of City Well #18 to the 40th District Agricultural Association.

Staff Contact

Gregor G. Meyer, Public Works Director, greg.meyer@cityofwoodland.org, 530-661-5953

Council Goal

This recommendation is consistent with the Council's goal to ensure the City's physical infrastructure is managed consistent with overall available resources and promotes a City organization that encourages collaboration in the effective delivery of services.

Fiscal Impact

The transfer will allow the City to avoid \$60,000 in well demolition costs and save approximately \$75,000 annually in utility costs it currently pays for the usage of the property.

Background

In July 2007, the City and State of California, acting by and through the 40th District Agricultural Association ("Association"), renewed their agreement (Permit) whereby the Association gave the City permission to use, maintain, inspect, repair, replace, and remove the City's existing deep-water well and underground water pipeline, together with appurtenant facilities (collectively known as "Well 18"), located on the Association's real property, commonly known as the Woodland Fairgrounds. The City provides free water and sewer utilities to the Fairground for the benefit of using this site. (This cost runs around \$75,000 a year and is being charged to the Water Fund.)

While the current Permit terminates in June 2017, because of new water regulations and the advent of surface water, the City exercised its option to terminate the lease in October 2016. As required by the agreement, the City would have to demolish the well, remove all equipment and structures, and return the surface back to a parking lot. However, recognizing that the well was still in good condition and useful for irrigation, the Association requested that instead of the City demolishing the well, the well ownership should be transferred to

the Association.

Discussion

Late last year, Well 18 had an assessed value of \$97,661. In order to meet the requirements to end our agreement with the State, we would have to demolish the well, remove all above ground facilities, and pave over the area to match the surrounding parking lot. This work is estimated to cost \$60,000. The Association expressed interest in using the well for irrigation of the Fairgrounds and the City agrees that this is a beneficial and reasonable use of the still useful well and allows them to eliminate the costly use of potable water for this purpose.

In order to separate the well from the City's potable water system without demolishing it, there are several actions that need to be taken. These actions are included in the attached agreement.

In summary, at the Association's sole cost and expense:

1. City crews will disconnect the well from the City's potable water system and cap the connection pipe. This cost approximately \$5,000.
2. City crews will install 2 Wilkins RP backflow devices at the remaining potable water connections to the City system. (This is for their potable water needs for their buildings and facilities). This will cost approximately \$10,000.
3. The Association shall re-plumb the well and add all necessary piping for irrigation of the property.

In addition, the Association agrees to use the well only for irrigation and will keep it completely separate from the City's potable water system. This includes a prohibition on any cross-connection within the Fairground property.

Conclusion

Staff feels this is an excellent win/win solution to retiring this still-functioning well. The Fairgrounds is a very large parcel of land that can have large irrigation requirements. This well will provide much needed non-potable water for that purpose. The City will be looking at this same process at some of the other wells in various parks around town as we are shutting them down due to water quality issues and the startup of surface water.

Recommendation:

Staff recommends that the City Council adopt Resolution No. _____, authorizing the City Manager to execute the Well Transfer Agreement and Bill of Sale for the transfer of ownership of City Well #18 to the 40th District Agricultural Association.

Prepared by: Gregor G. Meyer, Public Works Director



Paul Navazio, City Manager

Attachments: Resolution

Well Transfer Agreement and Bill of Sale

WELL TRANSFER AGREEMENT

This Well Transfer Agreement (“Agreement”), entered into this _____ day of _____, 2016, is by and between the City of Woodland, a municipal corporation of the State of California (“City”) and the State of California, acting by and through the 40th District Agricultural Association (“Association”), each of whom shall be referred to as a “party” and together as the “parties.”

RECITALS

WHEREAS, the parties entered into a permit (“Permit”) on or around July 1, 2007, whereby the Association gave the City permission to use, maintain, inspect, repair, replace, and remove the City’s existing deep-water well and underground water pipeline, together with appurtenant facilities (collectively the “Well”), located on the Association’s real property, such real property commonly known as the Woodland Fairgrounds, located at 1125 East Street, in the City of Woodland, the legal description of which is provided in **Exhibit A-1** and the precise location of which is shown in the Red Circle in **Exhibit A-2**; and

WHEREAS, the Permit terminates on June 30, 2017, but may be terminated early by either party upon twenty-four months written notice to the other party; and

WHEREAS, City has determined that it no longer needs the Well and provided notice of termination to Association by letter on September 17, 2014, such termination to be effective as of October 1, 2016; and

WHEREAS, when the City planned to abandon the Well, the Well was appraised for \$97,661, and the cost to demolish the Well and restore the land was estimated to be approximately \$60,000;

WHEREAS, the Association desires to instead use the Well for its irrigation purposes at its sole cost and expense, and City is amenable to such arrangement provided Association takes certain steps to disconnect the Well from the City’s system and make various improvements to the Well; and

WHEREAS, this Agreement provides for the City to transfer the Well to Association and for Association to take certain steps to maintain the well.

NOW, THEREFORE, it is agreed as follows:

AGREEMENT

1. Incorporation of Recitals. The recitals set forth above, and all defined terms set forth in such recitals and in the introductory paragraph preceding the recitals, are hereby incorporated into this Agreement as if set forth in full.
2. Abandonment and Transfer of Well. City previously informed Association of its desire to abandon the Well via its September 17, 2014 notice of termination of the Permit, such termination to be effective as of October 1, 2016. In its letter of September 17, 2014 to the Association, City agreed to properly demolish and abandon the Well and to remove all building, fence, and pumping facilities from the Association’s Fairgrounds site. Now, in light of the Association’s desire to use the Well, City instead agrees that from the date of execution of this Agreement, it will no longer use the Well and shall work with Association, pursuant to this Agreement, to disconnect the Well from the City’s water

system and transfer the Well to Association pursuant to a Bill of Sale (attached hereto as **Exhibit B**) on an agreed upon date, but no later than October 1, 2016.

3. Association's Assumption of Well. While the Well has an assessed value of \$97,661, in consideration of the City's cost savings in no longer needing to demolish and abandon the Well (estimated to be approximately \$60,000) and in consideration of annual savings to the City of approximately \$75,000 in water and sewer fees associated with the Well, the City agrees to transfer the Well to Association at no charge. In order to properly use the Well for its irrigation purposes and to ensure that all applicable water quality standards are being met, Association agrees to do the following, at its sole cost and expense, beginning on or around October 1, 2016:

a. At Association's sole cost and expense, the City will disconnect the Well from the City's existing potable water system by using City staff to expose, cut, and cap the line running from the well to the City's main line. The estimated cost for this work is approximately \$5,000. The Association may suggest the precise location of the cut so that Association will be able to better utilize the remaining line for its own purposes. However, in no event will the cut be outside the Association's existing property line.

b. At Association's sole cost and expense, the City will purchase and install two new six-inch Wilkins RP backflow devices at the appropriate City potable water connections to Association's property. The estimated cost for these two devices is approximately \$10,000. The two locations are as shown in Green Circles in **Exhibit A-2**.

c. At Association's sole cost and expense, Association shall re-plumb the Well and add necessary piping for Association's irrigation use.

d. Association shall use the Well for its irrigation purposes, which shall be completely separate and apart from the City's municipal water system. No physical cross-connection shall be permitted between the Association's Well and the City's potable water system.

e. Association shall pay to City, within thirty (30) days of receipt of an invoice from City for City's work as described in this Section 3.

4. Mutual Cooperation. The parties agree to mutually cooperate in taking steps to abandon the Well and transfer ownership of the Well to Association, including supporting any approvals that may be necessary from other governmental agencies.

5. Term and Termination. This Agreement shall become effective on the date the last party to it executes this Agreement and shall continue until Association has complied with all of its obligations set forth in Section 3 above. Association may terminate this Agreement for any reason prior to October 1, 2016, by providing written notice to City of such termination. In such event, City shall thereafter take all appropriate steps to abandon and demolish the Well, as indicated in City's September 17, 2014 letter to Association. If City abandons and demolishes the Well, it shall take all reasonable measures to return the Association's property to as near a condition as it was immediately prior to commencement of City's abandonment and demolition activity, as is reasonably practicable. Additionally, in such event, Association shall begin paying the standard City rates and charges for water and sewer service, pursuant to paragraph 9 of the Permit.

6. Replacement of Well Permit. All terms of the Permit shall remain in full force and effect until October 1, 2016. From and after October 1, 2016, this Agreement shall supersede and replace the Permit and any and all Well rights previously conveyed by State to City.

7. Possible Connection to City Utilities. Nothing in this Agreement precludes the Association from connecting to the City's municipal utility system for the provision of water and sewer service. If Association connects to the City's municipal utilities, it shall pay the standard City rates and charges for water and sewer charges, including all applicable connection charges.

8. Indemnification. Association shall indemnify and defend (with counsel reasonably satisfactory to the City Attorney) the City, its officers, directors, agents, employees and volunteers from any and all obligations, liabilities, liens, claims, demands, losses, damages, and expenses of whatever type of nature, including, but not limited to, reasonable attorneys' fees and litigation costs arising out of Association's use of the Well upon transfer of it to Association, including Association's maintenance, operation, and repair of the Well as well as the quality of the water obtained from the Well.

9. Water Quality Report. Association is in receipt of the Water Quality Report, dated. City represents that the Well was constructed and maintained pursuant to all applicable City Codes prior to transfer. City has not failed to disclose to Association any information which, if known by Association, might provide grounds for Association to withhold acceptance of the Well Transfer Agreement.

10. Assignment. Neither party may assign this Agreement, in whole or in part, without the other party's express written consent, which shall not be unreasonably withheld.

11. Governing Law; Venue. This Agreement and any dispute arising hereunder shall be governed by and interpreted in accordance with the laws of the State of California. In the event a legal proceeding is brought in connection with this Agreement, the parties agree that venue shall lie only in the U.S. District Court for the Eastern District of California or the Superior Court for the County of Yolo, State of California.

12. Waiver. Failure by a party to insist upon the strict performance of any of the provisions of this Agreement by any other party, or the failure by a party to exercise its rights under the default of any other party, shall not constitute a waiver of such party's right to insist and demand strict compliance by any other party with the terms of this Agreement thereafter.

13. Entire Agreement; Amendment. This Agreement contains all of the agreements of the parties with respect to the matters contained herein, and no prior or contemporaneous agreement or understandings, oral or written, pertaining to any such matters shall be effective for any purpose. No provision of this Agreement may be modified, waived, amended, or added to except by a writing signed by the party against which the enforcement of such modification, waiver, amendment, or addition is or may be sought.

14. Construction of Agreement. This Agreement shall be deemed for all purposes to have been jointly drafted by both Association and City. No presumption or rule that ambiguities shall be construed against the drafting party shall apply to the interpretation or enforcement of this Agreement. The language in all part of this Agreement, in all cases, shall be construed as a whole and in accordance with its fair meaning and not strictly for or against any party and consistent with the provisions hereof, and in order to achieve the objectives of the parties hereunder. The captions of the

sections and subsections of this Agreement are for convenience only and shall not be considered or referred to in resolving questions of construction.

15. Notice. The parties shall give notice when required by this Agreement. All notices must be in writing and either served personally, or mailed by certified mail or overnight delivery. The notices shall be sent to the officer listed for each party, at the address listed for each party below. If a party wishes to change the officer and/or address that notices are given, the party shall notify the other party in accordance with this Section. All notices shall be sent as follows:

- City:

City Manager
300 First Street
Woodland, CA 95695
- With a copy to:

City Attorney
Best Best & Krieger LLP
500 Capitol Mall, Suite 1700
Sacramento, CA 95814
- Association:

Chief Executive Officer
40th District Agricultural Association of Yolo County
1125 East Street
Woodland, CA 95776

Either party may change its address for delivery of notice by delivering written notice of such change of address to the other party.

IN WITNESS WHEREOF, the undersigned have executed this Agreement as of the day and year next to their respective signatures.

CITY OF WOODLAND

40TH DISTRICT AGRICULTURAL
ASSOCIATION OF YOLO COUNTY

Paul Navazio
City Manager

Rita Moore
CEO

Dated: _____

Dated: _____

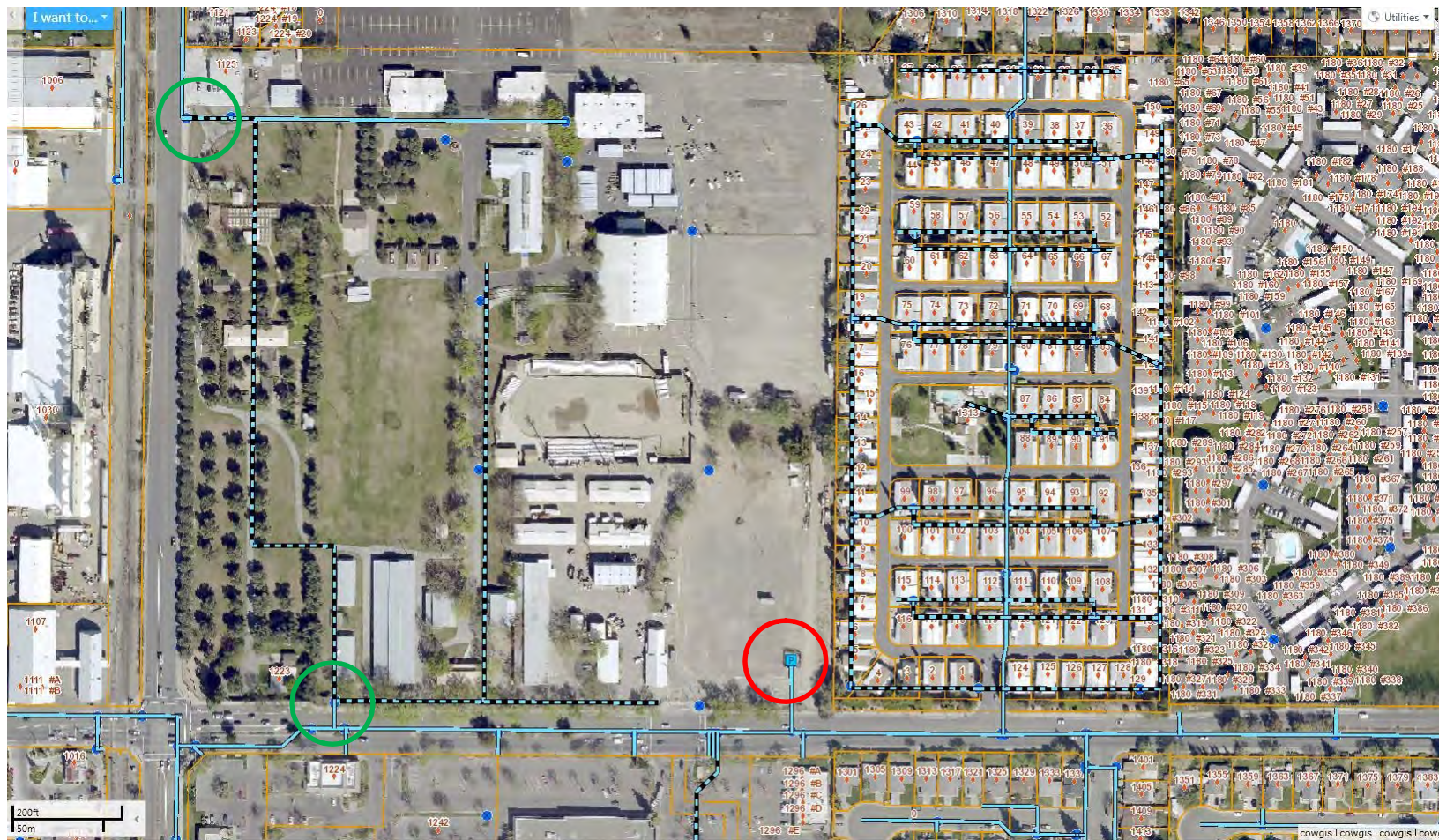
EXHIBIT A-1

Legal Description of the Well Property

Beginning at a point on the North line of Gibson Road that bears the following two courses from the southwest corner of Section 33, Township 10 North, Range 2 East, Mt. Diablo Base and Meridian: 1) South 89° 38' 05" East, 1,238.35 feet, and 2) North 0° 21' 55" East, 25.00 feet; thence from said point of beginning North 0° 21' 55" East, 87.50 feet; thence North 89° 38' 05" West, 15.00 feet; thence North 0° 21' 55" East, 30.00 feet; thence South 89° 38' 05" East, 30.00 feet; thence South 0° 21' 15" West, 30.00 feet; thence North 89° 38' 05" West, 10.00 feet; thence South 0° 21' 55" West, 87.50 feet; thence North 89° 38' 05" West, 5.00 feet to said point of beginning.

EXHIBIT A-2:

City of Woodland, Well 18, Fairgrounds Well



Red Circle = Well 18
Green Circles = Backflow Devices

EXHIBIT B

Bill of Sale

City of Woodland ("City") hereby transfers and delivers to the State of California, acting by and through the 40th District Agricultural Association ("Association"), all of City's right, title and interest in and to that certain Well facility, as defined in that certain Well Transfer Agreement by and between City and Association dated _____, 2016, as described in Exhibit "A-1 and A-2" of that certain Agreement, which is incorporated herein by reference.

Provided, however, the transfer of the Well is subject in all respects to the terms and conditions of the Agreement, which are incorporated herein by this reference as though set forth in full.

**CITY OF WOODLAND,
a California municipal corporation**

**STATE OF CALIFORNIA, acting by and through
the 40th District Agricultural Association**

By: _____
Paul Navazio
City Manager

By: _____
Name:
Title:

Date _____

Date: _____

Attest:

City Clerk

RESOLUTION NO. _____

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WOODLAND
AUTHORIZING THE CITY MANAGER TO EXECUTE A WELL TRANSFER
AGREEMENT AND BILL OF SALE FOR THE TRANSFER OF OWNERSHIP OF CITY
WELL #18 TO THE 40TH DISTRICT AGRICULTURAL ASSOCIATION**

WHEREAS, the City of Woodland and the State of California, acting by and through the 40th District Agricultural Association (“Association”), have had a long-standing Permit whereby the City has been allowed to use property located on the Woodland Fairgrounds to place a deep-water well for potable water use within the City limits; and,

WHEREAS, the Association has been compensated for this use through free sewer and water utilities; and

WHEREAS, the Well has become surplus to the City’s potable water system due to the declining water quality and the introduction of surface water supplies as a potable water source; and,

WHEREAS, the Permit allows for the City to terminate the Permit, which would require the City to demolish the Well, remove all equipment and facilities, and return the surface to match the adjoining parking lot (at a cost to the City of ~\$60,000); and,

WHEREAS, when the City notified the Association of our intent to terminate the Permit and demolish the Well, the Association expressed an interest in acquiring the Well for use as an irrigation well; and,

WHEREAS, an Agreement was drawn up between the Association and the City that outlines the requirements of both parties in order to transfer the ownership of the Well from the City to the Association; and,

WHEREAS, a Bill of Sale was also produced that stipulated the transfer of the Well was subject in all respects to the terms and conditions of the Agreement.

NOW, THEREFORE, BE IT RESOLVED, that the City Council adopt Resolution No. _____, authorizing the City Manager to execute the Well Transfer Agreement and Bill of Sale for the transfer of ownership of City Well #18 to the 40th District Agricultural Association.

PASSED AND ADOPTED this 17th day of May, 2016, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

Tom Stallard, Mayor

APPROVED AS TO FORM:

Kara Ueda, City Attorney

ATTEST:

Ana B. Gonzalez, City Clerk

Legislation Text

18.

File #: 16-513, Version: 1

TO: THE HONORABLE MAYOR AND CITY COUNCIL**DATE: May 17, 2016****SUBJECT: Presentation of FY2016/17 Proposed Budget**

Recommendation for Action: Staff recommends that the City Council receive a presentation of the City Manager's FY2016/17 Proposed Budget.

The FY2016/17 budget is expected to include recommendations for annual appropriations across all funds estimated at \$154.8 million, including General Fund appropriations of \$47.4 million, Utility Enterprise Funds appropriations of \$47.6 million and Capital Funds appropriations of \$31.7 million.

The budget strives to continue to advance the Council's goal of long-term fiscal stability, including maintaining a balanced-budget with prudent reserves, and addressing unfunded liabilities, thus ensuring that resources are available in support of other priority Council goals related to public safety, economic development, infrastructure, and organizational effectiveness.

The City Council received a preview of the budget outlook and provided feedback on short- and long-term budget priorities during the Spring Budget Workshop held in March. Staff has incorporated this Council feedback in the development of the FY2016/17 budget proposal.

The overall budget and updated General Fund five-year forecast reflect continued improvement in the City's fiscal outlook, in part as a result of gradually-improving revenues as well as aggressive measures implemented over the past three years to address structural deficits and unfunded liabilities.

The budget proposal represents a prudent spending plan which includes measures needed to a) address the projected FY2016/17 deficit and b) provide a modest level of budget flexibility to address priority needs, with the majority being proposed to be funded through available one-time resources from excess reserves.

Following the introduction of the FY2016/17 budget, the Council will have an opportunity to discuss and provide feedback on the specific budget recommendations as part of the June 7th Council meeting. It is anticipated that formal adoption of the FY2016/17 budget will occur at the Council meeting on June 22nd. The adopted budget would then become effective with the beginning of the new fiscal year, on July 1st, 2016.



Paul Navazio, City Manager

INTRODUCTION OF FY2016/17 PROPOSED BUDGET
May 17, 2016

Outline

- Baseline Budget & Five-Year Forecast
- FY2016/17 Budget-Balancing Framework
- FY2016/17 Budget Recommendations
 - Budget-balancing Measures
 - Funding Recommendations
 - Recurring Appropriations
 - One-time Appropriations
- Restructuring Proposals
- Investment in Strategic Initiatives
- Capital Budget