

TOWN of YUCCA VALLEY Goal Setting Workshop January 27th, 2012



Strategic Planning Workshop

0830 Welcome & Agenda Review

0845 Session 1: Review of 2011 Strategic Priorities

0900 Session 2: Capital Projects Overview

0945 Roundtable from Sessions 1-2 / Break

1000 Session 3: General Plan Survey Results

1045 Session 4: Visioning

1145 Recap of Morning / Working Lunch

Strategic Planning Workshop

- 1230 Session 5: General Fund Overview (FY 11/12)
- 1245 Session 6: Community Services Overview
- 1315 Session 7: Discretionary Spending
- 1345 Session 8: Revenue Measure

Workshop Recap / Adjournment

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1/27/12
Strategic Planning Workshop

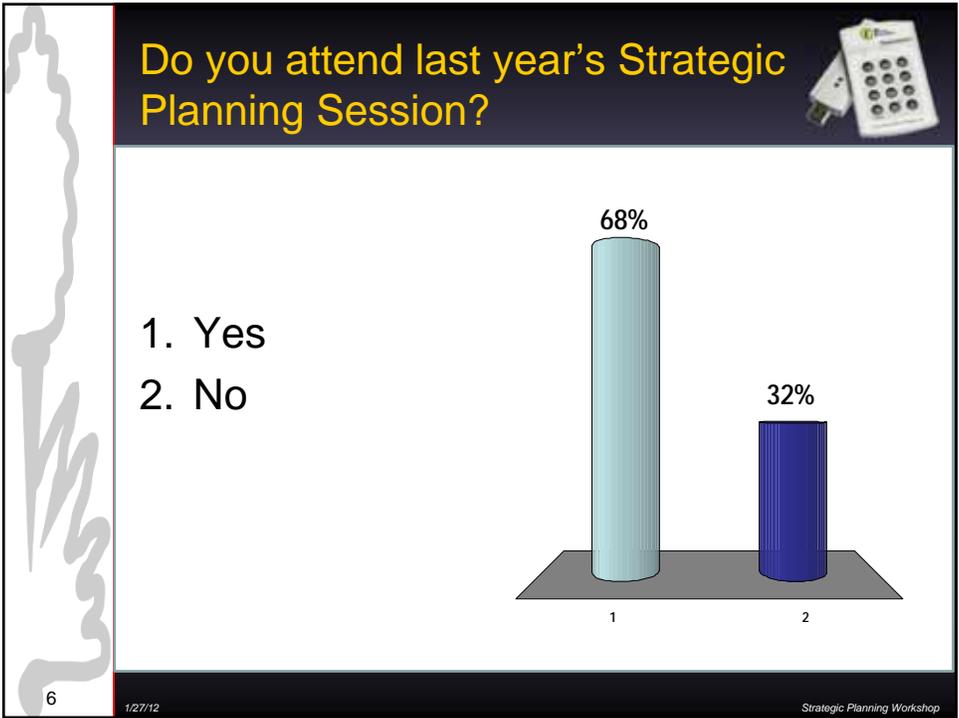
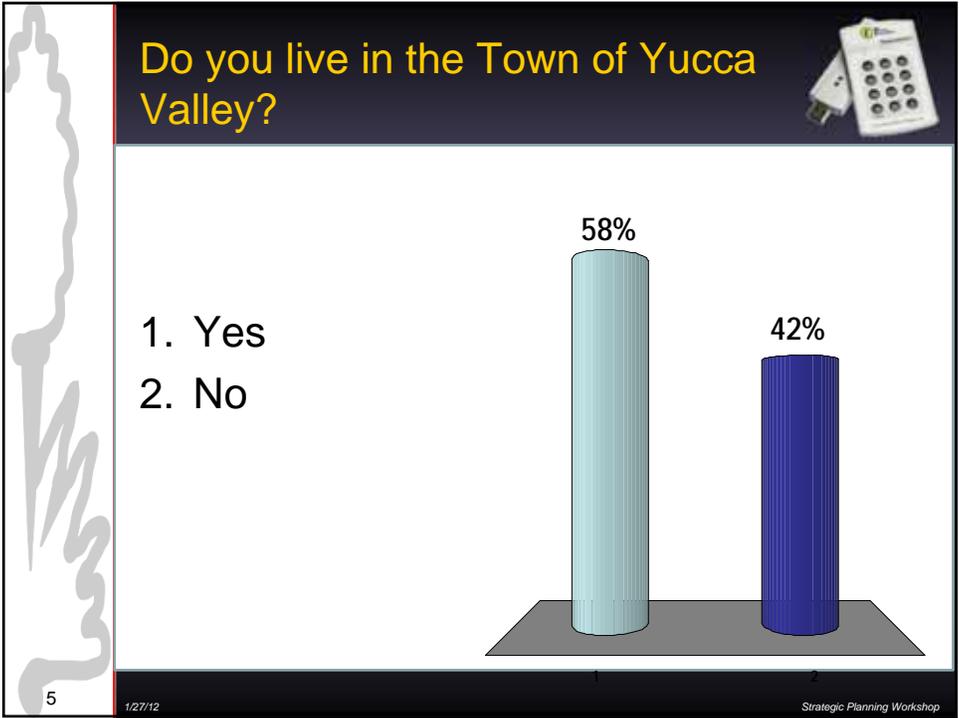
I am here today as ...



1. Town Councilmember
2. Town Management Team
3. Town Employee
4. Town Resident and/or Business Owner
5. Other interested party (non-resident, media, ...)

Category	Percentage
1. Town Councilmember	22%
2. Town Management Team	28%
3. Town Employee	28%
4. Town Resident and/or Business Owner	11%
5. Other interested party (non-resident, media, ...)	11%

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Strategic Planning Workshop

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Organizational Goals*

1. Community Appearance, Character and Livability
2. Public Safety
3. Fiscal Sustainability, Accountability and Operational Efficiency
4. Old Town Redevelopment
5. Economic Development
6. Community & Recreation Facilities and Public Buildings
7. Infrastructure & Resources

* Source: 2009/10 Strategic Planning Workshop

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Strategic Planning Workshop

Organizational Goals (09/10)

Goal 1: Community Appearance, Character & Livability

Goal 2: Public Safety

Goal 3: Fiscal Sustainability, Accountability & Operational Efficiency

Goal 4: Old Town Redevelopment

Goal 5: Economic Development

Goal 6: Community & Recreation Facilities and Public Buildings

Goal 7: Infrastructure & Resources

1/27/12 Strategic Planning Workshop

From Goals to Implementation

- Limited Resources / Staff
 - Recurring General Fund
 - One-Time Construction funding
- Market Dynamics
 - Development trending to eastern Town limits
 - Recession impacting most residential development
- Competing / Conflicting priorities
- Outside Agency impacts
- “Community Challenges”



Community Challenges

- Wastewater System
- Outdated General Plan / Development Code
- Deferred Infrastructure Maintenance / Investment
- Inadequate Public Facilities
- Lacking a Diverse Economy
- **Dissolution of RDA****

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2011 Priorities

- Infrastructure Maintenance
- General Plan update
- Sewer Project
- Development Code / Ordinance Review
- Park / Facility Development
- Economic Development
- Effective Town Management
- Senior Housing

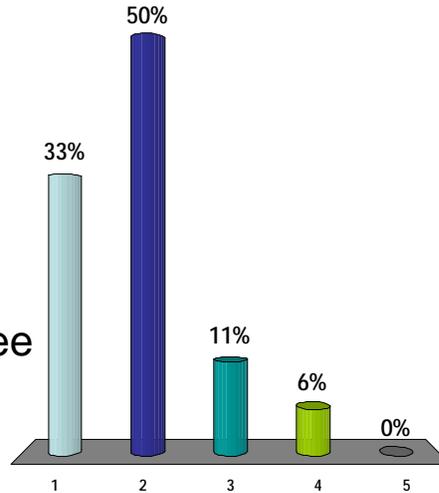


12 1/27/12 Strategic Planning Workshop

The Town of Yucca Valley is making good progress at addressing the goals from the last Strategic Plan discussion...



1. Strongly Agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree



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1/27/12

Strategic Planning Workshop

2011 Priorities

- Infrastructure Maintenance
- General Plan update
- Sewer Project
- Development Code / Ordinance Review
- Park / Facility Development
- Economic Development
- Effective Town Management
- Senior Housing

2011 Accomplishments

- Slurry Seal project
- GP Update launch
- Sewer Funding strategy developed
- Development Code moving forward
- Undergrounding Utility Ordinance, Native Plant Ordinance Review
- Brehm Prop 84, Southside Phase 1A, Animal Shelter design
- AM/PM, Sonic, Rite Aid
- Benefits restructured (PERS co-pay, 2-tier, leave benefits)
- Yucca Valley Seniors Specific Plan adopted

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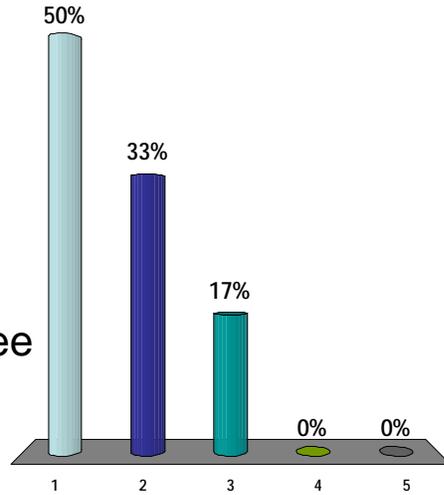
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Strategic Planning Workshop

The Town of Yucca Valley is making good progress at addressing the goals from the last Strategic Plan discussion...



1. Strongly Agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree



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1/27/12

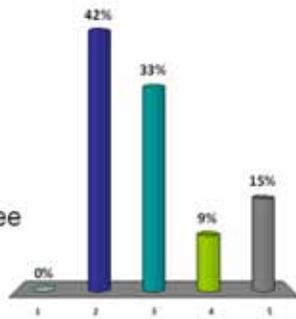
Strategic Planning Workshop

How Did We Rank Last Year?

The Town of Yucca Valley is making good progress at addressing the goals from the last Strategic Plan discussion...



1. Strongly Agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree



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1/27/12

Strategic Planning Workshop

Item #	Issue	Description	Staff	Owner	High/Low	Start	Landmarks	Huntington	Status
1	Code Enforcement - Camera Enforcement / Beautification	Enforce property maintenance standards; Strategic programs to target key challenges in community (overlooked properties, SR 62 enforcement)	Near				Near	Near	Code Enforcement program augmented with CBIG funding.
2	Code Enforcement - Golf Course	Final short term solution and secure Golf Course					Near	Near	Mark not forwarding; incorporated land use alternatives in General Plan Update
3	Community Outreach	Improve communication with public thru, third site and other; conduct of community surveys / outreach					Near	Near	Survey completed with GP Update; launched Town Facebook site
4	Development - Development Impact Fees	Annual Review; justification for setting at max defensible limits; Update to Development Impact Fee Study (3 years old) - completed at end of General Plan update (Medium timeframe)	Near						Impact Fees updated
5	Development - DWR/FWR Review / sBACE	Pursue Federal review relative to waters of the US; implications on Clean Water Act mandates for SWPPP	Medium						
6	Development Regulations - Code Update	Complete Development Code Revisions	Near	Near		Near	Medium	Near	Dev Code Update underway
7	Development Regulations - Dark Skies	Continue to promote, support and require dark skies					Long	Near	
8	Development Regulations - Open Space preservation	Continue to support and encourage open space; continue work with the Maricopa Basin Open Space coalition group.						Near	MIRONG data incorporated into GP Update
9	Development Regulations - Streamlining	Consolidate & streamline building submittal requirements					Medium	Near	Improvements to Comm Dev website
10	Economic Development	Pursue Commercial Development & economic growth; ease of (employment) bringing development to Tuzigoot Valley	Near		Near	Near	Near	Near	attended KCC; continue working with local brokers
11	Economic Development - Diversify local economy	Lack of a skilled workforce; non-diverse economy; service based; low wage; minimal growth; identify potential niche industry(s) to provide future employment opportunities; identifying the opportunities to create jobs/possibly other	Long			Long	Medium		
12	Economic Development - General	Determine "realistic" development targets and pursue; identifying and then capturing the brand				Long	Near	Medium	
13	Economic Development - Golf Course	Reevaluate private redevelopment of Golf Course; moving the quality of life issue to a solution; assist in redevelopment of Blue Sky	Long	Medium	Near	Medium	Medium	Long	Issue to be studied with GP update
14	Economic Development - Old Town Development	Continue Old Town Specific Plan implementation; Re-evaluating the project; "near" term re-evaluation	Long	Long	Long	Long	Long	Medium	SP to be re-visited with GP update

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1/27/12

Strategic Planning Workshop

Item #	Issue	Description	Staff	Owner	High/Low	Start	Landmarks	Huntington	Status
15	Facility Planning - Animal Shelter	Complete low animal shelter; Review location and cost to the town	Near	Medium		Near	Near	Near	Design progressing
16	Facility Planning - Bike Lanes / Trails	Improve bicycle safety; Acquire Land/assessments and make facility			Medium	Long	Long	Near	
17	Facility Planning - Consolidation	Consolidate Town Hall in single location	Long					Medium	
18	Facility Planning - Expansion	Continue programs to add to park facilities and amenities; From partnership with Benth		Near	Near	Near	Near	Near	Prog 84 Barlow Park application
19	Facility Planning - Library	Reevaluate library per facilities plan	Long	Long			Long	Long	
20	Facility Planning - Museum	Reevaluate Museum per facilities plan; Review financial cost to town; look at generating revenue or spinning off to non profit	Long	Near		Near	Long	Long	
21	Facility Planning - Southside	Complete Development of Southside Community park			Long	Near	Near		Southside Phase 1A; secured County funding support
22	General Plan - Vision	Define community vision of Tuzigoot Valley	Near			Near		Near	GP Update underway
23	General Plan Update	Review General Plan and update as required; Sustainable Communities Strategies (Development Code Update, Climate Action Plan)	Near	Near	Near	Near	Near	Medium	GP Update underway
24	Infrastructure - Construction	Side-walks in Commercial Corridor			Medium			Medium	PIED project moving forward; TGA grant from NIMMAG
25	Infrastructure - Construction	Traffic calming and control highways and local streets; SR 62 widening						Medium	
26	Infrastructure - Flood Control (improvements)	Pursue viable short term fees to stem drainage	Near	Medium			Medium	Near	SPACE Long Canyon basin project
27	Infrastructure - Maintenance	Improve public streets; Review alternative funding sources to address backlog (standing against Measure 5; General Fund loan; RDA loan)	Near	Medium	Medium	Near	Near	Near	General Fund target (20%) by 2014; Revenue Measure proposed
28	Infrastructure - Public Works (Standard Drawings / Specifications)	Standard drawings are 13 years old. Project funded and slated for completion this coming year	Near						
29	Ordinance Review	Tight, Native Plant, Undergirding utility, Grading; Reduce amount of regulations (sign, NPZ, eliminate initial requirement utility); purge unnecessary ordinances			Near	Near	Near	Near	Native Plants; Undergirding Utilities brought forward; sign code slated for 2012
30	Public Safety - Increase Service Levels	Identify needs and improve Police and Fire protection					Medium	Near	
31	Redevelopment - Affordable Housing	Provide for affordable housing per allotted quota; complete senior housing project	Near	Near		Near	Long	Medium	Senior Housing project entitled; HUD 202 not awarded; seeking alternative funding
32	Redevelopment - Project Area Amendment	Increase area to include golf course area; increase the debt ceiling and maximum tax increment allowed under the plans	Near	Near					RDA Resolution (AR 1430)
33	Senior Plan	Support waste water project; eliminate without direct SB contribution	Near	Near		Near	Near	Near	Funding Strategy completed; Revenue Measure / state grants

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1/27/12

Strategic Planning Workshop

Item #	Issue	Description	Staff	Rosen	Hegmann	Abel	Lambardi	Hettinger	Status
34	Town Management	Review and pursue maximum efficiencies in town operations; review public safety allocations vs. updated population / crime / public safety issues. Prioritize all expenditures to give staff direction on highest/lowest priorities; sell 347 building	near		near	near	near	medium	P10 employee contribution #1; Town Star Retirement benefits; Adjustment to lease annual
35	Town Management - Community Services	Evaluate and provide cost effective programs & events						medium	On-going
36	Town Management - Employee Benefits Review	Examine alternative(s) to maintaining competitiveness while controlling costs of benefits to employees	near				near		P10 employee contribution #1; Town Star Retirement benefits; Adjustment to lease annual
37	Town Management - Reserves	Continue to maintain budgetary reserve at high level					near	near	Reserves increased by \$100,000
38	Town Management - Revenue Increases / Financial Stability	Look at alternative(s) to increase revenues to deliver roads, parks, and other service enhancements. Ensuring financial stability in light of continuing financial contraction.	near				near		Revenue Measure recommended for Nov 2012

Session 2: Capital Projects

0830 Welcome & Agenda Review

0845 Session 1: Review of 2011 Strategic Priorities

0900 Session 2: Capital Projects Overview

0945 Roundtable from Sessions 1-2 / Break

1000 Session 3: General Plan Survey Results

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1145 Recap of Morning / Working Lunch



Engineering Division
Capital Improvement Program
Update

Town Council
Strategic Plan Workshop
January 27, 2012

Town of Yucca Valley



Capital Improvement Program Update

Order of Presentation

- Streets & Roads
- Parks
- Public Buildings
- Flood Control Facilities
- Private Land Development, Caltrans, and potential Grant Awards

SR62/SR247 Median Island/Traffic Signal

Raised median islands on the north, south, and west legs; SR247/Joshua Lane signal modified for dedicated left turn movements.

- \$ 67,000 Measure I Arterial Funds
- \$ 184,900 HSIP

- Authorized to bid in October 2011
- Bid Opening set for February 28, 2012
- Town Council Award on March 6, 2012
- Construction approximately 5 months



2/21/2012

Church Street Improvements Project

Construction of paved access on Church Street from Joshua Drive to Onaga Trail.

- \$ 167,000 from Capital Projects Reserve

- Authorized to bid on January 17, 2012
- Opening of bids on February 28, 2012
- Town Council Award on March 6, 2012



2/21/2012

SR 62, Apache Trail to Palm Avenue

Three segments of raised landscape medians, street lighting where gaps exist, sidewalk, curb and gutter, traffic signal at Church Street, and signal light modifications on Acoma and Mohawk Trail

- \$ 1,600,000 Safety-Lu funds.
- \$ 312,120 LTF Funds
- \$ 225,000 Traffic Safety Funds
- \$ 350,000 from Measure I Arterial Funds
- \$ 350,000 from SLPP Funds

- Right-Of-Ways Certification and issuance of encroachment permit in April 2012.

2/21/2012



SR62 Widening Palm Avenue to Airway Avenue

Widening from four lanes to six lanes, construction of raised landscape medians, sidewalk, street lights, curb and gutter, and drainage improvements (Preliminary Design)

- \$ 750,113 from Measure I Arterial Funds

- Project funded for PA & ED
- Scheduled for completion by February of 2012

2/21/2012



SR 62 Improvements La Honda to Dumosa Ave

Landscaped raised median islands on SR62, Sidewalks, and Drainage Improvements

- TCRP for the completion of Plans and Specifications.
- \$ 899,500 from HSIP for Construction (\$2.2 million total)
- Caltrans to review 100% plans submitted on January 14, 2012
- Staff to explore funding sources to construct project



2/21/2012

SR 62 Signal Synchronization

Acoma/Mohawk, Deer/Pioneertown, Kickapoo Trail and Camino del Cielo; future Church and Inca Signals.

- \$ 225,343 from CMAQ Funds
- Town received design proposals on January 10, 2012
- Staff to evaluate proposal and recommend a design consultant at the February 21, 2012 TC meeting



2/21/2012

2012-13 Slurry Seal

Installation of slurry seal, hot mix asphalt repairs, and replace street striping, markings and legends

- \$189,530 from Measure I Unrestricted
- Request authorization to bid in April 2012
- Staff evaluating PMS and available funding



2/21/2012

2012/2013 Slurry Seal

Arcadia Trail: Del Monte Ave-Goleta Ave
Chippewa Trail: Pueblo Trail-N/End
El Dorado Dr: SR62 OHN-Barron Dr
Fortuna Ave: SR62 OHN-Barron Dr
Hermosa Ave: Yucca Trail-S/End
Natoma Trail: Goleta Trail-Hermosa Trail
Papago Trail: Acoma Trail-Church St
Pueblo Trail: Inca Trail-Church St
Santa Fe Trail: Kickapoo Trail-Apache Trail
Yuma Trail: Acoma Trail-Church St.

Camarilla Ave: Yucca Trail-S/End
Del Monte Trail: Yucca Trail-S/End
Farrelo Rd: Plaza Del Amigo-SR247
Goleta Ave: Delano Trail-Natoma Trail
Indio Ave: Yucca Trail-S/End
Natoma Trail: Indio Ave-E/End
Plaza Del Amigo: Farrelo-Buena Suerta
Pueblo Trail: Indio Ave-E/Chippewa Trail
Shawnee Trail: Onaga Trail-Santa Fe Trail

2/21/2012

Community Center Playground Equipment & Splash Park

Design, purchase and installation of playground equipment and a Zero depth Splash Park located at Dumosa Avenue

- o \$297,000 of CDBG Funds
- Design contract awarded to RJM Design Group by Town Council on January 17, 2012
- Design Completed April/May 2012



2/21/2012

South Side Neighborhood Park – Phase 1A

Phase IA will consist of a tot lot playground, turf area/picnic area, trail, dog park and ancillary facilities.

- o \$ 430,000 from HUD
- o \$ 38,680 from different Park Development Impact Fees
- o \$ 200,000 County CIP
- o \$ 300,000 from LTF
- o \$ 88,888 from Quimby Fees
- TC Authorization to Bid on February 21,2012
- Open bids on March 27, 2012
- TC Award of Contract on April 3, 2012



2/21/2012

Replacement Animal Shelter

Animal shelter facility to contain 72 dog kennels, adoption area, grooming and food preparation area, administrative offices, and staff service area

- \$ 1,750,000 Town's Commitment
- \$ 1,750,000 from County Funds
- The plans and specification to be completed by April 2012.
- T C Authorization to Bid in May 2012
- Open bids June 2012
- TC Award of Contract July 2012



2/21/2012

Long Canyon Wash

Feasibility Study addressing flood risk management along 1.5 mile segment of Long Canyon Wash to determine flood protection measures, water, and habitat quality

- \$104,750 from Flood Control Fund
- \$104,750 from San Bernardino County Flood Control District
- \$209,500 from US Army Corps of Engineers
- The County Flood Control and the US Army Corp have entered into agreement to continue with second tier of a study to control storm water coming from Joshua Tree National Park.
- Awaiting Coop Agreement with San Bernardino County Flood Control



2/21/2012



Other Infrastructure Projects

- Private Development (Super Wal-Mart)
 - Traffic Signal at SR62 and Hopi
 - Traffic Signal at Joshua Lane and Yucca Trail
 - Traffic Signal at Avalon/Palomar and Yucca Trail
 - Avalon Ave Widening from SR62 to Palisades and 4-Way Stop at Avalon/Palisades
 - CEQA Requirements for Super Wal-Mart; Projects currently in plan check.

2/21/2012

Other Infrastructure Projects

- Town
 - Transportation Development Act (TDA), San Bernardino Associated Governments; \$91,000 for Community Center access improvements; Agreement forthcoming
- Caltrans
 - SR 62 from Balsa Ave East - Overlay, widen shoulder, & striping (2016).
 - SR 247 from El Cortez Rd North – construct shoulder (2015).
- Potential Capital Projects:
 - Proposition 84 & Brehm Park. Based on final State determination.

2/21/2012



CIP Summary

- \$5,527,528 in Road & Street Projects
- \$1,354,568 in Park Projects
- \$3,650,000 in Public Building Projects
- \$419,000 in Flood Control/Drainage Projects

- QUESTIONS & ANSWERS

2/21/2012



Break / Roundtable Discussion

- 0830 Welcome & Agenda Review
- 0845 Session 1: Review of 2011 Strategic Priorities
- 0900 Session 2: Capital Projects Overview
- 0945 Roundtable from Sessions 1-2 / Break**
- 1000 Session 3: General Plan Survey Results
- 1045 Session 4: Visioning
- 1145 Recap of Morning / Working Lunch**

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Session 3: Survey Results

- 0830 Welcome & Agenda Review
- 0845 Session 1: Review of 2011 Strategic Priorities
- 0900 Session 2: Capital Projects Overview
- 0945 Roundtable from Sessions 1-2 / Break
- 1000 Session 3: General Plan Survey Results**
- 1045 Session 4: Visioning
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TOWN OF YUCCA VALLEY
STRATEGIC PLANNING
WORKSHOP
Yucca Valley Community Center
January 27, 2012

GENERAL PLAN VISION &
VALUES

GENERAL PLAN PROGRESS: *Public Outreach*



- Concert in the Park
General Plan booth
- Town Council
Interviews
- 20th Anniversary
Workshops
 - General public
 - Business community
 - Public hearing
presentation
- Statistically valid
Telephone Survey

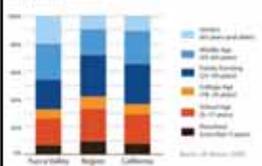
GENERAL PLAN PROGRESS: *Community Profile*

Age Distribution

From 2002 to 2009, Santa Valley experienced a consistent age distribution increase. In 2009, Santa Valley's median age was 41, which is significantly higher than the region's median age of 31 and the state's median age of 36. Fig. 2-2 shows how the age composition of Santa Valley differs from the region. Santa Valley has more middle age adults and seniors, along the region has more family forming and college age adults, as well as more school and preschool children.

Age composition is an important factor for assessing demand for types of housing, health care, and community facilities. More than 25 percent of Santa Valley residents are children and teens which may indicate demand for educational services and may help explain why the Message Identified for HealthCare is the Team's largest program. Santa Valley's large population of middle age and senior residents, which constitutes 46 percent of the population, may indicate a demand for different facilities than younger residents, such as health care and lifelong learning. The large senior population may contribute to Santa Valley's strong health care and social services field.

Figure 2-2 Age Distribution



- Existing conditions report for the General Plan
- Built and Natural Environment
- Demographic and Socioeconomic Data
- Economic and Market Trends

GENERAL PLAN PROGRESS: *Looking Ahead*



- Confirm Vision and Values
- Conduct workshops for Focus Areas (Feb-March)
- Confirm Land Use Plan
- Draft General Plan Elements & Conduct Technical Studies
- Review with General Plan Advisory Committee (GPAC)
- Environmental Impact Report (EIR)

PUBLIC WORKSHOPS: *What we heard*

What people like the most about Yucca Valley

- Small town atmosphere
- Clean air and night skies
- Safe neighborhoods
- Views/open space
- Activities and classes
- Development that respects the natural setting
- Proximity to Joshua Tree National Park
- Location (short drive to beach and skiing)
- Affordable cost of housing and living

PUBLIC WORKSHOPS: *What we heard*

What people do not like about Yucca Valley

- Lack of sewer/infrastructure
- Light pollution
- Not enough activities for youth
- Lack of bike lanes
- No centralized gathering place or downtown core
- Have to travel down the hill for more restaurants and shopping
- High cost of permits and fees to start a new business

PUBLIC WORKSHOPS: *What we heard*

Vision of Yucca Valley in 2035

- Offers a spectrum of employment opportunities
- Sewer and water quality issues are resolved
- Basic retail and service needs are met locally
- Increased efforts in Basin wide political collaboration
- Clustered development promoting open space
- Popular community meeting places
- Improved youth infrastructure and program funding
- Successful Town center with character

TELEPHONE SURVEY: *Methodology*

- | | |
|--------------------|---|
| • Data Collection | Telephone Interviewing |
| • Universe | 7,657 likely November 2012 voters in the Town of Yucca Valley, with a sub-sample of those likely to vote in the June 2012 election. |
| • Fielding Dates | December 19 through December 22, 2011 |
| • Interview Length | 25 minutes |
| • Sample Size | 305 likely November 2012 voters
169 likely June 2012 voters |
| • Margin of Error | ± 5.5% November 2012
± 7.4% June 2012 |

TELEPHONE SURVEY: *What we heard*



Town Services

- Very Satisfied – 28%
 - Somewhat Satisfied – 45%
 - Somewhat Dissatisfied – 11%
 - Very Dissatisfied – 10%
 - DK/NA – 6%
-
- 73% responded satisfied or somewhat satisfied

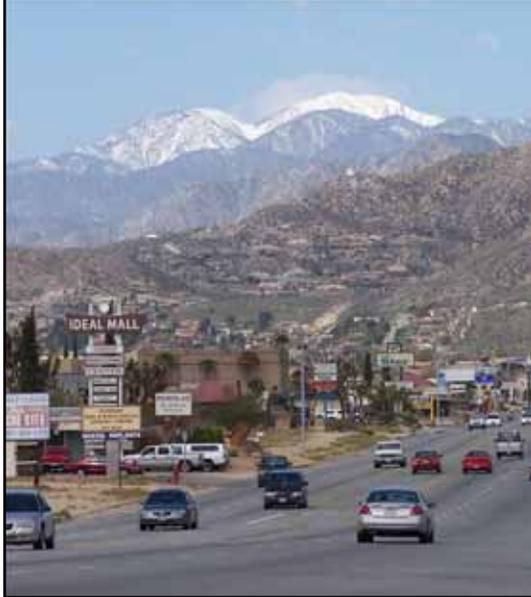
TELEPHONE SURVEY: *What we heard*



Quality of Life 20 Years from Now

- Better – 34%
 - About the Same – 29%
 - Worse – 29%
 - DK/NA – 8%
-
- 63% responded positively or same quality of life

TELEPHONE SURVEY: *What we heard*

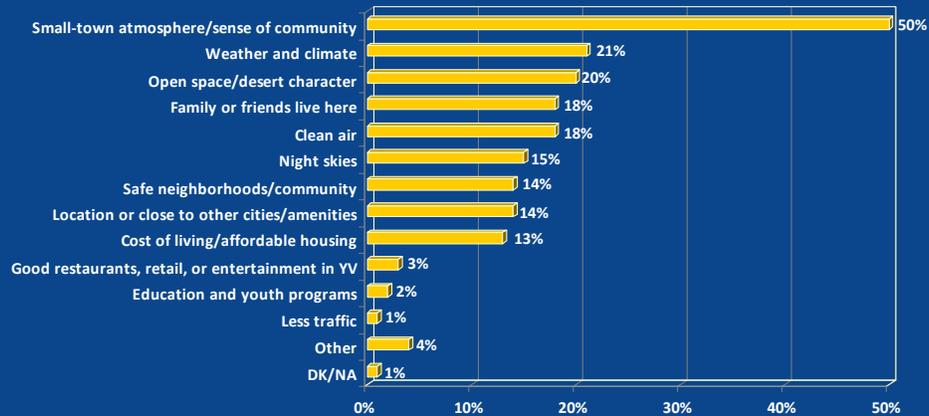


Traffic Ratings

- Very Good – 13%
 - Good – 35%
 - Fair – 33%
 - Poor – 11%
 - Very Poor – 7%
 - DK/NA – 1%
- 40% of respondents gave traffic a good or very good rating

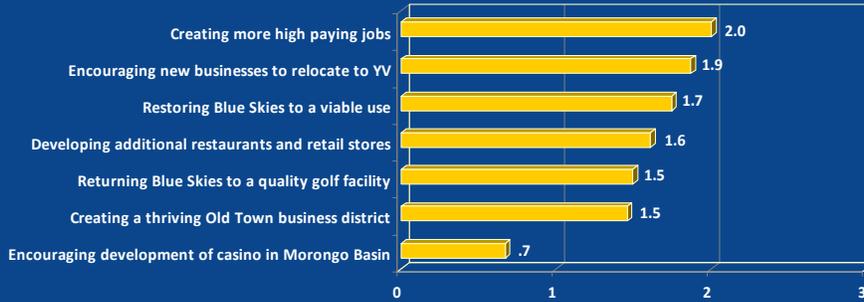
TELEPHONE SURVEY: *What respondents like*

What respondents like most about living in Yucca Valley



TELEPHONE SURVEY: *Issues facing Yucca Valley*

Land Use



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Extremely Important" = +3, "Very Important" = +2, "Somewhat Important" = +1, and "Not at all Important" = 0

TELEPHONE SURVEY: *Issues facing Yucca Valley*

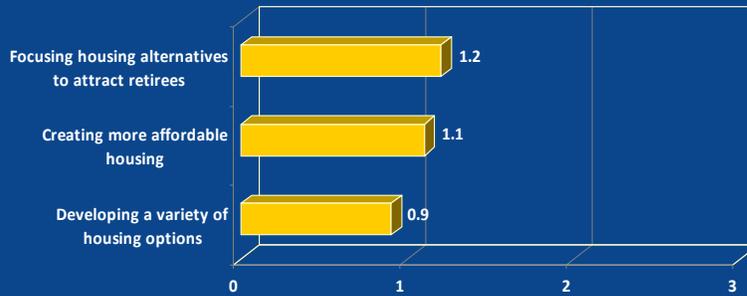
Infrastructure



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TELEPHONE SURVEY: *Issues facing Yucca Valley*

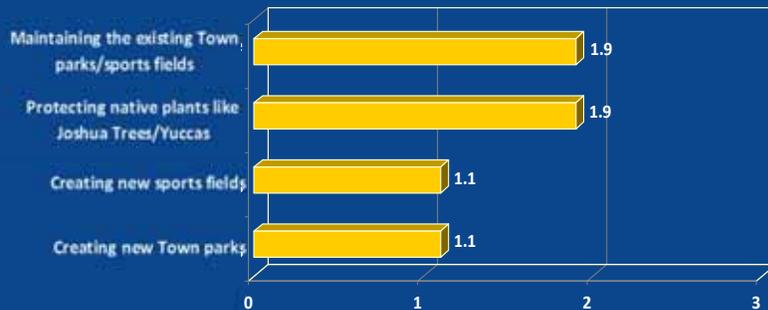
Housing



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TELEPHONE SURVEY: *Issues facing Yucca Valley*

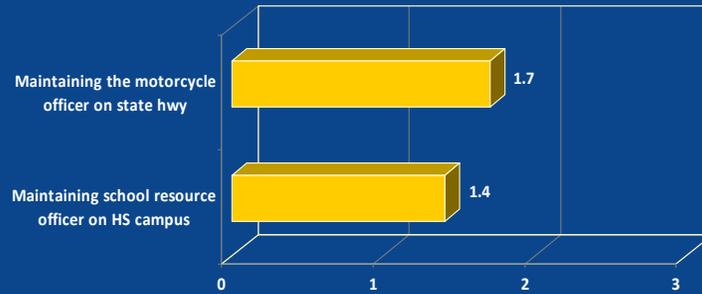
Open Space



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TELEPHONE SURVEY: *Issues facing Yucca Valley*

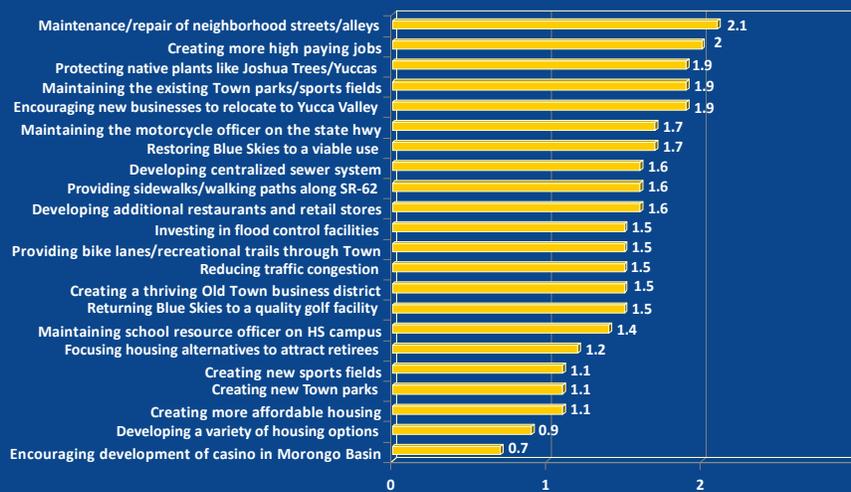
Safety



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TELEPHONE SURVEY: *Issues facing Yucca Valley*

Overall



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TELEPHONE SURVEY: *What we heard*

Overall Issue Input by Age Ranges	Age				
	18-29	30-39	40-49	50-64	65+
Maintenance/repair of neighborhood streets/alleys	2.3	2.2	2.2	1.8	2.2
Creating more high paying jobs	2.3	2.5	2.1	2.0	1.8
Encouraging new businesses to relocate to YV	2.3	1.7	1.9	1.9	1.8
Maintaining the existing Town parks/sports fields	2.1	2.0	2.1	2.0	1.8
Developing additional restaurants and retail stores	2.0	1.9	1.6	1.5	1.6
Protecting native plants like Joshua Trees/Yuccas	1.9	1.8	1.6	1.9	2.0
Maintaining the motorcycle officer on the state hwy	1.8	1.3	1.7	1.7	1.8
Providing sidewalks/walking paths along SR-62	1.8	1.8	1.8	1.6	1.5
Investing in flood control facilities	1.8	1.8	1.5	1.4	1.6
Creating new Town parks	1.8	1.4	1.2	1.1	.9
Restoring Blue Skies to a viable use	1.7	1.6	1.6	1.7	1.9
Developing centralized sewer system	1.7	1.6	1.6	1.7	1.5
Maintaining school resource officer on HS campus	1.6	2.1	1.3	1.8	1.7
Returning Blue Skies to a quality golf facility	1.6	1.8	1.3	1.4	1.5
Providing bike lanes/recreational trails through Town	1.6	1.8	1.7	1.4	1.3
Reducing traffic congestion	1.5	1.6	1.6	1.4	1.6
Creating more affordable housing	1.5	1.3	.7	1.2	1.1
Creating new sports fields	1.5	1.6	1.1	1.1	.8
Developing a variety of housing options	1.4	1.1	.8	.9	.7
Creating a thriving Old Town business district	1.4	1.7	1.8	1.5	1.2
Focusing housing alternatives to attract retirees	1.0	1.0	1.0	1.2	1.5
Encouraging development of casino in Morongo Basin	.8	.4	.9	.6	.7



TOWN OF YUCCA VALLEY
GENERAL PLAN

QUESTIONS?



Session 4: Visioning

0830 Welcome & Agenda Review

0845 Session 1: Review of 2011 Strategic Priorities

0900 Session 2: Capital Projects Overview

0945 Roundtable from Sessions 1-2 / Break

1000 Session 3: General Plan Survey Results

1045 Session 4: Visioning

1145 Recap of Morning / Working Lunch

23 1/27/12 Strategic Planning Workshop



Lunch

0830 Welcome & Agenda Review

0845 Session 1: Review of 2011 Strategic Priorities

0900 Session 2: Capital Projects Overview

0945 Roundtable from Sessions 1-2 / Break

1000 Session 3: General Plan Survey Results

1045 Session 4: Visioning

1145 Recap of Morning / Working Lunch

24 1/27/12 Strategic Planning Workshop



TOWN OF YUCCA VALLEY
 STRATEGIC PLANNING
 WORKSHOP
 Yucca Valley Community Center
 January 27, 2012

GENERAL PLAN:
 VISION DEVELOPMENT

TODAY'S WORKSHOP: *Refining the Vision*



- Confirm community values
- Refine the vision
- Establish consensus for both

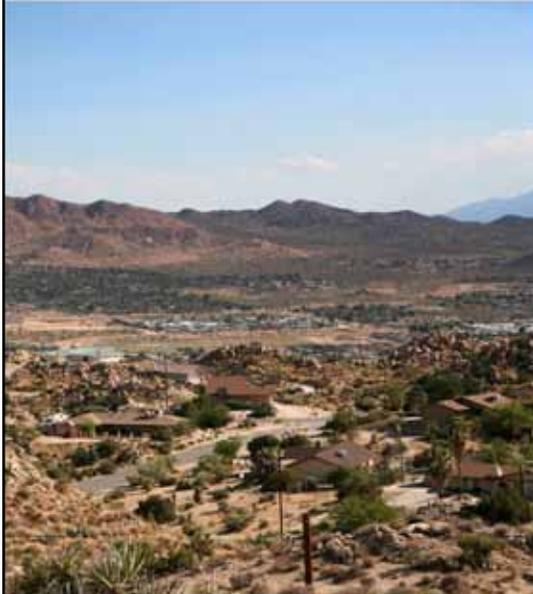
Used to evaluate
 General Plan Goals
 and Policies

REFINING THE VISION & VALUES



- A vision statement is a formal expression of what the community wants to become
- Establish community priorities for the future
- Foundation for General Plan goals, policies, and actions

VISION HISTORY



- Yucca Valley Strategic Visioning Program (1995)
 - Part of General Plan preparation
 - Affirmation of community issues upon incorporation
- Introduction of revised vision (1999)
 - Vision, values, and mission statement
- Has not been revisited in over 3 years

HOW IS THE VISION USED?

The visioning process encourages the community to identify the future it wants and instigates a planning process to achieve it.

Values: Values express what really matters to the community

Goals: Goals are statements of desired future conditions

Policies: Policies are statements that guide decision-making

Actions: Actions are individual steps taken to implement one or more policies

PLANNING FOR THE FUTURE: *Vision 2035*



Vision should touch upon the five key elements of creating community:

- Social
- Physical
- Economic
- Environmental
- Governmental

CURRENT VALUES STATEMENT

Values express what matters to the community—beliefs about basic considerations that should apply to whatever the Town does.

As the Town of Yucca Valley, we value:

- Honesty and integrity of government
- **Fiscal responsibility**
- Common sense approach in decision making
- **Proactive leadership** and problem solving
- **Community participation** in government and the decision-making process
- Accountability, responsibility and fair and equal response to citizen needs
- **Stewardship** and responsibility in **caring for the scarce resources** of our community
- User-friendly philosophy and **citizen accessibility** to Town government
- Flexibility in the midst of a **changing community**
- **Equal opportunity** within the Town government.

SAMPLE REFINED VALUES

The refined values reflect input from the public outreach process.

We Value:

- **Small town** atmosphere
- **Balanced** growth
- Stable **neighborhoods**
- **Fiscal sustainability**
- High-quality **community services**
- State-of-the art **infrastructure**
- **Strong economy**
- Desert environment and **natural resources**
- **Arts** and culture
- Community pride and **participation**

CURRENT VISION STATEMENT

The Town of Yucca Valley will be a **safe and attractive** community with **state-of-the art infrastructure** and **high quality services** that meet the needs of its citizens in a **fiscally-sound** manner, through:

- Honest and responsible government
- Sound fiscal management
- Effective partnerships
- Preservation of the land and natural resources
- Balanced growth that enhances economic development and quality of life
- Constant evaluation of ourselves, our procedures, our policies, in terms of providing the best government and representation that meets the needs of the people of Yucca Valley.

BUILDING A Y²⁰V³⁵ VISION STATEMENT

The Town of Yucca Valley is ...

As a destination, visitors are drawn to ...

Our high-quality ...

... define our community and quality of life

Our commitment to ...

... are the cornerstones of our community

TODAY'S WORKSHOP: *Refining the Y²⁰V³⁵ vision*

The Town of Yucca Valley is...

an attractive place to live,
the economic hub of the Morongo Basin,
a sought after place to visit,
while maintaining its small Town atmosphere

TODAY'S WORKSHOP: *Refining the Y²⁰V³⁵ vision*

As a destination, visitors are drawn to our...

arts & culture,
history,
desert environment,
night skies,
active open space

TODAY'S WORKSHOP: *Refining the Y²⁰V³⁵ vision*

Our...

high-quality services and facilities,
state-of-the art infrastructure,
safe and stable neighborhoods,
unique character,
diversity,

...define our community and quality of life.

TODAY'S WORKSHOP: *Refining the Y²⁰V³⁵ vision*

Our commitment to...

balanced growth,
environmental stewardship,
fiscal sustainability,
active citizen participation,
property rights

...are the cornerstones of our community.



TOWN OF YUCCA VALLEY
GENERAL PLAN

QUESTIONS?



Session 5: General Fund

- 1230 **Session 5: General Fund Overview (FY 11/12)**
- 1245 Session 6: Community Services Overview
- 1315 Session 7: Discretionary Spending
- 1345 Session 8: Revenue Measure

Workshop Recap / Adjournment

25 1/27/12 Strategic Planning Workshop



Session 6: Community Services

- 1230 Session 5: General Fund Overview (FY 11/12)
- 1245 **Session 6: Community Services Overview**
- 1315 Session 7: Discretionary Spending
- 1345 Session 8: Revenue Measure

Workshop Recap / Adjournment

26 1/27/12 Strategic Planning Workshop



Strategic Planning Budget Review

January 27, 2012

Town of Yucca Valley

Mid-Year Summary

The Town's Mid-Year Budget Review indicates projected year-end results in line with the FY 2011-12 Amended Budget:

- Anticipated Revenues slightly above \$8.80 million
- Anticipated Expenditures slightly under \$9.20 million, including carry-over projects such as Dev Code and General Plan Update
- Estimated total reserves of \$7.3 million and undesignated unreserved fund balance of \$6.0 million, above reserve policy guidelines

2/21/2012





Revenue Review

□ Primary Revenue Sources

■ Property/VLF	45 %
■ Sales Tax	33 %
■ Franchise/TOT	11 %
■ Service Revenue	9 %
■ All Other	2 %

2/21/2012



2011-12 Revenue Projection

□ Amended Budget \$ 8,902,050

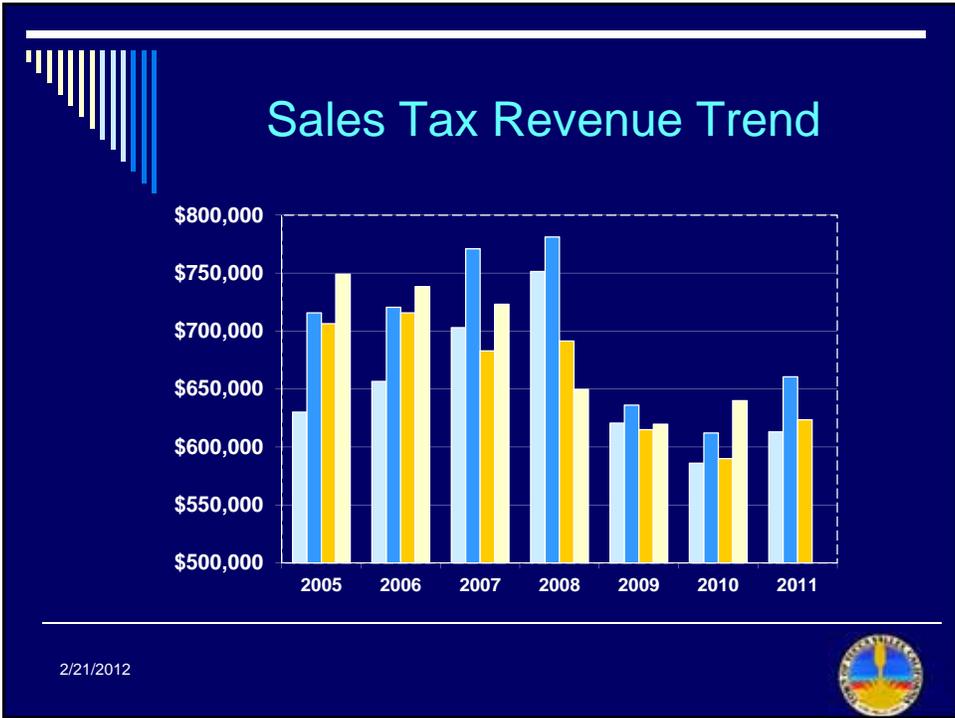
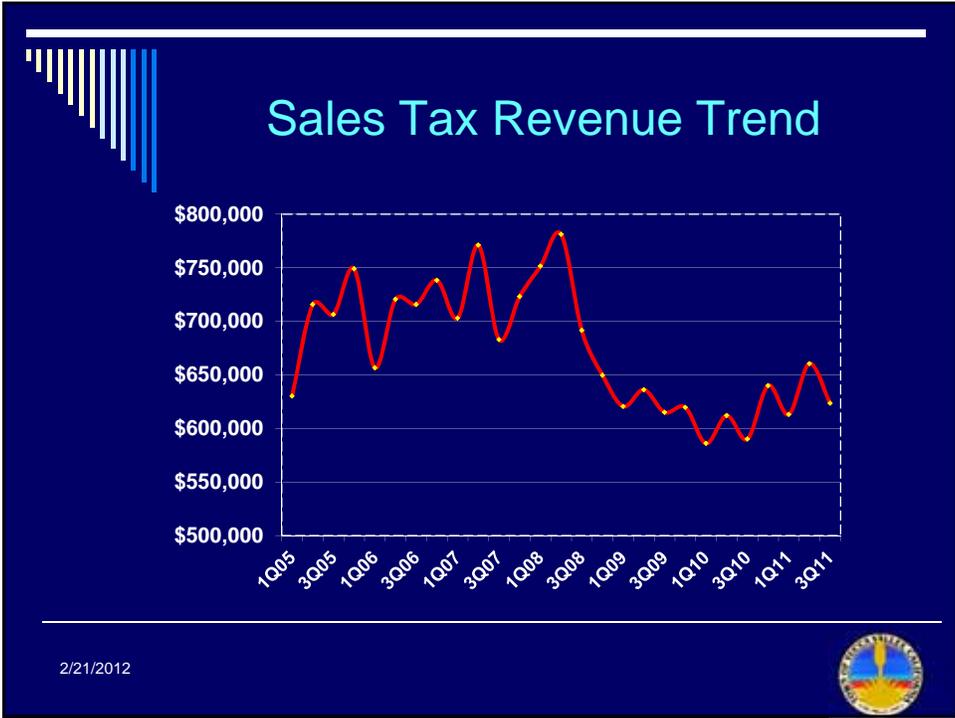
■ Sales Tax Decrease	<6,000>
■ VLF/Prop Tax	66,000
■ Franchise/TOT/Interest	<60,500>
■ All Other	<99,800>

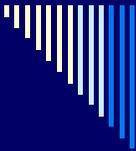
□ Year-end Projection \$ 8,801,750

Net Change <\$100,300>

2/21/2012





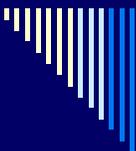


Expenditure Review

□ Primary Expenditure Categories

■ Contract Safety	37 %
■ Personnel Services	33 %
■ Operating Supplies and Contract Services	20 %
■ Capital Projects	9 %
■ Partnerships	1 %

2/21/2012



2011-12 Expenditure Projection

□ Amended Budget	\$ 9,441,657
■ Personnel Services	<96,000>
■ Contract Safety	10,000
■ Operating Supplies/Svcs	<173,000>
□ Year-end Projection	\$ 9,182,657
Net Change	<\$259,000>

2/21/2012



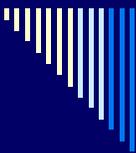


2011-12 General Fund Capital Project Carry-Overs

□ Carry-over projects represent previously authorized projects that have moved from one fiscal year to the next.

■ Development Code Update	\$ 137,000
■ General Plan Update	450,000
■ Transitional Assistance	<u>9,000</u>
Total Carry-Over	\$ 596,000

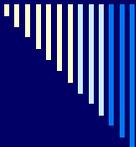
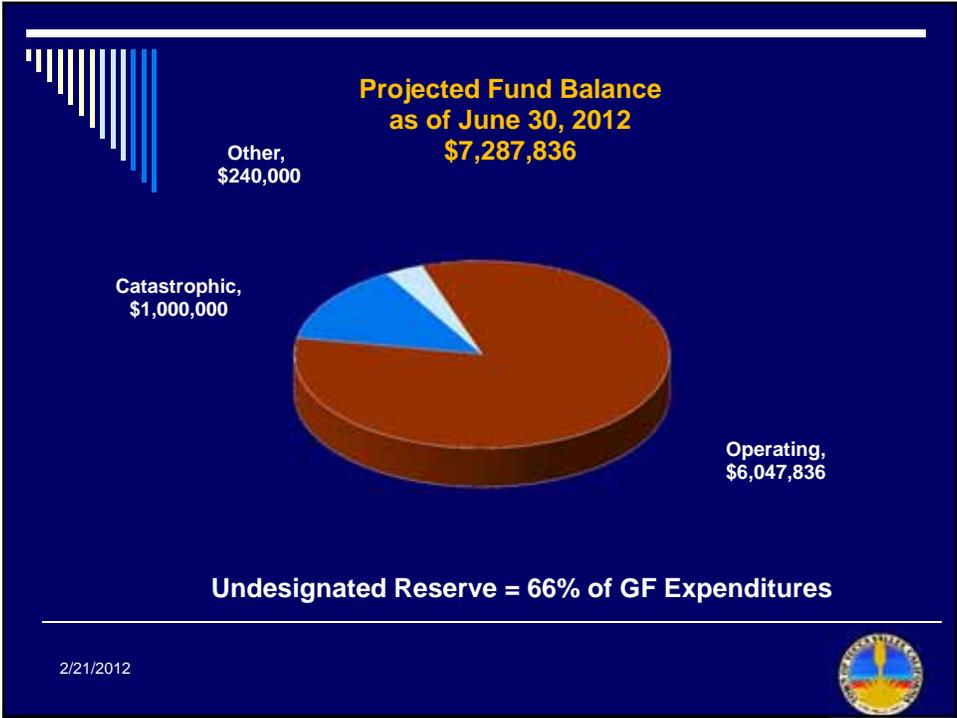
2/21/2012



Mid-Year Budget Reserve Analysis

2/21/2012

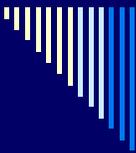




Special Revenue Fund Highlights

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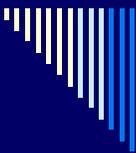




Special Revenue Funds

- Measure I
 - Sales Tax Based – Appears in-line with budget amount
- LTF – Local Roads - Appears in-line
 - Public Works Streets Program
- Former Prop 42 Funds <35,000>
- Gas Tax - Fixed Rate of \$0.18/gal
 - Increase over 2009 & 2010 levels; currently at FY 2006-07 levels - Appears in-line

2/21/2012



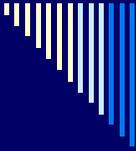
Ongoing Concerns

*Continued Expenditure Growth
outpacing Revenue Growth*

- Public Safety Increasing Costs
 - For every 1% increase = \$31,000
- Permanent Loss of RDA
 - Future year impact of \$250,000
- Potential Park Maintenance Costs
 - Southside Phase 1A \$30,000
 - Brehm Park \$200,000

2/21/2012

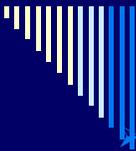




Ongoing Concerns Con't

- **Potential CalPERS Increases**
 - \$25,000-\$50,000 in FY 2012-13
- **Continued Increases in Health Care Costs**
 - Average costs increases of 4-8 %
- **Ongoing Infrastructure Maintenance Deficit**
 - Streets and Roads
 - Future Sewer Connection Costs

2/21/2012

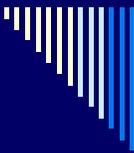


Potential Offsets

- **Continued Operational Efficiencies and Cost Recovery Efforts**
 - Review of subsidized events vs. cost recovery
 - Update of 2004 Town Fee Study to reflect current costs of service
 - Reduce maintenance costs through public agency partnerships (e.g. – HDWD)
 - Natural employee base transition
 - Enhanced use of technology

2/21/2012





Moving Forward

- Fiscally conservative approach
- Need to stay engaged at State level
- Limited flexibility in new projects and programs without new local revenues
- Difficult budget cycle ahead – continued focus on appropriate level of service

2/21/2012



Core vs. Non-Core Services

Core vs. non-core can be better thought of in terms of “Level” of service

- **Community Development**
 - Code Enforcement, counter hours, review and inspection turn-around times, on-line resources
- **Public Safety**
 - Level of Standard patrol; School Resource Officer, Traffic Officer; Crime Prevention Specialist; response time target
- **Admin Services**
 - Counter hours, on-line resources, public information sharing, ancillary services offered, business registration

2/21/2012





Core vs. Non-Core Services

Core vs. non-core can be better thought of in terms of "Level" of service

□ Community Services

- Program Subsidy level, number of programs, number of events, on-line resources, public information and education, fee for service/rental
- Animal Control availability for public, hours of operation, services provided

□ Other services

- Volunteer programming, community outreach, celebration and commemorative events, non-profit support and participation, sponsorships, etc.

2/21/2012



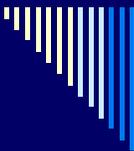
Core vs. Non-Core Services

□ *Based on Policy Guidance from Council, Town Management Team identifies the "Sweet Spot" in delivering the appropriate level of service to the Community with the resources available.*

- Community Input and Requests
- Historical Demand
- Cost Recovery Options
- Alternative Providers Available
- Other Indirect Benefits Provided by Service
- Cost of Service Level

2/21/2012





Other Strengths

- Sound financial reserves
- Increasing sales tax activity
- Steady assessed valuation for FY 11-12
- Engaged community
- Dedicated and experienced staff

2/21/2012



Town of Yucca Valley

Community Services Department

Community Services Department

- ◇ Animal Care and Control
- ◇ Recreation
- ◇ Hi Desert Nature Museum
- ◇ Special Events
- ◇ Public Facilities
- ◇ Community Relations

Customer Service

- Meeting the Challenges of Staff Reductions:
 - Increased On-line Capabilities
 - Cross training of Existing Staff
 - Modified Customer Service Hours
 - Flexible Use of Temporary Staff

Animal Services Initiatives

- Replacement Shelter Project and Move-in
- License Canvassing Program
- Dog Park vs. “Dog Park”

Animal Control Policy Issues

- ◇ Field Operations Service Level
- ◇ Barking Dog Ordinance Enforcement
- ◇ Mandatory Spay / Neuter
 - Breed Specific?
- ◇ Dog Parks – Temporary & Permanent

Special Events

- ◇ Summer Music Festival
- ◇ Seasonal / Holiday Themed Events
- ◇ Cultural, Educational Events
- ◇ Social Events
- ◇ Sports Tournaments
- ◇ 5K and 10K Runs
- ◇ Community Events



Recreation

- ◇ Youth and Adult Sports
- ◇ Neighborhood Programs
- ◇ Senior Activities
- ◇ Aquatics Programs
- ◇ Enrichment Classes
- ◇ Special Events
- ◇ Liaison/support to other providers

Recreation: Sports Programs

- ◇ Youth Basketball League
- ◇ Adult Softball Leagues
- ◇ Open Gym Basketball
- ◇ Sports Clinics
- ◇ Fitness Classes



Hi Desert Nature Museum

- ◇ Permanent Exhibits
- ◇ Temporary Exhibits
- ◇ Lectures
- ◇ Family Programs
- ◇ On Line Education
- ◇ Nature Exhibits
- ◇ Local History

Museum Attendance – 2011

Total Attendance = 34,180

■ Family Fun Day, Pirate-Themed, February 12	700
■ Earth Day, April 16	2,500
■ Grubstake Days, May 28	500
■ Family Fun Day, Bugs-Themed, August 6	800
■ Art Tours Collective Show Reception, September 9	250
■ Starry Nights Festival, October 1	250
■ Archaeopalooza, October 15	500
■ Halloween Spooktacular, October 29	600
■ Brown Bag Lecture Series, July – August	270
■ Winter Lecture Series, November – March	175
■ Art & Culture Wednesdays, June – August	83
■ First Wednesday Programs, Monthly	360
■ Science Saturdays, Monthly	<u>380</u>

Special Events Attendance: 7,368

Program Cost Recovery Targets

2004 Muni Financial Fee Study Cost Recovery Target Recommendations:

- ◇ 80-100% cost of adult rec programs
- ◇ 40-60% cost of kids rec programs
- ◇ 50-70% cost of senior rec programs
- ◇ Staff discretion and periodic review

Actual Cost Recovery – 2011

(does not include f/t staff, buildings, utilities, etc.)

◇ Enrichment Classes	112%
◇ Senior / Adult Trips	106%
◇ Youth Programs	38%
◇ Adult Sports Programs	88%
◇ Special Events	35%

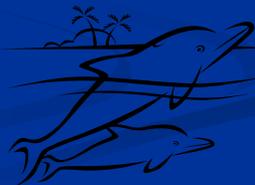
Aquatics Program

- ◇ “Learn to Swim” lessons
- ◇ Morning Water Exercise
- ◇ Adult Lap Swim Sessions
- ◇ Afternoon “Fun Swim” Sessions
- ◇ Family Swim Sessions



2011 Aquatics Program

- ◇ 574 Swim Lesson Registrations
- ◇ Water Aerobics: 405+
- ◇ Lap Swim: 845+
- ◇ Open Recreational Swim: 1708+
- ◇ Accommodated 2 Community Swim Teams



2011 Summer Swim Lessons

	Enrollments	Revenue
Session I	125	\$4516
Session II	133	\$4812
Session III	140	\$5060
Session IV	151	\$5440
Guard Start Training	25	\$999
Season Total	574	\$20,827



2011 Pool Finances

◇ Pool Rental Revenue	\$ 6,706
◇ Aquatics Program Revenue	<u>\$33,759</u>
◇ Total Pool & Aquatics Revenue	\$40,465
◇ Pool Maintenance Expenses	\$28,619
◇ Aquatics Program Expenses	\$48,207
◇ Chemicals, Utilities	<u>\$26,993</u>
◇ Total Pool & Aquatics Expenses	\$103,759

2011 Facility Use (Community Center)

◇ Town Meetings	402 hours
◇ Town Rec Activities	2,957 hours
◇ Town Events	27 hours
◇ Other Gov't Agencies	428 hours
◇ Facility Rental – Paid	1,429 hours
◇ Facility Use – Waived	1,803 hours

Facility Use Revenue

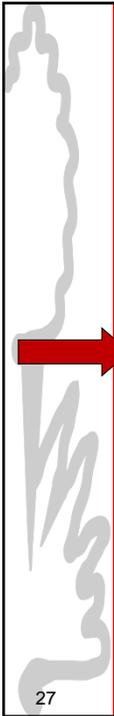
◇ Facility Rental Fees Paid	\$18,312
◇ Fees Waived – Other gov't	\$ 8,635
◇ Fees Waived – User groups	\$ 25,510
◇ Fees Waived – TLC	\$ 12,795
◇ Field use fees Waived	\$ 19,000

Fee Waiver Criteria

- ◇ Large event at no cost to the public
- ◇ Purpose is to serve the youth
- ◇ Provides a service that would otherwise be required of the Town

Community Services Department

Questions?



Session 7: Discretionary Spending

1230 Session 5: General Fund Overview (FY 11/12)

1245 Session 6: Community Services Overview

1315 Session 7: Discretionary Spending

1345 Session 8: Revenue Measure

Workshop Recap / Adjournment

27 1/27/12 Strategic Planning Workshop



Essential vs Discretionary Spending

<p>Essential Services are considered mandatory or Core Services</p> <ul style="list-style-type: none"> • Emergency Response • Town Administration • Community Development • Public Works • Animal Control 	<p>Discretionary Services add to the Quality of Life within the Community</p> <ul style="list-style-type: none"> • Community Services • Code Enforcement • Partnerships • Economic Development • Information & Marketing • Non-emergency response policing
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28 1/27/12 Strategic Planning Workshop

Discretionary Spending Estimates

Discretionary Costs	
Public Safety	\$ 504,074
Deputy Sheriff - Motorcycle	\$ 294,621
School Resource Officer	\$ 142,468
Sheriff's Service Specialist	\$ 66,985
Code Compliance	\$ 202,790
Supervising Code Compliance Officer	
Code Compliance Technicians (2)	
Community Services	\$1,039,163
Administration	\$ 351,957
Community Partnerships	\$ 124,500
Adult Sports Programs	\$ 3,833
Special Events	\$ 58,891
Youth Programs	\$ 40,281
2011 Aquatics Program	\$ 63,294
Museum	\$ 225,757
Community Relations	\$ 20,630
Animal Control	\$ 75,000
Facility Maintenance	\$ 75,000
Community Development	\$ 550,000
Public Works / Engineering	\$ 100,000
Public Works / Park Maintenance	\$ 100,000
Public Works / Road Maintenance	\$ 350,000
Town Administration	\$ 185,000
Administrative Support	\$ 75,000
Finance	\$ 60,000
Information Services	\$ 50,000

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1/27/12

Strategic Planning Workshop

Public Safety Discretionary Spending

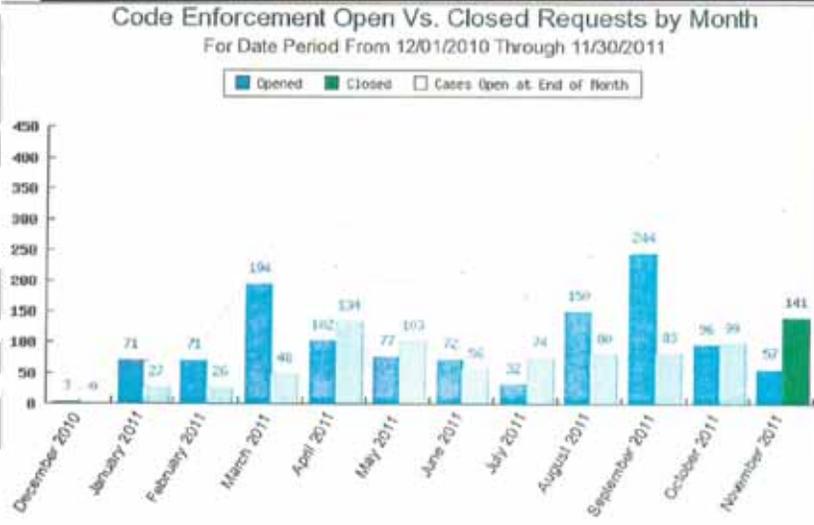
Public Safety Costs				
Level of Service		Cost		
FTE	Position		Essential	Discretionary
0.45	Lieutenant	\$ 96,611	\$ 96,611	
1.93	Sergeant	\$ 360,888	\$ 286,638	
1.11	Detective/Corporal	\$ 173,518	\$ 173,518	
10.41	Deputy Sheriff - Patrol	\$1,483,094	\$ 1,483,094	
2.00	Deputy Sheriff - Motorcycle	\$ 294,621		\$ 294,621
1.00	School Resource Officer	\$ 142,468		\$ 142,468
1.00	Sheriff's Service Specialist	\$ 66,985		\$ 66,985
2.70	Office Specialist	\$ 170,326	\$ 135,263	\$ 35,043
0.31	Motorpool Services Asst	\$ 19,140	\$ 15,202	\$ 3,938
5.00	Marked Units	\$ 60,940	\$ 60,940	
1.00	Marked Unit Grant Tahoe	\$ 1,284	\$ 1,284	
1.00	Unmarked Unit	\$ 7,477	\$ 7,477	
1.00	Mini-Van (non code 3)	\$ 4,371		\$ 4,371
1.00	Motorcycle	\$ 7,780		\$ 7,780
1.00	Grant Motorcycle	\$ 624		\$ 624
3.00	Citizen Patrol	\$ 3,813		\$ 3,813
1.00	Dispatch Services	\$ 175,730	\$ 175,730	
3.00	Radar Unit	\$ 1,380		\$ 1,380
8.00	HTs (\$ year amortization)	\$ 3,856	\$ 3,856	
8.00	HTs (Access & Maint)	\$ 4,992	\$ 4,992	
1.00	Additional MDC	\$ 2,710	\$ 2,710	
18.00	Taser Replacement	\$ 5,112	\$ 5,112	
1.00	Admin Support	\$ 14,404	\$ 11,440	\$ 2,964
1.00	Facility Costs	\$ 7,036	\$ 5,388	\$ 1,448
1.00	Office Automation	\$ 10,906	\$ 8,662	\$ 2,244
1.00	Services and Supplies	\$ 26,136	\$ 20,759	\$ 5,377
1.00	Vehicle Insurance	\$ 12,484	\$ 9,916	\$ 2,568
1.00	Personnel Liability & Bonding	\$ 54,919	\$ 43,620	\$ 11,299
1.00	County Administrative Costs	\$ 89,934	\$ 71,431	\$ 18,503
		\$3,303,339	\$ 2,623,863	\$ 605,426

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1/27/12

Strategic Planning Workshop

Code Compliance -- \$200,000



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1/27/12

Strategic Planning Workshop

Community Services

Community Services Department 2011 Program Participation and Financial Summary

	Lead	Fee	2011 Participation	2011 Total Receipts	2011 Expenses	% Cost Recovery
Senior and Adult Excursions						
January: Wheel of Fortune	rec	\$43	35	\$ 1,345	\$ 1,817	102%
April: Fallbrook	rec	\$37	21	\$ 777	\$ 1,186	85%
June: Oheka Dinosaur	rec	\$88	40	\$ 2,760	\$ 2,324	119%
July: Oheka Museum	rec	\$52	29	\$ 1,790	\$ 1,418	127%
August: San Diego Cruise	rec	\$100	40	\$ 4,014	\$ 4,218	95%
October: USS Intrepid Tour	rec	\$88	35	\$ 2,418	\$ 2,248	107%
December: Jingle Bell Rock (w/vis)	rec	\$112	40	\$ 4,480	\$ 3,707	121%
2011 Program Total:				\$ 17,792	\$ 16,723	106%
Youth Programs						
Youth Basketball League	rec	\$50 rec \$65 non-rec	288	\$ 18,842	\$ 41,178	48%
Youth Volleyball Camp	rec	\$50	14	\$ 840	\$ 773	109%
After School Drop-in Parade	rec	tu/c	1668	\$ -	\$ 16,107	3%
4-2-04 Summer Program (I)	rec	tu/c	292	\$ -	\$ 427	3%
Kamp Kool Beans Summer Camp (I)	rec	\$35 rec \$40 non-rec	121	\$ 4,236	\$ 7,328	58%
2011 Program Total:				\$ 24,932	\$ 65,213	38%

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1/27/12

Strategic Planning Workshop

Aquatics -- \$63,000 subsidy

Community Services Department Participation and Financial Summary 2011 Aquatics Program

Aquatics Revenue - 2011

	Fee	2011 Participation	2011 Net Receipts
Swim Lessons	\$35/session (residents) \$40/session (non-res.)	574	\$ 20,827
Water Aerobics	\$2 / person	405	\$ 810
Lap Swim	\$2 / person	845	\$ 1,690
Water Fitness Passes	\$20 /10 admissions	84	\$ 1,680
Fun Swim	\$3 / person	1708	\$ 5,124
Fun Swim Passes	\$25 / 12 admissions (\$30 non-resident)	71	\$ 1,830
Family Swim	\$2 / person	380	\$ 760
Aquatics lending	priced per item		\$ 1,028
Rental Fees Received	\$40 / hour or Cost-sharing charges		\$ 5,706
			\$ 40,405

Aquatics Expenses 2011

Seasonal Aquatics Staff	\$ 44,281
Program Equipment	\$ 1,422
Program Supplies	\$ 2,554
Pool Maintenance Staff	\$ 17,050
Maintenance Equipment	\$ 1,722
Maintenance Supplies	\$ 2,046
Chemicals	\$ 5,207
Electric, natural gas	\$ 21,725
Pool Cover Reel Replacement	\$ 7,843
	\$ 103,759

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Community Services Department 2011 Program Participation and Financial Summary

	Lead	Fee	2011 Participation	2011 Total Receipts	2011 Expenses	% Cost Recovery
Enrichment Classes & Activities						
Art & Culture (Wednesdays @)	res	\$2	83	\$ 166	\$ 342	49%
Ballet/Barre Series (new)	res	na	na	na	na	na
Ballet/Barre	res	\$20	106	\$ 2,120	\$ 1,524	72%
Bridge	res	\$2/mtg	443	\$ 886	\$ 800	90%
Brown Bag Lunch Lecture Series @	res	tu/c	275	\$ -	\$ 820	0%
First Wednesday @BMS Program @	res	\$5 to @BMS	360	\$ 180	\$ -	100%
Guitar	res	\$40	42	\$ 1,680	\$ 1,120	67%
Gymnastics	res	\$25	202	\$ 5,050	\$ 7,079	92%
Holiday Craft Programs @	res	0	30	\$ -	\$ 155	0%
Jazzercise	res					
Kids and Crochet	res	\$2/mtg	215	\$ 430	\$ 291	68%
Line Dancing	res	\$2/mtg	877	\$ 1,754	\$ 1,228	70%
Memory & Ice	res	\$2/mtg	306	\$ 612	\$ 485	79%
Open Art Studio	res	\$2/mtg	469	\$ 938	\$ 802	85%
Pinech	res	\$2/mtg	819	\$ 1,638	\$ 820	50%
Science Saturdays @	res	tu/c	380	\$ -	\$ 185	0%
Scrabble	res	\$2/mtg	167	\$ 334	\$ 230	69%
Stretch n Tone	res	\$2/mtg	2027	\$ 4,054	\$ 7,195	87%
Table Tennis	res	\$2/mtg	834	\$ 1,668	\$ 757	46%
Tai Chi Chuan	res	\$20	304	\$ 2,432	\$ 1,816	75%
Tennis Lessons	res	\$20	84	\$ 1,680	\$ 2,120	79%
Use For Seniors	res	tu/c	884	\$ -	\$ 30	0%
Winter Lecture Series @	res	tu/c	175	\$ -	\$ 175	0%
Woodcarving	res	\$2/mtg	423	\$ 846	\$ 826	98%
Yoga	res	\$8	114	\$ 912	\$ 442	45%
2011 Program Total			10,171	\$ 32,947	\$ 28,683	87%

Notes:

Program Expense figures do not include the cost of facilities, maintenance, utilities or regular staff

The purchase of new exercise mats (\$4305) was charged equally to Stretch n Tone and Gymnastics classes

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Museum Attendance – 2011

Total Attendance = 34,180

- Family Fun Day, Pirate-Themed, February 12 700
- Earth Day, April 16 2,500
- Grubstake Days, May 28 500
- Family Fun Day, Bugs-Themed, August 6 800
- Art Tours Collective Show Reception, September 9 250
- Starry Nights Festival, October 1 250
- Archaeopalooza, October 15 500
- Halloween Spooktacular, October 29 600
- Brown Bag Lecture Series, July – August 270
- Winter Lecture Series, November – March 175
- Art & Culture Wednesdays, June – August 83
- First Wednesday Programs, Monthly 360
- Science Saturdays, Monthly 380

Special Events Attendance: 7,368

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Community Development / Town Administration

Community Development	\$ 550,000
Public Works / Engineering	\$ 100,000
Public Works / Park Maintenance	\$ 100,000
Public Works / Road Maintenance	\$ 350,000
Town Administration	\$ 185,000
Administrative Support	\$ 75,000
Finance	\$ 60,000
Information Services	\$ 50,000

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Discretionary Funding

- Questions?
- Final Thoughts?
- Observations??

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Session 8: Revenue Measure

- 1230 Session 5: General Fund Overview (FY 11/12)
- 1245 Session 6: Community Services Overview
- 1315 Session 7: Discretionary Spending
- 1345 Session 8: Revenue Measure**

Workshop Recap / Adjournment

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Community Unfunded Needs

Issue	Cost
Sewer System	\$125m
Deferred Road Maintenance	\$14m
Flood Control Improvements	\$20m
SR-62 Expansion	\$25m
Park Development	\$10m
Park Maintenance (annually)	\$0.3m
Civic Center consolidation	\$2m

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Tipping the scales in our favor



Issue	Cost	Potential Sources				Existing Sources		
		Sales Tax Measure	G.O. Bond	Transfer Tax	Special Assessment	RDA Bonding	Development Impact Fees	Measure I
Deferred Road Maintenance	\$14m	✓✓✓✓						
Flood Control Improvements	\$20m		✓	✓✓✓		✓✓✓	✓✓✓	
SR-62 Expansion	\$25m					✓✓✓	✓✓✓	✓✓✓
Park Development	\$10m	✓✓✓					✓✓✓	
Park Maintenance (annually)	\$0.3m	✓✓✓			✓✓✓			
Civic Center consolidation	\$2m		✓✓✓			✓✓✓		
Sewer System	\$120m	✓✓✓			✓✓✓✓✓		✓✓✓	
		✓✓✓✓						
		✓✓✓						
		✓						

✓✓✓✓ Complete Funding
 ✓✓✓ Partial Funding
 ✓ Seed Funding

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Transaction Use Tax

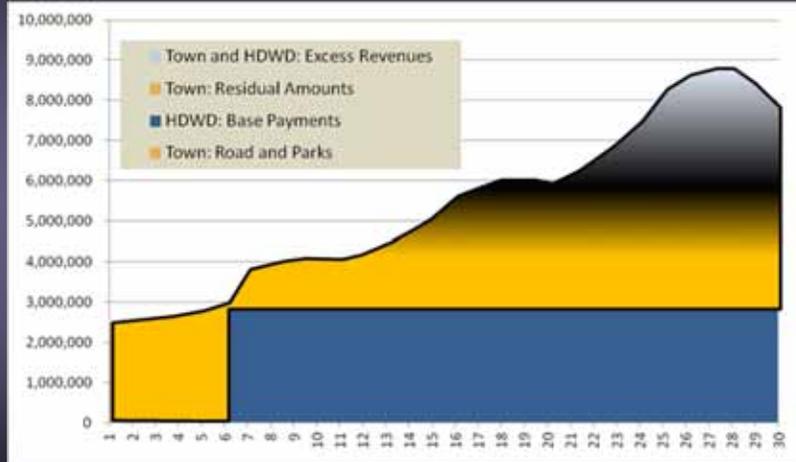
- General Tax
 - 2/3 vote of Council Adopting Ordinance
 - Simple Majority Approval
 - Consolidated with Regular Local Election (Nov 2012)
 - Funds deposited in General Fund
 - Advisory Measure can accompany
- 1%, 30 year term contemplated

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Transaction Use Tax



Election Timeline

DATE	ACTION
June 15, 2012	Prepare draft of ballot measure text.
June 23, 2012	Advertise joint public meeting/public hearing announcement.
July 3, 2012	Town Council meeting.
July 17, 2012	Proposed deadline to finalize draft text of ballot measure and resolutions: (a) ordering election for 11/6/2012, (b) requesting consolidation with County, (c) setting deadlines for ballot measure arguments, and (d) requesting Town Attorney to prepare impartial analysis.
July 3rd up to July 16, 2012	Date range for Town Clerk to publish notice of election.

Election Timeline cont...

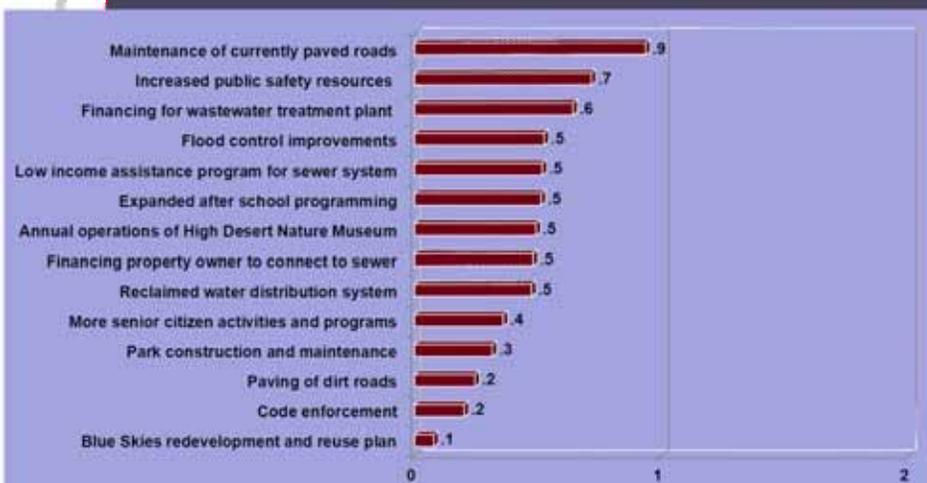
DATE	ACTION
August 7, 2012	Last possible date for Public Hearing to enact General Tax.
August 7, 2008	Deadline to call election. Could be as late as August 10, but August 7 is the closest available regular council meeting.
August 10, 2012	Submit notification to intention to place a measure on the ballot.
August 10, 2012	File request to consolidate with County.
August 21, 2012	Final deadline for arguments "for" and "against" measure.
August 31, 2012	Proposed deadline for rebuttal arguments, if any.
September 1, 2012 – September 10, 2012	Mandatory public examination period.
October 5, 2012	First day to vote absentee ballots.
November 6, 2012	ELECTION DAY

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Priorities of Residents



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Next Steps

- Public Education & Outreach
 - Discuss the need with the community
 - Discuss the impacts
 - Discuss the alternatives
- Begin Constructing Ordinance
- Continue discussions with HDWD on lease agreement

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Recap of the Day

1230 Session 5: General Fund Overview (FY 11/12)

1245 Session 6: Community Services Overview

1315 Session 7: Discretionary Spending

1345 Session 8: Revenue Measure

 Workshop Recap / Adjournment

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