



***Strategic Planning
Outreach
Session #2***

**October 20th, 2015
4:00 pm**

Town of Yucca Valley

2015 Strategic Planning Outreach

Meeting Agenda

- Why Strategic Planning? 4:00
- Resource Recap 4:10
- Goals for Today's Outreach 4:15
- Public Engagement 4:20 – 5:15
 - Priority Boards
 - Councilmember Interaction
 - Questions for Consideration
and Public Comment
- Council Discussion and Input 5:15 – 5:45

11/6/2015



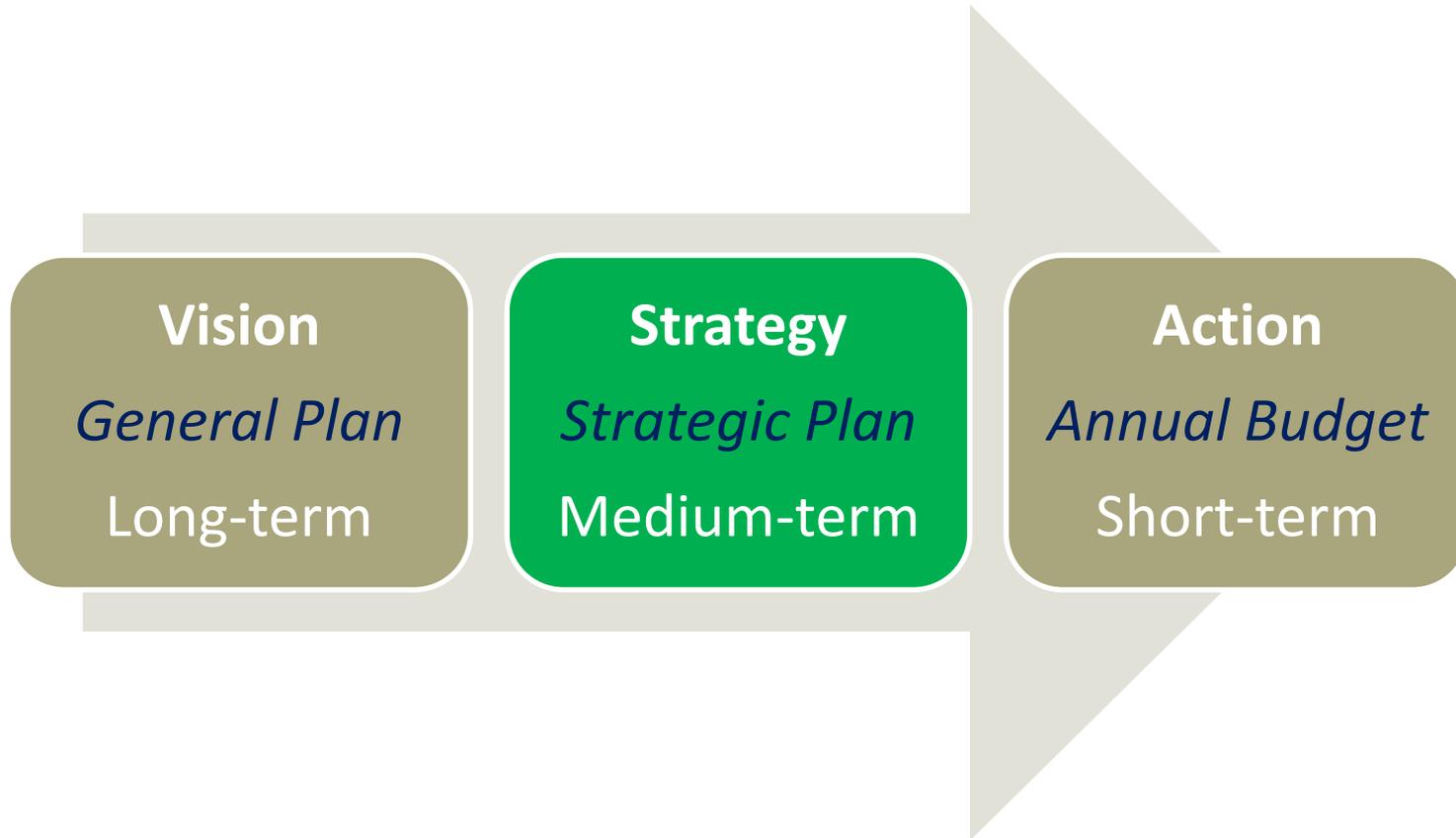
Why Strategic Planning?

...beginning with the End in Mind

- To establish **priorities** considering the community's perspectives
- To **connect** strategic priorities to funding and operations
- To guide decision-makers and staff
- To generate **awareness** for residents, businesses and employees
- To communicate a **plan for success**



What Strategic Planning Is..

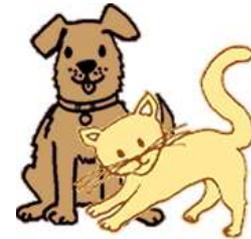


*What Strategic Planning is **Not**...*

- A never-ending wish list
- A plan on a shelf
- A one-time event
- Separate from Town operations
- Separate from Town Budget allocations

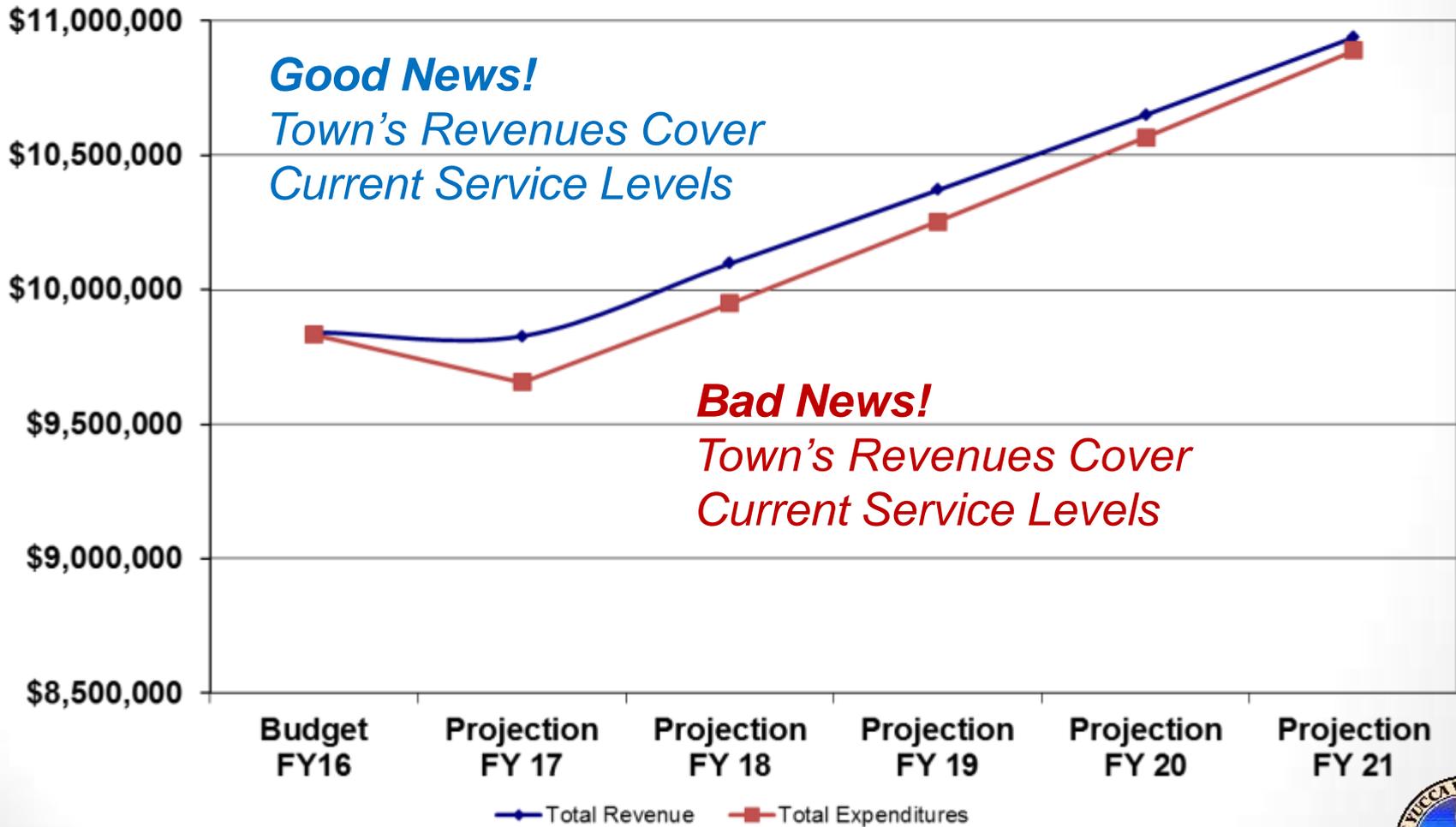


Town Responsibilities





Town of Yucca Valley General Fund Projection Revenue vs Expenditure Trend



Goals of Today's Outreach



- ❖ Opportunity to hear from **you** on items of interest
- ❖ Opportunity to practically demonstrate **your** priorities and ideas
- ❖ Provide **your** input to assist the Town Council in their preparation of the Town's Strategic Plan
- ❖ Give **your** thoughts on if the Town should seek additional resources, and where to put them
- ❖ Paint **your** picture of Yucca Valley



Today's Outreach Tools



- ❖ **Message Boards** – Opportunities in Prioritizing
- ❖ **“Keep it ...or Kick it”** – Tell us what you like... as well as what you don't...
- ❖ **Open Idea Boards** – Free flow of your thoughts
- ❖ **Question/Comment Cards** – For future discussion
- ❖ **Bend the Elected's Ear** – Council members will be participating today...use the opportunity to provide verbal feedback to them as well...



Council Comments and Input

- ❖ Public Safety
- ❖ Community Services in Town
- ❖ State Highway 62 Impact and Infrastructure
- ❖ Government Services
- ❖ Resources – current and future



Council Comments and Input

❖ **Public Safety**

- Community Outreach
- Neighborhood Watch Programs
- Additional Personnel
- Proactive Patrol
- High Profile Sub-station



Council Comments and Input

❖ Infrastructure

- Highway 62 Entry & Commercial Corridor
- Bike Trails
- Improved Streets
- On-going Maintenance
- Sidewalks
- Street Lighting
- Flood Control Projects



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Council Comments and Input

❖ **Government Services**

- Sheriff Services
- Recreation Programming
- Cultural and Arts
- Code Compliance
- Community Planning
- Building & Safety
- Animal Control
- Fire and EMT Services



Council Comments and Input

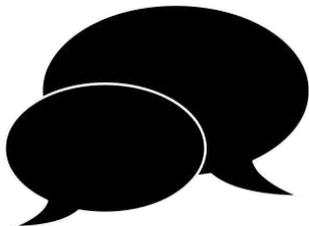
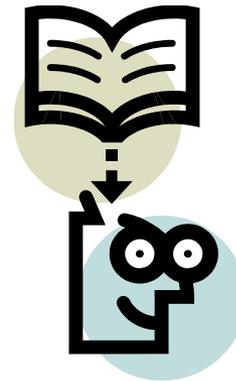
❖ **Current and Future Resources**

- Sufficiency
- Allocation
- Stewardship
- Future Allocation
- Community Ownership



Council Comments and Input

Other Thoughts, Concepts and Ideas??



Prior Plan Review

Item #	Issue	Description	Current Status
2	Code Enforcement - Golf Course	Find short term solution and secure Golf Course	Privately owned; Development Complete 2015
3	Community Outreach	Improve communication with public thru Web site and other; conduct of community survey(s) / outreach	Community Updates provided monthly; social media expanding
5	Development - SWPPP Review / USACE	Pursue federal review relative to waters of the US; implications on Clean Water Act mandates for SWPPP	CRWQCB has exempted projects within the Town boundaries from obtaining SWPPP approvals. No further action required unless RWQCB changes position.
6	Development Regulations -- Code Update	Complete Development Code Revisions	Completed 2014
7	Development Regulations - Dark Skies	Continue to promote, support and require dark skies	Enforcement is service request based, and complete unless regulations are deemed inadequate.
9	Development Regulations - Streamlining	Consolidate & streamline building submittal requirements	Substantial enhancements made to development resources available via Town's website
10	Economic Development	Pursue Commercial Development & economic growth; Ease of (simplify) bringing development to Yucca Valley	Ongoing -- Gap Analysis success with Ross/Marshall's
13	Economic Development -- Golf Course	Facilitate private redevelopment of Golf Course; Moving this quality of life issue to a solution; Assist in redevelopment of Blue Sky	Privately owned; Development Complete 2015

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Prior Plan Review

Item #	Issue	Description	Current Status
15	Facility Planning - Animal Shelter	Complete new animal shelter; Review location and cost to the Town	Completed 2013
18	Facility Planning - Expansion	Continue programs to add to park facilities and amenities; Finish partnership with Brehm	Essig Completed 2012; Community Center Upgrade 2014; Paradise Park Upgrade 2014; Jacobs Park Upgrade 2015; Paradise Park Expansion Underway
21	Facility Planning - Southside	Complete Development of Southside Community park	Essig Park completed
22	General Plan - Vision	Confirm community vision of Yucca Valley	Completed in GP Update 2014
23	General Plan Update	Review General Plan and update as required; Sustainable Communities Strategies (Development Code Update, Climate Action Plan)	Completed in GP Update 2014
24	Infrastructure - Construction	Sidewalks in Commercial Corridor	Completed in 2014 & 2015
25	Infrastructure - Construction	Traffic calming and controls highway and local streets; SR-62 widening	Completed in 2014 & 2015
31	Redevelopment - Affordable Housing	Provide for affordable housing per allotted quota; complete senior housing project	Project completed in 2014; Fully leased in Spring 2015

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Prior Plan Review

Item #	Issue	Description	Current Status
32	Redevelopment - Project Area Amendment	Increase area to include golf course area; Increase the debt ceiling and maximum tax increment allowed under the plans	RDA Dissolution (AB 1x26)
33	Sewer Plant	Support waste water project; advocacy without direct \$\$ contribution	Town to provide political support; Assessment passed Spring 2015; Community to evaluate potential for future Town financial participation
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 PFF building	Completed as part of FY 2012-13 budget; continuous review as part of SP/Budget process for upcoming years. Addl cuts will result in addl service level cuts.
35	Town Management - Community Services	Evaluate and provide cost effective programs & events; Identify programs and services that can be shut down to reduce costs w/o losing the ability to restart when funding becomes available.	Community service dept restructured in 2013; limited services aligned with limited available resources.
36	Town Management - Employee Benefits Review	Examine alternative(s) to maintaining competitiveness while controlling costs of benefits to employees	Completed in 2013; Additional savings realized in 2014 with management structure changes.
37	Town Management - Reserves	Continue to maintain budgetary reserve at high level	Continuous improvement in reserve levels; maintained at upper ranges established by Council; reserves identified for targeted one-time projects yielding long-term savings for Town

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Prior Plan Review

Item #	Issue	Description	Current Status
1	Code Enforcement - Corridor Enforcement / Beautification	Enforce property maintenance standards; Strategic programs to target key challenges in community (foreclosed properties, SR 62 enforcement)	In final year of CDBG funding supplement; future code activities to be enforced through property owner notice and/or Town coordinated clean up at owner's expense. Reduction from two FT officers to one affects overall program results.
8	Development Regulations - Open Space preservation	Continue to support and encourage open space; continue work with the Morongo Basin Open Space working group	Completed 2014; Wildlife Corridor Evaluation Areas and Open Space Resource Areas identified in the GP update require additional analysis and potential policy guidance/regulation.
12	Economic Development - General	Determine "realistic" development targets and pursue; Identifying and then capturing the brand	TC Authorized Marketing update to address specific targets
17	Facility Planning - Consolidation	Consolidate Town Hall in single location	Potential to move forward with disposition of PFF/Library relocation
19	Facility Planning - Library	Relocate library per facilities plan	Feasibility review underway
29	Ordinance Review	Sign, Native Plant, Undergrounding Utility, Grading; Reduce amount of regulations (sign, NPO), eliminate infill requirement (utility), purge unnecessary ordinances	Development Code addressed many; remaining updates in the General Plan Project to be prioritized.
38	Town Management - Revenue Increases / Financial Stability	Look at alternative(s) to increase revenues to deliver roads, parks, and other service enhancements; Work with citizens to formulate another revenue measure for the ballot; Ensuring financial stability in light of	Council ad hoc reviewing current options; awaiting additional input from community groups and citizens.

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Prior Plan Review

Item #	Issue	Description	Current Status
4	Development - Development Impact Fees	Annual Review; Justification for setting at max defensible limits; Update to Development Impact Fee study (5 years old) -- completed at end of General Plan update (Medium timeframe)	DIF study is now 10 years old; infrastructure requirements were modified with the GP Update
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 solar; partner with college once needs are established.	Continuing to coordinate with commercial developers/real estate brokers; work collaboratively with MUSD and CMC to assist in the identification of potential work training programs.
14	Economic Development - Old Town Development	Continue Old Town Specific Plan implementation; Re-evaluating this project; "Near" term re-evaluation	SP to be reviewed/modified for consistency with updated GP/DC
16	Facility Planning - Bike Lanes / Trails	Improve Bicycle safety ; Acquire Land/easements and make reality	Additional interest from various Basin wide organizations/individuals; Town to assist in coordination with SANBAG for further development; Updating Park & Recreation Master Plan for bike routes/trails may be considered.
20	Facility Planning - Museum	Relocate Museum per facilities plan; Review financial cost to Town; look at generating revenue or spinning off to non-profit	Operational changes to reduce ongoing costs; minimal operating hours; County Museum not viable option at this time; Limited interest from non-profits

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Prior Plan Review

Item #	Issue	Description	Current Status
26	Infrastructure - Flood Control improvements	Pursue viable short term fixes to storm drainage	USACE Long Canyon basin project; flood control projects in YV will have significant difficulty in meeting USACE benefit cost ratios to be eligible for future funding.
27	Infrastructure - Maintenance	Improve public streets; Review alternative funding sources to address backlog (bonding against Measure I, General Fund loan, RDA loan)	General Fund target (10%) by 2014; Average of 4.5% over last 3 years retrospectively; need to evaluate impact of wastewater system construction of new roads and funding needed to properly maintain all ww phases.
28	Infrastructure - Public Works Standard Drawings / Specifications	Standard drawings are 13 years old. Project funded and slated for completion this coming year	Needs to be reevaluated/rescoped in terms of wastewater implementation and new General Plan roadway classifications.
30	Public Safety - Increase Service Levels	Identify means and improve Police and Fire protection	Continues to remain a significant issue; limited current resource to alter current service levels; contract costs for existing service continue projected 4% - 6% annual increases.

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Strategic Planning – Next Steps....

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- Review of Outreach November 3rd
 - Development of Draft Plan Ongoing
 - Review of Draft Plan November 17th
 - Finalization and Approval December 15th
 - Incorporation into Budget FY 2016-18 +

