



CITY OF HEALDSBURG CITY COUNCIL SPECIAL MEETING AGENDA

City Hall Council Chamber
401 Grove Street
Healdsburg, CA 95448
(707) 431-3317

Meeting Date: March 1, 2021
Time: 4:00 PM
Date Posted: February 25, 2021

CORONAVIRUS (COVID-19) ADVISORY NOTICE

Consistent with Executive Orders No. N-25-20 and No. N-29-20 from the Executive Department of the State of California and the Sonoma County Health Official Orders No. C19-03 and C19-05 the City of Healdsburg City Council meeting will not be physically open to the public and all Council Members will be teleconferencing into the meeting via Zoom Webinar.

PLEASE NOTE CHANGE FROM WEBEX TO ZOOM WEBINAR SERVICE

How to Observe the Meetings

To maximize public safety while maintaining transparency and public access, the Healdsburg City Council will be using Zoom Webinar service to allow remote participation. Members of the public who only wish to watch the meeting live or recorded can do so by using the link <http://healdsburgca.iqm2.com/Citizens/default.aspx> or watching it on the City's Facebook Page www.facebook.com/cityofhealdsburg.

To Watch the Meeting and Submit Public Comment as Part of the Zoom Webinar:

To join by computer, tablet, or mobile device:

1. Go to <https://zoom.us/join> and type in the Webinar ID: 818 7232 0503 or follow this link: <https://us02web.zoom.us/j/81872320503> (Pre-registration for the meeting is not required.)
2. Fill in your full name, verify you are not a robot (if required), and click "Join".
3. If the meeting host has started the Webinar, you should join automatically. If the meeting host has not started the Webinar, remain in the Webinar and it will start shortly.

To join by phone:

1. Dial 669-900-9128 or 253-215-8782 or 346-248-7799.
2. Enter the meeting ID: 818 7232 0503 and press # #.
3. If the meeting host has started the meeting, you should join automatically. If the meeting host has not started the meeting, remain in the meeting and it will start shortly.

To Submit Public Comment

By computer, tablet, or mobile device:

1. In the bottom center of the screen is a hand icon, click on "Raise Hand". The hand icon will place you in line to speak.

2. When it is your turn to comment, the meeting moderator will call upon you to comment. State your first name, last name, address, and comment. Each speaker will be given no more than three (3) minutes to make your comment.
3. When you are done commenting, please remember to lower hand.

By phone:

1. Press *9 to raise your hand.
2. When it is your turn to comment, the meeting moderator will call the last four digits of your phone number. Press *6 to speak at that time. State your first name, last name, address, and comment. Each speaker will be given no more than three (3) minutes to make your comment.
3. At the conclusion of your comments or when three minutes has passed, the meeting host will remove your ability to talk.

Americans with Disabilities Act Accommodations

Any member of the public who needs accommodations should email the city clerk at rallan@ci.healdsburg.ca.us or by calling 707-431-3317. The city clerk will use their best efforts to provide reasonable accommodations to provide as much accessibility as possible while also maintaining public safety in accordance with the city procedure for resolving reasonable accommodation requests. All reasonable accommodations offered will be listed on the city website at <https://www.ci.healdsburg.ca.us/406/ada---public-accessibility>.

1. CALL TO ORDER

A. Approval of March 1, 2021 Special Meeting Agenda

2. PUBLIC COMMENTS

Members of the public will have an opportunity to address the City Council concerning any items listed on this Special Meeting Agenda at the time that the item is considered. No other items may be discussed at this Special Meeting. (Government Code Section 54954.3)

3. NEW BUSINESS

A. Measure V Survey Results

(1) Receive report on FY 2020-21 Measure V revenues, projects and expenditures to date; and (2) receive results of survey and consider input on how Measure V funds may be allocated for FY 2021-22 within the funding priorities.

4. ADJOURNMENT



CITY OF HEALDSBURG CITY COUNCIL AGENDA STAFF REPORT

MEETING DATE: March 1, 2021

SUBJECT: Measure V Survey Results

PREPARED BY: Heather Ippoliti, Administrative Services Director

STRATEGIC INITIATIVE(S):

Provide Effective Governance

RECOMMENDED ACTION(S):

1) Receive report on FY 2020-21 Measure V revenues, projects and expenditures to date; and (2) receive results of survey and consider input on how Measure V funds may be allocated for FY 2021-22 within the funding priorities.

COMMUNITY ENGAGEMENT/OUTREACH:

The survey was mailed to 4,843 City residential utility customers in January, and amplified in both English and Spanish on social media:

- January 27 -
 - Facebook: 1,008 views, 14 engagements (likes, comments, shares)
 - Nextdoor: 353 impressions
- February 12 –
 - Facebook: 870 views, 12 engagements
 - Nextdoor: 348 impressions

Corazon Healdsburg was provided information and graphics on the Measure V survey links and was asked to share the survey on all of Corazon's channels. The survey was included in two City Manager Friday Update newsletters. The Healdsburg Tribune was provided the online survey links and asked to reach out should they want more information. And, a newsflash item on Measure V on the City's homepage.

BACKGROUND:

On July 16, 2012, the Council adopted a resolution setting the date for an election on a proposed measure seeking voter approval to enact a one-half cent transaction and use tax. For the three prior years the City Council had adopted General Fund operating budgets that relied on the uses of reserves to cover expenses. Ongoing budget reductions had broadly impacted services throughout the City and were undermining the public health, safety and welfare of Healdsburg

residents. The City Council had determined that without a new, guaranteed source of general fund revenue, the City would be forced to drastically cut core services.

On November 6, 2012, the voters approved Measure V by a vote of 2800 to 2235. The tax was effective April 1, 2013 and automatically terminated ten years after it became operative unless extended by the voters.

In November 2020, the voters approved Measure T repealing Measure V, replacing it with a transaction and use tax, also a one-half of one percent tax, that will be in place until and unless ended by the voters. The only change was the removal of the sunset.

Both Measure V and Measure T are general, rather than “special” taxes under California law. This means that they are not restricted for a specific purpose or use and can be used for general operating needs of the City.

Since the inception of Measure V, the City Council has been committed to an ongoing transparent and public process with Measure V and how the funds are spent. Included in this measure is the obligation for the City of Healdsburg to survey our residents on how these funds should be spent in the areas of priority. The intent of the surveys is to provide a tool to assist the Council members make their determination as to how these funds should be distributed.

On January 4, 2021, the City Council approved the survey.

DISCUSSION/ANALYSIS:

The information provided to the public as part of the Measure V original ballot measure focused on funding for:

- Public Safety
- Street Maintenance and Repair
- Economic Development
- Maintenance of City Facilities

The City received 1,182 surveys from the City residents, 1,114 surveys by mail and 68 surveys online. Of the mailed surveys, 10 were received in Spanish. Last year, the City received a total of 989 surveys – 116 online, and 873 by mail.

The survey results totaled:

- Public Safety – Police – 14.4%
- Public Safety – Fire – 24.3%
- Streets Maintenance – 30.5%
- Economic Development – 10.5%
- City Facilities – 7.5%
- Increase General Fund Reserves – 2.2%
- Balance General Fund Budget – 2.1%
- Community Grant Program – 2.1%
- Translation Services - 0.6%
- Other – 5.8%

Drilling down on the “Other” category, three areas stood out, with no other categories reaching 0.5%:

- Parks & Recreation - 0.68%
- Homelessness – 0.72%
- Affordable Housing – 1.47%

The projected revenue for fiscal year 2021-22 allocation is \$2,154,012, and some carry over funds from fiscal year 2020-21. After a reduction of \$448,820 to cover the four full-time public safety positions fund with Measure V, and \$250,000 appropriated to fund transfers-out to the General Fund and Community Services Fund, there is \$1,575,000 available for appropriation.

Other items historically funded with Measure V include funding for the low income utility discounts (\$62,500), and the Chamber of Commerce agreement (\$100,000).

In the midst of the pandemic, in order to support the General Fund fiscal year 2020-21 budget there were three important projects eliminated or significantly reduced from the fiscal year 2020-21 Measure V adopted budget. Those projects are the following:

- Pavement Preventative Maintenance - \$670,000
- Pavement Overlay - \$470,000
- Miscellaneous Facility Improvements - \$154,022

Attachment C provides the Council a funding option for their consideration.

ENVIRONMENTAL STEWARDSHIP:

Not applicable.

ALTERNATIVES:

No alternatives are proposed, as the purpose of this report is to provide information and seek input.

FISCAL IMPACT:

There is no fiscal impact related to the proposed action.

ENVIRONMENTAL ANALYSIS:

Pursuant to Title 14, the California Code of Regulations, Section 15302(c) of the California Environmental Quality Act (“CEQA”) guidelines, the proposed action is an administrative activity of the City that will not result in direct or indirect physical changes to the environment.

ATTACHMENT(S):

Attachment A - Fund Summary
Attachment B - Projects in Progress
Attachment C - Possible Project Funding

**Attachment A
Measure V**

	6/30/2021	6/30/2021	6/30/2022
	YTD - Actual	Unspent - Budget	Budget
Beginning fund balance	\$ 647,302	\$ (27,340)	\$ 122,338
Revenue:			
Transaction Tax Revenue	1,069,541	938,229	2,154,012
Interest	2,735	-	5
Loan payback	18,360	-	-
Total Revenue	<u>1,090,636</u>	<u>938,229</u>	<u>2,154,017</u>
Expenditure:			
Communication Tower Replacement	-	110,000	-
Open Street Program	41,397	-	-
Chamber of Commerce Agreement	75,000	25,000	-
Latino Outreach and Support - Corazon	-	40,000	-
Low Income Utility Discounts	36,496	14,715	-
Fire - Turnout gear for new reserves	20,000	-	-
Fire SCBA Bottles	30,000	-	-
Firefighter Funding - 2	161,388	53,796	215,184
General Fund Reserve Support	125,000	-	100,000
Loan to Community Services Fund	625,000	-	150,000
Community Services Fund Reserve Support	320,000	-	-
Dispatcher Funding	72,995	24,332	97,327
Police Officer Funding	102,232	34,077	136,309
Police Vehicles - replacement (2)	130,000	-	-
Miscellaneous Bike Projects	-	25,000	-
Ped Ramp Replacement - CDBG Match	-	44,000	-
Hbg Avenue Crosswalk at Memorial Beach	25,770	24,230	-
Miscellaneous Sidewalk & Pedestrian Projects	-	68,165	-
Foss Creek Pathway	-	325,236	-
Total Expenditure	<u>1,765,278</u>	<u>788,551</u>	<u>698,820</u>
Ending fund balance	<u>\$ (27,340)</u>	<u>\$ 122,338</u>	<u>\$ 1,577,535</u>

Attachment: Attachment A - Fund Summary (31118 : Measure V Survey Results 21-22)

Attachment B Projects In Progress

	Unspent - Budget	Project Status
Chamber of Commerce Agreement	\$ 25,000	Paid quarterly, final quarter to be paid on or about 4/1/2021
Communication Tower Replacement	110,000	Design in progress by Power Engineers, Inc.
Dispatcher Funding	24,332	Funds transferred quarterly, final transfer on or about 4/1/2021
Firefighter Funding - 2	53,796	Funds transferred quarterly, final transfer on or about 4/1/2021
Foss Creek Pathway	325,236	Contract awarded in September 2020 to Rege Construction
Hbg Ave Crosswalk at Memorial Beach	24,230	Materials purchased, work to begin soon
Latino Outreach and Support - Corazon	40,000	Ongoing discussions regarding scope
Low Income Utility Discounts	14,715	Amts incurred mthly based on act. discounts provided - 4 mths remain - average \$5,214
Miscellaneous Bike Projects	25,000	Bike wayfinding signage and bike racks, planned to coincide with the completion of Misc. Sidewalk project
Misc. Sidewalk & Pedestrian Projects	68,165	Sidewalk gap closure on Front Street from the terminus of Foss Creek Pathway to the Bridge - construction start in April
Ped Ramp Replacement - CDBG Match	44,000	On hold awaiting County approval
Police Officer Funding	34,077	Funds transferred quarterly, final transfer on or about 4/1/2021

\$ 788,551

Attachment: Attachment B - Projects in Progress (3118 : Measure V Survey Results 21-22)

Attachment C Possible "Project" Funding to Consider

Revenue		
Estimated FY 2021-22 Revenue	\$ 2,154,012	
Estimated FY 2020-21 Carryover Revenue	122,338	
Estimated Available Revenue	2,276,350	
Possible "Project" Funding to Consider		
General Fund Support	x 100,000	
Community Services Fund Support	x 150,000	
Dispatcher Funding	x 97,327	
Firefighter Funding - 2	x 215,184	
Police Officer Funding	x 136,309	
Chamber of Commerce Agreement	100,000	
Low Income Utility Discounts	62,500	
Previously Unfunded -		
Pavement Preventative Maintenance	670,000	
Pavement Overlay	470,000	
Facility Improvements	154,022	
Total Possible "Project" Funding to Consider	2,155,342	
Remaining Amount	\$ 121,008	

Attachment: Attachment C - Possible Project Funding (3118 : Measure V Survey Results 21-22)