



CITY OF WHEATLAND

CITY COUNCIL MEETING STAFF REPORT

July 28, 2020

SUBJECT: 2020 City of Wheatland Community and Economic Development Action Program Mid-Year Progress Report

PREPARED BY: Jim Goodwin, City Manager

Recommendation

This is an informational item only. No action is required.

Background/Discussion

In December 2019, Council met with the City Manager and Department Heads for a half day planning session. The 2020 Community and Economic Development Action Program was crafted based on that discussion, prior community visioning completed as part of the General Plan update, internal surveys of Council Members and staff, and the experience of the management team.

The attached progress report informs the City Council of the implementation of the program to date. Current progress is shown in red text. A second report will be presented in November prior to annual planning discussions in December.

Attachments

- 1. 2020 City of Wheatland Community and Economic Development Action Program Mid-Year Progress Report**



2020 Wheatland Community and Economic Development Action Program

Vision

Wheatland adopted a vision with the General Plan in 2006. 14 years later that vision remains valid and useful for planning. The vision is as follows:

Wheatland is committed to be a forward-thinking city that values its small-town feel and its agricultural historical heritage. The Community Vision of the City of Wheatland is guided by the following:

- 1. Wheatland's strong neighborhoods are the center of community identity.*
- 2. Wheatland's historical city core is enlivened to ensure Wheatland has an identifiable sense of place.*
- 3. Open spaces within Wheatland provide visual relief from urban spaces.*
- 4. Wheatland's natural environment is continually improved through the regeneration of natural systems.*
- 5. Wheatland is connected to the world while providing energy and economic opportunities locally.*
- 6. Wheatland has many transportation options, including pedestrian, bicycle, public transit, private autos, and new transportation technologies as they become available.*
- 7. Wheatland is not dependent on continued future growth to fund current city services, operations, or liabilities.*

Community and Economic Development Action Program

The *Wheatland Community and Economic Development Action Program (Action Program)* is designed to restate the General Plan vision, along with other identified priorities, as achievable action steps. The Action Program was developed first in 2019 and is maintained through annual planning sessions with the City Council and staff.

The *Action Program* is ambitious, and it is important not to expect accomplishment of all action steps within a single year. The *Action Program* is a living document, updated annually, to reflect accomplishments, new opportunities, and refined priorities. It is structured in two major areas of focus: improving the community; and improving the delivery of municipal services. No action step should be considered isolated as many steps are interrelated and dependent upon one another.

2020 Wheatland Community and Economic Development Action Program

Steps	Responsible Party	Implementation	Status
IMPROVING THE WHEATLAND COMMUNITY			
1. Build Strong Neighborhoods Throughout Wheatland			
a. <i>Ensure application of Community Design Standards to all residential and employment development and building projects.</i>	Community Development	Standards are being applied to review of Caliterra Ranch project. Standards will also be applied for anticipated applications for the State Street mobile home park redevelopment, Spenceville Road multi-family project, and Almond Estates Planned Development rezone.	Ongoing
b. <i>Continue to work with development interests to reduce or defer, when possible, up-front costs that may hinder their investment in Wheatland.</i>	Community Development	Ongoing discussion with Caliterra Ranch regarding strategies to make the project work. Council has approved SCIP Program to assist developers.	Ongoing
2. Preserve Historic Wheatland Core			
a. <i>Form an Ad-hoc Committee to explore strategies for improving the historic Wheatland community as the community grows and expands. Strategies should include both capital improvements and policy considerations.</i>	Community Development	No progress to report.	
b. <i>Preserve the water tower as an identifying feature in the historic community and consider adding art to enhance its appearance</i>	City Engineer	Yuba Water Agency (YWA) and Department of Water Resources (DWR) have committed funding to the project. Bids for Phase 1 are expected in July with project award scheduled for September. Phase 1 (water tower) to follow.	Ongoing
c. <i>Work with UPRR to install decorative fencing behind the Front Street Park, between Main Street and 4th Street to improve safety in the historic city core</i>	Public Works	The new fence was installed in March.	Complete
d. <i>Focus code enforcement efforts on long-term problem sites.</i>	Police Department	14 of 20 code enforcement cases have been closed by working with homeowners to educate and work toward compliance.	
e. <i>Develop Welcome to Wheatland monument signs on north and south approaches to the city on Highway 65 as</i>	Community Development	No progress to report. Current discussions with applicant for anticipated project at the State Street mobile home park.	

**2020 Wheatland Community and
Economic Development Action Program**

Steps	Responsible Party	Implementation	Status
<i>a means of promoting awareness of the presence of the historic community</i>			
3. Promote Economic Growth			
<i>a. Economic Development Committee of the City Council will meet 2 – 4 times as a means of fostering collaboration with other economic development service providers in the region and for setting priorities for use of Wheatland Economic Development Fund.</i>		Economic Development Committee did not meet in March. Next meeting is scheduled for July 30, 2020.	
<i>b. Work to improve the inventory of property that is properly zoned for business investment and served by utilities</i>	Community Development	Staff continues to work with Raj Sharma on submission of the PD for his property on the north edge of Wheatland. We are anticipating submission of his application soon. Approval of this PD would add significant commercial, highway frontage property served by utilities to Wheatland. In addition, project 3c below is designed to identify new commercial opportunities. Owners of both the Hop Farm and Johnson Rancho properties are actively involved.	Ongoing
<i>c. Complete SACOG-funded feasibility analysis of growth of employment uses in the Johnson Rancho/Hop Farm annexation area</i>	Community Development	Project is underway with completion expected in December. Our consultant, ADE, is also the consultant developing the Yuba Water Agency countywide economic development strategy.	Ongoing
<i>d. Actively work to establish housing and services valued by Beale AFB personnel and capture current Beale personnel sales tax leakage.</i>	Community Development	Staff met recently with the Beale Housing Specialist to discuss staffing and housing trends at Beale. We are expecting this to be an ongoing conversation.	Ongoing
<i>e. Work with management of Hard Rock Hotel and Casino to nurture complimentary services and mitigate impacts</i>	Community Development	No progress to report.	

2020 Wheatland Community and Economic Development Action Program

Steps	Responsible Party	Implementation	Status
f. <i>Provide public safety necessary to ensure Wheatland remains an attractive community in which to both live and work</i>	WPD; WFA	Wheatland PD has focused enforcement efforts within the city limits, actively patrolling neighborhoods. Overall traffic stops to identify and prevent criminal activity have increased. Our PD officers actively engage with the community to build trust and support and a working partnership to prevent crime in neighborhoods.	Ongoing
4. Create and Protect Open Space Within the City of Wheatland			
a. <i>Incorporate Class 1 bike and pedestrian facilities into new development to create visual relief from urban features and connect neighborhoods</i>	Community Development; City Engineer	Bike and pedestrian facilities along the south side of Wheatland Road are now included in the improvement plans for Caliterra Ranch.	Ongoing
b. <i>Adopt Ag-Overlay Zone protecting existing agricultural activity within the Wheatland city limits, supporting agricultural related business investment in the city and providing a meaningful interface between agricultural and other land uses within the city</i>	Community Development	Project is underway with completion anticipated by end of 2020.	Ongoing
c. <i>Complete Parks and Recreation Master Plan funded through Prop 68</i>	Community Development	Prop 68 funding announcements were received in July. The funding allocation was reduced and it does not appear a Master Plan will be an allowed use of the funds.	
5. Improve Transportation Infrastructure			
a. <i>Set up regular meetings with Caltrans to discuss Highway 65 traffic management issues and future improvements including improved signal timing, signal coordination, design features, emergency vehicles, special events traffic and facilitating cross-town traffic</i>	City Engineer	Staff met with Caltrans in March. Coordination has taken place with regard to a future Caltrans project to upgrade pedestrian ramps and overlay Highway 65 through Wheatland. Staff will coordinate with Caltrans and Pumpkin Farm on event traffic for 2020 Pumpkin season traffic handling.	Ongoing
b. <i>Complete pavement management plan</i>	City Engineer	Due to COVID-19, this project was postponed until FY 20/21. Targeting completion in January in anticipation of programming any potential pavement maintenance projects for the 2021	Not started- Completion January '21

2020 Wheatland Community and Economic Development Action Program

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		construction season.	
c. <i>Actively develop project concepts that meet the criteria of SACOG regional and local grant programs</i>	Community Development; City Engineer	Continued and active participation in SACOG programming and policy discussions. Staff has brought individual project concepts like Wheatland Road Complete Street Project and Spenceville Road Rehab Project to SACOG staff for input.	Ongoing
d. <i>Complete FLAP application in collaboration with Beale AFB and Yuba County for completion of improvements to Spenceville Road</i>	City Engineer; Public Works	Staff continues to collaborate with Beale, Yuba County and AKT property owner regarding application that is due in January 2021.	Ongoing
e. <i>Complete SACOG-funded preliminary engineering for First Street/Wheatland Road complete streets improvements</i>	City Engineer	Efforts to program funds and request federal authorization to proceed with preliminary engineering are complete. Moving forward on preliminary engineering.	Underway/In Process
f. <i>Complete Hooper Street improvements</i>	City Engineer	Bids were received and construction contract awarded. Construction scheduled to be complete in late-August 2020.	Underway
6. Improve Community Infrastructure			
a. <i>Work with a City Council Ad-hoc Committee to negotiate a feasible, regional wastewater treatment option</i>	Community Development; City Engineer	A feasibility study was completed. Wheatland and OPUD recently executed a MOU to collaborate on a regional solution. YWA funded design engineering (\$2.3 grant/loan). Staff and consultants are finalizing rate modeling in August 2020	Underway
b. <i>Complete update of Master Facilities Plan and Capital Improvement Plan</i>	Community Development; City Engineer; Public Works	No progress to report.	Awaiting Funding
c. <i>Complete update of AB 1600 Development Impact Fee analysis</i>	Community Development	No progress to report.	Awaiting Funding
d. <i>Seek funding to complete Wheatland Comprehensive Water Project</i>	Finance	Yuba Water Agency has funded project. Utility billing software has been selected, negotiated and procured.	In progress
e. <i>Seek funding to prepare a comprehensive General Plan Update</i>	Community Development		
7. Improve Recreational Opportunities			

2020 Wheatland Community and Economic Development Action Program

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a. Explore with levee districts the potential for bike and pedestrian trails along levees	Community Development	YWA has funded coordination of a countywide trails project that includes evaluation of Bear River opportunities.	Ongoing
b. Collaborate whenever appropriate with organizations offering recreational and community event programming in the City of Wheatland.	Community Development; Public Works	Due to COVID-19 no recreational programming is occurring.	Ongoing
c. Work through Pool Ad-hoc Committee to meet 7-year timeline for establishing a community pool in Wheatland.	City Manager	Staff is evaluating opportunities to apply to funding through the State Department of Parks and Recreation.	

IMPROVING THE DELIVERY OF CITY OF WHEATLAND MUNICIPAL SERVICES

8. Align Revenue and Required Services

a. Educate community of the importance of continuing the 1/2 cent sales and use tax for funding local services and consider placing extension of tax on the ballot in November.	All Departments	Join the Conversation efforts occurred throughout the spring. Council made the decision to move forward with a ballot measure on July 14 with final action on July 28.	
b. Complete departmental 10-year Capital Improvement Plan to plan better for major expenditures.		No progress to report.	

9. Nurture an Employment Environment Attractive to Retaining and Recruiting Talented Employees

a. Develop compensation and benefit programs competitive with Public Employment Retirement Service (PERS) member agencies as may be necessary and feasible to maintain competitive talent in the Wheatland workforce	City Manager; Finance	Staff began working on retirement program comparison of existing 401a/457 options as compared to current PERS PEPRAs rates. Project placed on hold due to COVID-19.	Ongoing
b. Ensure training and professional development occur at all employment levels	All Departments	Training occurs annually in all departments.	Ongoing

10. Utilize Appropriate Technology to Improve Services

a. Add online utility payment option to Wheatland website	Finance	Online utility payment option will be incorporated in utility billing software upgrade funded by YWA.	
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**2020 Wheatland Community and
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Steps	Responsible Party	Implementation	Status
<i>b. Evaluate options to replace antiquated accounting software</i>	Finance	Upgrade has been funded by YWA. An upgrade contract with Tyler Technologies should come to Council for consideration in July.	
<i>c. Utilize technology to improve transparency and community involvement</i>		Staff launched our eNEWS electronic newsletter late last year and has continued monthly in 2020. Wheatland PD Facebook page has 5100 followers and City of Wheatland Facebook page has 634 followers. All budgets, CAFRs and City Council adopted financial policies are online. With utility meter improvements, water/sewer utility customers will be able to access their utility billing information online.	Ongoing
<i>i. Regularly update information on City of Wheatland website</i>	City Clerk	Both the City of Wheatland and Wheatland PD Facebook pages were used extensively to share COVID-19 information with the community.	Ongoing
<i>ii. Use City Facebook pages regularly to convey information to the public</i>	City Clerk; Police Department	City of Wheatland and Wheatland PD Facebook pages have been used consistently to share COVID-19 updates since March.	Ongoing

Mid-Year Progress Report, 7.28.2020