



CITY OF WHEATLAND

CITY COUNCIL MEETING STAFF REPORT

March 28, 2023

SUBJECT: Draft 2023 City of Wheatland Community and Economic Development Action Program

PREPARED BY: Jim Goodwin

Recommendation

Receive this draft 2023 City of Wheatland Community and Economic Development Action Program and provide comments to the City Manager by April 5. The final program will be before the City Council on April 11 for adoption.

Background/Discussion

In 2019, the City Council adopted the first Community and Economic Development Action Program. The program was updated in 2020. Due to the COVID 19 Pandemic, the City Council did not conduct annual planning sessions in December 2020 or December 2021. As a result, the program was not updated at all in 2021.

The 2022 plan was updated by removing completed projects from prior programs and including new projects that had been identified. The program's formatting was also changed to allow better tracking of target completion dates and progress.

We were able to conduct an in-person planning session earlier this year, on Saturday, January 21, 2023. The draft plan attached reflects those discussions.

Once all comments are received on this draft, the final document will be presented to the City Council for adoption on April 11. When adopted, the program will be used to guide action throughout 2023 and beyond. The program is designed to be flexible and adaptable to changing conditions within the City. Staff will provide progress reports to the City Council on implementation in late summer and a final report near the end of the year.

This program does not qualify as a project under CEQA.

Attachments

1. Draft 2023 City of Wheatland Community and Economic Development Action Program



2023 Wheatland Community and Economic Development Action Program

Vision

Wheatland adopted a vision with the General Plan in 2006. 16 years later that vision remains valid and useful for planning. The vision is as follows:

Wheatland is committed to being 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.*

It should be noted that the General Plan will be updated over the next 12 to 18 months. This vision will be updated during that process and become the basis for future updates of the Community and Economic Development Action Program.

Community and Economic Development Action Program

The *Wheatland Community and Economic Development Action Program (Action Program)* is designed as a tool to move toward the General Plan vision, along with other identified priorities, through 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. Staff will provide the City Council with a Mid-Year Progress Report in late summer and a Year-End Progress Report in November.

2023 Wheatland Community and Economic Development Action Program					
Steps	Responsible Party	Status of Implementation	Target Completion Date	Anticipated Funding Source	Status Date
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		Ongoing	Project Applicants	
b. <i>Review lot size standards with the goal of ensuring a variety of single- family home price points within the community.</i>	Community Development		Ongoing	GF Grants	
c. <i>Complete General Plan Update</i>	Community Development		2024	Applicants ARPA Grants	
2. Connect Wheatland's History and Future					
a. <i>Work with commercial property owners 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		Ongoing	GF Grants	
b. <i>Preserve the water tower as an identifying feature in the historic community and</i>	City Engineer		2023	Grants	

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consider adding art to enhance its appearance.					
c. Develop and implement plans to celebrate Wheatland's Sesquicentennial in 2024 as a means of building community pride and promoting Wheatland within the region.	City Manager		2024	TBD	
d. Continue efforts to collaborate with Bishop's Pumpkin Farm to ease impacts and celebrate the connection to Wheatland's agricultural roots	City Manager/Community Development		Ongoing	GF BPF Joint Funds	
3. Promote Economic Growth					
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	City Manager		Ongoing	GF	

2023 Wheatland Community and Economic Development Action Program

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<p>b. <i>Work to improve the inventory of property that is properly zoned for business investment and served by utilities, including land available for larger retail facilities, lodging, health care facilities, industrial and/or light manufacturing uses.</i></p>	<p>Community Development</p>		<p>Ongoing</p>	<p>TBD</p>	
<p>c. <i>Actively work to establish housing and services valued by Beale AFB personnel and capture current Beale personnel sales tax leakage.</i></p>	<p>Community Development</p>		<p>Ongoing</p>	<p>Grants Applicants</p>	
<p>d. <i>Continue efforts to site a research site in Wheatland linking university and USAF needs as a catalyst for economic investment in Wheatland</i></p>	<p>Community Development City Manager</p>		<p>Ongoing</p>	<p>ED Fund Grants</p>	
<p>e. <i>Provide public safety necessary to ensure Wheatland remains an attractive community in which to both live and work</i></p>	<p>WPD; WFA</p>		<p>Ongoing</p>	<p>GF Grants</p>	

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f. Seek opportunities to locate new, local sales tax and/or TOT producing businesses in Wheatland	Community Development		Ongoing	ED Fund Grants	
g. Complete General Plan Update	Community Development		2024	Applicants ARPA Grants	
4. Create and Protect Open Space Within the City of Wheatland					
a. Complete updated Drainage Master Plan with focus on joint-use park and drainage facilities where appropriate	Community Development; City Engineer		2024	Applicants	
b. Complete Parks and Recreation Master Plan	Community Development		TBD	TBD	
c. Complete General Plan Update	Community Development		2024	Applicants ARPA Grants	
5. Improve Transportation Infrastructure					
a. Implement pavement management plan	City Engineer		Ongoing	Streets TDA; SB 1 Grants	

2023 Wheatland Community and Economic Development Action Program

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b. Actively develop project concepts that meet the criteria of SACOG regional and local grant programs in order to improve Wheatland's success in securing grant funding for projects.	Community Development; City Engineer Public Works		Ongoing	GF, Streets	
c. Complete SACOG-funded preliminary engineering for First Street/Wheatland Road complete streets improvements	City Engineer; Public Works		2023	SACOG	
d. Construct new signal at McDevitt/Highway 65	City Engineer		2026	Caltrans	
e. Continue to collaborate with SYTIA to complete plans and identify funding for completion of the East Wheatland Expressway	City Engineer Community Development City Manager		Ongoing	SYTIA	
6. Improve Community Policies and Infrastructure					
a. Work with a City Council Ad-hoc Committee to negotiate a feasible, regional wastewater treatment option	City Manager; Community Development; City Engineer		2025	Grants Fees	

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b. <i>Work with City Council Ad-hoc Committee to secure funding and complete construction of regional wastewater treatment facilities</i>	City Engineer City Manager		2026	Grants Sewer	
c. <i>Work with City Council Ad-hoc Committee to complete updated water and sewer rate studies</i>	City Engineer City Manager Finance Director		2023	Water Sewer	
d. <i>Complete implementation of Comprehensive Water Project Funded by DWR and YWA</i>	Community Development; finance		2023	Grants ARPA	
e. <i>Complete a General Plan Update</i>	Community Development		2024	Applicants ARPA Grants	
f. <i>Complete comprehensive zoning code update</i>	Community Development		2025	Grants	
g. <i>Collaborate with Levee Districts to complete levee improvements necessary to achieve full 200-year flood protection with the city limits and sphere of influence</i>	Community Development City Engineer		TBD	TBD	
h. <i>Develop and implement plans to adjust to increased use of EV, including identifying opportunities for EV charging facilities in the community</i>	Community Development City Engineer Public Works		TBD	TBD	

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7. Improve Recreational Opportunities					
a. Collaborate with YWA on development of the potential for bike and pedestrian trails along levees	Community Development		Ongoing	TBD	
b. Collaborate whenever appropriate with organizations offering recreational and community event programming in the City of Wheatland and maximize use of City-owned facilities for recreational programming	City Manager		Ongoing	GF	
c. Work through Pool Ad-hoc Committee to meet 7-year timeline to construct an aquatic center in Wheatland.	City Manager		2027	GF Grants	
d. Complete Parks and Recreation Master Plan.	Community Development; Public Works; Finance City Manager		2025	Grants	
IMPROVING THE DELIVERY OF CITY OF WHEATLAND MUNICIPAL SERVICES					
8. Align Revenue and Required Services					
a. Complete departmental 10-year Capital Improvement and Staffing Plan to better anticipate major expenditures.	All Departments		2023	Grants GF Water Sewer	

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9. Nurture an Employment Environment Attractive to Retaining and Recruiting Talented Employees					
a. Develop and maintain 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		Ongoing	GF Water Sewer	
b. Ensure training and professional development occur at all employment levels	All Departments		Ongoing	GF, Water, Sewer, Grants	
10. Utilize Appropriate Technology to Improve Services					
a. Utilize technology to improve transparency and community involvement	City Clerk City Manager		Ongoing		
i. Complete re-design of City of Wheatland website to improve flow of important information to residents	City Clerk City Manager		2023	TBD	
ii. Continue monthly eNEWS publication	City Clerk		Ongoing	GF	
iii. Evaluate improvements allowing for streaming and video recording of City Council meetings.	City Clerk City Manager		TBD	TBD	

**2023 Wheatland Community and
Economic Development Action Program**

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iv. <i>Use City Facebook pages regularly to convey information to the public</i>	City Clerk; Police Department		Ongoing	GF	

