



CITY OF WHEATLAND

CITY COUNCIL MEETING STAFF REPORT

March 12, 2019

SUBJECT: 2019 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

On December 1 last year, Council met with the City Manager and Department Heads for a half day planning session. The 2019 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 program was adopted by the City Council in March of this year.

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. 2019 City of Wheatland Community and Economic Development Action Program Mid-Year Progress Report



2019 Wheatland Community and Economic Development Action Program

Vision

Wheatland adopted a vision with the General Plan in 2006. 12 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 2019 *Wheatland Community and Economic Development Action Program* (Action Program) is designed to restate the General Plan vision as achievable action steps. The program has been developed through 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. Many steps are interrelated and dependent upon one another.

2019 Wheatland Community and Economic Development Action Program

Steps	Responsible Party	Implementation	Completed or Ongoing
IMPROVING THE WHEATLAND COMMUNITY			
1. Build Strong Neighborhoods Throughout Wheatland			
a. Ensure application of Community Design Standards to all residential and employment development and building projects.	Community Development	Design standards have been applied to Sierra Central Credit Union project review for remodeling of building at southwest corner of Highway 65 and McDevitt.	Ongoing
b. Transition code enforcement to police department and ensure community standards are upheld	WPD	A Code Enforcement Officer has been hired and is responding to complaints. This is a part-time, 16-hour per week position.	Completed Ongoing
c. Continue to work with development interests to reduce or defer, when possible, up-front costs that may hinder their investment in Wheatland	Community Development	Staff continues to work with Heritage Oaks East and Caliterra subdivision applicants to better align infrastructure costs with the pace of project development.	Ongoing
2. Preserve Historic Wheatland Core			
a. Establish a geographic boundary for the historic city core	Community Development	The effort to prepare a high density overlay zone for housing element compliance is a key step toward defining the city core boundary. That project is nearing completion.	
b. Identify appropriate location for a new Municipal Center in the historic city core	Community Development		
c. Preserve the water tower as an identifying feature in the historic community and consider adding art to enhance its appearance	City Engineer	Preservation of the tower is linked to item 2.c.i. below.	
i. Seek funding for tower rehabilitation	City Engineer	Funding application to State DWR is being developed for submittal in fall 2019. Ongoing discussions with Yuba Water Agency regarding support for the project.	
d. Develop Park and Recreation Master Plan	Community Development	Funding request is being submitted to State Department of Parks and Recreation for Prop 68 funding in fall 2019.	
e. Work with UPRR to install decorative fencing behind the Front Street Park, between Main Street and 4 th Street to	City Engineer	Staff is working with UPRR. Information has been provided to UPRR and we are waiting for an update. UPRR has indicated a desire to complete the project in 2020. Staff continues to	

2019 Wheatland Community and Economic Development Action Program

Steps	Responsible Party	Implementation	Completed or Ongoing
improve safety in the historic city core		encourage completion of the fence prior to the Christmas Tree lighting event in December.	
f. Seek ways to improve appeal of the historic core and adopt public policies that create incentives for investment or remove disincentives for infill investments in the historic city core with the goal of revitalization	Community Development	In order to receive certification by HCD of the Housing Element, staff is developing an overlay zone for the historic city core allowing for higher density development.	
g. Develop Welcome to Wheatland monument signs on north and south approaches to the city on Highway 65 as a means of promoting awareness of the presence of the historic community	Community Development		
3. Promote Economic Growth			
a. Create City Council Economic Development Committee and appoint two (2) members of the City Council to Serve as a City Council Economic Development Committee to work with staff and regional partners on economic development proposals	Community Development	Councilmembers West and Pendergraph were appointed to the new Economic Development Committee.	Completed
b. Include Economic Development Department account in the FY 2019/2020 City Budget	Finance	The new Economic Development Department account has been established in General Fund.	Completed
c. Establish strong working relationships with owners of property ideal for new business investment and work to improve the inventory of property that is properly zoned for business investment and served by utilities	Community Development	Owners of Hop Farm and Johnson Rancho are actively involved in both the Agricultural Zoning and the Employment Zone projects. Multiple meetings have occurred with Raj Sharma regarding property on north end of city.	Ongoing

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<p>d. Complete SACOG-funded feasibility analysis of growth of employment uses in the Johnson Rancho annexation area</p>	Community Development	<p>Meetings have occurred with owners of mobile home park regarding potential transition of the site to commercial uses. A MOU with SACOG has been executed. An RFQ for an economic/urban design consultant is circulating with selection of consultant expected in late summer or early fall 2019.</p>	
<p>e. Identify and remove any disincentives that may exist related to businesses locating in existing commercial buildings</p>	Community Development		
<p>f. Continue to collaborate with Bishop's Pumpkin Farm on resolving traffic issues impacting business operations and circulation within the community</p>	WPD; City Engineer	<p>Council has approved paving projects to improve dust control for the 2019 season. City staff and BPF are collaborating on traffic management plans. An annual community outreach meeting is being scheduled.</p>	
<p>g. Actively work to establish housing and businesses valued by Beale AFB personnel and capture current Beale personnel sales tax leakage to communities south of Wheatland</p>	Community Development	<p>Staff has met with leaders at Beale to discuss housing and business support issues.</p> <p>The Employment Zone project (3.d) will analyze specific Beale needs.</p>	
<p>h. Seek to establish working relationship with Enterprise Rancheria and management of Hard Rock Hotel and Casino to nurture complimentary services and mitigate impacts</p>	Community Development	<p>The City Manager and Community Development Director met with Rancheria leaders on August 1. Both Police and Fire have active contact. Plans are being made to respond to the anticipated traffic impact of the planned grand opening.</p>	
<p>i. Provide public safety necessary to ensure Wheatland remains an attractive community in which to both live and work</p>	WPD; WFA	<p>New Sergeant hired. Police Chief recruitment will begin in September.</p>	Ongoing
<p>4. Create and Protect Open Space Within the City of Wheatland</p>			
<p>a. Incorporate Class 1 bike and pedestrian facilities into new development to create visual relief</p>	Community Development; City Engineer	<p>The City applied for a \$250,000 grant from SACOG for "complete streets" and road rehabilitation planning and design for Wheatland Road. "Complete streets" includes bike and</p>	

2019 Wheatland Community and Economic Development Action Program

Steps	Responsible Party	Implementation	Completed or Ongoing
<p>from urban features and connect neighborhoods</p>		<p>pedestrian features. Completing design makes the project more competitive for future construction dollars. SACOG staff has recommended funding, but the SACOG Board has not acted yet on the staff recommendations.</p> <p>In addition, bicycle facilities are also included in the Heritage Oaks East and Caliterra subdivisions.</p>	
<p>b. Develop cost estimates for bike and pedestrian projects and sidewalk infrastructure</p>	<p>Community Development</p>		<p>Ongoing</p>
<p>c. 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</p>	<p>Community Development</p>	<p>A funding agreement with the Gilbert family was approved on 4/9/19. The Ad-hoc committee was appointed on 5/28/19. The project is underway, with staff preparing workbook and presentation materials to initiate the ad-hoc meeting process.</p>	
<p align="center">5. Improve Transportation Infrastructure</p>			
<p>a. Ensure South Yuba Transportation Improvement Authority (SYTIA) includes EXISTING Highway 65 improvements as a priority while moving forward with plans for a Wheatland bypass</p>	<p>Community Development; City Engineer</p>	<p>A SYTIA Development Impact Fee was approved by the SYTIA Board and is pending approval by both Yuba County Board of Supervisors and the Wheatland City Council. Ongoing discussions with Yuba County, Beale AFB, Caltrans and SACOG. Staff continues to emphasize the need for interim Highway 65 improvements.</p>	<p>Ongoing</p>
<p>b. Educate SACOG on Wheatland street/road investment challenges and opportunities</p>	<p>Community Development; City Engineer</p>	<p>SACOG Executive Director James Corliss visited Wheatland to discuss Wheatland's plans and needs. Staff is maintaining ongoing contact with SACOG staff.</p>	<p>Ongoing</p>
<p>c. If project is funded, ensure Wheatland interests are well-represented in Yuba-Sutter planning project to align highway infrastructure projects to</p>	<p>Community Development; City Engineer</p>		

2019 Wheatland Community and Economic Development Action Program

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support growth in tradable goods sector employment			
d. 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	City Engineer	A meeting has been scheduled for Friday, August 16. The intent is to schedule a meeting at least annually to discuss Highway 65 issues.	Ongoing
e. Actively develop project concepts that meet the criteria of SACOG regional and local grant programs	Community Development; City Engineer	See 4a above. An application has been submitted to SACOG for design and engineering of east/west corridor improvements. Funding decision is pending.	Ongoing
f. Seek collaborative relationship with Beale AFB and Yuba County regarding improvements to Spenceville Road	City Engineer; Public Works	Staff is working with both Beale AFB and Yuba County staff on Federal Lands Access Program (FLAP) funding application due in December or January. A planning meeting has been set for August 21.	
g. Seek funding for construction of sidewalks and safety measures that provide safe railroad crossings for pedestrians with an emphasis on routes used by school children	City Engineer	See 4.a above.	
6. Improve Community Infrastructure			
a. Explore alternatives for resolving current sewer capacity limitations, including discussions with Yuba County about collaboration on a regional wastewater treatment facility	Community Development; City Engineer	Completion of an Alternatives Analysis was approved by the City Council and currently is under development. Completion and review of potential alternatives is expected in September.	
b. Actively build relationships with regional partners	Community Development; City Engineer	Staff continues to build relationships with Yuba County, SACOG, Yuba Water Agency, Yuba Sutter EDC and others with potential to assist with infrastructure improvement.	Ongoing
c. Complete update of Master Facilities	Community	Staff is completing an application to the State Department of	

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Plan	Development; City Engineer; Public Works	Housing and Community Development for SB 2 funds to complete update.	
d. Complete update of AB 1600 Development Impact Fee analysis	Community Development; finance	See 6.c above.	
e. Seek funding to prepare a comprehensive General Plan Update	Community Development		
7. Improve Recreational Opportunities			
a. Explore with levee districts the potential for bike and pedestrian trails along levees	Community Development		
b. Collaborate whenever appropriate with organizations offering recreational and community event programming in the City of Wheatland	Community Development; Public Works; Finance	David Creps donated \$1 million to city for operation of a pool. Preliminary conversation has occurred with Wheatland School District regarding their interest in building a pool. Ongoing collaboration with Yuba Sutter Arts about potential Wheatland events or projects.	Ongoing
IMPROVING THE DELIVERY OF CITY OF WHEATLAND MUNICIPAL SERVICES			
8. Align Revenue and Required Services			
a. Educate community through June 2020 of the importance of continuing the 1/2 cent sales and use tax for funding public safety and secure passage of extension of tax	All Departments	Our Join the Conversation campaign is underway to learn from community about their priorities. No specific conversation regarding extension of the current, local sales and use tax is occurring.	
b. Maintain water and sewer utility rates at levels necessary to fund operations, debt service, and prudent reserves	Finance	Water and Sewer utility rate adjustments were approved by Council in March.	Ongoing
c. Complete rate adjustments by March 26, 2019	Finance	Water and Sewer utility rate adjustments were approved by Council in March.	Completed
9. Nurture an Employment Environment Attractive to Retaining and Recruiting Talented Employees			

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a. Develop compensation and benefit programs competitive with Public Employment Retirement Service (PERS) member agencies	City Manager; Finance	The Council approved MOUs with bargaining groups included, for the first time, dependent health insurance benefits. Employees gave up consideration of a COLA in FY 2020/2021 in return.	Ongoing
b. Ensure training and professional development occur at all employment levels	All Departments	Training is budgeted for and is encouraged in all city departments.	Ongoing
10. Utilize Appropriate Technology to Improve Services			
a. Add online utility payment option to Wheatland website	Finance	Finance staff is researching online payment options.	
b. Evaluate options to replace antiquated accounting software	Finance	Funding application to State DWR is being developed. See 2.c.i above.	
c. Utilize technology to improve transparency and community involvement			Ongoing
i. Regularly update information on City of Wheatland website	City Clerk	Join the Conversation is effort is being promoted on the city website, Police Department Facebook site, and the Wheatland Fire Authority Facebook site.	Ongoing
ii. Consider expanding the use of social media and mobile platforms for sharing municipal information with residents	City Clerk	Join the Conversation effort is being promoted on the city website, Police Department Facebook site, and the Wheatland Fire Authority Facebook site. City of Wheatland Facebook site is being developed, along with a Social Media Policy.	Ongoing