



Study Session of the City Council  
Live Oak Council Chambers  
9955 Live Oak Blvd., Live Oak, CA 95953

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*The Council may take up any agenda item at any time, regardless of the order listed. Action may be taken on any item on this agenda. Members of the public may comment on any item on the agenda at the time that it is taken up by the Council. Requests to speak on the item should be made to the Mayor at the time an item is discussed. We ask that members of the public come forward to be recognized by the Mayor and keep their remarks brief. Absent permission from the Mayor, comments will be limited to three (3) minutes.*

**Mayor** – Gary A. Baland  
**Vice Mayor** – Steve Alvarado  
**Council Member** – Rob Klotz  
**Council Member** – Felicity Clark  
**Council Member** – Diane Hodges

**January 18, 2011                      6:00 PM**

- A.     CALL TO ORDER**
- B.     ROLL CALL**
- C.     REPORTS AND MISCELLANEOUS**
  - 1.    Review of Draft 2011 Community and Economic Development Action Plan
- D.     ADJOURNMENT**



**DATE:** January 11, 2011  
**TO:** Mayor and Members of the City Council  
**FROM:** Jim Goodwin, City Manager

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**COUNCIL AGENDA STAFF REPORT**

**SUBJECT:** Draft City of Live Oak 2011 Community and Economic Development Action Plan

**RECOMMENDATION:** Review and Comment on Draft Live Oak 2011 Community and Economic Development Action Plan

**FISCAL IMPACTS:** No General Fund Impact

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Each year the Live Oak City Council conducts a Study Session for purposes of establishing goals and objectives for the coming year. The City of Live Oak 2011 Community and Economic Development Action Plan captures the ideas developed through the annual planning process and subsequent discussion. In adopting the plan, the City Council is establishing a flexible policy document providing a way to communicate goals and objectives and also a tool to use to measure accomplishments. The plan will be updated and brought back before the City Council for adoption each subsequent calendar year following the annual planning session.

Staff recommends reviewing and discussing the draft plan in Study Session. The final plan will be brought back to Council at a subsequent meeting for adoption. The item is tentatively scheduled for the February 16, 2011 meeting of the City Council.

Respectfully Submitted,

A handwritten signature in blue ink, appearing to read "Jim Goodwin", is written over a circular blue stamp. The signature is fluid and cursive.

Jim Goodwin  
City Manager

**CITY OF LIVE OAK**  
**2011 COMMUNITY AND ECONOMIC DEVELOPMENT ACTION PLAN**

## **INTRODUCTION**

The City of Live Oak, California, approximately 50 miles north of Sacramento, is a small rural city poised for tremendous growth. Located in the Sacramento Valley, 1.5 miles west of the Feather River and 7 miles east of the Sutter Buttes, Live Oak is positioned to take advantage of the tremendous recreational and quality of life assets that surround it. The community is within an easy drive of both Sacramento and the San Francisco Bay Area.

Currently, Live Oak is a residential community lacking a business foundation for both tax revenue for programs and services and good jobs for its residents.

With cooperation of the Sutter County Board of Supervisors, Live Oak controls a large local general plan project area and Sphere of Influence (SOI), completely surrounded by open space, capable of accommodating over 50,000 people and significant new business investment. The build-out of the project area will, in large part, depend on both market forces and Live Oak's policies regarding growth and development and the impact on migration to the region. Failure to plan wisely, with respect to both land use and public services, will yield numerous problems in years to come and represent a tremendous missed opportunity. With a population of 8,791 today (California Department of Finance estimate), Live Oak has the opportunity to shape its destiny. This *2011 Community and Economic Development Action Plan*, in partnership with the award-winning *Live Oak 2030 General Plan*, is designed to provide policy guidance for the City Council and City staff for action that will help the community reach the goal of becoming one of the most attractive cities in the northern Sacramento Valley.

Each year the Live Oak City Council takes time out to evaluate the direction of the City and plan specific steps designed to meet stated goals and objectives. The Live Oak City Council and staff met together in a Study Session on Saturday, December 4, 2010 for this purpose. This *2011 Community and Economic Development Action Plan* reflects the dialogue from the annual planning session and subsequent discussion.

## **BUILDING BLOCKS**

There are several key objectives that are addressed in this plan. These policy areas should be viewed as the *Building Blocks* for Live Oak's success. All of these building blocks are interrelated and should not be viewed separate from one another. The building blocks include:

1. *Establish Live Oak as a prosperous livable community with its own unique character*
2. *Provide a variety of housing for all income levels*
3. *Ensure that required infrastructure is built and maintained*
4. *Establish and maintain a reputation as a community that welcomes new investment*
5. *Establish a local business base that creates good jobs and a stronger local revenue base to support services*

6. *Deliver city services in a professional, friendly, effective, efficient and customer-oriented manner*

The following section of this document provides more detailed objectives for each of the stated building blocks.

## DETAILED OBJECTIVES

### ***1. Building Block Number One: Establish Live Oak as a Prosperous, Livable Community with Its Own Unique Character***

- 1.1. Set Live Oak apart from other communities on the SR99 Corridor through use of quality development standards
  - 1.1.1 Complete and adopt SR99 Corridor Streetscape Master Plan
  - 1.1.2 Utilize grant funding whenever possible for design and construction of public facilities
  - 1.1.3 Complete and adopt Community Design Guidelines
  - 1.1.4 Complete and adopt new Public Works Improvements Standards
- 1.2. Establish a connection between the urban community and the natural resource assets that surround it
  - 1.2.1 Create a common design for directional signage within the community that makes a visual connection to the surrounding natural resources (e.g. Buttes, oak trees, river, waterfowl, fish, etc.)
  - 1.2.2 Identify and secure four locations along the SR99 corridor (2 northbound/2 southbound as recommended in SR99 Corridor Streetscape Master Plan) for “Welcome to Live Oak” signage
  - 1.2.3 Collaborate with other organizations on programs or activities related to harnessing the economic potential of Live Oak’s natural resource assets
  - 1.2.4 Maintain a visual connection with the Sutter Buttes with new development as envisioned in the 2030 General Plan
  - 1.2.5 Seek funding for a bike/pedestrian master plan
  - 1.2.6 Begin outreach to Sutter County and Yuba City on collaborating on a safe, scenic bicycle route linking all Sutter County incorporated and unincorporated communities
- 1.3. Maintain an attractive web presence that promotes the community while providing valuable tools for potential investors, visitors and residents alike
  - 1.3.1 Ensure the City website is updated regularly to ensure that quality information is being presented in a user-friendly manner
  - 1.3.2 Provide promotion of nearby natural resource attractions on website
  - 1.3.3 Add to the City website an inventory of commercial and employment properties within the City limits

- 1.4. Establish a vibrant downtown core as the community grows
  - 1.4.1 Complete Streetscape Master Plan for SR 99 through Live Oak
  - 1.4.2 Secure funding to complete design concepts for the historic downtown core as envisioned in the Live Oak 2030 General Plan
  - 1.4.3 Secure funding for development of a reuse plan for the former Diamond Walnut processing facility
  
- 1.5. Maintain an active recreation program delivering programming and events that bring the community together and showcase the quality of life benefits of Live Oak
  - 1.5.1 Complete a *Parks and Recreation Facilities and Services Master Plan* that evaluates the type of recreational programming the community desires, the facilities and staffing necessary, and the potential of establishing regional and destination recreation facilities within the Live Oak Sphere of Influence
  - 1.5.2 Continue to utilize the pool as a hub of recreational activity through the summer months
  - 1.5.3 Continue to offer individual and team sport opportunities on a scale appropriate for Live Oak
  - 1.5.4 Continue to provide seasonal community events that unite the diverse community. Explore the addition of a 5K run/fun walk to the list of community events
  - 1.5.5 Continue effort to raise private funding to support scholarships for low income children to participate in Live Oak recreational programs
  
- 1.6. Maintain an active code enforcement program targeting voluntary compliance with a goal of building community pride.
  - 1.6.1 Continue an active code enforcement program aimed at improving the aesthetics of the community. As part of the code compliance process work with property owners to gain voluntary compliance before utilizing the enforcement process
  - 1.6.2 Continue to partner with Recology on community clean-up day
  - 1.6.3 Continue Building Department outreach designed to raise awareness of code enforcement issues and concerns
  
- 1.7. Strive to maintain city-owned properties in a manner that will invoke community pride
  - 1.7.1 Look for partnerships wherever possible for community beautification projects
  - 1.7.2 Evaluate the use of landscaping to improve the look of well and lift station sites throughout Live Oak
  - 1.7.3 Commit resources annually to the beautification of existing city facilities
  - 1.7.4 Ensure we have a planned maintenance schedule for all water, sewer and storm drain infrastructure

**2. *Building Block Number Two: Have Available Decent and Affordable Housing for All Income Levels***

2.1. Implement policies outlined in the adopted Housing Element

2.1.1 Continue to collaborate with Consolidated Area Housing Authority of Sutter County on meeting affordable housing requirements

2.2. Establish and maintain high standards for housing and neighborhood design

2.2.1 Complete and adopt Design Guidelines

2.2.2 Complete and adopt update to Subdivision Ordinance

2.2.3 Complete and adopt new Public Works Improvement Standards

2.3. Continue to actively market First Time Home Buyer and Housing Rehabilitation loan programs to eligible Live Oak residents.

**3. *Building Block Number 3: Ensure Required Infrastructure is Built and Maintained***

3.1 Complete WWTP upgrade project

3.2 Complete road improvement projects including Elm Street Signal and Larkin Road Safe Routes to Schools sidewalk project.

3.3. Maximize the value of the Redevelopment Agency to make improvements in the older portion of the community along with the newer community

3.3.1 Develop a plan to maximize the value of the Redevelopment Agency

3.4. Continue aggressive efforts to secure grant funding for local projects

3.4.1 Develop and maintain an active “target list” for potential grant-funded projects

3.5. Do everything possible to reduce impacts from changes in FEMA Flood Insurance Rate Maps (FIRM) and other changes in federal and state public policy designed to address flood hazards

3.5.1 Complete FEMA Community Rating System (CRS) application for Live Oak's existing special flood hazard zone with goal of gaining savings for residents on flood insurance rates

3.5.2 Work with Sutter County and Sutter Butte Flood Control Agency on collaborative efforts to address changing requirements

3.5.3 Prepare public outreach plan for communication with residents regarding flood insurance requirements and costs once FEMA releases maps showing all of Live Oak within the critical flood zone.

- 3.6. Ensure that new development provides its fair-share of on-site and off-site infrastructure improvements or adequate fees in-lieu of new developments fair share of the improvements
  - 3.6.1 Adopt new AB 1600 Development Impact Fees and water, sewer and storm drain connection fees
  - 3.6.2 Require needed infrastructure improvements with the new development
  - 3.6.3 Complete and adopt updated Subdivision Ordinance and Public Works Improvement Standards
- 3.7 Complete Mini Facilities Plan as a first step toward new or remodeled police, fire, public works and community center/gymnasium
- 3.8 Ensure that Live Oak priority street and road projects are included in new SACOG 2035 Metropolitan Transportation Plan (MTP) and that SACOG growth assumptions for MTP are aligned with Live Oak plans

**4. *Establish and maintain a reputation as a community that welcomes new investment***

- 4.2. Maintain a high degree of predictability for investors
  - 4.2.1 Complete a review and update all written information provided at the counter regarding city planning and building requirements with a goal of providing as much accurate, information as possible to assist applicants
  - 4.2.2 Provide training to staff and the Planning Commission regarding their roles in project review and the need to maintain a high level of predictability in the process
- 4.3. Create a development entitlement process that minimizes application processing time and procedures and focuses on maximizing the quality of new development
  - 4.3.1 Provide staff training on new zoning code, Design Guidelines and Subdivision Ordinance
  - 4.3.2 Meet with project proponents early and regularly to inform them of the process and expectations for quality in new development
- 4.4. Establish and maintain on the city's website a current index of community health indicators. Track changes in the index in subsequent years (e.g. size of the market area, median household income, educational attainment, real estate values, etc.) to quantify community improvement

**5. *Building Block Number 5: Build the Live Oak Business Base to Create New, Good Jobs and a Stronger Revenue Base***

5.1. Encourage new business investment in Live Oak

- 5.1.1 Utilize the Live Oak City Council Economic Development Committee as a focal point for policy and project dialogue with staff and area economic development partners
- 5.1.2 Complete commercial area annexations to provide adequate sites for new business investment
- 5.1.3 Educate potential investors in Live Oak on the changing role of Live Oak in the region in order to attract investment that will capture current retail sales tax leakage. Create educational material based on work completed by Marketek in 2009 and the 2010/2011 Buxton study
- 5.1.4 Work with YSEDC to complete Buxton retail development study focused on Wheatland, Marysville and Live Oak and make useable information available on the liveoakcity.org website. Complete outreach to target companies identified through the project
- 5.1.5 Establish Economic Development Department budget beginning in FY2011/2012

5.2. Ensure that the local workforce has training opportunities to improve work skills and income levels

- 5.2.1 Maintain ongoing collaboration between Live Oak Economic Development Committee, staff and Sutter County One Stop, Yuba College, Butte College, Sutter County Office of Education and Live Oak Unified School District to ensure Live Oak residents have access to skills improvement training opportunities

5.3. Maintain ongoing outreach to local businesses with goal of raising awareness of programs and services available to them

- 5.3.1 Collaborate with local and regional business associations on business outreach efforts and educational materials
- 5.3.2 Constantly evaluate the creation of programs and services offering technical assistance, education or financing to local businesses
- 5.3.3 Maintain staff outreach to local businesses
- 5.3.4 Maintain easy access to business assistance resources on City website

**6. *Building Block Number 6: Deliver City Services in a Highly Professional, Friendly and Efficient Manner***

6.1. Provide ongoing customer service training to city staff

6.2. Plan for city staff to receive ongoing training to improve technical skills required to provide professional service in all departments



- 6.3. Maintain competitive salaries, benefits and organization culture necessary to ensure that Live Oak retains a high quality workforce in a competitive environment
- 6.4. Utilize available technology wherever feasible to improve efficiency in service delivery
  - 6.4.1 Evaluate the use of web-based and other technology services that help maximize communication with residents
  - 6.4.2 Continue to evaluate feasibility of allowing electronic transactions, on-line and automatic payments of utility and other fees for service with goal of offering the best possible customer service options.

**(Draft 1.11.11)**

Live Oak City Council  
Strategic Planning Session  
9955 Live Oak Blvd., Live Oak, CA 95953  
December 4, 2010, 8:00 a.m.

ATTENDANCE:

Dan Root, Rob Klotz, Felicity Clark, Jim Little, Bill Lewis, Satwant Takhar, Gary Baland, Denis Cook, Jan Meyer, Aaron Orr, Scott Rolls, Steve Alvarado, Diane Hodges, Scott Winter, Jim Goodwin.

Jim G. discussed process and introduced facilitator Scott Winter.

Scott showed "Celebrate What's Right with the World" video by Dewitt Jones. Discussion followed.

Jim provided update on Live Oak Projects.

Scott: (Flipchart) 1) Over the next 4 years what do we want to see developed in the Infrastructure? 2) Economic Growth – job situation, tax base, 3) Municipal programs and services to build community. Brainstorming time.

INFRASTRUCTURE:

1. Fire/Law Substation Upgrade
2. Storm Drain System
3. Sidewalks throughout City
4. Complete WWTP
5. Better Streets (modifying, upgrading)
6. Park on South end of town
7. Access routes, complete (Kola to Luther)
8. Complete SR99 Streetscape, Elm Street
9. More street lights throughout town, repair ones not functioning
10. City Community Center for full scale gym, sporting events area, more of a government center.
11. Upgrade pool area, full aquatic center.
12. Signal light at Kola Street for better traffic flow
13. Second fire station on the east side of town
14. Blinking crosswalks, better way to identify the crosswalks
15. Well on the east side of town, community water system for an advanced population.
16. Upgrade the lift stations, maintenance.
17. Fire hydrant upgrades, older parts of town we have outdated hydrants.
18. Hwy99 Diamond Plant, utilizing it for something better.
19. Underground utilities
20. Downtown implementation plan
21. Pennington Road, need more improvements as it is the second busiest street in town.
22. Curb, gutter and sidewalks, planning and prioritizing
23. Street Repairs, planning and prioritizing

24. Completion of the Rec Trail
25. Water pipeline replacement plan (hydrant on a 4" main, not effective)
26. Wastewater Improvement Plan
27. Bike Trail to River
28. Change Street signs to federal standards (currently in capital letters, not acceptable) this needs to be done by 2015, if not done we will not get anymore federal funding.
29. Rename some streets (since 1948 Fir, Elm and Gum were 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup>)

Discussion followed.

As Council what do you see as priorities? Green Priorities, Red Lowest Priority, Yellow is Caution for concern.

**Federal Standards for Street Signs** (red & green): Red Rob - low priority on federal standards for street signs, only because I'm against big government telling us what to do.

**Street Connection Access:** Diane: yellow on street access, putting in more railroad crossings, what do we have to give up? Gary, I thought this access was concerning street connection access.

**Fire Station on Eastside of Town:** Steve-low priority for the second station when we need the first station upgraded first.

**Well on Eastside of Town:** Felicity - my concern was the feasibility, I think we should upgrade first before thinking of new. Gary, my yellow is for water capacity and any plans that may have annexation attached to it, we need the water storage.

**Water Pipeline Replacement:** Rob - we need to be more knowledgeable in this area, I don't think we're well versed on infrastructure. Jim: there is a significant interlinking for the need for the eastside and our existing distribution system and current problems, those things are very much tied together. Scott: the railroad tracks creates a barrier, between the east side and west side of tracks. Affects drainage, water and sewer. With the loss of well five, well 3 is doing all the heavy lifting. It needs help, especially concerning fire flow. It's not as bad if well 3 is working. If its' out, the east side of town is in trouble, we don't meet the current fire code. 6" line across the track doesn't provide a lot of water flow. It's not a simple project to increasing the size of pipes without providing a whole new well. Diane, I'm the only Council on the East side, so I will fight for the east side. Caltrans and the Railroad will not let you open cut the road. 2 spots can be bored and jacked with larger casing. If the casing is big enough you can put in a larger pipe.

Jim: do you think system improvements are important regarding fire flow issues on the eastside? I don't see a lot of green dots on this area. Now that you've had this discussion, do you think the eastside improvements should be elevated? Scott W: A study session on infrastructure, you're being smart about development, so that's good.

ECONOMIC GROWTH:

1. Enterprise Zone

2. Quality of Life Perception of the Community
3. Hwy99 Improvement what can be done to improve that perception, infrastructure stuff, to encourage businesses to want to locate here?
4. Hwy99 Improvement, purchasing dilapidated properties improving looks of community.
5. code enforcement – old signs, poles
6. Downtown improvement plan Broadway, Elm to Pennington.
7. Partnerships with One Stop, etc (i.e. Depot Restoration).
8. Annex commercial property with infrastructure
9. BID (business improvement district) working with the Chamber, they have their own interests but if there is opportunity to work together (broken into different zones)
10. Truck stop parking.
11. Permitting requirements for businesses.
12. Incentives for businesses? What can we do to create incentives for businesses?
13. What about a Co-Op for local growers, local produce in one spot (we have an interest).
14. Fast food, chain food stores, etc.
15. Car lot
16. Starbucks with a drive through (Dutch Bros).
17. Job Summit or business with League of Cities
18. Improvement to Chamber of Commerce, would like to have a place for people to go, answer the phone (suggestion for the Depot), better website.
19. Partner with PIC for improvement to the Diamond building (there is definite potential for that site)
20. Tax breaks for new businesses
21. New supermarket

**Permitting Requirements for Businesses:** Yellow Rob, cards on the table for permit, we need to be a one stop shop.

**Starbucks:** Yellow Gary, I don't know if they've decided what is going in at the Depot, I would like to see it as a coffee shop, or yogurt with Wi-Fi. Jim G: it hasn't been decided for sure, so that is a possibility. Steve: I agree if we get a coffee shop, the Depot would be an excellent location.

**Job Summit:** Yellow Diane, I don't see that helping us too much at this time.

**Truck stop/parking:** 2 greens and reds. Green Gary: I personally think we live in an ag area, what we go by and see as an eyesore, I think we have a real potential for a truck stop area. Red Felicity, I don't know what kind of truck stop we're thinking, my husband is in law enforcement, it brings in drugs and prostitution and we definitely don't want that.

#### MUNICIPAL PROGRAMS AND SERVICES:

Jim G: we provide water, sewer, police and fire, recreational programs.

Scott: need to keep in mind if this is a function the city should be doing, something government should be doing, or is it a business enterprise type of thing?

1. Full time Parks and Rec Director, so that when some one calls in, we always have someone available (everyone is trained to take payments).
2. A pee wee football or soccer program, a lot of kids in town are going to Yuba City or Gridley.
3. A newspaper in Live Oak
4. Radio Station, maybe put into the high school (Bill – Yuba City did get a grant for a low wattage radio program, managed by the Fire Department).
5. Multi Function Sports Center, we have our baseball fields.
6. Monthly newsletter, maybe we could get businesses to donate towards it.
7. Create incentives for the community to attend council meetings (i.e. coupons, etc.)
8. Employee Customer service program for City employees
9. Library, E.S.L program, literacy, citizenship, impact fee program, relocate
10. Farmers market
11. Run & Recreation Events (we're limited to gym use with the high school).
12. Coordinate with Non Governmental Operations.
13. Utilize Phone notification system
14. Recreation Scholarships, solicit more money
15. Generate funds for youth and adult leagues
16. Weed Abatement Ordinance (this is for a good purpose to keep property values up), elevate beautification program.
17. Substation staff, maybe a trained volunteer to staff the reception desk when emergency staff is out.
18. More Field contact in the building permit department
19. Develop plan to operate police/fire.

**Full time Parks and Rec Director:** Yellow Gary, most of the activity we deal with in this office is generated through parks and rec. Diane, Jan does a great job, but the more we grow the more we're going to need it.

**Radio or Newspaper:** Yellow: Felicity, I'm leery about government run media (Marxism). Diane that's why we facilitate.

**Public Notification System:** Yellow Rob, just want to know how to use it.

**Develop Plan to Operate Police/Fire:** Yellow: Diane we don't have a jail, it would take a lot to have our own. We have a good system right now, we could hinder what we have now.

## SUGGESTED TIMELINES FOR PROJECT IMPLEMENTATION

### 2011

Elm Street Signal, SR99 Streetscape (complete the study), Tax Breaks for new businesses, Weed Abatement, complete facility study, remodel facilities, soccer league, sidewalk-curb-gutter plan, investigate sign program-how many do we have and cost? Complete Facility Study,

## 2012

Police and Fire Station remodel, Water Improvements east side, Downtown Improvement Plan, Rec Trail Complete funding, and Storm Drain Improvements. Design Multi Purpose Facility, Begin Implementation of Signs, Water Infrastructure Plan (existing).

## 2013

Multi purpose sports complex, Substation volunteers, Signal light at Kola Street, Rec Trail Phase 3, Police Fire on east side, Rec Trail Phase 4

## 2014

Fast food, Super Market, Street Sign Change out, Begin SR99 Improvements, Multi Purpose Community Facility.

Jim G: We'll create a summary of this meeting and get those back to you, then by the first study session in January we'll have a staff implementation plan for 2011. That will give us the yard stick to determine our progress. We can track and measure our progress with it.

Gary: Without getting complacent we can find ourselves slipping into cruise control. We're the engine pulling the cars, in order to go through all those ideas we need to stay focused on the things we have contracted for. Not only do we need to attend events that we're required to be at, we need to attend events we aren't required to be at. We need to take interest in our community in order to get others to take interest in our community.

## MISCELLANEOUS COMMENTS

1. Suggestion to hold study sessions on various city services.

INFRASTRUCTURE  
(Things We Build)

	A	B	C	E	F
1		High	Low	Rank	
2	Fire/Law Substation Upgrade	4		4	
3	Storm Drain System	1		1	
4	Sidewalks throughout City			0	
5	Complete WWTP			0	
6	Better Streets (modifying, upgrading)			0	
7	Park on South end of town		5	-5	
8	Access routes, completed				Diane - yellow: concerned about what we give up for more railroad crossings. Gary - red: I thought this access concerned street connections.
9	Complete SR99 Streetscape, Elm Street	4		4	
10	More street lights throughout town, repair ones not functioning			0	
11	City Community Center for full scale gym, sporting events area, more of a government center		1	-1	
12	Upgrade pool area, full aquatic center		3	-3	
13	Signal light at Kola Street for better traffic flow	1		1	
14	Second fire station on the east side of town	1		1	Steve - yellow: the current station upgraded first
15	Blinking crosswalks, better way to identify the crosswalks		1	-1	
16	Well on the east side of town, community water system for an advanced population		1	-1	Felicity - yellow: we should look at upgrading before thinking of new. Gary - yellow: my concern is water capacity/storage and any plans that have annexation attached to it.
17	Upgrade the lift stations, maintenance			0	
18	Fire hydrant upgrades, older parts of town where we have outdated hydrants		1	-1	
19	Hwy99 Diamond Plant, utilizing it for something better		1	-1	
20	Underground utilities			0	
21	Downtown implementation plan			0	
22	Pennington Road, need more improvements as it is the second busiest street in town			0	
23	Curb, gutter and sidewalks; planning and prioritizing			0	
24	Street repairs; planning and prioritizing			0	
25	Completion of the Recreation Trail	1		1	
26	Water pipeline replacement plan			0	Rob - yellow: we need more knowledge in this area. (Note: need to plan a study session on Community Water Deficiencies)
27	Bike Trail to River			0	
28	Change Street Signs to federal standards by 2015, if not done we will not get anymore federal funding.	3	1	2	Rob - red: Against big government telling us what to do.
29	Rename some streets.			0	

ECONOMIC GROWTH  
(Jobs and Tax Base)

	A	B	C	E	F
1		High	Low	Rank	
2	Enterprise Zone			0	
3	Quality of Life Perception of the Community			0	
4	Hwy99 Improvement; what can be done to improve that perception to encourage businesses to locate here?			0	
5	Hwy99 Improvement, purchasing dilapidated properties to improve looks of community		1	-1	
6	Code Enforcement - Old signs and Poles	1		1	
7	Downtown Improvement Plan "Broadway" from Elm Street to Pennington Road	1		1	
8	Partnerships with One Stop, etc (i.e. Depot Restoration)		2	-2	
9	Annex Commercial property with infrastructure	1		1	
10	BID (business improvement district) working with the Chamber		2	-2	
11	Truck stop parking	1	5	-4	Gary - green: I think we have a real potential for a truck stop area. Felicity - red: Not sure what kind of truck stop we're thinking of, but they tend to bring in drugs and prostitution.
12	Permitting requirements for businesses			0	Rob - yellow: we need to be a one stop shop.
13	Incentives for businesses; what can we do to create incentives for businesses?			0	
14	What about a CoOp for local growers, local produce in one spot			0	
15	Fast food, chain food stores, etc.	3		3	
16	Car lot		2	-2	
17	Starbucks with a drivethrough (Dutch Bros).			0	Gary - yellow: the Depot would be a good location for a coffee shop or yogurt with Wi-Fi.
18	Job summit or business with League of Cities		1	-1	Diane - yellow: I don't see that helping us too much at this time.
19	Improvement to Chamber of Commerce, a place for people to go, better website, answer the phone	1		1	
20	Partner with PIC for improvement to the Diamond building	1		1	
21	Tax breaks for new businesses	3		3	
22	New supermarket	1		1	
23	Outreach to new business; letters/mailers	1	1	0	



MUNICIPAL PROGRAMS AND SERVICES  
(People to People)

	A	B	C	E	F
1		High	Low	Rank	
2	Full time Parks and Rec Director so we always have someone available.	1		1	Gary - yellow: most of the activity in this office is generated through parks and rec. Diane - green: the more we grow the more we'll need it.
3	A peewee football or soccer program	3		3	
4	A newspaper in Live Oak		1	-1	
5	Radio Station, maybe put into the high school		2	-2	Felicity - yellow: I'm leery about government run media.
6	Multi function sports center	4		4	
7	Monthly newsletter, possibly get businesses to donate towards it			0	
8	Create incentives for the community to attend council meetings (i.e. coupons,etc.)	1		1	
9	Employee customer service program for City employees			0	
10	Library, E.S.L. program, literacy, citizenship, impact fee program, relocate	1	3	-2	
11	Farmers market		2	-2	
12	Run Recreation Events (we're limited to gym use with the high school)			0	
13	Coordinate with Non Governmental Operations			0	
14	Utilize Phone notification system			0	Rob - yellow: would like to know how to use it.
15	Recreation Scholarships, solicit more money		4	-4	
16	General funds for youth and adult leagues	1		1	
17	Weed abatement ordinance (to keep property values up and elevate beautification program	2		2	
18	Substation staff, maybe a trained volunteer to staff the reception desk when emergency staff is out	2		2	
19	More field contact in the building permit department			0	
20	Develop plan to operate police/fire		1	-1	Diane - yellow: It would take a lot to have our own, we could hinder what we have now.