



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

**August 16, 2011**                      **6:00 PM**

- A. CALL TO ORDER**
- B. ROLL CALL**
- C. REPORTS AND MISCELLANEOUS**  
*(Items listed here are for Council discussion only - No action is expected at this time)*
  - 1. Mid-year Review of Community/Economic Development Action Plan
- D. ADJOURNMENT**



**DATE:** August 10, 2011  
**TO:** Mayor and Members of the City Council  
**FROM:** Jim Goodwin, City Manager

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**COUNCIL AGENDA STAFF REPORT**

**SUBJECT:** City of Live Oak 2011 Community and Economic Development Action Plan Mid-year Progress Report

**RECOMMENDATION:** Review Report with City Manager and Department Heads

**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, and as adopted by your City Council earlier this year.

The attached progress report shows what has been accomplished so far in 2011. Department Heads will be available in the meeting to answer any questions you may have about progress toward accomplishing the objectives outlined.

Respectfully submitted,

A blue ink signature of Jim Goodwin, written in a cursive style.

Jim Goodwin  
City Manager

**CITY OF LIVE OAK  
2011 COMMUNITY AND ECONOMIC DEVELOPMENT ACTION PLAN  
MID-YEAR PROGRESS REPORT**

## **INTRODUCTION**

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. The *2011 Community and Economic Development Action Plan* reflects the dialogue from the annual planning session and subsequent discussion.

This Mid-year Progress Reports provides an update on progress so far this year in implementing the plan.

## **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  
**UPDATE: The plan has been completed and adopted by Council.**



- 1.1.2 Utilize grant funding whenever possible for design and construction of public facilities  
**UPDATE: Staff continues an aggressive approach to grants and is currently pursuing several grant funding opportunities. Currently 11 grant applications are submitted or under development.**
- 1.1.3 Complete and adopt Community Design Guidelines  
**UPDATE: Community Design Guidelines were completed and adopted by Council in May.**
- 1.1.4 Complete and adopt new Public Works Improvements Standards  
**UPDATE: Not complete.**

1.2. Establish a connection between the 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.)  
**UPDATE: No action.**
- 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  
**UPDATE: Staff has been talking with the Live Oak Chamber of Commerce about assistance with finding sign locations. No sign locations have yet been identified.**
- 1.2.3 Collaborate with other organizations on programs or activities related to harnessing the economic potential of Live Oak’s natural resource assets  
**UPDATE: Staff has included information about Sutter Buttes hikes on the website, helping to build the connection between Live Oak and recreation in the Buttes.**
- 1.2.4 Maintain a visual connection with the Sutter Buttes with new development as envisioned in the 2030 General Plan  
**UPDATE: No activity, but now firmly established in local policy.**
- 1.2.5 Seek funding for a bike/pedestrian master plan  
**UPDATE: Staff has applied for three separate grants for this purpose.**
- 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  
**UPDATE: Submitted grant application to Caltrans to fund the City of Live Oak Bicycle/Pedestrian Master Plan. Staff has followed the Sutter County Bicycle Master Plan process. No other outreach has occurred.**

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

UPDATE: Much progress has been made to improve the site and the information available. The website is updated as new information is provided. A link for “community events” and a Facebook link have been added. Staff informs customers at City Hall to check out the site for community information. Staff will be developing “fill-in” forms and applications that can be completed online.

1.3.2 Provide promotion of nearby natural resource attractions on website

UPDATE: The website does include information about the nearby Sutter County river park, and a link has been added for information on hiking in the Buttes. Our first ever 5K event went to the river park as a way to create awareness of the park’s existence. More information of natural resource attractions will be included.

1.3.3 Add to the City website an inventory of commercial and employment properties within the City limits

UPDATE: No action.

1.4. Establish a vibrant downtown core as the community grows

1.4.1 Complete Streetscape Master Plan for SR 99 through Live Oak

UPDATE: The plan has been completed and adopted by Council.

1.4.2 Secure funding to complete design concepts for the historic downtown core as envisioned in the Live Oak 2030 General Plan

UPDATE: Two grants have been pursued for this purpose. With the first grant, Live Oak is an alternate for funding but most likely will not receive funding. The second grant is pending.

1.4.3 Secure funding for development of a reuse plan for the former Diamond Walnut processing facility

UPDATE: No action. Property owner currently has property listed for sale.

1.4.4 Seek grant resources to assist with the overall appearance of properties within the downtown core.

UPDATE: Staff worked unsuccessfully with YSEDC, 3-Core (Chico) and the City of Gridley to develop a loan program through Gold Country Bank that could be used for facade improvements. Staff is working with YSEDC and Sutter County regarding the potential use of Sutter County CDBG Program Income for a remodel of the police/fire center.



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  
UPDATE: No action.

1.5.2 Continue to utilize the pool as a hub of recreational activity through the summer months. Make sure to maximize use of the pool.  
UPDATE: Parks and Recreation Department staff continues to deliver excellent community programming at the pool. Programs, games and raffles are offered two times a week. Decorations are used at the front entrance to encourage customers to have fun. Many families are attending the pool at night for entertainment. Weekly events this summer have drawn approximately 300 people per event.

1.5.3 Continue to offer individual and team sport opportunities on a scale appropriate for Live Oak  
UPDATE: In addition to the basketball program, Parks and Recreation is planning a limited scope, trial soccer league this fall for children under 10.

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  
UPDATE: Cinco de Mayo event was held, and first-ever 5K was held in June and was a tremendous success. Annual Festival will occur in September with the Small Town Christmas Celebration at the end of the year.

1.5.5 Continue effort to raise private funding to support scholarships for low income children to participate in Live Oak recreational programs  
UPDATE: The 5K event was designed to help boost resources for scholarships. An additional \$1,200 in donations were received due to sponsorship of the 5K event.

1.6. Maintain an active code enforcement program targeting voluntary compliance with a goal of building community pride.

1.6.1 Continue a 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  
UPDATE: Code enforcement is currently being handled on a “worst complaint” basis due to limited staff capacity. However, staff is currently caught up on the backlog of complaints and is processing notifications of violations.

1.6.2 Continue to partner with Recology and other organizations on community clean-up programs  
UPDATE: Clean-up day was held in May and was again successful.

1.6.3 Continue Building Department outreach designed to raise awareness of code enforcement issues and concerns

UPDATE: Staff is conducting outreach regarding new Certified Access Specialist (CASp) review for ADA compliance.

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  
UPDATE: LOHS Senior projects this past summer included the painting of the mural on Broadway, the repainting of the Lions-owned newspaper recycling receptacles on Elm Street and SR 99, and the painting of both restrooms in the parks.

1.7.2 Evaluate the use of landscaping to improve the look of well and lift station sites throughout Live Oak

UPDATE: No action taken.

1.7.3 Commit resources annually to the beautification of existing city facilities

UPDATE: Public Works staff completed painting at the Well#5 site on Pennington Road and will soon replace the wood slat fence. No other facilities have received attention yet.

1.7.4 Ensure we have a planned maintenance schedule for all water, sewer and storm drain infrastructure

UPDATE: Public works staff is developing schedule.

## 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

UPDATE: Maple Park continues to move forward with major funding deadlines approaching.

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

2.2.1 Complete and adopt Design Guidelines

UPDATE: Community Design Guidelines were completed and adopted by Council in May.

2.2.2 Complete and adopt update to Subdivision Ordinance

UPDATE: Draft subdivision ordinance is complete and will come before Planning Commission and Council this fall.

2.2.3 Complete and adopt new Public Works Improvement Standards

UPDATE: Not complete.



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

UPDATE: Staff is actively marketing programs but the tough economic climate and lack of equity in homes has slowed efforts to expand the programs. Staff has applied for new grant funds in 2011 to help fund the programs.

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

- 3.1 Complete WWTP upgrade project

UPDATE: Construction project is nearing completion and testing will begin soon.

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

UPDATE: Request for Authorization to go to bid for the Elm Street Signal project should be provided in September. The Larkin Road project was awarded and construction should begin this fall. Completed citywide overlay project bringing life back into older streets such as Gum, Broadway, Fir, California, etc. Pennington Road project should be completed soon.

- 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

3.3.2 Oppose efforts to end redevelopment in California

UPDATE: The State Legislature significantly altered RDA law in California and the California League of Cities and California Redevelopment Association filed a lawsuit to block that action. Live Oak's RDA has yet to produce positive tax increment.

- 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

UPDATE: Staff regularly reviews pending applications and program opportunities. A written "target list" of projects has not been developed, but components are in place in the CIP budget and various infrastructure and facility master plans, etc.

- 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

UPDATE: Live Oak is now a participant in the FEMA CRS program.

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.

UPDATE: With the creation of the SBFCA assessment district and the moving forward of the levee repair project, it appears that pressure to achieve re-mapping of northern Sutter County, including Live Oak, has eased. Issuance of revised maps was postponed through this fall.

- 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

UPDATE: All fees and associated studies have been adopted by Council.

- 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

UPDATE: New Subdivision Ordinance will be reviewed this fall, no action yet on revision of 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

UPDATE: Mini-Facilities plan was accepted by Council in July. Staff is moving forward with plans for a remodel of the police/fire facility.

- 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

UPDATE: An updated project list was developed by the City Engineer and submitted to SACOG for inclusion in the updated MTP.

#### *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

UPDATE: All Planning Department forms are in process of being updated.

- 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

UPDATE: Training on the new zoning code was completed early in the year.

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

UPDATE: No action.

4.3.2 Meet with project proponents early and regularly to inform them of the process and expectations for quality in new development

UPDATE: Staff continues to provide technical assistance to applicants as needed to make the process work efficiently.

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

UPDATE: No action.

**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

UPDATE: Economic Development Committee has now met twice to discuss services.

5.1.2 Complete commercial area annexations to provide adequate sites for new business investment

UPDATE: Commercial area annexations are currently pending before LAFCO. The city's request was approved on July 28 but still must go through the LAFCO reconsideration process and protest hearing. Staff has requested a reconsideration of the northern area to remove properties on the west side of SR99 between the highway and Nevada.

5.1.3 Educate potential investors about Live Oak's changing role 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

UPDATE: Staff has met on two occasions this year with developers interested in commercial opportunities in Live Oak.

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

UPDATE: Staff continues to work with YSEDC to utilize the data available through Buxton.



5.1.5 Establish Economic Development Department budget beginning in FY2011/2012  
**UPDATE: The adopted FY 2011/2012 Budget includes an Economic Development Department.**

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  
**UPDATE: The Mayor, Council members and staff communicated with YCCD Trustees regarding the importance of funding the Yuba City campus. Funding for the campus was approved by the trustees.**

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  
**UPDATE: Staff continues to collaborate with economic development partners on Live Oak priorities. Website improvements have been made to make useful information more accessible.**

**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  
**UPDATE: Informal staff training is ongoing.**

6.2. Plan for city staff to receive ongoing training to improve technical skills required to provide professional service in all departments  
**UPDATE: Department budgets include funding for professional development and department heads are encouraged to use the funds.**

6.3. Maintain competitive salaries, benefits and organization culture necessary to ensure that Live Oak retains a high quality workforce in a competitive environment  
**UPDATE: Live Oak has been, so far, able to avoid layoffs, furloughs or other budget reductions neighboring communities have been forced to implement.**



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

UPDATE: In addition to our [liveoakcity.org](http://liveoakcity.org) website, the Blackboard Connect messaging system is utilized. A Facebook page for Parks and Recreation programming was completed earlier this summer.

- 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.

UPDATE: Finance Department is evaluating options.

**(Update: August 10, 2011)**