



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

*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 – Steve Alvarado

Vice Mayor – Ray Rogers

Council Member – Diane Hodges

Council Member – Gary A. Baland

Council Member – Lakhvir S. Ghag

August 21, 2013

6:30 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. Review of City of Live Oak 2013 Community and Economic Development Action Plan – Mid Year Progress Report

D. ADJOURNMENT



DATE: August 13, 2013
TO: Mayor and Members of the City Council
FROM: Jim Goodwin, City Manager

COUNCIL AGENDA STAFF REPORT

SUBJECT: City of Live Oak 2013 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

Each year the Live Oak City Council conducts a Study Session for purposes of establishing goals and objectives for the coming year. The adopted City of Live Oak 2013 Community and Economic Development Action Plan captures the ideas developed through the annual planning process and subsequent discussion.

The attached progress report shows what has been accomplished so far in 2013. The mid-year updates are in red. Department Heads will be available in the meeting to answer any questions you may have about progress toward accomplishing the objectives outlined.

Respectfully submitted,



Jim Goodwin
City Manager

CITY OF LIVE OAK
2013 COMMUNITY AND ECONOMIC DEVELOPMENT ACTION PLAN

INTRODUCTION

Each year the Live Oak City Council evaluates the direction of the City and plans specific steps designed to meet stated goals and objectives. The Live Oak City Council and staff met together in Study Session on Saturday, December 1, 2012 for this purpose. During the session, the City Council and staff identified characteristics of the community they liked, and also characteristics they thought required attention. For all characteristics identified, they made suggestions for improvements. Although all ideas were not incorporated fully into the plan, many of those suggestions, along with ideas from additional dialogue and consideration of prior planning efforts, are included in the 2013 plan.

High priority themes that emerged at the 2012 planning session include:

- Preserving a “small town” feel to Live Oak as the community grows
- Increasing the number of, and diversity of, businesses within Live Oak
- Improving infrastructure throughout the community, including streets, sidewalks, drainage, water/sewer, lighting, signage and community facilities
- The need to partner wherever possible with LOUSD to ensure quality educational opportunities in the community
- Continuing to provide strong recreational and community event programs that celebrate Live Oak’s diversity while bringing the community together
- Ensuring community-oriented public safety
- Improving the SR99 Corridor through Live Oak to create a positive impression of the Live Oak community
- Maintaining steady “forward progress” on community improvements each year

These themes are very similar to those from prior annual planning events, including community outreach events held during the development of the current 2030 General Plan.

BUILDING BLOCKS

The first annual action plan, adopted by the City Council in 2010, identified six key *Building Blocks* for Live Oak’s success. All of these *Building Blocks* are interrelated and should not be viewed separate from one another. For purposes of simplicity, those six building blocks have been reduced to four for the 2013 plan, with elements of the other two included as objectives.

The four *Building Blocks* are:

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. *Establish a local business base that creates both good jobs and a strong local revenue base to support city services*

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

The following section of this document provides more detailed objectives and tasks for each of the four stated *Building Blocks*. Many objectives carry over from prior years and new objectives are included based on the current planning process. The numbering of the objectives does not reflect specific priority.

DETAILED OBJECTIVES AND TASKS

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 quality design and development

- 1.1.1 Complete and adopt new Public Works Improvements Standards.
- 1.1.2 Ensure appropriate application of Citywide Design Guidelines to all projects
- 1.1.3 Seek funding for Project Study Report (PSR) for SR99 Corridor improvements through entire Live Oak Sphere of Influence (Paseo Road to Riviera Road)

(Live Oak has entered into a Cooperative Agreement for the Development of a PSR-PDS study. SACOG will fund the majority of the cost. Live Oak has submitted a grant request to SACOG for obtaining environmental clearance for a corridor project from Paseo to Riviera and for design engineering for a corridor project from approximately Ash Street to Ramsdell.)

1.2. Establish a connection between the community and the natural resource assets that surround it

- 1.2.1 Complete image project designed to provide new graphic images for use in city print materials and signage
- 1.2.2 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.)
- 1.2.3 Identify one or more locations along the SR99 corridor (2 northbound/2 southbound as recommended in SR99 Corridor Streetscape Master Plan) for “Welcome to Live Oak” signage
- 1.2.4 Collaborate with other organizations on programs or activities related to harnessing the economic potential of Live Oak’s natural resource assets
(Currently working with Live Oak Resource Center, YS Chamber of Commerce and Middle Mountain Foundation on Live Oak events for the upcoming Swan Festival in November)
- 1.2.5 Maintain a visual connection with the Sutter Buttes with new development as envisioned in the 2030 General Plan
- 1.2.6 Complete a bike/pedestrian master plan including outreach to Sutter County and Yuba City on collaborating on a safe, scenic bicycle route linking all Sutter County incorporated and unincorporated communities

(Currently working with SACOG to amend the grant to redirect some funding from this project to the highway corridor project. Bike/Pedestrian Master Plan will still be completed with SACOG funding)

- 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
(Currently working on new design for website that includes improved economic development information on the site)
 - 1.3.2 Provide promotion of nearby natural resource attractions on website
(Currently working on new design for website that includes improved economic development information on the site)
 - 1.3.3 Add to the City website an inventory of commercial and employment properties within the City limits
(Currently working on new design for website that includes improved economic development information on the site)

- 1.4. Establish a vibrant downtown core as the community grows
 - 1.4.1 Utilize grant funding whenever possible for design and construction of public facilities
(Grant funds are currently committed to the downtown core reinvestment plan, historic downtown engineering analysis, Pennington Road reconstruction, 12” water line extension on Pennington Road, Public Safety Center remodel, back-up generator for City Hall and Rec Trail phases 3 and 4; Memorial Park improvements)
 - 1.4.2 Complete engineering analysis of historic downtown core as first step in developing a reinvestment plan for the area
(Draft engineering analysis is complete and a first public meeting was held in late July)
 - 1.4.3 Work with Diamond Walnut owners on successful reuse of the plant site
(Conducted TAC meeting with property owner on August 6.)
 - 1.4.4 Work with Sunny’s Market owners on successful reuse of former market
(Representative of owner attended the public meeting on the historic downtown core engineering analysis)
 - 1.4.5 Seek grant resources to assist with the overall appearance of properties within the downtown commercial core
(Public Safety Center remodel is currently under design)
 - 1.4.6 Complete Downtown Reinvestment Plan for commercial core
(Kick-off meeting for project held on August 7)
 - 1.4.7 Establish a Farmer’s Market in Live Oak in the Historic Downtown
(Farmers Market on Broadway Street opened in May and will run through November)

- 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 Continue to utilize the pool as a hub of recreational activity through the summer months. Make sure to maximize use of the pool
(Pool counts were up over the summer months and Aqua Zumba added adult programming at the pool. Also doing special family programs once a week)
- 1.5.2 Continue to offer individual and team sport opportunities on a scale appropriate for Live Oak
(In addition to the youth sports offered, Live Oak offered an adult basketball league for the first time)
- 1.5.3 Develop a spring, multi-cultural event to compliment quarterly community events including Run to the River 5K (summer), Live Oak Festival (fall) and Small Town Holiday Celebration (winter). Evaluate ideas for spring 2014
- 1.5.4 Continue efforts to raise private funding to support scholarships for low income children to participate in Live Oak recreational programs
(Donations to the scholarship fund are up. A large donation from UPRR was received)
- 1.5.5 Continue to collaborate with Sutter Butte Flood Control Agency (SBFCA), and seek additional funding for excavation and construction of dual use soccer park and storm drain detention basin on the city's 26-acre parcel
(Design of the soccer park is underway. Staff is coordinating with SBFCA staff on excavation of the project and timing with the Pennington Road reconstruction project)
- 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
(Currently working with three business owners on SR99 corridor with the goal of upgrading the overall aesthetics of their properties by making lot and structure improvements)
 - 1.6.2 Continue to partner with Recology and other organizations on community clean-up programs
(Annual clean-up event held in May. The event provided residents the opportunity to remove large amounts of unwanted debris from their properties which helps the overall code enforcement effort)
 - 1.6.3 Continue Building Department outreach designed to raise awareness of code enforcement issues and concerns
(TAC committee meetings have served as a good forum for citizens to be able to have all city department heads available in one place to discuss code enforcement issues and other related 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
(Gridley LDS Church painted the base area outside the pool fence)

- 1.7.2 Commit resources annually to the beautification of existing city facilities, including the use of fencing, landscaping, paint or other strategies to improve the appearance of the facilities
- 1.7.3 Implement use of Maintenance Management Software to enhance upkeep of city-owned assets

2. *Building Block Number Two: Have Available Decent and Affordable Housing and Neighborhoods 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
- 2.1.2 Continue to actively market First Time Home Buyer and Housing Rehabilitation loan programs to eligible Live Oak residents
(One housing rehab loan was approved in August)

2.2. Maintain high standards for housing and neighborhood design

- 2.2.1 Complete and adopt new Public Works Improvement Standards
- 2.2.2 Ensure appropriate application of Citywide Design Guidelines to all projects

2.3 Collaborate with Regional Housing Authority of Nevada and Sutter Counties to secure funding for Maple Park Phase II senior housing.

- 2.3.1 Consider HOME application for project in 2013
(HOME application was submitted this summer)

2.4 Continue to invest in parks and open space within the community

- 2.4.1 Complete preliminary engineering and design of new 26-acre soccer park
(Design is underway on the project)
- 2.4.2 Begin construction of Live Oak Recreation Trail phases 3 and 4
(Final design and bid documents are being developed)
- 2.4.3 Seek funding for Live Oak Recreation Trail Phase 2
(Grant applications to State Department of Parks and Recreation and SACOG have been submitted)

2.5 Complete road and infrastructure improvement projects including:

- 2.5.1 Elm Street Signal and SR99 curb/gutter/sidewalk between Elm and Pennington Road
(Curb/Gutter/Sidewalk has been constructed)
- 2.5.2 Pennington Road Reconstruction (Broadway to Connecticut)
(Design underway; Construction planned for summer 2014)
- 2.5.3 Collaborate with Sutter County on selected road overlay projects
(Sutter County did not do overlays in 2013; possibility of partnering in 2014)
- 2.5.4 Pursue State Safe Routes to Schools funding for Kola Street improvements

(Caltrans states this will not qualify for SR2S funding. Will keep looking for other funding opportunities)

- 2.5.5 Secure funding for and begin construction of 12' water line on Pennington Road

(Sutter County has committed funding pending approval of Program Income Waiver by HCD)

2.6 Improve street lighting within the Live Oak Community

- 2.6.1 Identify areas within the community with inadequate street lighting
(Downtown engineering analysis revealed dissatisfaction with streetlighting on Broadway)
- 2.6.2 Develop strategy to prioritize and fund streetlight improvements

3. ***Building Block Number 3: Build the Live Oak Business Base to Create New, Good Jobs and a Stronger Revenue Base***

3.1. Encourage new business investment in Live Oak

- 3.1.1 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
- 3.1.2 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
(Individual outreach calls have been made by the City Manager and/or City Planner. At least one site visit has resulted from this effort)
- 3.1.3 Work with current owners of vacant properties to achieve reuse of existing commercial properties within the city
(Individual outreach calls have been made by the City Manager and/or City Planner. At least one site visit has resulted from this effort)
- 3.1.4 Complete Downtown Reinvestment Plan for commercial core
(Kick-off meeting for project held August 9)

3.2. Ensure that the local workforce has training opportunities to improve work skills and earning potential

- 3.2.1 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

- (Live Oak employees 1 to 2 trainees per year through Sutter County One Stop)
- 3.2.2 Work with Yuba Community College District (YCCD) to maximize higher education opportunities for residents of Live Oak and northern Sutter County
- 3.3. Maintain ongoing outreach to local businesses with goal of raising awareness of programs and services available to them
- 3.3.1 Collaborate with local and regional business associations on business outreach efforts and educational materials
(City Manager facilitated a meeting between the Live Oak Chamber of Commerce and Yuba Sutter Chamber of Commerce to explore ways to improve services to local businesses.)
- 3.3.2 Constantly evaluate the creation of programs and services offering technical assistance, education or financing to local businesses
- 3.3.3 Conduct annual Business Walk business outreach in May
(Annual Business Walk was held in May as scheduled)
- 3.3.4 Maintain easy access to business assistance resources on City website
(Currently working on new design for website that includes improved economic development information on the site)
- 3.3.5 Conduct outreach to owners of vacant property within the historic downtown and broader commercial core to determine ways City may assist in filling vacancies
- 3.4 Develop infrastructure necessary to support new business investment
- 3.4.1 Develop concepts for interim infrastructure solutions facilitating development in the new commercial and industrial areas recently annexed to the City

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

- 4.1. Maintain a high degree of predictability for investors with regard to the entitlement process and issuance of building permits
- 4.1.1 Meet with project proponents early and regularly to inform them of the process and expectations for quality in new development. Use Technical Advisory Committee (TAC) format for early project review.
- 4.2 Provide ongoing training to city staff in all departments, both field and office personnel
- 4.2.1 Ensure city staff receives ongoing training to improve technical skills required to provide professional service.
(SCORE is providing training opportunities that our staff is taking advantage of. Maintenance workers and Operators conduct weekly tailgate safety training sessions.)

- 4.2.2 Provide customer service training to all staff to ensure residents and investment project proponents continue to be treated consistently in a courteous and respectful manner.
- 4.3. Maintain competitive salaries, benefits and organization culture necessary to ensure that Live Oak retains a high quality workforce in a competitive environment
- 4.4. Utilize available technology wherever feasible to improve efficiency in service delivery, save money and improve customer service
 - 4.4.1 Ensure that liveoakcity.org website is a useful and interactive information resource for local residents, visitors and potential investors in the community.
(Staff is currently working to complete an update of the Liveoakcity.org website)
 - 4.4.2 Continue to expand the availability of electronic transactions, on-line and automatic payments of utility and other fees for services and on-line completion of applications, with goal of offering the best possible customer service options.
 - 4.4.3 Implement electronic agenda distribution to increase efficiency and reduce costs associated with paper distribution of agenda materials
(Electronic agenda distribution through use of iPADS started earlier this year)
 - 4.4.4 Complete feasibility analysis for solar energy for city facilities
(Staff has been in discussion with Chevron Energy Solutions regarding potential projects; Submitted grant application to state for feasibility analysis of solar at WWTP)
 - 4.4.5 Continue to use Facebook and other social networking sites, as appropriate, for distribution of city information
- 4.5. Actively encourage citizen involvement in Live Oak municipal government
 - 4.5.1 Explore televising Live Oak City Council and Planning Commission meetings and archiving video of meetings

(Updated 1.29.2013)

(Mid-Year Update 8.21.13)