



Study Session of the City Council
Live Oak City Hall
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 20, 2014

5:00 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 Community Economic Development Action Plan Update

D. ADJOURNMENT



DATE: August 13, 2014
TO: Mayor and Members of the City Council
FROM: Jim Goodwin, City Manager

COUNCIL AGENDA STAFF REPORT

SUBJECT: City of Live Oak 2014 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 2014 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 2014. 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
2014 COMMUNITY AND ECONOMIC DEVELOPMENT ACTION PLAN
MID-YEAR PROGRESS REPORT

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 7, 2013 for this purpose.

This year, the City Council looked at a 5-year planning horizon with the objective of refining objectives that can be accomplished in that time frame. Although all ideas are not incorporated fully into this plan, many of those suggestions, along with ideas from additional dialogue and consideration of prior planning efforts, are included in the 2014 plan.

Themes identified in the 2012 planning session continue in 2014. These 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

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 were reduced to four for the 2013 plan, and continue as the framework for 2014.

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. Much of this 2014 plan represents projects and/or objectives that are continuing from prior years. 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 Complete SACOG-funded Project Study Report (PSR) for SR99 Corridor improvements through entire Live Oak Sphere of Influence (Paseo Road to Riviera Road)(PSR-PDS, Project Initiation Document has been completed. Now waiting on approval of MOU with SACOG to move forward with next steps in the planning project)

- 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 (New logo is being worked into all printed documents of the city)
 - 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 (The City has entered into a contract with Gates & Associates to design signs for the north and south approaches to the City. One working meeting has been held and background research on locations is in process. YSEDC is also assisting with finding local sources for production of the signs)
 - 1.2.4 Collaborate with other organizations on programs or activities related to harnessing the economic potential of Live Oak’s natural resource assets
 - 1.2.5 Maintain a visual connection with the Sutter Buttes with new development as envisioned in the 2030 General Plan (The new logo incorporates the Buttes into the image)

- 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. Special emphasis should be placed on safe routes to the Feather River and Sutter Buttes. (We are currently awaiting approval by SACOG of an MOU detailing the scope of work and timelines for the project. SACOG approval expected soon. This project was delayed by the reallocation of some of the grant funds to the SR 99 PSR-PDS project)
- 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 Utilize grant funding whenever possible for design and construction of public facilities
 - 1.4.2 Seek funding for completion of improvements identified in the 2013 engineering analysis of historic downtown core as first step in developing a reinvestment plan for the area (Grant applications have been submitted for funding of Phase 2 of the Live Oak Community Trail which incorporates improvements identified in the engineering analysis)
 - 1.4.3 Work with Diamond Walnut owners on successful reuse of the plant site (We continue to maintain contact with the property owner. This site is also included as an “Opportunity Site” in our Downtown Core Reinvestment Project currently underway)
 - 1.4.4 Work with Sunny’s Market owners on successful reuse of former market (We continue to maintain contact with the property owner. Recently met with owner and a commercial real estate broker regarding potential uses of the building)
 - 1.4.5 Seek grant resources to assist with the overall appearance of properties within the downtown commercial core
 - 1.4.6 Complete Downtown Core Reinvestment Plan for commercial core (Project currently underway)
 - 1.4.7 Encourage continuing a Farmer’s Market in Live Oak in the Historic Downtown (After attempting to sustain the market for two years, the market has folded)
- 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

- 1.5.2 Continue to offer individual and team sport opportunities on a scale appropriate for Live Oak
 - 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).
 - 1.5.4 Continue efforts to raise private funding to support scholarships for low income children to participate in Live Oak recreational programs
 - 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
 - 1.5.6 Seek funding for a Park and Recreation Facilities and Services Master Plan that details goals for recreation services and defines facilities required to achieve those stated goals.
- 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 (Building Department staff continues to strive for voluntary compliance. However, we are improving our "tools" for working with situations where property owners do not choose to comply. The amendment to the Municipal Code allowing property liens for fines and the potential use of receiverships are examples.)
 - 1.6.2 Continue to partner with Recology and other organizations on community clean-up programs (Clean-up Day was held May 17)
 - 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 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 (Renovation of Sheriff/Fire facilities underway)
 - 1.7.3 Implement use of Maintenance Management Software beyond WWTP 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

(Staff has been working with the Housing Authority and Pacific West Communities to obtain tax credit financing for the proposed Kristen Court affordable housing project. The project has been delayed due to project modifications and will be submit in a future funding round)

2.1.2 Continue to actively market First Time Home Buyer and Housing Rehabilitation loan programs to eligible Live Oak residents
(Our 11-HOME grant expires December 2014. We have assisted 5 homeowners rehabilitate their homes, and have had trouble assisting homebuyers due to new HUD purchase limits. We have also been granted a onetime special extension so that we may provide assistance to one additional homeowner who has applied to the program but would not be able to complete the process before the grant expires in December. This will bring our total homes assisted in this program to 6. We have an application for funding currently under review to the CalHome program, and if approved we will be able continue our program for another couple of years.)

2.1.3 Explore ideas to provide incentives for in-fill rehabilitation or construction projects in the Downtown Core

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 complete Maple Park Phase 2 senior housing.

2.3.1 Continue to work with Housing Authority on completion of the project.
(We have received an award letter from the HOME program, but have not yet received the contract and the setup conditions. Once we receive that paperwork, the setup should take 6-9 months. Staff anticipates receiving the contract in the next month or so. We worked with CHIP on their Tax Credit application. That application looks to be ranked high on the list.)

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

2.4.1 Complete construction of Phase 1 of the new 26-acre soccer park (Project is underway)

2.4.2 Begin construction of Live Oak Recreation Trail phases 3 and 4
(Phase 3 construction is underway. Phase 4 funding has been delayed. A secondary funding source is being explored)

2.4.3 Seek funding for Live Oak Recreation Trail Phase 2 (Grant applications have been submitted. One application, Statewide ATP funds, was not funded)

2.4.4 Obtain site control of property necessary for implementation of Live Oak Recreation Trail Phase 2 (An offer to buy the property was extended to the Nazarene Church. So far we do not have a response)

2.5 Complete road and infrastructure improvement projects supporting neighborhoods including:

- 2.5.1 Complete Project Study Report (PSR) for SR99 Corridor improvements through entire Live Oak Sphere of Influence (Paseo Road to Riviera Road) (PSR-PDS PID has been completed)
- 2.5.2 Complete Pennington Road Reconstruction (Broadway to Connecticut) (This project has been delayed pending completion of the Sheriff/Fire projects which must be closed out before funding for the water line improvement can be spent. Once that project is completed the road reconstruction can commence)
- 2.5.3 Pursue funding for Kola Street improvements (A grant application for ATP funding was submitted but was not funded)
- 2.5.4 Secure CDBG Program Income Waiver and begin design and construction of 12' water line on Pennington Road (Sutter County has committed the funds, but the waiver cannot be secured until the Sheriff/Fire projects are completed)
- 2.5.5 Pursue funding and identify potential locations for new well, storage tank, arsenic treatment system and booster pump station east of SR99 (A drought grant application was submitted to the State Department of Water Resources, DWR, by Shasta County on behalf of the Northern Sacramento Valley Integrated Water Management Plan effort of which Live Oak is a member. We are currently awaiting the state's funding decision. In addition, we obtained funding and will soon begin a site feasibility analysis for the city-owned property on Larkin Road and other potential sites)

2.6 Improve street lighting within the Live Oak Community

- 2.6.1 Identify areas within the community with inadequate street lighting
- 2.6.2 Develop strategy to prioritize and fund streetlight improvements (PG&E will be replacing street lights poles in various places in the community. We have the opportunity to include LED lighting in the project)

2.7 Explore plans for completion of curb/gutter/sidewalk on south side of Pennington Road between Connecticut and Richard Avenue (Grants to fund planning have been submitted but funding has not been secured)

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.

- 3.1.3 Work with current owners of vacant properties to achieve reuse of existing commercial properties within the city (Funding was received to complete a reuse analysis of the former Leo Chesney Center prison site. The project will begin this summer/fall and will be completed by Chabin Concepts)
 - 3.1.4 Complete Downtown Core Reinvestment Plan for commercial core (Project is underway)
 - 3.1.5 Participate actively in regional economic development partnerships designed to strengthen regional job growth including Yuba-Sutter Economic Development Corporation and Sutter Forward (Staff has been involved in both the Sutter Forward project and the YSEDC CEDS process)
- 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
 - 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
 - 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
 - 3.3.4 Maintain easy access to business assistance resources on City website
 - 3.3.5 Conduct outreach to owners of vacant property within the historic downtown and broader commercial core to determine how City may assist in filling vacancies or encouraging in-fill commercial projects (Recently met with owners of the Sunny's building and a commercial broker to discuss possibilities for the site)
- 3.4. Develop infrastructure necessary to support new business investment
- 3.4.1 Develop concepts for interim infrastructure solutions facilitating development in the commercial and employment zones currently not served by basic water, sewer and drainage infrastructure.
 - 3.4.2 Complete Project Study Report (PSR) for SR99 Corridor improvements through entire Live Oak Sphere of Influence (Paseo Road to Riviera Road) (PSR-PDS, Project Initiation Document has been completed. Now waiting on approval of MOU with SACOG to move forward with next steps in the planning project)

- 3.4.3 Seek funding for completion of improvements identified in the 2013 engineering analysis of historic downtown core as first step in developing a reinvestment plan for the area area (Grant applications have been submitted for funding of Phase 2 of the Live Oak Community Trail which incorporates improvements identified in the engineering analysis)
- 3.4.4 Seek funding and identify potential locations for new well, storage tank, arsenic treatment system and booster pump station east of SR99 (A drought grant application was submitted to the State Department of Water Resources, DWR, by Shasta County on behalf of the Northern Sacramento Valley Integrated Water Management Plan effort of which Live Oak is a member. We are currently awaiting the state's funding decision. In addition, we obtained funding and will soon begin a site feasibility analysis for the city-owned property on Larkin Road and other potential sites)

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. (Staff continues to use the TAC process to provide early advice to project proponents)
 - 4.1.2 Complete new handouts for use at the counter providing clear explanations of process, timelines and fees for building, planning or development projects
- 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.
 - 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. (Website is updated consistently. New logo image has been incorporated into site)

- 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 Complete feasibility analysis for solar energy for city facilities
(Grant funds were received to complete a solar feasibility analysis for the WWTP. We are reviewing Qualification Statements from consultants interested in completing the project)
 - 4.4.4 Expand use of social networking, 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
 - 4.5.2 Hold annual State of the City event in spring
(Our second State of the City event was held April 23)

(Updated 2.11.2014)

(Mid-Year Update 8.13.14)