

ADMINISTRATION DEPARTMENT

MEMORANDUM

TO: Mayor Mario F. Hernandez and City Council Members
Chair Mario F. Hernandez and Redevelopment Agency Board Members

FROM: Robert R. Ordelheide, City Administrator
Mary Strenn, Executive Director

DATE: May 3, 2010

SUBJECT: Final Report on Fiscal Year (FY) 2010-2011 City and Redevelopment Agency Priorities

RECOMMENDATION:

It is recommended that the City Council and Agency Board:

- a. Receive and file the list of priorities for FY 2010-2011 (Attachment "A");
- b. Direct staff to develop the FY 2010-2011 City and Redevelopment Agency budgets around the priorities;
- c. Direct staff to provide a mid-year report on progress made to each of the priorities; and
- d. Direct staff to include priority setting as part of the City and Redevelopment Agency's annual budgetary processes.

SUMMARY:

As part of the FY 2010-2011 budgetary process, staff and City Council/Agency Board members provided their priorities for directing resources of the City's four operating departments and the Redevelopment Agency. Those priorities, presented and finalized on April 19, 2010, were based on a number of factors including project readiness, available funding and successful completion by June 2011.

ATTACHMENT:

- A. FY 2010-2011 City and Redevelopment Agency Priorities

FY 2010-11 CITY AND REDEVELOPMENT AGENCY PRIORITIES ATTACHMENT "A"
CITY COUNCIL/AGENCY BOARD

April 19, 2010

M. HERNANDEZ

Finalize and distribute monthly expense reports.
Work with the BOE to pursue revenue enhancements.
Improve efficiencies of city utilities and contracts.

B. ESQUEDA

Continue to develop Skate Plaza.
Enhance graffiti abatement.
Establish holiday and centinneal committees.

S. VERES

Implement Project [WATER](#).
Continue developing the downtown entertainment district.

M. DE LA TORRE

Pursue CLWP funding for Project [WATER](#).
Achieve financial stability of the Aquatics Facility.
Capture outside funding to construct Skate Plaza.

E. HERNANDEZ

Implement Project [WATER](#).
Complete the new City website.
Create the San Fernando Inspiration Program.

FY 2010-11 CITY AND REDEVELOPMENT AGENCY PRIORITIES

CITY OPERATING DEPARTMENTS

April 19, 2010

Project	Project Description	FY 2010-11 Estimated Resource Allocation		Obligation	Anticipated Completion Date
		Financial	FTEs		
COMMUNITY DEVELOPMENT					
Lopez Adobe Preservation	Allows complete rehabilitation of the Lopez Adobe building and site; improvements include a seismic retrofit, foundation and architectural feature repairs, site drainage mitigation and new landscaping. All rehabilitation work will be done pursuant to U.S. Secretary of Interior standards for historic preservation.	\$120,000 (RDA - Project Area Funds)	0.15	Under Contract; Time Sensitive	May 2011
Housing Element Implementation Ordinance	Provides zoning code regulations that allow density bonuses and provide for inclusionary, transitional and other housing types required by the state's housing element law.	\$4,000 (RDA - Housing Fund)	0.25	Legally Required; Time Sensitive	June 2011
Historic Preservation Measures	Applies for Certified Local Government status from the State Office of Historic Preservation; this will allow the city to apply for state grant funds for historic preservation. A Mills Act contract program will also be finalized for city council consideration.	\$0	0.20	Council Directive	June 2011
MMD Ordinance	Establishes zoning code regulations that address requests for medical marijuana dispensaries (MMD) in the community; this action should be undertaken prior to expiration of the current interim moratorium.	\$2,500 (GEN - Fund 01)	0.08	Council Directive	January 2011

FY 2010-11 CITY AND REDEVELOPMENT AGENCY PRIORITIES

CITY OPERATING DEPARTMENTS

April 19, 2010

Project	Project Description	FY 2010-11 Estimated Resource Allocation		Obligation	Anticipated Completion Date
		Financial	FTEs		
POLICE					
Virtual Patrol	Allows for the installment of cameras and supporting equipment at all city parks. The equipment will provide police dispatch with live streaming video for proactive enforcement and deployment.	\$0	3.00	Under Contract	March 2011
School Resource Officer	Trains an officer and develops an associated work program for the grant funded three-year position. The officer will be responsible for educational and outreach programs that promote safe environments at 22 San Fernando schools.	\$0	1.25	Under Commitment	June 2011
DUI Enforcement	Continues a successful state funded program that focuses on DUI checkpoints, saturation patrols, uncover court stings, warrant service detail and the Click It or Ticket campaign. Collected fees resulting from vehicle impounds, court fines and traffic citations would be retained by the General Fund.	\$0	3.00	Under Contract	June 2011
9-1-1 System Upgrades	Upgrades the city's 9-1-1 police communications system with hardware and software improvements, and new technologies to create a more efficient and responsive system.	\$0	0.50	Under Contract Legally Required	January 2011

FY 2010-11 CITY AND REDEVELOPMENT AGENCY PRIORITIES

CITY OPERATING DEPARTMENTS

April 19, 2010

Project	Project Description	FY 2010-11 Estimated Resource Allocation		Obligation	Anticipated Completion Date
		Financial	FTEs		
PUBLIC WORKS					
Project WATER	Audits organizational functions and implements recommendations for sustained water delivery services. Among the items to be addressed: billing desk organization, field staffing, water rates, infrastructure replacement, the purchase or leasing of a nitrate treatment system and water conservation efforts.	\$60,000-\$800,000 (ENT - Fund 70)	3.00	Legally Required; Time Sensitive	June 2011
CNG and Trolley System Upgrades	Expands the CNG station by purchasing an additional fuel tank to maximize revenue generating opportunities. Updates the city's trolley plan and implements recommendations including: new trolley routes, programming and outreach, hours of operation, and the purchase and installation of new bus/trolley shelters.	\$75,000 (SPC - Fund 12)	1.50	None	June 2011
LLAD Balloting Process	Administers a balloting process for assessment increases that: (1) eliminates the city's Landscaping and Lighting Assessment District (LLAD) fund deficit; and (2) absorbs a portion of future landscaping maintenance costs (which are currently covered by the General Fund).	\$30,000 (GEN - Fund 01)	0.50	Legally Required; Time Sensitive	January 2011
Energy Efficiency Project	Installs energy efficient exterior lighting at city hall, the police department, select city parks and on some street lights. Considers a contracting process that allows the city to pursue future energy efficiency projects by borrowing outside funds (which then would be repaid with energy cost savings).	\$0	0.75	Under Contract; Time Sensitive	June 2011
Tree Planting Initiative	Plants 250 street trees in underserved neighborhoods; launches the Tree Partner Program that encourages residents to plant and water street trees (at their own cost). Hosts an Arbor Day celebration to build awareness of the city's street tree planting programs and Tree City USA status.	\$0	0.25	Under Contract; Time Sensitive	June 2011

FY 2010-11 CITY AND REDEVELOPMENT AGENCY PRIORITIES

CITY OPERATING DEPARTMENTS

April 19, 2010

Project	Project Description	FY 2010-11 Estimated Resource Allocation		Obligation	Anticipated Completion Date
		Financial	FTEs		
RECREATION & COMMUNITY SERVICES					
Aquatics Operations	Transitions complete responsibility (to the city) of operating and programming the San Fernando Regional Pool Facility.	\$10,000 (GEN - Fund 01)	1.25	Council Directive	June 2011
Aquatics Funding	Decreases the \$280,000 General Fund subsidy to operate the San Fernando Regional Pool Facility by reducing expenditures and pursuing new revenue sources, e.g. corporate sponsorships, enhanced snack bar operations and the implementation of new fee structures.	\$0	2.25	Council Directive	June 2011
Activities Guide	Provides for the professional development and printing of a bilingual recreational activities brochure to be distributed three times a year to San Fernando households.	\$30,000 (SPC - Fund 17)	0.30	None	January 2011
Skate Plaza Design	Completes conceptual and construction designs for Skate Plaza. The designs are subsequently needed for private fundraising efforts to construct the facility (in connection with the Rob Dyrdek Foundation).	\$0	0.35	Council Directive	January 2011

FY 2010-11 CITY AND REDEVELOPMENT AGENCY PRIORITIES

REDEVELOPMENT AGENCY

April 19, 2010

Project	Project Description	FY 2010-11 Estimated Resource Allocation		Obligation	Anticipated Completion Date
		Financial	FTEs		
SB 211 Amendments	Extends the life of Project Areas 1 and 3 for an additional 10 years; without the amendments, the project areas will expire in January 2012 and June 2016, respectively (scope of work to be further defined).	\$30,000 - \$40,000* (RDA - Project Area Funds) \$55,000-\$60,000* (RDA - Housing Fund) <i>*Indicates partial costs.</i>	0.60	Time Sensitive	October 2011
PBID Formation	Establishes a property based improvement district (PBID) in the downtown area. The city's role in the formation process is to provide data, monitoring and approvals, and election assistance.	\$12,000 (RDA - Project Area Funds)	0.15	Under Contract	June 2011
Entertainment Overlay Zone	Develops incentives for downtown entertainment uses including expedited approvals, the deferral of development fees, favorable land use policies and tenant attraction assistance.	\$25,000 (RDA - Project Area Funds)	0.25	Council Directive	June 2011
2010-15 Implementation Plan	Defines the redevelopment agency's five-year operational and financial work programs for its redevelopment, economic development, and affordable housing programs and projects.	\$2,700 (RDA - Project Area Funds) \$15,300 (RDA - Housing Fund)	0.15	Legally Required	December 2010
New Housing Projects	Provides staff and financial resources to facilitate the development of new affordable or mixed-income housing units at 1320 San Fernando Rd. (Gangji Project); 131 Park Ave. (Park Properties LLC); and 1422 San Fernando Rd. and 551 Kalisher St. (LA Housing Partnership).	\$250,000** (RDA - Housing Fund) <i>**Indicates FY 2009-10 carryover.</i>	0.60	Under ENA; Time Sensitive	June 2011