

# CITY COUNCIL PRIORITY AREAS & GOALS

QUARTERLY REPORT

OCTOBER 7, 2019



# PRIORITIES FROM WORKSHOP

Color Code					
Public Safety	Economic Development	Community Development	Community Culture/Environment/Who We Are	City as Entity - Customer Service	Community Engagement/Communication
	<b>Mayor</b>	<b>MPT</b>	<b>CM Avalos</b>	<b>CM Guerra</b>	<b>CM Trujillo</b>
Priority Areas	Public Safety	Economic Development	Public Safety	Public Safety	Public Safety
	Economic Development	Community Development	Community Culture/Environment/Who We Are	Economic Development	Economic Development
Goal Areas					
	Increased Staffing (authorization for 2 additional officers)	Research/stem sales tax leakage	Increased Staffing	Increased staffing	Increased staffing
	Spreadsheet show status of projects @ each meeting	Need for dedicated economic development position	Improve/streamline procedures	Spreadsheet show status of projects @ each meeting	Develop ways to educate businesses to increase sales tax revenue/pay appropriately to assist with beautification
	Housing Element Compliance	Review for currency policies, procedures, & codes	Adequate staffing for all depts & program, review for efficiency, include code enforcement	Foundation that ED built upon	Find ways to engage our grassroots (revive)
	Add 1 additional Code Enforcement Officer	Housing crucial; assess, repair, build supporting infrastructure	Freeway exits are welcome mats to our City; keep them blight free	Freeway exits are welcome mats to our City; keep them blight free	Review for currency policies, procedures, & codes
	Update on speakers for downtown for atmosphere & music (install speakers)	Review policies and codes to accommodate & implement	Meet goals to maintain property values	(Beautification of downtown - lights, speakers)	Foundation that ED built upon



## PUBLIC SAFETY

- INCREASED STAFFING
  - Hired two new officers
  - Firefighter recruitment underway
  - Hired Administrative Assistant for Fire
  - Waiting for new Police Chief to hire Administrative Assistant
  - Promoted a Sergeant
  - Hired a Reserve Officer
  - Applied for Edward Byrne Justice Assistance Grant Program for funding an officer
  - Increased patrols with increase in staffing, Police Department reorganization and creation of Problem Oriented Policing Officer position



## ECONOMIC DEVELOPMENT

- PROJECT TRACKING
  - Developed and Periodically Distributed Planning Project Report/Spreadsheet
  - Planning Commission approved several projects including 10 SFR, 20-unit apartment projects
  - Economic development/project leads & follow-up:
    - 7 meetings re: 8 projects
    - 24 mail follow-ups (ICSC)
    - One site visit with potential manufacturer
  - High Speed Rail Training Facility Project – contract w/State under final review; RFP for subcontractor complete, reviewing proposal; and LOI sent to property
- NEED FOR DEDICATED POSITION
  - Position description updated and will advertise within next two weeks



# ECONOMIC DEVELOPMENT

- IMPROVE/STREAMLINE PROCEDURES
  - QK has worked through the backlog of project applications
  - Improving reconciliation of development project-work tracking to deposits
  - Business licenses – caught up and improved forms and process – Fire Marshall handling all business license inspections now, relieving Building Inspector of those duties so he can focus on other building inspections
- RESEARCH STEM SALES TAX LEAKAGE
  - MuniServices (Avenu) catches reporting errors & updates City quarterly on sales tax revenue
  - Followed up on ICSC leads (Kosmont leakage study used for ICSC)
  - Work with EDC on responding to leads and developing materials to promote Selma
- DEVELOP WAYS TO EDUCATE BUSINESSES TO INCREASE SALES TAX REVENUE/PAY APPROPRIATELY TO ASSIST WITH BEAUTIFICATION
  - Applying for USDA RDBG Grant for Downtown Business Improvement District funding



## COMMUNITY CULTURE/ENVIRONMENT/WHO WE ARE

- UPDATE ON SPEAKERS FOR DOWNTOWN FOR ATMOSPHERE – LIGHTS & MUSIC (INSTALL SPEAKERS)
  - Putting together project for downtown revitalization to include these items; current phase – identified geographic boundaries, trees to be replaced, sidewalks to be repaired and ADA improvements for CDBG application – public hearing being held this evening; next steps to identify phasing and other funding sources
  - Participated in volunteer effort and lights hung in section of downtown
  - Received Fresno COG TOD Grant for Downtown & Civic Center accessibility improvements
  - Circuit Planner project approved by COG for downtown overlay district project



## COMMUNITY CULTURE/ENVIRONMENT/WHO WE ARE

- REVIEW POLICIES AND CODES TO ACCOMMODATE & IMPLEMENT
  - Amended Ordinance Section 10-6-3 to make Tucker Street one-way Street in future (7/1/19)
  - Amended Ordinance Section 2-2-3, 2-2-4, 2-1-2 updating composition of the Personnel and Planning Commissions (7/1/19)
  - Amended Policy for sale of alcoholic beverages at large non-profit events held at Pioneer Village (8/5/19)
  - Consideration of Ordinance 2019-4 Amending Chapter 11 (Elections of Title I (Administrative) (9/16/19)
  - Discussion on City's Billboard Display Sign Policy and Procedures (9/16/19)
  - Direction provided to establish an IRS Section 115 Pension Trust (9/16/19)
  - Rincon Consultants bringing the Housing Element into compliance; created the R-4 Zone needed for high-density housing; will take to the Planning Commission in October to update the Zoning Ordinance; several property owners contacted about changing zoning, continuing contacts
  - Direction given to improve shopping cart ordinance
  - Reviewed Emergency Preparedness Plan – Will update Emergency Communication Center when PD construction completed



## COMMUNITY CULTURE/ENVIRONMENT/WHO WE ARE

- FREEWAY EXITS ARE WELCOME MATS TO OUR CITY: KEEP THEM BLIGHT FREE
  - Problem Oriented Police Officer position created to proactively assist with homeless and other specific areas
  - Public Works, Code Enforcement, and Police Department continue to work with CalTrans (and Railroad)
  - Cal Trans came out to mow weeds
  - Process to abate freeway visible sign poles on 2<sup>nd</sup> St. outlined and contacting owners (code enforcement)
- MEET GOALS TO MAINTAIN PROPERTY VALUES
  - Recruitment for an additional Code Enforcement Officer underway
  - 105 code enforcement cases opened and 81 closed
  - Vehicle abatement sweep conducted by PD – 165 vehicles tagged; 128 voluntarily moved/removed; 14 citations issued; 12 towed by City
  - Yard sale check-up done by PD on weekend – two citations issued
  - Investing in community improvement projects including construction of the new police station and renovations in parks (Ringo Park ribbon-cutting)





## CITY AS ENTITY/CUSTOMER SERVICE

- REVIEW FOR CURRENCY POLICIES, PROCEDURES & CODES
  - Please see accomplishments under Community Culture/Environment/Who We Are (pg. 7)
- ADEQUATE STAFFING FOR ALL DEPTS & PROGRAMS, REVIEW FOR EFFICIENCY, INCLUDE CODE ENFORCEMENT
  - Recruitments and appointments include:
    - Police Chief Recruitment Firm RFP completed – for City Council consideration 10/7/19
    - Acting Police Chief appointed; Interim contacts made
    - See additional hires and promotions on pg. 3



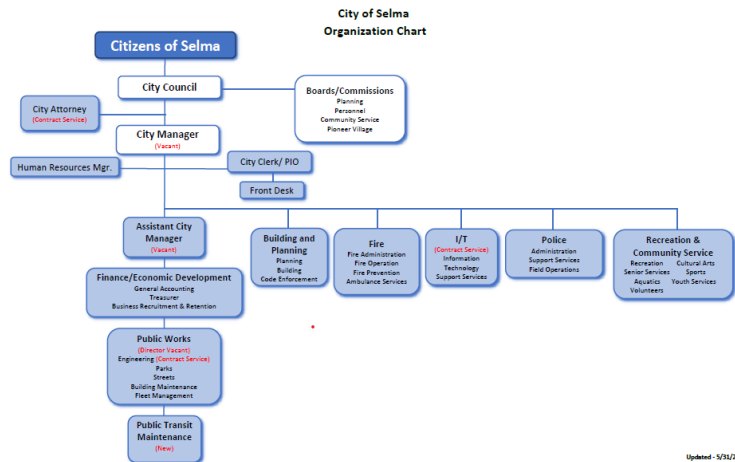
## CITY AS ENTITY/CUSTOMER SERVICE

- ADEQUATE STAFFING FOR ALL DEPTS & PROGRAMS, REVIEW FOR EFFICIENCY, INCLUDE CODE ENFORCEMENT cont.
  - Recruitments and appointments include – cont.:
    - Community Development Director – applications/resumes due Nov. 15
    - Administrative Analyst – Economic Development job description updated, will be posted within 2 weeks
    - Public Works Director appointed
    - Human Resources Manager hired
    - Code enforcement officer first round interviews held last week
    - Maintenance workers (2) interviews scheduled next week
    - Transit worker interviews in next few weeks

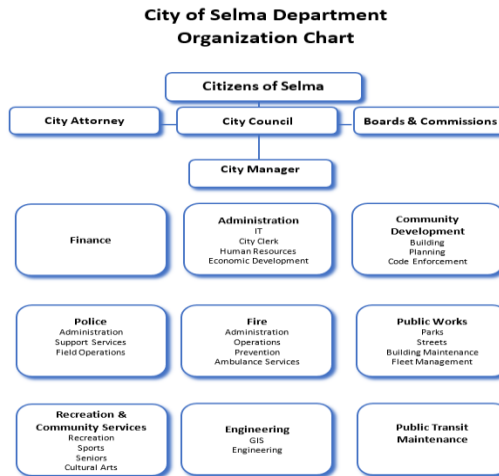


# CITY AS ENTITY/CUSTOMER SERVICE

- ADEQUATE STAFFING FOR ALL DEPTS & PROGRAMS, REVIEW FOR EFFICIENCY, INCLUDE CODE ENFORCEMENT cont.
- Organizational Assessment/Review for Efficiency
  - Budget Process Opportunity for Assessment of Priorities & Organization (Presentation May 2019)
  - Ongoing Process



Updated - 5/31/2018



Updated - 5/24/2019



## CITY AS ENTITY/CUSTOMER SERVICE

- Organizational Assessment/Review for Efficiency cont.
  - PD – Department changes (see Public Safety pg.3, City as Entity pg. 9)
  - Fire - Assessing additional ambulance, preparing Council presentation (see Public Safety pg. 3)
  - Admin
    - HR – New Manager assessing division
      - Employee Recognition Event (Org. Assessment May 2019 – Org. Culture)
    - IT – New website (working through staff changes and miscommunication in core services of consultant); updates to current website including adding News Release tab
  - Community Development – Staffing and improvements to processes (see Econ. Dev. pg. 4-5; Com. Culture pg. 7-8; and City as Entity pg. 10)
  - Engineering – Addressing Council concerns on continuity in engineering assignments; improving project tracking and billing processes



## COMMUNITY ENGAGEMENT/EDUCATION

- FIND WAYS TO ENGAGE OUR GRASSROOTS (REVIVE)
  - Supported numerous community events including:
    - July 4<sup>th</sup> Celebration
    - Annual Car Show in Lincoln Park
    - National Night Out
    - Bringing Broken Neighborhoods Back to Life
  - Additional advertising done to further engage community in districting process



QUESTIONS  
COMMENTS  
THANK YOU