



# City of Greenfield

599 El Camino Real  
Greenfield, CA 93927

## City Council Special Meeting / Work Session Agenda September 14, 2015 6:00 P.M.

Mayor John Huerta, Jr.

Mayor Pro-Tem, Raul Rodriguez

Councilmembers

Lance Walker

Avelina Torres

Leah Santibanez

**Your courtesy is requested to help our meeting run smoothly.**

Please follow the following rules of conduct for public participation in City Council meetings:

- Refraining from public displays or outbursts such as unsolicited applause, comments or cheering.
- Any disruptive activities that substantially interfere with the ability of the City Council to carry out its meeting will not be permitted and offenders will be requested to leave the meeting.

**Please turn off cell phones and pagers.**

**City Council Special Meeting / Work Session Agenda  
September 8, 2015**

**A. CALL TO ORDER**

**B. ROLL CALL – CITY COUNCIL**

Mayor Huerta, Mayor Pro-tem Rodriguez, Councilmembers Walker, Torres and Santibanez

**C. PLEDGE OF ALLEGIANCE**

**D. AGENDA REVIEW**

**E. PUBLIC COMMENTS FROM THE AUDIENCE REGARDING ITEMS ONLY ON THE AGENDA**

This portion of the Agenda allows an individual the opportunity to address the Council on any items not on closed session, consent calendar, public hearings, and city council business. Under state regulation, **no action can be taken on non-agenda items, including issues raised under this agenda item.** Members of the public should be aware of this when addressing the Council regarding items not specifically referenced on the Agenda. **PLEASE NOTE:** For record keeping purposes and in the event that staff may need to contact you, we request that all speakers step up to the lectern and use the microphone, stating your name and address, which is strictly voluntary. This will then be public information. A three-minute time limit may be imposed on all speakers other than staff members.

**F. CITY COUNCIL WORK SESSION**

1. Review of the Expenditure Plan for the Proposed Measure W Funds
  - a. Staff Report
  - b. Public Comments
  - c. City Council – Discussion

**G. CITY COUNCIL SPECIAL MEETING**

1. Consideration and Adoption of the Expenditure Plan for the Proposed Measure W Funds
  - a. Staff Report
  - b. Public Comments
  - c. City Council – Review / Comments / Action

**H. ADJOURNMENT**

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[www.ci.greenfield.ca.us](http://www.ci.greenfield.ca.us)



## City Council Memorandum

599 El Camino Real Greenfield CA 93937 831-674-5591  
www.ci.greenfield.ca.us

**MEMORANDUM:** September 11, 2015

**AGENDA DATE:** September 14, 2015

**TO:** Mayor and City Council

**FROM:** Susan A. Stanton, ICMA-CM  
City Manager

**TITLE:** MEASURE W: SERVICES TRANSACTIONS AND USE TAX PROJECTS

### **BACKGROUND:**

At the meeting of September 8, 2015, the City Council scheduled a work session and special meeting for September 14, 2015 to discuss the spending plan for the proposed Measure W funds.

In accordance with Resolution 2015-50, voters in Greenfield will be asked to consider the following measure:

*To enhance the health, safety and welfare of Greenfield, and provide greater general City services, such as strengthened public safety; increased youth recreation programs; re-establishment of code enforcement services; and other essential services, shall the City of Greenfield enact a voter approved 0.75 cent transaction and use tax, subject to annual audits and public review*

The "Measure W Services Transactions and Use Tax" written argument submitted by the City concerning proposed expenditures stated:

*Residents of Greenfield have reasonable expectations for increased City services. We agree that the City should provide more for its residents, including public safety, recreation, and increased code enforcement. It is our priority to do whatever is necessary to make this possible. However, new or increased services cannot be provided without increased revenues.*

*With the proposed new revenue, the City will be able to increase law enforcement services. Currently, the City provides approximately 1.1 officers per 1,000 residents; however, the national standard for West Coast cities the size of Greenfield is 1.5 officers per 1,000 residents. To begin to reach this national standard, an additional four officers will be hired, at a cost of \$340,000 per year for pay and benefits. The City will also approve a new pay plan to ensure our officers stay in Greenfield protecting and serving our residents. Public safety goes hand-in-hand with recreational opportunities and code enforcement. Enhancing recreation programs can provide our community with wholesome activities such as free concerts in the park, Cinco de Mayo, and 4<sup>th</sup> of July celebrations. Code enforcement will do much to strengthen residents' pride in our beautiful community.*

**BUDGET AND FINANCIAL IMPACT:**

Passage of this additional three-quarter cent sales tax would generate approximately \$900,000 per year. This new revenue would ensure enhanced public safety for all of Greenfield's residents, re-establish code enforcement, and increase recreational opportunities for our community.

**REVIEWED AND RECOMMENDED:**

In order to ensure transparency and accountability, there would be advantages to let Greenfield voters know how, when and on what projects or programs the City would spend these funds if Measure W is approved. Capital projects, such as building a ball field or constructing a park are one-time expenses with identifiable operating expenses. Program cost will include personnel services, supplies and support services (computers, training etc.) that need to be identified by the City. Identifying specific program and project cost for the five year period will ensure that voters have a precise indication of how, when, where and what the funds are being used ...and what the funds will not be used for prior to voting on November 3, 2015. The attached spreadsheet lists some services and capital projects that the City Council might consider presenting to the community for their consideration and feedback.

**CONSEQUENT ACTION:**

Once the City Council agrees on a potential spending plan, this information should be presented to the community for feedback and revisions prior to the vote on November 3, 2015.

**POTENTIAL MOTION:**

**I MOVE TO APPROVE/DENY DEVELOPING A FIVE YEAR EXPENDITURE PLAN FOR THE USE OF MEASURE W FUNDS**

# City of Greenfield Measure W

Proposed Expenditure Plan

FY 2016-2020

Name of Project	FY 2016-17	FY 2017-18	FY 2018-19	FY 2019-20	FY 2020-21	Total
<b>Potential Staffing and Programs</b>						
1. Police Compensation Plan	150,000	160,000	170,000	180,000	190,000	850,000
2. Additional Police Officers	190,000	200,000	210,000	220,000	230,000	1,050,000
3. Code Enforcement Officer	90,000	100,000	105,000	110,000	100,000	505,000
4. Recreational Director	100,000	105,000	110,000	115,000	120,000	550,000
6. Recreation Programing	50,000	100,000	100,000	100,000	100,000	450,000
7. Neighborhood Improvement Grants	30,000	30,000	30,000	30,000	30,000	150,000
8. Science Work Shop Program		40,000	40,000	40,000	40,000	160,000
9. Special Events	40,000	55,000	40,000	40,000	40,000	215,000
<b>Subtotal</b>	<b>650,000</b>	<b>790,000</b>	<b>805,000</b>	<b>835,000</b>	<b>850,000</b>	<b>3,930,000</b>
<b>Potential Capital Projects</b>						
1. Softball Field Lights			50,000			50,000
2. Tee Ball Field	50,000					50,000
3. Playground Equipment	150,000	30,000	20,000	30,000	30,000	260,000
4. Dog Park			50,000			50,000
5.. Gymnasium Center Improvements		100,000				100,000
6. Bleachers at Patriot Park	50,000					50,000
7. Memorial Court of Honor				160,000		160,000
8..Welcome Signs into City		5,000				5,000
9. New Softball Field					130,000	130,000
10. Bike Land Improvements			30,000			30,000
<b>Subtotal</b>	<b>250,000</b>	<b>135,000</b>	<b>150,000</b>	<b>190,000</b>	<b>160,000</b>	<b>885,000</b>
<b>Total</b>	<b>900,000</b>	<b>925,000</b>	<b>955,000</b>	<b>1,025,000</b>	<b>1,010,000</b>	<b>4,815,000</b>