



# *City of Greenfield*

## *City Manager's Report*



City Manager's Report May 30, 2014

**FROM THE OFFICE OF THE  
CITY MANAGER**



## Sustainable City Government

This coming week, the City Council will begin its first review of the proposed FY 2014-15 Annual Operating and Capital Budget. As communicated in last week's brief newsletter, the City's total spending for the upcoming year is \$15.6 million dollars. Excluding capital and utility funds, the City's total operating budget, for all services and programs, is \$5,233,400.

My budget transmittal letter ([read it here](#)) contained in the first section of the proposed budget outlines some of the specific programs and expenditures planned for next year which I encourage everyone to read ([read it here](#)). One of the most important issues I discussed with the City Council last week was the need for a long term sustainable revenue source to fund City government. Most cities in California heavily rely on property and sales tax to pay for such things as Parks, Recreation, Street Maintenance, Economic Development and Public Safety. However, in Greenfield, these two revenue sources only generate \$3.2 million dollars and just barely cover the cost of the City's \$3.1 million budget for the Police Department. And, unfortunately, the total revenue includes \$846,000 generated from the general sales tax measure that was passed in November 2012 by 65.2% of City voters. While not easily segregated, the City has used these critical funds to restore and prevent reduction of services to the Police Department, maintain financial viability of the City, ensure adequate park maintenance and expand Recreation Programming for Youth. But, our community needs are far out pacing the resources of a growing City with a diverse population that values recreational programming, code enforcement and a clean and attractive community. So, after the City Council and Finance Advisory Board review, revise and adopt a spending plan for FY 2015, the entire Greenfield community needs to begin thinking about our long term future.

It is clear, we need more Police Officers in Greenfield, not less and they need to be paid a salary that is competitive in our labor market here in Monterey County. However, it is equally clear, we also need to allocate more dollars to provide basic recreational programming to keep our kids from joining gangs and engaging in other unhealthy activities, invest and maintain our parks and City infrastructure and ensure the future growth of our community.

Over the next few months, the City will be undertaking a number of initiatives to attract new industry and retail opportunities into the community. Expanding the City's sales and property tax base is one of the most effective ways to pay for City services. We also need to start thinking about how we pay for those services and programs that are important to the quality of life in Greenfield, long before the Measure X sales tax expires.

In the meantime, I encourage everyone to come participate in our budget process. I also encourage City residents to share your ideas and suggestions with the Mayor and City Council. Their contact information can be found on our web page at [www.ci.greenfield.ca.us](http://www.ci.greenfield.ca.us). Our first budget workshop will be held in the Community Room at Terracina Oaks Complex, located at 252 13th Street and will begin at 5pm.



## Memorial Day in Greenfield

Special recognition is given to the beautiful display of American Flags at the Trinity Cemetery this past weekend. Seeing all the flags displayed and the hundreds of flowers and special gifts left at various grave sites memorializing loved family members is what makes Greenfield such a warm and nurturing community. Mayor Pro-Tem Randy Hurley has begun some initial exploratory steps to begin a community dialog to assess the Community's support to construct a War Memorial that will honor the men and women who have given the ultimate sacrifice in defense of our freedom and nation. Anyone interested in this effort can contact Mayor Pro Temp Hurley at [rhurley@ci.greenfield.ca.us](mailto:rhurley@ci.greenfield.ca.us)



## Cambria Park Subdivision under Construction

Riding my bike over the Memorial Day weekend, it was so great to see residential homes under construction on Apple and 3<sup>rd</sup> Street at the Cambria Park Subdivision. CHISPA is now accepting applications for the first ten **Self-Help** homes to be built in the Cambria Park subdivision, located next to Cesar Chavez Elementary School. As discussed in previous reports, The Cambria Park

subdivision will eventually be home to 33 low and very-low income families participating in CHISPA's Mutual Self-Help Housing Program by building their own homes. Low monthly payments with fixed interest rates are available through the USDA 502 mortgage program. For an application or more information about the Cambria Park subdivision, please contact the Housing Manager at 831-757-6251.



## City to Discuss Affordable Housing

Next Tuesday, at 5:00 PM, the City Council will hold a special meeting at Terracina Oaks (at 525 13th Street) to discuss affordable housing. Owners of Terracina Oaks have proposed beginning Phase II and have requested that the City of Greenfield make a HOME application to the State in the amount of \$5,000,000.00 on behalf of a proposed 48-unit multifamily housing complex that will be affordable to families of Greenfield with an income level at or below 60% of the area median income. The proposed development will be located at 1278 Oak Avenue on a 2.9 acre parcel and consist of 2 and 3 bedroom units. It will be the second phase of the Terracina Oaks Apartments located on an adjoining parcel that fronts 13th Street.

The residents of this proposed phase will share the amenities of the first phase which include a pool, spa, and community building with a leasing office, laundry and exercise room, community room with a kitchen, computer room, and playground. The second phase project will provide an additional playground and laundry building. Each of the rental units will include a microwave, patio, and other conveniences. The complex will be built to the highest quality, utilizing the best design and landscaping to make this complex a welcomed and needed addition to the City of Greenfield. Some residents in the community have expressed concern about the volume of new affordable residential development in the City and its potential impacts on existing property values and future demand for new construction based on market rates. The session is designed to address this issue and residents are encouraged to come, listen to the conversation and tour this new Apartment Community.



## Magnolia Place Receives State Approval

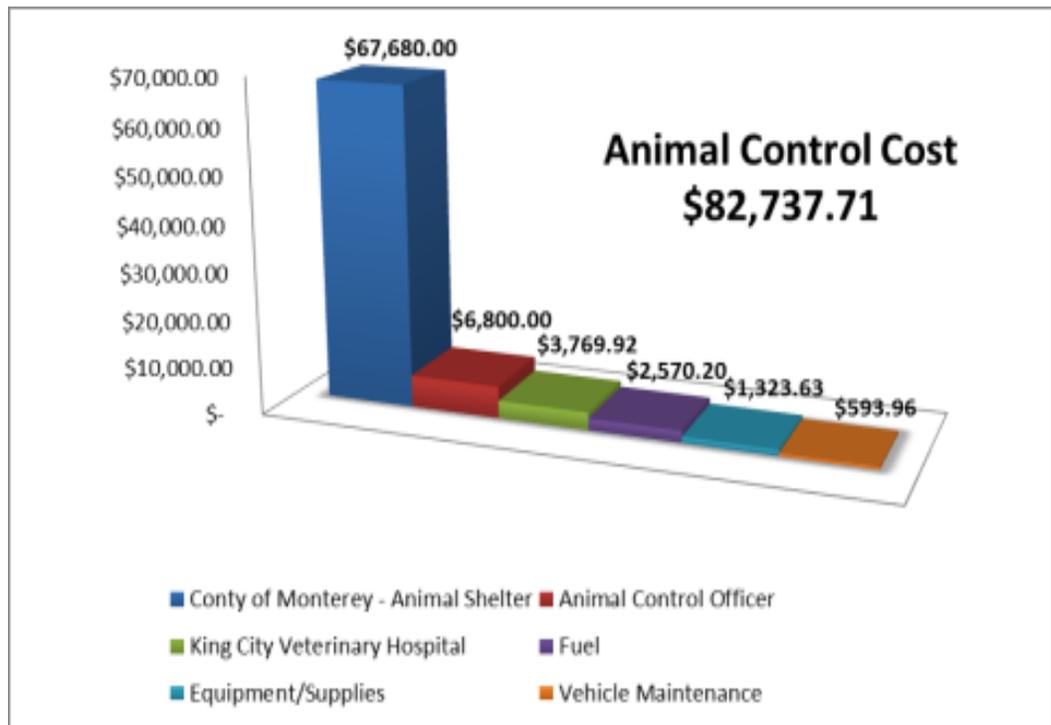
This past week, the City learned that the State has approved financial assistance to begin construction of Magnolia Place. In order to finance this project, the developer (AMG & Associates) will be participating in the California State Tax Credit low-income housing tax credit program developed to encourage private investment in affordable rental housing. The proposed project is a 32-unit rental new construction project known as Magnolia Place located on a 1.89 acre parcel situated on the northeast corner of 12th Street and Elm Avenue. With a mix of 26 one-bedroom units and 6 two-bedroom units the proposed project will target seniors earning up to 55% of the area median income for Monterey County. The units will be newly constructed two story garden style apartments. Providing affordable housing that qualifies for state tax credit requires creative financing on behalf of both the developer and City. For this project, the City has agreed to defer \$250,000 in park and recreation impact fees, accept a donation of land from a local home builder and agreed to donate that land to AMG & Associates for this project. Based on AMG & Associates funding plan, the impact fees will be paid within 15 years from when the project is placed in service. The waived fees will be secured by a note and deed of trust in which they will be paid off when the project is sold or refinanced.



## The Truth About Cats and Dogs.... and Other Stray Animals

*Stray animals can become a problem for many reasons: they carry diseases that can be passed to humans and other animals (such as rabies), they can cause road accidents, harass citizens, damage property and pollute the environment. There are also many welfare concerns for the stray animals themselves: disease, hunger, aggression between animals and persecution by humans in the form of cruelty, abuse and inhumane methods of killing cats and dogs. For more information follow the link: (<http://www.animalmosaic.org>).*

Why is this an important police issue? We take in a high number of stray animals within the City of Greenfield and with each call, we are drawing on police services and funds that could potentially be used for hiring an additional officer to patrol our community. Here is a breakdown of the cost for animal control during FY12/13.



Residents are reminded of City Ordinance 6.10.040 which prohibits Dogs running at large:

It is unlawful for any person owning or having charge, care or control of any dog, to suffer or permit any such dog to run at large within the City.

**Punishment: The first violation is a fine in the amount of one hundred dollars (\$100.00).**

## New Online Utility Bill Pay!

The City of Greenfield has implemented exciting new software, along with a new utility payment website. Please access the new utility payment website at [www.ci.greenfield.ca.us](http://www.ci.greenfield.ca.us) and click on "Online Utility Bill Payment," to begin account set-up on the new utility payment website. We think you will like the capabilities of the new utility payment website. Thank you for your patience! Try using case studies, success stories, testimonials or examples of how others used your product or service successfully. Solicit material from clients and vendors, or ask your readers to write. It's a win-win! You get relevant content, and they get exposure.



- Pay by credit or debit card
- View updated billing and consumption history
- Account balances are automatically updated!



Scan our QR code to get started



## UPCOMING EVENTS....



**GREENFIELD**  
CHAMBER of COMMERCE

## CHAMBER EVENTS

Greenfield Chamber of Commerce

Join us for

**COFFEE WITH**  
**Mayor Huerta**

FREE COFFEE & PASTRIES

**6.07.14**  
**10AM-11AM**

La Plaza Bakery  
150 El Camino Real, Greenfield CA 93927

A photograph of a white ceramic coffee cup filled with coffee, sitting on a matching white saucer. The cup and saucer are placed on a dark wooden surface. A pile of dark brown coffee beans is scattered around the base of the saucer. The background is a dark, textured wall.



**Greenfield Chamber of Commerce**  
*Invites you to our*  
**Groundbreaking Ceremony  
For McDonalds Restaurant**  
Corner of Walnut & El Camino Real



**i'm lovin' it**

**JUNE 5th 2014 @ 12PM**

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