

# TOWN OF LOOMIS



**TO:** Honorable Mayor and Council Members  
**FROM:** Wes Heathcock, Town Manager  
**DATE:** August 13, 2024  
**SUBJECT:** Town Manager Report for August 2024 Council Meeting

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Mayor and Council Members,

The following report supplies an update on some of the activities related to the Town of Loomis.

## **Horseshoe Bar Road / I-80 Interchange Project**

Staff released the Request for Proposal to procure a traffic engineering consultant to execute the Project Study Report and potentially future phases of the process. Proposals are due August 9, 2024. The following is the timeline for the PSR process.

- *Proposal review and evaluation: August 12, 2024 - August 16, 2024*
- *Oral interviews: September 2024*
- *Cost Negotiation with first ranked consultant: September 2024*
- *Contract Award and Notice to Proceed: October 2024*

The combined costs to execute the PSR is estimated at \$300,000.

The blue area in the image below represents the PSR area for consideration.

The project complies with Council Goals Initiative #3, #4, and #7.



## Oak Tree Program

Richard Ly-Lee and Jordan Tibbits have put together a comprehensive application and portal for the Oak Tree Programs. The Town has already received an application for the program.

From the Town Engineer's main department website page:

|                              |
|------------------------------|
| Engineering Current Projects |
| Floodplain Map               |
| Grading                      |
| <b>Oak Tree Programs</b>     |
| Traffic Engineering          |

system.

- Provide services including final/parcel maps, plan review and inspect development projects.
- Design and administer the construction of Capital Improvement Projects.
- Issue and inspect encroachment and grading permits.
- Approve and inspect off-site improvements installed by private developers.
- Administrate transportation funds and grant funds.
- Assessment Districts.

## **Storm Water Management**

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### Landing page:

# Oak Tree Programs

Please visit one of the pages below to learn more about the Town's Oak Tree programs.



Adopt-An-Oak



Oak Pruning Grant

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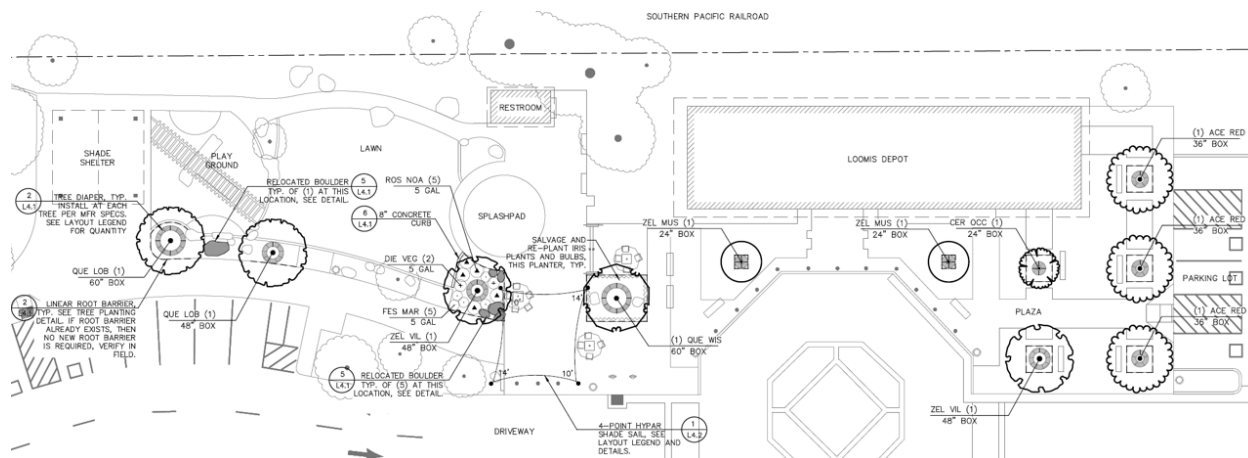
The project complies with Council Goals Initiative #4 and #5.

### Engineering Department

The Town released the Taylor Road Corridor Study in early July 2024. The RFP was extended to August 16<sup>th</sup>. The project complies with Council Goals Initiative #3 and #7.



Staff solicited bids to perform the preferred improvements for the Blue Anchor Park. The item is on the council agenda for consideration.



## **Downtown Loomis Civic Space and Connectivity Study**

Staff is pursuing a SACOG \$280,000 Engage Empower Implement Program (EEI) grant to conduct a study focused on downtown area town civic space and right of way connectivity opportunities. If awarded the grant, the scope of the work will include the best and highest civic use of town properties downtown and connectivity enhancements within the project area.



The project will include an extensive outreach process that will include the Chamber of Commerce as the Community Based Organization (CBO) partnership with goals to encourage, non-profit organizations, businesses, and citizens to participate in the process. Images below represent a couple areas that will be part of the project.

The grant application is due August 9, 2024. The project complies with 2024 Council Goals Initiative #2, #3 and #7.



### **Municipal Service Review**

The Local Agency Formation Commissions (LSFCO) is tasked with performing Municipal Service Reviews (MSR) for districts and local government agencies. Loomis has never

undergone the MSR process. LAFCO workplan has Loomis scheduled to start the first MSR in fiscal year 2024-25.

The process will identify the community's ability to meet the current build-out and potential Sphere of Influence areas service needs including our partnerships with the district services – fire, sanitary sewer, and water. Other neighboring agencies to be aware of that are going through similar process is in the image below.

## Current/Upcoming Projects Related to Loomis and Neighboring Agencies

- South Placer Fire Protection District Service Review – Draft in August.
- South Placer Municipal Utility District – Contract for study issued in June.
- Rocklin, Gold Hill, Newcastle Cemetery District Service Review and Sphere of Influence – Contract for study issued in June.
- Loomis Service Review and SOI study – Planned for fiscal year 2024-25.

### Neighboring Agencies -

- Rocklin Service Review and SOI Study – Draft in August/September.
- Roseville Service Review and SOI – Draft Study in October.

The project complies with 2024 Council Goals Initiative #4.

### **Measure C Frequently Asked Questions (FAQ)**

Staff has created a frequently asked question based on feedback from community members for the Measure C item on the November ballot. The ¼ cent sales tax measure is a continuation of the current tax that is scheduled to sunset during the upcoming 2-year budget planning period.

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## Measure C, Frequently Asked Questions (FAQ)

### **Why was a General Sales Tax passed in the town of Loomis in 2016?**

The Loomis Library was part of the Placer County library system, but the County closed it in early 2016 due to budget cuts. In November 2016, Loomis voters approved a ten-year ¼ cent general sales tax to fund the Loomis Library and the town took over operations. Under local control, the Loomis Library & Community Learning Center has thrived and is better than before.

### **What is Measure C?**

Measure C simply continues the existing ¼ cent general sales tax which Loomis voters approved in 2016.

### **Will Measure C increase my taxes?**

No, this is a continuation of an existing general sales and use transaction tax.

### **How much revenue is the current ¼ cent sales tax generating annually?**

The annual revenue collected since the 1/4 cent tax was approved has ranged from \$504,000 to \$755,833. Of that, the library has used approximately \$600,000 and the remainder has gone into the general fund. With the addition of Costco and other sales tax projections, the anticipated revenue is expected to be \$927,000.

### **What happens if the continuation tax measure is not continued?**

The town will lose approximately \$927,000 in revenue, (14% of the general fund budget). Losing this significant revenue source could result in reduction or elimination of services provided to the community, potentially putting the Library budget at risk.

### **What fiscal accountability measures will be maintained if this tax measure continues?**

When Loomis town residents passed this tax measure, the Loomis Library Board of Trustees (advisory board) was established. The Town Council appoints volunteer citizens to sit on the advisory board. Their duties include monitoring library budget/expenses and identifying program needs and costs.

### **How long will the continuation measure funding last?**

If approved, the ¼ cent tax measure will continue until Loomis voters decide to end it.

### **What is needed for the continuation measure to pass?**

It is a general sales tax continuation measure and requires 50% + 1 vote, or a simple majority of Loomis voter support to pass.

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## How much does the continuation measure cost residents?

For every \$100 of taxable goods sold in the Town of Loomis, it will cost the consumer a quarter (\$0.25). These purchases include customers who reside in and outside of the Town of Loomis. This means out of town shoppers help contribute towards this revenue source, as opposed to town residents bearing the burden solely on their own.

The project complies with Council Goals Initiative #2 and #3.

## **Council Goals 2024**

### **TOWN OF LOOMIS STRATEGIC PLAN INITIATIVES, GOALS AND OBJECTIVES**

#### **INITIATIVE #1: SAFE & HEALTHY COMMUNITY**

*Loomis is a safe community and is prepared to prevent and respond to emergencies through strategic partnerships with local public safety agencies, risk management practices and public education.*

#### **GOAL: PUBLIC SAFETY & EMERGENCY PREPAREDNESS ARE PROMOTED AND ACHIEVED WITHIN THE TOWN**

Objective 1: Satisfactory levels of public health and safety, emergency response, fire hazard reduction and crime prevention are achieved through communication and advocacy with the Placer County Sheriff's Department, the South Placer Fire District and other public safety agencies.

Objective 2: Safe and operable conditions of the Town's infrastructure, facilities, roadway and sidewalks are ensured through construction standards, maintenance activities, operational practices and inspection.

Objective 3: Town of Loomis staff are trained in accident prevention, emergency action plans and activities and are supervised and operated in a manner consistent with best practices in safety and risk management.

Objective 4: Residents and businesses are educated about fire and public safety regulations and practices affecting the Town of Loomis through newsletters and outreach efforts in partnership with local public safety agencies.

#### **TOWN COUNCIL GOALS & PRIORITIES FY 2024-25. (RED=ESSENTIAL, BLUE=IMPORTANT, GREEN=VALUE ADDED)**

- Maintain strong and cooperative working relationships with the Placer County Sheriff's Office and South Placer Fire District.
- Evaluate the need for and impact of a speed limit study for Town.

#### **INITIATIVE #2: QUALITY OF LIFE & LIVABILITY**

*Residents, businesses & visitors enjoy a unique small-town community with amenities, programs and services that foster livability and make Loomis a great place to live, work and play.*

#### **GOAL: FOSTER SUPPORT & INVOLVEMENT WITH TOWN LIBRARY, COMMUNITY SERVICES & RECREATION PARKS & AMENITIES**

Objective 1: Expand and enhance resident use of Town parks and the Loomis Library through capital improvements, programs, and events.

Objective 2: Partner and collaborate with the Placer County Parks Department, the Placer County Master Gardeners and youth sports organizations to provide residents with expanded recreation and leisure opportunities.

Objective 3: Solicit resident feedback on satisfaction, needs and priorities for parks, open space, library services and other public facilities.

Objective 4: Identify the fiscal impact of Library tax measure being renewed or defeated in relation to Library and Town services.



**TOWN COUNCIL GOALS & PRIORITIES FY 2024-25. (RED=ESSENTIAL, BLUE=IMPORTANT, GREEN=VALUE ADDED)**

- Celebrate successes and accomplishments (i.e., new playground)

**PUBLIC COMMENT ESSENTIAL GOAL**

- Expand and enhance communication and public information efforts to keep Town residents informed.

**INITIATIVE #3: HIGH PERFORMING & FISCALLY RESPONSIBLE GOVERNMENT**

*Loomis is fiscally responsible and prudent, and an efficient & effective organization that works collaboratively and in partnership with other public agencies that serve the Loomis community*

**GOAL: CULTIVATE AN EFFECTIVE AND EFFICIENT ORGANIZATION**

Objective 1: A capable and diverse workforce to manage, maintain and operate the Town of Loomis is attracted and retained.

Objective 2: The Town's organizational structure, compensation and staffing plan are evaluated relative to capability, efficiency and effectiveness.

Objective 3: Technology tools and system software are expanded, enhanced and implemented to support the user experience with the Town of Loomis's municipal services to improve efficiency and effectiveness.

Objective 4: The Town's annual budget is aligned with the adopted Strategic Plan and with annual work program goals and action plans as necessary and appropriate.

Objective 5: The Town of Loomis maintains effective interagency relationships with the various utility districts for water, waste-water, sewer, telephone/internet, electricity and natural gas.

**TOWN COUNCIL GOALS & PRIORITIES FY 2024-25. (RED=ESSENTIAL, BLUE=IMPORTANT, GREEN=VALUE ADDED)**

- Evaluate financial impact to the Town and Library with and without sales tax measure renewal.
- Continue to research and apply for Federal and State funding grants as needed and appropriate.
- Conduct space analysis and research opportunities to expand the Loomis Town Hall.
- Increase and strengthen communication and working relationship with the local school districts.

**PUBLIC COMMENT ESSENTIAL GOAL**

- Research and develop a budget and financial plan for Town with and without the ¼ cent sales tax being renewed, and communicate that information to community residents prior to sales tax renewal ballot.

**INITIATIVE #4: PLANNING & COMMUNITY DEVELOPMENT**

*Loomis plans and guides land use and development in a way that is prudent, responsible and in alignment with community needs, goals and values.*

**GOAL: FOSTER SUSTAINABLE AND THOUGHTFUL LAND USE PLANNING AND COMMUNITY DEVELOPMENT**

Objective 1: Complete the Town's General Plan update and comprehensive review and update of the town's zoning ordinances and land use policies to ensure alignment with current community needs, goals, and values.

Objective 2: Engage with residents, stakeholders, and experts to develop a long-term vision for land use and community development that integrates principles of sustainability, resilience, and inclusivity.

Objective 3: Implement proactive measures to preserve and enhance the town's natural resources, open spaces, and cultural heritage while accommodating responsible growth and development.

**TOWN COUNCIL GOALS & PRIORITIES FY 2024-25. (RED=ESSENTIAL, BLUE=IMPORTANT, GREEN=VALUE ADDED)**

- Improve traffic flow, mitigate traffic impacts and enhance parking availability in Downtown Loomis
- Conduct and analyze traffic Studies for the Sierra College/Delmar/Bankhead corridor; and the Downtown Business District to include Horseshoe Bar Interstate interchange.
- Evaluate GP Circulation Element during development – highlight the study and plans for the Doc Barnes/Boyington extension.
- Follow Town of Loomis Circulation Plan in planning and development decisions.
- Research and conduct Fee Study for In-lieu fees in regards to inclusionary housing (Housing element)
- Monitor impacts of Placer County rezone project to Town Council & community.



- Monitor impacts of State legislation on land use, housing & environmental laws to the Town Council and community.
- Remain focused on planning and development goals of smart & responsible slow growth.
- Continue Sphere of Influence research.

#### **INITIATIVE #5: COMMUNITY ENGAGEMENT & INVOLVEMENT**

*Loomis encourages and facilitates community involvement and citizen engagement in the governance of the Town by being transparent, informative and accessible.*

##### **GOAL: ENHANCE COMMUNITY CONNECTIVITY AND CIVIC ENGAGEMENT**

Objective 1: Increase participation in Town Council & Planning Commission meetings through targeted outreach on key issues. Objective 2: Establish a community feedback mechanism to regularly assess resident satisfaction, as well as needs, desires and priorities with Town services & amenities.

Objective 3: Develop partnerships with local businesses and organizations to sponsor and support community-building activities, fostering a sense of community, belonging and pride among residents.

##### **TOWN COUNCIL GOALS & PRIORITIES FY 2024-25. (RED=ESSENTIAL, BLUE=IMPORTANT, GREEN=VALUE ADDED)**

- Expand & enhance communication tools and public information to educate and engage the community. Proactively inform the community through a variety of media including Town website, social media, email notices, a printed newsletter, target mailers, and surveys such as "Flash Vote"
- Improve Town Council teamwork, cohesion, and communication. Consider annual Council retreat.
- Increase the stipend for the Planning Commission members.
- Agency Partner education to council and community (i.e., County, SPMUD, school districts, other cities)

##### **PUBLIC COMMENT ESSENTIAL GOAL**

- Increase the Planning Commission stipend.

#### **INITIATIVE #6: ECONOMIC HEALTH & PROSPERITY**

*A healthy, vibrant and sustainable economy is fostered in the Town of Loomis through economic development policies & practices that assist and help residents and businesses thrive.*

##### **GOAL: STRENGTHEN ECONOMIC VITALITY AND SUPPORT LOCAL BUSINESSES**

Objective 1: Partner with the Loomis Chamber to support local businesses by implementing initiatives to promote shopping and dining within Loomis and business networking events.

Objective 2: Facilitate the growth of new businesses and expansion of existing businesses within the Town of Loomis through the general plan and an economic development strategy.

Objective 3: Enhance the vibrancy of Downtown Loomis through placemaking initiatives, such as beautification projects, lighting, signage and pedestrian-friendly infrastructure improvements.

#### **INITIATIVE #7: ATTRACTIVE & WELL- MAINTAINED PUBLIC FACILITIES**

*Loomis develops, maintains & operates public facilities and infrastructure in an attractive and functional condition that enhances the appearance and quality of life of Loomis.*

##### **Goal: Enhance the Aesthetic Appeal and Functionality of Public Facilities in Loomis**

Objective 1: Implement a comprehensive maintenance program for Loomis public facilities, including parks, streetscapes, the Library and Town-owned buildings and grounds, to ensure they are kept in excellent condition and are functional and visually appealing.

Objective 2: Enhance accessibility and safety features across all public facilities by conducting regular assessments and implementing necessary upgrades and improvements.

Objective 3: Develop sustainable infrastructure practices for the maintenance and operation of public facilities, integrating energy-efficient technologies and environmentally friendly practices to reduce long-term operational costs and minimize environmental impact.

**TOWN COUNCIL GOALS & PRIORITIES FY 2024-25. (RED=ESSENTIAL, BLUE=IMPORTANT, GREEN=VALUE ADDED)**

- Study and investigate opportunities for alternative transportation – bike trails, bike lanes, etc.