



TOWN OF LOOMIS

Performance Measurement Strategy

2012/2013 TOWN COUNCIL GOALS

GOALS	PROGRESS	DATE DUE
1. Establish downtown core business district (shed-shed) as the area of central focus and activity for the Loomis Basin		6/30/13
2. Improve the economy of the Town of Loomis through Economic Development by 12/31/15		12/31/15
3. Implement Parks and Recreation Open Space Plan by 12/31/13	Council approved consultant for preparation of environmental document at March 13, 2012 Town Council meeting	12/31/13
4. Match revenue to meet mission and goals to be fiscally sustainable by 6/30/13	2012/2013 Budget approved June 12, 2012	6/30/13
5. Improve and increase mobility and circulation for all modes of movement by 6/30/14	RFP for NEV Transportation Plan to be released by June 8, 2012	6/30/14
6. Improve communication and understanding among all town leaders and stakeholders by 6/30/12	Continue to meet with Chamber, Fruit Shed owners, school district and members of different Agencies	6/30/12
7. Implement sustainable programs that save resources and avoid waste and pollution for residents, businesses and agriculture by 3/1/14		3/01/14

GOAL 1

Establish downtown core business district (shed-shed) as the area of central focus and activity for the Loomis Basin

TASK	LEAD	PROGRESS
<p>A. Collaborate with business volunteers and broader communities to implement and maintain projects in downtown core area by 6/30/13</p> <ul style="list-style-type: none"> ● Streamline and clarify PROSC responsibilities ● Establish recreation task force 	CALVERT	<p>Special meeting held with remaining PROSC members June 19, 2012. Resolution to dissolve PROSC on July 10, 2012 Town Council Agenda.</p>
<p>B. Given adequate funding build water spray park, restrooms and skate multi-use area in park by 3/1/14</p>	CALVERT	<p>Revised CIP on July 10, 2012 Town Council meeting to include some aspects of Blue Anchor Park</p>
<p>C. Implement MIG Plan (for areas from Taylor and Walnut to Shawn Way) By 6/30/13</p>	CALVERT	<p>Work contained in CIP to be adopted at July 10, 2012 Council meeting.</p>

GOAL 2

Improve the economy of the Town of Loomis through Economic Development by 12/31/15

TASK	LEAD	PROGRESS
<p>A. Implement result of business walk series and repeat in other areas of the Town by 12/31/12</p>	LISS	<p>See Swetzer Road Monument sign staff report June 12, 2012 Council meeting</p>
<p>B. Recruit replacements for empty businesses by 12/31/14</p>	MORILLAS	<p>Inquiries and have been submitted for use of the vacant Doupnik property.</p>
<p>C. Develop businesses in commercial industrial zoned property by 12/31/14</p>	UCOVICH	<p>Swetzer Road Business Park monument sign approved by Council June 12, 2012. Directional sign on Taylor ordered.</p>

GOAL 3

Implement Parks and Recreation Open Space Plan by 12/31/13

TASK	LEAD	PROGRESS
A. Develop funding plan for parks, recreation, open space and tree mitigation by 6/30/12	LISS/UCOVICH	Funding Plan slated for July 10, 2012 Town Council Meeting as part of Town CIP

GOAL 4

Match revenue to meet mission and goals to be fiscally sustainable by 6/30/13

TASK	LEAD	PROGRESS
A. Create a balanced budget with a 4 year projection by 6/30/12	SCHERER	Balanced budget adopted June 12, 2012

GOAL 5

Improve and increase mobility and circulation for all modes of movement by 6/30/14

TASK	LEAD	PROGRESS
A. Stripe where no sidewalks exist by 6/30/13	MORILLAS	Striping along Taylor in front of Star Liquor scheduled for July 2012
B. Repair downtown sidewalks by 6/30/14	MORILLAS	

GOAL 6

Improve communication and understanding among all town leaders and stakeholders by 6/30/12

TASK	LEAD	PROGRESS
A. Conduct semi-annual workshop with Chamber, community businesses and interested parties to identify collaborative projects, review projects and accomplishments and share info	UCOVICH/ ANGELOCCI	Business Committee met with Chamber President on March 28, 2012; Business Committee met April 17, 2012 to further discuss Swetzer Road Entrance Signage and again on May 29, 2012. Sign approved by Council June 12, 2012.
B. Meet with South Placer Heritage Board to explore ideas of mutual benefit	UCOVICH/ ANGELOCCI	
C. Put town manager report on web monthly beginning 3/31/12	UCOVICH/ ANGELOCCI	COMPLETE 3.15.12
D. Meet with Loomis Schools to explore ideas of mutual benefit		Scheduling Quarterly Meeting with Mayor Calvert and Superintendent Medd. Special Town Council Meeting 4.23.2012 to discuss Town assistance with funding for Del Oro Aquatic Center
E. Host or Co-Host a mixer, maybe in conjunction with a Depot Music event		

GOAL 7

Implement sustainable programs that save resources and avoid waste and pollution for residents, businesses and agriculture by 3/1/14

TASK	LEAD	PROGRESS
1. Improve & Promote Recycling Services		
a. Promote and improve Super Recycler Service	LISS	

b. Buy recycling receptacles with Town AB939 funds for shed-to-shed and arrange for servicing	LISS	Awarded \$5,000 grant from CalRecycle to implement. Researching purchase of recepticals and agreement with Recology to service pick up.
c. Organize model recycling programs at schools, including AB939 funds for equipment	LISS	
d. Work with Recology to explore offering rural yard trimmings chipping program	LISS	

TASK	LEAD	PROGRESS
e. Promote food scraps recycling options	LISS	
f. Ask Placer County to remove Loomis Logo from OneBigBin.com and reconsider message	LISS	Loomis Logo not to be included on future printed materials.
2. Green Businesses and Green Jobs		
a. Encourage Loomis businesses to join Placer County Green Business Program	LISS	
b. Consider Placer County Road Map sustainable Economic Development initiatives	LISS	
c. Work to help innovative local, reuse, recycling and composting businesses in Loomis	LISS	
3. Energy and Water Efficiency		
a. Promote energy and water efficiency opportunities and services to residents and businesses, including advocacy to support use of mPOWER by residents	LISS	
b. Continue grass cycling and use of natural soil conditioners instead of chemicals for Town parks	LISS	On-going. Use of natural soil conditioners initiated at Blue Anchor Park and Sunrise Loomis Park.
c. Evaluate solar shade structure from shed to shed	LISS	
d. Consider rainwater harvesting and use		

of grey water for landscaping at Train Depot with evaluation of water feature at Blue Anchor Park and Heritage Park	LISS	
4. Sustainability Education and information		
a. Partner with Placer Sustain on sustainability education events in Loomis for residents, businesses and schools	LISS	
b. Greenhouse Gas (GHG) inventory – Assist Sierra Business Council to develop Phase 2	LISS	Sierra Business Council to present GHG Inventory, Phase 2 report at July 10, 2012 Town Council meeting.

TASK	LEAD	PROGRESS
5. Agriculture and Local Food		
a. Partner with Placer Sustain, Placer Grown, SACOG and other nonprofits to promote local agriculture and use of local food by 6/30/12	LISS	