



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	South Placer Heritage Foundation (Blue Goose) modified lease up for adoption 11/13/2012 Town Council meeting. High Hand lease amended 8/14/2012	6/30/13
2. Improve the economy of the Town of Loomis through Economic Development by 12/31/15	Town Finance Director and Town Manager working on developing new strategy for use of small business loan funds for Council approval	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. Consultant is preparing Mitigated Negative Declaration.	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. Award of bid (under budget) approved by Council at October 9, 2012 Town Council meeting.	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. Met with Regional Managers at SACOG to discuss shared services between jurisdictions on 10/25/2012	6/30/12
7. Implement sustainable programs that save	Council approved hosting the	

resources and avoid waste and pollution for residents, businesses and agriculture by 3/1/14	Sustainable Economic Development Roundtable at the August 14, 2012 Town Council meeting.	3/01/14
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GOAL 1

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

TASK	LEAD	PROGRESS
A. Collaborate with business volunteers and broader communities to implement and maintain projects in downtown core area by 6/30/13 <ul style="list-style-type: none"> ● Streamline and clarify PROSC responsibilities ● Establish recreation task force 	CALVERT	Special meeting held with remaining PROSC members June 19, 2012. Resolution to dissolve PROSC on July 10, 2012 Town Council Agenda. PROSC disbanded at July 10, 2012 Council meeting. Friends of Heritage Park formed with volunteers and broader community to support the development and maintenance of Heritage Park.
B. Given adequate funding build water spray park, restrooms and multi-use area in park by 3/1/14	CALVERT	CIP approved by Council 7/10/2012 includes construction of the multi-use area, restrooms and water feature in Blue Anchor Park. August 14, 2012 TC approved going to bid for the multi-use plaza. Restroom RFP scheduled for Town Council approval 11/13/2012. Multi-Use Plaza bid opening 11/02/2012.
C. Implement MIG Plan (for areas from Taylor and Walnut to Shawn Way) By 6/30/13	CALVERT	Adopted CIP includes planning and design in 2012 and construction in 2013 of Taylor Road improvements from Oak to Walnut

GOAL 2

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

TASK	LEAD	PROGRESS
A. Implement result of business walk series and repeat in other areas of the Town by 12/31/12	LISS	Completed installing new blue directional signs requested by Swetzer Business Park. Downtown Business Committee oversaw completion of Swetzer Road Business Park monument sign.

		Monument sign approved by Council June 12, 2012. Construction completed July 27, 2012.
B. Recruit replacements for empty businesses by 12/31/14	MORILLAS	Inquiries and have been submitted for use of the vacant Doupnik property.
C. Develop businesses in commercial industrial zoned property by 12/31/14	UCOVICH	Swetzer Road Business Park monument sign approved by Council June 12, 2012. Construction completed 7/27/2012

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	Included as part of CIP approved 7/10/2012 by Council.

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	Area in front of Star Liquor has been striped.
B. Repair downtown sidewalks by 6/30/14	MORILLAS	Downtown sidewalks are currently being repaired.

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	In contact with Randy Elder to set up meeting with Foundation Board. New Blue Goose lease scheduled for November 13, 2012 Town Council meeting.
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 support for a public bond issue to help with funding for Del Oro Aquatic Center
E. Host or Co-Host a mixer, maybe in		

conjunction with a Depot Music event		
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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	Promoted Super Recycler service @ Earthday and Placer Sustain events, 2 Loomis News ads and new flyer. Over 300 families have signed up to get the 40% discount.
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. Recycling Sub Committee preparing specifications for recycle containers to be locally constructed
c. Organize model recycling programs at schools, including AB939 funds for equipment	LISS	Will follow example of shed to shed receptacles once those are done.
d. Work with Recology to explore offering rural yard trimmings chipping program	LISS	Contacted Recology to explore. Setting up future meeting.

TASK	LEAD	PROGRESS
e. Promote food scraps recycling options	LISS	Information has been provided to High Hand.
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		Kaera Anzalone was 1st year

Placer County Green Business Program	LISS	supporter and requested businesses join at Chamber mixer.
b. Consider Placer County Road Map sustainable Economic Development initiatives	LISS	Council approved hosting the Sustainable Economic Roundtable at the August 14, 2012 Town Council meeting. Considered as partner in hosting Sustainable Economic Development Roundtable. Committee met in September and agreed to hold Roundtable in spring.
c. Work to help innovative local, reuse, recycling and composting businesses in Loomis	LISS	Promoting GreenToolBelt.com (innovative new business that just moved to Swetzer Business Park) recycled wood ties locally and beyond as good example of reuse.
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	Placer Sustain and Sierra Business Council organizing event like Energy Fair of Fall 2011 for late Fall 2012. Strategic Energy Resources Plan going to Council on 10-9-12 will include meetings with residents and businesses to get input on options, including potential use of mPower by residents.
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	Discussed with High Hand and Blue Goose during negotiations on long-term leases. Will be part of Strategic Energy Resources Plan
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	CIP approved by Council 7/10/2012 includes design of the water feature in Blue Anchor Park this year and construction next year.
4. Sustainability Education and information		
a. Partner with Placer Sustain on sustainability education events in Loomis for residents, businesses and schools	LISS	Placer Sustain organizing coordinated calendar for sustainability events throughout region. Events in Loomis to include Earth Day, Energy Fair and Sustainable Economic Development Roundtable.
b. Greenhouse Gas (GHG) inventory – Assist Sierra Business Council to develop Phase 2	LISS	Sierra Business Council (SBC) presented GHG Inventory, Phase 2 report at July 10, 2012 Town Council meeting. Contract approved with SBC on October 9,

	2012 by Town Council to prepare a Strategic Energy Resources Report
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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	Encouraged development of Placer Local Food Alliance