

GOAL 1: ESTABLISH DOWNTOWN CORE BUSINESS DISTRICT AS AREA OF CENTRAL FOCUS AND ACTIVITY FOR THE LOOMIS BASIN BY 6-30-14

1. Occupy new Town Hall by March 2010

<ul style="list-style-type: none"> - Move into new town hall - Dedicate facility 	3-19-10 Town Hall moved 5-11-10 Council dedicated facility	\$ 850,000	PROJECT COMPLETE
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2. Develop physical downtown plan by April 2010

<ul style="list-style-type: none"> - Draft plan - Approve plan by June 2010 - Identify (a) phased implementation steps and (b) a funding plan for those steps by June 2010 - Prepare and approve environmental impact report by December 2010 	<p>7-7-10 Council approved plan that will be used for EIR review.</p> <p>7-27-10 Staff met with EIR consultant and traffic engineer to discuss schedule and cost. Await submittal.</p> <p>11-2-10 Defer EIR. At \$75,000 to \$100,000 it is too costly right now.</p>	\$ 650,000	Town has grant for \$400,000 and match = \$250,000
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3. Build Downtown park (Blue Anchor Park) phase 1 by June 2010

<ul style="list-style-type: none"> - Hire consultant by March 2010 - Approve plan by June 2010 - Bid and award contract by August 2010 - Build Park by March 2011 - Celebrate by April 2011 (Earth Day) 	<p>3-9-10 Council approved contract with Omni-Means.</p> <p>4-28-10 Omni-Means held Town meeting</p> <p>5-25-10 PC& PROS reviewed and gave input</p> <p>6-29-10 Council approved concept plan to be drawn to 60% complete</p> <p>8-25-10 Council reviewed 60% plan and authorized submitting a suitable park plan (portion to be done with grant) to State; bid out entire plan with bid alternates and continue working on details of the plan.</p> <p>10-28-10 Plan out to bid until 12/3. Expect Council to award on 12/14.</p>	\$ 420,000	Town has grant for \$220,000 and match = \$200,000 also possible \$195,000 CMAQ funds for parking lot work match = \$125,000
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GOAL 1: (continued) ESTABLISH DOWNTOWN CORE BUSINESS DISTRICT AS AREA OF CENTRAL FOCUS AND ACTIVITY FOR THE LOOMIS BASIN BY 6-30-14

<p>4. Create a reaction & improvement plan for the "I Love Loomis" Campaign</p> <p>Develop Business Plan that</p> <ul style="list-style-type: none"> - Defines what is not working by March 2010 - Identify corrective measures by April 2010 - Implement changes to promote Loomis in the internet by May 2010 	<p>1-27-10 Chamber listed this campaign as one of their 2010 goals</p> <p>5-24-10 At behest of Chamber, the Town agreed to assist with a Placer tourist magazine advertising spread.</p> <p>7-29-10 magazine being distributed.</p>	<p>\$2,600</p>	<p>PROJECT COMPLETE</p>
<p>5. Develop Loomis Marketing Plan to identify niche and establish more events & festivals</p> <ul style="list-style-type: none"> - Revise existing market analysis for new business in Loomis by March 2010 - Identify any additional market analysis needed by June 2010 	<p>7-30-10 BUDGET HOLD FOR 2010/11</p>	<p>\$</p>	
<p>6. Develop business attraction and retention program</p> <ul style="list-style-type: none"> - Conduct educational workshop on "how to do business in Loomis (with (a) existing Loomis business and with (b) new or potential businesses by October 2010 - Staff will review existing procedures and streamline where possible by August 2010 - Staff will develop (yes/no decision) flow chart of project approval pathways for all project types by August 2010 	<p>7-30-10 BUDGET HOLD FOR 2010/11</p>	<p>\$</p>	
<p>7. Develop plan to draw more highway traffic into downtown</p> <ul style="list-style-type: none"> - Consider request for proposal document on signs by March 2010 	<p>July – Jim Ingram completed directional signs and Town installed.</p>	<p>\$ 1,200</p>	<p>PROJECT COMPLETE</p>

GOAL 2: MATCH OR INCREASE REVENUE TO MEET MISSION AND GOALS TO BE FISCALLY SUSTAINABLE BY 6-30-12

1. Incorporate property transfer fee in new development projects	\$
- Evaluate funding options tied to specific projects	7-30-10 BUDGET HOLD FOR 2010/11

2. Place sales tax measure on ballot	\$
- Evaluate funding options tied to specific projects	7-30-10 BUDGET HOLD FOR 2010/11
- Vote to authorize placement on ballot or implement alternative	

3. Seek (economic stimulus) grant money	\$	\$	\$
Identify and pursue any and all grant funding opportunities for Town projects and operations by December 2010	6/24-10 Current grant applications	GRANT	MATCH
	1. Del Oro HS signal on Taylor	\$ 150,000	\$ 59,000
	2. Taylor bike /ped pathway (king to Del Oro)	\$ 220,000	\$ 86,000
	3. Taylor bike/ped pathway Oak to Sierra College	\$ 330,000	\$ 130,000
	4. Rain harvest system at Depot	\$ 20,000	\$ 10,000
	5. Prop 40 park funds downtown park	\$ 220,000	\$ 200,000
	6. CMAQ funds for downtown park parking area between HSB & Walnut	\$ 195,000	\$125,000
	7. Sac Tree Foundation to irrigate trees planted on Heritage Park Subdivision berm	\$ 15,000	\$ 21,374

4. Identify projects and project priorities through budget	\$
- Clarify funding source for Horseshoe Bar / I-80 pedestrian and bike path by June 2010	7-26-10 Plan shows Town would have to acquire a lot of right of way. There is no money for this. Discuss next time capital road program is discussed, probably 2011. See also Goal 3 #1
- Apply for any related grant funding by December 2010	See Goal 2 # 3 above

**GOAL 3: IMPROVE AND INCREASE MOBILITY AND CIRCULATION FOR ALL MODES OF MOVEMENT BY
6-30-14**

**1. Resolve downtown circulation problems (Village to downtown core King to Sierra
Sierra College Blvd**

\$

<ul style="list-style-type: none"> - Update transportation element of General Plan (aggregate current plans as completed) by December 2010 - Explore access options with property owners between Horseshoe Bar Rd and King Rd (a) cost out feasibility study by June 2010; and (b) hire consultant by October 2010 	<p>3-1-10 Awaiting completion of downtown study. 4-19-10 Staff reviewed 2nd draft of fair share traffic impact report on selected streets with DKS. 12-1-10 BUDGET HOLD FOR 2010/11</p> <p>6-24-10 Horseshoe Bar idea is dependent on obtaining right of way. Council Member Kelley considering contacting property owners. 12-1-10 BUDGET HOLD FOR 2010/11</p>	
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2. Explore non-automotive alternatives

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<ul style="list-style-type: none"> - Expand bike (and other) trails to Trails Master Plan by January 2010 - Adopt complete streets policy and design by June 2010 - Identify electrical vehicle options (included in master plan for downtown) by June 2010 	<p>Jan 2010 Bike and trail plan completed</p> <p>7-30-10 BUDGET HOLD FOR 2010/11</p> <p>7-30-10 BUDGET HOLD FOR 2010/11</p>	
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GOAL 4: IMPROVE COMMUNICATIONS AND UNDERSTANDING AMONG ALL TOWN LEADERS AND STAKEHOLDERS BY 6-30-10

1. Conduct semi-annual workshop with Council, community businesses and interested parties to identify collaborative projects, review projects and accomplishments and share info		\$
<ul style="list-style-type: none"> - Hold work shop by April 2010 	<ul style="list-style-type: none"> 5-18-10 Survey complete (Council received summary) 6-1-10 Look to set meeting for businesses on Swetzer and Rippey 	
<ul style="list-style-type: none"> - Hold workshop by October 2010 	<ul style="list-style-type: none"> 8-26-10 Workshop meeting with Swetzer & Rippey business owners suggests signs needed to identify address along Swetzer and as entry signs to Swetzer and Rippey business parks. Look to set meeting with Chamber and Swetzer/Rippey business owners in Sept or Oct. 10-12-10 Council agreed to check cost of bases for entry signs and to send a letter to Swetzer businesses on the address signs if they wish to pay. 	

2. Conduct semi-annual Council and Chamber of Commerce Board meeting		\$
<ul style="list-style-type: none"> - Hold meeting by January 2010 	<ul style="list-style-type: none"> 1-14-10 meeting held 1-27-10 Chamber identified the following 2010 goals for themselves <ul style="list-style-type: none"> • mPower County loans for water and energy efficiency • "Eat Local" campaign • Signage promoting the downtown area of Loomis • Coordinating and expanding advertising efforts • Ongoing support for the "I Love Loomis" campaign 	
<ul style="list-style-type: none"> - Hold meeting by July 2010 	<ul style="list-style-type: none"> 8-27-10 Look to set up a meeting with Chamber and include Swetzer/Rippey Rd business owners. 	

GOAL 4: (continued) IMPROVE COMMUNICATIONS AND UNDERSTANDING AMONG ALL TOWN LEADERS AND STAKEHOLDERS BY 6-30-10

3. Update Town web page and make it more responsive	\$
- Continue to expand use by December 2010	
- 7-1-10 Work ongoing as ideas for change arise and funding allows.	

4. Prepare Annual Report outlining accomplishments and fiscal health (from prior year) and upcoming goals and plans

- Approve report and mail by October 2010	\$
- 12-1-10 Hold to Council goal review in Jan / Feb. Cost is an issue.	

5. Continue monthly review of strategic goals

- Review strategic planning document and discuss status of work-to-date end of each month 2010	\$
- Secure contractor for 2011 strategic planning session by November 2010	
- 3-1-10 To be done at Council meetings as needed.	
- 9-1-10 BUDGET HOLD FOR 2010/11	

6. Develop and implement a comprehensive plan to get broad public input on all issues Town has responsibility for and interest(s) in

- Hire consultant to recommend how to get most diverse input prior to surveying community on how well we are doing	\$
- Convene a Town leadership and different constituencies task force to recommend how best to involve everyone in the survey instrument	
- Develop a "standard practice" for all community engagement to ensure connection with residents & businesses	
- 7-30-10 BUDGET HOLD FOR 2010/11	

7. Resolve Heritage Park uses and contribution to Town financial stability

- Staff identifies alternatives for Heritage park subdivision uses and funding by May 2010	\$
- Put on Council agenda for discussion of alternatives by May 2010	
- 10-12-10 Council held this over to January.	

SPECIFIC BUDGET ITEMS 2010/11

	6/3/10 ESTIMATE	2010/11 BUDGET	SPENT TO 10/31/10	REMAINDER
PARK, REC & OPEN SPACE				
Committee	4,300	4,300	700	
Summer Swim Program	10,000	5,000	12,301	
Depot summer concerts (3)	3,600	3,600	1,050	
December holiday festivities	300	300	0	
Misc 3 festivities @ \$500/ea (earth day, eggplant etc)	1,500	1,500	0	
5 Cities softball bathroom donation	20,000			
		PAY FROM PARK DEVELOPMENT FEES		
TOTAL	39,700	14,700	14,051	649
CHAMBER AND ECONOMIC DEVELOPMENT				
Chamber / business projects	5,000	5,000	500	
Gold country ad campaign @ \$1,474/mo x 12 months	17,688	0	0	
Directional sign program	10,000	5,000	2,684	
I Love Loomis assistance	5,000	500	0	
Economic niche study	50,000	0	0	
Cowboy Poetry banners 8 @ \$137.65/ea	1,102	1,102	1,102	
Workshop: 2 Chamber and 2 Business	2,000	500	0	
TOTAL	90,790	12,102	4,286	7,816

SPECIFIC BUDGET ITEMS 2010/11 (CONTINUED)

	6/3/10 ESTIMATE	2010/11 BUDGET	SPENT TO 10/31/10	REMAINDER
CONSULTANT SERVICES				
Special legal counsel	50,000	25,000	1,475	
2011 Goal facilitation	3,000	1,000	0	
Design guidelines	100,000	0	0	
King Rd on/off ramp feasibility study	75,000	0	0	
Horseshoe Bar Rd 4 lane study PSR	100,000	0	0	
Community outreach and survey	60,000	0	0	
Heritage Park Subdivision planning	100,000	5,000	0	
Update transportation element of General Plan	75,000	0	0	
TOTAL	563,000	31,000	1,475	29,525
MISCELLANEOUS				
Peer Court	10,000	5,000	7,500	
McLaughlin Theatre Company	500	1,500	896	
Jeff Bordelon - Placer Sustain (inc \$150 membership)	500	500	500	
Jeff Bordelon - Placer County Strategy (green plan)	3,000	1,000	0	
FFA catchment project at Del Oro HS	1,000	1,000	0	
TOTAL	15,000	9,000	8,896	104

RECYCLING INITIATIVES (ACCEPTED BY COUNCIL 11/9/10)

1. Pilot Super Recycler Service

Develop pilot program for Recology, the Town's franchise refuse hauler, to promote a "Super Recycler" service and rate to all Loomis residents beginning in January 2011. Super Recycler service would include 32-gallon garbage service (in customer provided can) with free blue bags for recycling and green bin for yard trimmings in all "urban areas" of Loomis. Evaluate response to pilot program in April 2011 and consider any adjustments needed to program and garbage rates that need to be adopted in June 2011 to keep providing the Super Recycler service and rate. If there is sufficient interest, consider offering a Recology provided 32-gallon garbage cart that can be emptied by their automated collection trucks.

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11-10-10 Council Member Liss emailed John Rowe of Recology asking "What do you need from the Town to proceed with the Super Recycler pilot in January?"

11-26-10 Council Member Liss emailed John Rowe and Sue Dossa of Recology, and Pat Miller and Town Manager asking: "Has there been any progress on plans for notifying ratepayers in Loomis about the pilot to begin in January with SuperSaver Recycler service and rates?"

2. Improve Blue Bag Program

- a. Including labels with distribution of blue bags that includes Recology contact info and website URL, with instructions on how to participate and what can be recycled. Phase out blue bags to labeled clear bags that can also be recycled.
- b. Asking Recology to develop and distribute a new recycling flyer that includes information about blue bags, green bins and Super Recycler 32-gallon can option
- c. Including instructions on how to participate and what can be recycled on Town website and links to other recycling websites.

\$

RECYCLING INITIATIVES continued (APPROVED BY COUNCIL 11/9/10)

3. Lead by Example in Downtown Park

<p>Include solar panels on shade structure proposed for new Downtown Park, funded by PG&E 0% interest program, and use energy from those panels for lights in park and Train Depot.</p> <p>Install LED lights in Downtown Park, with the incremental initial capital cost funded by PG&E 0% interest program. Include "help yourself" recycling locations and signs on top of trash containers.</p> <p>Delete lawn area next to the Train Depot, as it's on a slope, which wastes water and is of little practical use.</p> <p>Include rainwater harvesting for Train Depot and Downtown Park to hold and gradually disperse rainwater so that it doesn't create more runoff.</p>	<p>12/1/10 Consider when bid is awarded.</p> <p>11/9/10 HOLD PENDING FURTHER COUNCIL REVIEW</p> <p>Grant for this denied August 2010.</p>	<p>\$</p>
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4. Cal-Green Building Code

<p>The New Title 24 building code known as Cal-Green takes effect statewide January 1, 2011. The Town should partner with Placer Sustain and local experts to host educational forums on new requirements for clean and green technologies and approaches to help residents and businesses comply with these new requirements.</p>	<p>12/1/10 Combine with #9</p>	<p>\$</p>
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RECYCLING INITIATIVES continued (APPROVED BY COUNCIL 11/9/10)

<p>5. Green Business & Economic Development Programs Encourage Loomis businesses to join the Placer County Green Business Program when it is launched in January 2011. Work with the Placer County Economic Development Board to participate in the Board's recently recommended Economic Development Professionals Stakeholders Network that would include the business community and interested local citizens.</p>			\$
<p>6. Energy Audits Promote cost effective energy audit programs for residents and businesses as the first step to improving their energy use and saving money, including free audits offered by PG&E to non-residential customers. Publicize how to access and use Smart Meter information from PG&E Website to reduce/shift energy use. Invite PG&E to conduct presentations at local schools on the use of Smart Meters and encourage competitive challenge for classes to reduce energy use at students' homes. PG&E make presentations to local business groups (e.g., Chamber of Commerce) on Smart Meter and how to use the information from the meter to reduce or shift energy use.</p>			\$

RECYCLING INITIATIVES continued (APPROVED BY COUNCIL 11/9/10)

7. Public Facilities

<p>Build temperature-controlled closet in Town Hall around computer server so that the rest of Town Hall HVAC system can be turned off when building is not occupied. Explore turning lights out at Del Oro Football Stadium when not in use.</p>	<p>11/9/10 HOLD PENDING FURTHER COUNCIL REVIEW</p>	<p>\$</p>
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8. Sunrise Park

<p>Replace all spray heads with Hunter MP Rotator heads to save water and money. Remove strip of grass along the west side and replace with native ground cover. Arrange pilot program to improve the turf at the park with natural soil conditioners instead of chemicals.</p>	<p>11/9/10 HOLD PENDING FURTHER COUNCIL REVIEW</p>	<p>\$</p>
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9. Educational Forums

<p>Sustainable Loomis organize educational forums on new CalGreen Building Code and Low Impact Development water regulations to help residents and businesses comply with new laws.</p>	<p>12/1/10 Combine with #4</p>	<p>\$</p>
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10. Placer County Green Business Program

<p>Encourage businesses to join the Placer County Green Business Program, organized with Sacramento Area Sustainable Business Program of the Sacramento Business Environmental Resource Center.</p>		<p>\$</p>
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