

TO: TOWN COUNCIL

FROM: TOWN MANAGER



RE: CONSENT ITEM
2010 GOAL SESSION SUMMARY

ISSUE

Council completed the 2010 goal session on February 13, 2010 and consultant Dana Stone prepared a summary.

RECOMMENDATION

Receive and file.

CEQA

There are no CEQA issues associated with doing a goal study.

MONEY

Cost of the study looks to be little less than the \$2,500 budgeted last year.

DISCUSSION

This is the second year that Council has done a facilitated goals work shop with consultant Dana Stone. This year Council reviewed tasks under the goals from last year and developed new tasks for the multi-year goals. Attached is Ms Stone's summary of the work done at the goal session. Staff will use this information in the monthly task updates that Council reviews at regular meetings.

Perry Beck

From: Dana Stone [danakstone@yahoo.com]
Sent: Monday, February 15, 2010 5:10 PM
To: Perry Beck
Subject: Facilitation Completed Documents
Attachments: 2010 SP Meeting Evaluation.doc; Loomis Council Meeting Ground Rules 2.13.10.doc; 2010 Loomis Strategic Planning Chart.doc; 2010 SPM Public Written Comments.doc

Hi Perry,

Thanks for all your help setting up on Saturday.

Attached are 4 documents: the meeting evaluation, highlighted ground rules for council meetings, public comments (from the index cards) and an updated strategic planning chart with the 2010 items discussed Feb. 13th.

Please note the color key code at the end of the chart document. I wasn't quite sure how you will want to designate the priority items on your spreadsheet for your monthly updates. I really liked your spreadsheet as a "working document". The summary chart here merely records what was agreed upon and the proposed due dates which can easily be transferred to another (more work in progress) format.

I will forward my time sheet and invoice in a separate email.

Please let me know if you have any questions. ~Dana

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2/16/2010

2010 Strategic Planning Meeting Evaluation

Pluses (+) or What Went Well

- stayed on time
- quickly identified goals
- built on existing goals
- survey input in advance
- process improved compared to last year
- everyone stayed positive
- expanded the involvement of the planning commission and parks recreation and open space committee members
- Hearing council input in the discussions gives better understanding of different points of view

Deltas (-) or Improvements Needed

- More public input is needed in the process (e.g. get public input first, then have Council meet)
- No time to review public input given on index cards
- Session should be video-taped and put on Town Website
- Meeting in January (at beginning of calendar year) is better OR
- Tie Strategic Plan to fiscal year (meeting in April) not calendar year

Loomis Council Ground Rules

1. Rotate responses to each item so everyone contributes
2. **Comments must improve or make idea better, not tear it down**
3. State why idea/comment is proposed, what data supports it, conclude with a summary
4. **One person speaks at a time**
5. **1 Minute to make your point**
6. No storytelling
7. No rehashing of past item (already covered or dropped)
8. No commentary on upcoming election/term limits/election process
9. **Consensus sought on all items** (if No Consensus – majority rules by vote)
10. Seek unity not division; seek collaboration not competition
11. Any new idea must relate to an existing goal
12. Record tangential issues documenting future action needed in Parking Lot
13. Cell phones on vibrate
14. No snide comments or disrespectful remarks
15. There are no bad ideas
16. There are no dumb questions
17. No “personal” comments or attacks
18. Start and end on time

Considerations for Ground Rules for Future Council Meetings

A. Already being used in meetings:

- **Comments must improve or make idea better, not tear it down**
- **One person speaks at a time**
- **1 Minute to make your point**
- **Consensus sought on all items**

B. Still need lots improvement on No storytelling

C. Getting better at No “personal” comments or attacks

D. Consider adding:

"No repeating what's been said....say "I concur and add your comment"

Ask if there are simple clarifying questions on consent items early (prior to pulling item from consent)

Have public ask questions first, then council can ask questions of staff

LOOMIS TOWN COUNCIL 2010 STRATEGIC PLANNING GOALS

LOOMIS TOWN COUNCIL Updated 2-13-10

GOAL I
Establish Downtown Loomis as Core Business District

Strategic Outcome:
<i>Business District is Central Focus & Area of Activity for the Loomis Basin</i>

Objectives	Action Steps	Status
1. Occupy New Town Hall	<ul style="list-style-type: none"> Step 1 –Move into new Town Hall 	By March 2010 :
2. Develop Physical Downtown Plan [Ensure correlation of Downtown Development and Build of Blue Anchor Park by identifying infrastructure developments needed, features identified and plans for unfunded items]	<ul style="list-style-type: none"> Step 1 – Draft Plan submitted Step 2 – Plan Approved Step 3 - Identify (a) phased implementation steps and (b) a funding plan for those steps Step 4, Conduct environmental impact (EI) review and approve EI Report 	By January 2010: 100% Complete By June 2010: By June 2010 By December 2010

LOOMIS TOWN COUNCIL 2010 STRATEGIC PLANNING GOALS

Objectives	Action Steps	Status
3. Build Blue Anchor Park (Phase I.) by June 2011	<ul style="list-style-type: none"> • Step 1 – Hire Consultant • Step 2 - Approve Plan • Step 3 - Bid and Award Contract • Step 4 - Build Park • Step 5 – Celebrate 	<p>By March 2010:</p> <p>By June 2010:</p> <p>By August 2010:</p> <p>By March 2011:</p> <p>By April 2011</p>
4. Create a reaction & improvement plan for the I Love Loomis campaign	<p>Step 1 - Develop a business plan that:</p> <ul style="list-style-type: none"> (a) Defines what's not working (b) Identify corrective measures (c) Implement changes to promote Loomis in the internet 	<p>By March 2010:</p> <p>By April 2010:</p> <p>By May 2010</p>

LOOMIS TOWN COUNCIL 2010 STRATEGIC PLANNING GOALS

Objectives	Action Steps	Status
<p>5. Develop Loomis Marketing Plan (identifying our niche and establishing more events and festivals)</p>	<ul style="list-style-type: none"> ● Step 1 – Review existing market analysis for new business in Loomis ● Step 2 - Identify any additional market analysis needed 	<p>By March 2010; By June 2010</p>
<p>6. Develop business attraction and retention program</p>	<p>Step 1 – Conduct educational workshop on "how to do business in Loomis": (a) with existing Loomis business and (b) with new or potential businesses</p> <p>Step 2 staff will review existing procedures and streamline where possible</p> <p>Step 3 - Staff will develop ("yes/no decision") flow chart of project approval pathways for all project types</p>	<p>By October 2010; By October 2010; By August 2010; By August 2010</p>
<p>7. Develop plan to draw more highway traffic into downtown</p>	<ul style="list-style-type: none"> ● Step 1 – Develop "sign" program 	<p>By March 2010;</p>

LOOMIS TOWN COUNCIL 2010 STRATEGIC PLANNING GOALS

GOAL II
Increase or Match Revenue to Meet Town Mission and Goals

Strategic Outcome:
<i>Become fiscally sustainable by June 30, 2012</i>

Objectives	Action Steps	Status
1. Incorporate property transfer fee in new development projects	<ul style="list-style-type: none"> Step 1 – Evaluate funding options tied to specific projects 	ON HOLD for 2010
2. Place Sales Tax measure on ballot	<ul style="list-style-type: none"> Step 1 - Evaluate funding options tied to specific projects Step 2. Vote to authorize placement on ballot or identify an implementable alternative 	ON HOLD for 2010
3. Seek (economic stimulus) grant money	<ul style="list-style-type: none"> Identify and pursue any and all grant funding opportunities for Town projects and operations 	By December 2010:

LOOMIS TOWN COUNCIL 2010 STRATEGIC PLANNING GOALS

4. Identify projects and project priorities through budget	<ul style="list-style-type: none"> • Step 1 - Clarify funding source for Horseshoe Bar/ I-80 Pedestrian and Bike Path in Budget process • Step 2 - Apply for any related grant funding 	<p>By June 2010</p> <p>By December 2010</p>
GOAL III		
Improve and Increase Mobility and Circulation for All Modes of Movement by June 30, 2014		

Strategic Outcome:
Improve Loomis community connectivity

Objectives	Action Steps	Status
<p>1. Resolve downtown circulation problems (Village to downtown core & King Road to Sierra College Blvd).</p>	<ul style="list-style-type: none"> • Step 1 - Update transportation element of the general plan: (a) aggregate current plans (as completed) • Step 2 – – Explore access options (with property owners) between Horseshoe Bar Road and King Road by: <ul style="list-style-type: none"> • (a) Costing out feasibility study and • (b) Hire Consultant 	<p>By December 2010:</p> <p>By June 2010: By October 2010:</p>

LOOMIS TOWN COUNCIL 2010 STRATEGIC PLANNING GOALS

<p>2. Explore non-automotive alternatives for transportation</p>	<ul style="list-style-type: none"> • Step 1 - Expand bike (and other) trails to Trails Master Plan • Step 2 – Adopt complete streets policy and design • Step 3 – Identify electrical vehicle options (included in master plan for downtown) 	<p>By January 2010: 100% Complete</p> <p>By June 2010:</p> <p>By June 2010:</p>
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GOAL IV

Improve Communication and Understanding Among All Town Leaders and Stakeholders

Strategic Outcome:

Establish a foundation of cooperation and participation in planning and implementing Loomis programs, initiatives and goals

Objective	Action Steps	Status
<p>1. Conduct semi-annually workshop with Council, Community Businesses (and other interested parties) to identify collaborative projects, review projects and accomplishments to date and share information</p>	<ul style="list-style-type: none"> • Step 1 – Hold workshop . • Step 2 - Hold Workshop 	<p>By April 2010:</p> <p>By October 2010:</p>
<p>2. Conduct semi-annual Council and Chamber of Commerce Board meeting</p>	<ul style="list-style-type: none"> • Step 1 - Hold meeting • Step 2 - Hold Meeting 	<p>By January 2010</p> <p>By July 2010</p>

LOOMIS TOWN COUNCIL 2010 STRATEGIC PLANNING GOALS

Objectives	Action Steps	Status
3. Update Town Webpage and make it more responsive	<ul style="list-style-type: none"> Step 1 - Continue to expand use 	By December 2010:
4. Prepare Annual Report outlining accomplishments and fiscal health of prior year and upcoming goals and plans	<ul style="list-style-type: none"> Step 1 –Approve Report and Mail 	By October 2010:
5. Continue monthly review of strategic goals	<ul style="list-style-type: none"> Step 1 – Review strategic planning document and discuss status of work-to-date Step 2 – Secure contractor for 2011 strategic planning session 	By End of Each Month 2010: By November 2010:
6. Develop and implement a comprehensive plan to get broad public input on all issues Town has responsibility for and interest(s) in.	<ul style="list-style-type: none"> Step 1 - Hire consultant to recommend how to get most diverse input prior to surveying the community on how well we are doing Step 2 - Convene a Town Leadership and different constituencies Task Force to recommend how best to involve everyone in the survey instrument Step 3 - Develop a "standard practice" for all community engagement to ensure connection with residents & businesses 	By July 2010: By _____ 2010: By _____ 2010:

LOOMIS TOWN COUNCIL 2010 STRATEGIC PLANNING GOALS

<p>7. Resolve Heritage Park Uses and Contribution to Town Financial Stability</p>	<ul style="list-style-type: none"> • Step 1 Staff identifies alternatives for heritage park uses and funding • Step 2 - Put on Council Agenda for discussion of alternatives 	<p>By May 2010:</p> <p>By May 2010:</p>
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Key Code: Yellow Highlights = Priority 1 (items that received 4 votes each)
 Green Lettering = Priority 2 (items and received 3 votes each)
 Purple Lettering = Priority 3 (items that received 2 votes each)
 Red lettering = updated or revised items
 Italics = Consultant suggestions on items that were not specifically addressed by the Council

Public Written Comments in 2010 Strategic Planning Meeting

Section II. Update of 2009 Plan

- Goal 1. Objective 5. Along with the sign program, shall we make a concentrated coordinated effort to encourage existing businesses to be ready for increased business AND to recruit new retail to meet the expectations of the new visitors?
- Possible wording for Item #4 Step #4: Facilitate business applications with standard procedures and printed/online procedural information.

Section III. Development of 2010 Strategic Plan Objectives

- Re: Heritage Park - There is significant public interest about what happens to the park property. There really needs to be great outreach to the community to get the citizen's desires tabulated and known.
- Re: Heritage Park - Since this was announced in the newspaper as a Town purchase, the public more or less assumes use for some town purposes, like a park. (May not realize won't all be park and needs some other use - part residential.) So definitely needs some public meetings for both input and explanation (of alternatives, financial constraints).
- Re: Horseshoe Bar Brace Improvements for Bike/Pedestrian - Timing (TO BRIAN). Would it be advisable to do this work or some of it at the same time Caltrans has the overpass closed for raising it? (+) only local residents on that segment of Horseshoe Bar while you're working (no through traffic). (-) our crew and (hired specialists) also have to go around - inconvenient (and load limit on Brace bridge)
- Re: Business Application Process. Get input from planning Director (who is primary interface with applicants) on : (1) what business segments need to be targeted for education/information - new, expanding or other and (2) where are the hang-ups that the Council might be able to help (e.g. can't change environmental laws - though Town can help business figure out where to go, what steps to take, and Council might be able to look at problem like Parking - a perpetual problem)
- Re: Goal #2. Input Plan - Next Year's Goal Meeting. Get public input in various ways on goal setting PRIOR to this Council meeting so that this meeting can consider public input that they (the public) would like included but would not bog down the goals meeting. Means to gain such input possibly includes survey, news article, website means to post ideas, and public meetings at different times of the day (e.g. one at night, one on Saturday) -i.e. tell the public how to make an idea or concern known and be considered.