



## 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	<b>Council approved consultant for preparation of environmental document at March 13, 2012 Town Council meeting</b>	12/31/13
4. Match revenue to meet mission and goals to be fiscally sustainable by 6/30/13	<b>2012/2013 Budget approved June 12, 2012</b>	6/30/13
5. Improve and increase mobility and circulation for all modes of movement by 6/30/14	<b>RFP for NEV Transportation Plan to be released by June 8, 2012</b>	6/30/14
6. Improve communication and understanding among all town leaders and stakeholders by 6/30/12	<b>Continue to meet with Chamber, Fruit Shed owners, school district and members of different Agencies</b>	6/30/12
7. Implement sustainable programs that save resources and avoid waste and pollution for residents, businesses and agriculture by 3/1/14	<b>Council approved hosting the Sustainable Economic Development Roundtable at the August 14, 2012 Town Council meeting.</b>	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 <b>6/30/13</b></p> <ul style="list-style-type: none"> <li>• Streamline and clarify PROSC responsibilities</li> <li>• Establish recreation task force</li> </ul>	CALVERT	<p><b>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</b></p>
<p>B. Given adequate funding build water spray park, restrooms and multi-use area in park by <b>3/1/14</b></p>	CALVERT	<p><b>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</b></p>
<p>C. Implement MIG Plan (for areas from Taylor and Walnut to Shawn Way) By <b>6/30/13</b></p>	CALVERT	<p><b>Adopted CIP includes planning and design in 2012 and construction in 2013 of Taylor Road improvements from Oak to Walnut</b></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 <b>12/31/12</b></p>	LISS	
<p>B. Recruit replacements for empty businesses by <b>12/31/14</b></p>	MORILLAS	<p><b>Inquiries and have been submitted for use of the vacant Doupnik property.</b></p>
<p>C. Develop businesses in commercial industrial zoned property by <b>12/31/14</b></p>	UCOVICH	<p><b>Swetzer Road Business Park monument sign approved by Council June 12, 2012. Construction completed 7/27/2012</b></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 <b>6/30/12</b>	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 <b>6/30/12</b>	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 <b>6/30/13</b>	MORILLAS	Area in front of Star Liquor has been striped.
B. Repair downtown sidewalks by <b>6/30/14</b>	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	<b>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>
B. Meet with South Placer Heritage Board to explore ideas of mutual benefit	UCOVICH/ ANGELOCCI	<b>In contact with Randy Elder to set up meeting with Foundation Board.</b>
C. Put town manager report on web monthly beginning <b>3/31/12</b>	UCOVICH/ ANGELOCCI	<b>COMPLETE 3.15.12</b>
D. Meet with Loomis Schools to explore ideas of mutual benefit		<b>Scheduling Quarterly Meeting with Mayor Calvert and Superintendent Medd.</b>  <b>Special Town Council Meeting 4.23.2012 to discuss Town assistance with funding for Del Oro Aquatic Center</b>
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
<b>1. Improve &amp; Promote Recycling Services</b>		
a. Promote and improve Super Recycler Service	LISS	<b>Promoted Super Recycler service @ Earthday and Placer Sustain events.</b>

b. Buy recycling receptacles with Town AB939 funds for shed-to-shed and arrange for servicing	LISS	<b>Awarded \$5,000 grant from CalRecycle to implement. Recycling Sub Committee preparing specifications for recycle containers to be locally constructed</b>
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	

<b>TASK</b>	<b>LEAD</b>	<b>PROGRESS</b>
e. Promote food scraps recycling options	LISS	<b>Information has been provided to High Hand.</b>
f. Ask Placer County to remove Loomis Logo from OneBigBin.com and reconsider message	LISS	<b>Loomis Logo not to be included on future printed materials.</b>
<b>2. Green Businesses and Green Jobs</b>		
a. Encourage Loomis businesses to join Placer County Green Business Program	LISS	
b. Consider Placer County Road Map sustainable Economic Development initiatives	LISS	<b>Considered as part of hosting Sustainable Economic Development Roundtable</b>
c. Work to help innovative local, reuse, recycling and composting businesses in Loomis	LISS	
<b>3. Energy and Water Efficiency</b>		
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	<b>On-going. Use of natural soil conditioners initiated at Blue Anchor Park and Sunrise Loomis Park.</b>
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	
<b>4. Sustainability Education and information</b>		
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	<b>Sierra Business Council presented GHG Inventory, Phase 2 report at July 10, 2012 Town Council meeting.</b>

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