

**Carson City
Agenda Report**

Date Submitted: May 8, 2012

Agenda Date Requested: May 8, 2012
Time Requested: 30 Minutes

To: Board of Supervisors

From: Larry Werner, City Manager

Subject Title: Update and status report on 2011/2012 Initiatives.

Staff Summary: Staff will provide a progress report on initiatives adopted by the Board of Supervisors during last year's Strategic Planning process. These initiatives support the various perspectives and objectives included in the Carson City Strategic Plan.

Type of Action Requested:

Resolution Ordinance
 Formal Action/Motion Other (Specify) Presentation Only

Does This Action Require A Business Impact Statement: Yes No

Recommended Board Action: n/a

Explanation for Recommended Board Action: n/a

Applicable Statute, Code, Policy, Rule or Regulation: n/a

Fiscal Impact: n/a

Explanation of Impact: n/a

Funding Source: n/a

Alternatives: n/a

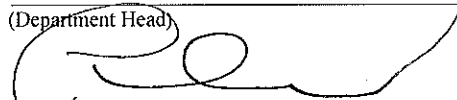
Supporting Material: 2011/2012 Initiatives Update Report

Prepared By: Larry Werner, City Manager

Reviewed By: _____

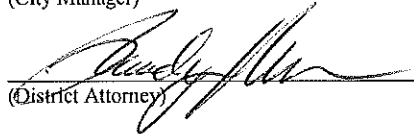
Date: _____

(Department Head)



Date: 5/8/12

(City Manager)



Date: 5/8/12

(District Attorney)

Board Action Taken:

Motion: _____

1) _____

Aye/Nay

2) _____

(Vote Recorded By)

2011/2012 Initiatives Update

A Healthy Community		
Families in need are offered short term assistance and provided resources to become self supportive.		
<u>Initiative</u>	<u>Status</u>	<u>Status Report</u>
<p>Explore setting aside a percentage of Community Development Block Grants for housing projects that can be used for refurbishing existing homes.</p>	<p>Complete</p>	<p>The City's HUD representative confirmed that CDBG funds cannot be used to rehabilitate structures for transitional housing. Therefore, there is no need to pursue this initiative further to use CDBG funds for transitional housing.</p> <p>CDBG funds could be used to rehabilitate a residential structure that is owned by or was to be sold to a low- to moderate-income household, or for a rental property that is rented to low- to moderate-income households. However, in order to do this, a program must be in place to permanently monitor the housing affordability, which would require ongoing resources. Until such resources are found and in place, it is premature to set aside funding for rehabilitation.</p> <p>Staff will continue to work with applicable agencies to explore other possibilities to help address transitional housing issues.</p>
<p>Educate the public on new opportunities for home ownership and encourage programs such as the Nevada Rural Housing Authority "Home at Last Wish Program".</p>	<p>Complete</p>	<p>The Planning Division has created a Housing webpage on the City's website to distribute information on housing programs. By maintaining a Housing webpage, the City is able to distribute information to the public regarding the various housing agencies in Carson City, new opportunities for homeownership, affordable housing programs, grants, current housing articles, and housing events such as foreclosure seminars. This resource compiles all housing related information onto one page and is updated weekly. Also being used to distribute housing information is CCNET, the City's internal website, which will display opportunities related to housing on their main page.</p> <p>The Planning Division has been assigned as the lead division for the City for directing public inquiries regarding housing, and a staff person has been assigned as the lead regarding housing issues for the ongoing support of public education on housing issues. Public education will be ongoing.</p>

A Healthy Community		
Families in need are offered short term assistance and provided resources to become self supportive.		
<u>Initiative</u>	<u>Status</u>	<u>Status Report</u>
Utilize tax default properties as a stepping stone into transitional housing for at-risk individual / families.	Complete	To date, no tax default properties have come available that would be suitable for this purpose. Staff has learned that CDBG funds cannot be used to assist in the creation of transitional housing, as previously reported. Therefore, other funding sources will have to be identified and obtained in order to renovate and operate a transitional housing facility, even if an appropriate tax default property comes available.
Explore the possibility of hotel property currently owned by a developer to renovate for housing at mixed income levels that would also include transitional housing.	Complete	There are presently no such motel properties available for sale or change of use, and there are many issues to consider and evaluate in trying to convert a current motel into a residential facility. There may be other avenues for development of transitional housing that may be more attainable.

A Clean and Healthy Environment		
Renewable energy is used in City facilities where feasible.		
<u>Initiative</u>	<u>Status</u>	<u>Status Report</u>
Design a program and associated policies regarding non-renewable energy reduction efforts, including development of renewable sources and other energy conservation efforts.	Complete	Staff has determined that this initiative is not necessary. Renewable projects have been successfully developed based using grants and based upon cost recovery analysis.

A Vibrant, Diverse and Sustainable Economy

Local businesses are supported.

<u>Initiative</u>	<u>Status</u>	<u>Status Report</u>
Develop a new RACC with revised membership requirements and by-laws.	Complete	A new RACC membership including two representatives from Redevelopment Area #2 have been appointed, and by-laws have been amended, accordingly.
Facilitate development of revised objectives for RDA #2 from the newly created RACC.	Not started	The second RACC representative for Redevelopment Area #2 was appointed in April 2012. Discussions regarding potential amendments to the RDA #2 Plan will begin this summer and will likely continue through 2012 before adopting revised objectives.
Adopt specific design standards for commercial development and public-use development within the V&T Specific Plan Area to protect the scenic quality of the V&T route.	Not started	Staff plans to proceed with an inventory of the existing uses and conditions in the area for a report to the BOS for more direction on zoning and design standards for the area. Staff will also evaluate the Development Standards to determine what, if any, amendments are needed for future development. Staff believes the development standards are generally adequate; however, existing development in the area pre-dates the current standards and generally does not meet the current standards.
Develop the special event policies based upon recommendations of the current Redevelopment Authority Citizens Committee.	Complete	The Board of Supervisors adopted new policies and procedures for Redevelopment special event funding on December 1, 2011. These procedures will be implemented for special event funding allocations beginning in spring 2012.

A Vibrant, Diverse and Sustainable Economy

Growth in strategically defined sectors of the economy are encouraged.

<u>Initiative</u>	<u>Status</u>	<u>Status Report</u>
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<p>Develop a plan for encouraging growth in the identified economic sectors.</p>	<p>Complete</p>	<p>In order to work in conjunction with the Governor's Office on Economic Development (GOED) and the Northern Nevada Development Authority (NNDA), target sectors have been identified, honoring all past studies. The six sectors are Manufacturing, Distribution, Retail, Professional Services, Tourism & Hospitality and Government. Each sector has unique needs and a plan is required for each sector. Initial plans include:</p> <p>Manufacturing - Develop a stronger collaboration with NVIE to provide specialized counseling and training.</p> <p>Distribution - Work closer with NNDA's Commercial Real Estate committee to better understand the selection process with expansion and relocation candidate companies.</p> <p>Retail - Forge stronger relationships with downtown retailers as well as form an ah-hoc committee to focus on attracting more retail business to the region, especially anchor tenants.</p> <p>Professional Services - Provide outreach activities to service businesses with training and counseling.</p> <p>Tourism & Hospitality - Identify needs for new businesses to fill gaps in range of services.</p> <p>Government - Work with individual entities to create more productive processes.</p> <p>Programs in place to support growth of identified economic sectors:</p> <p>Library - Business book/audiobook collection, business reference collection, periodicals, newspapers, computer/Internet access, printer/fax/scan, conference facilities, research databases.</p> <p>Counseling - BRIC Manager is acting as the NSBDC business counselor for Carson City and the surrounding region, available for one-on-one consultation.</p> <p>Education - NxLevel business planning course, Wednesday lunch series, computer tutoring, one-seat license to 40,000+ online video tutorials through Lynda.com.</p> <p>Special projects to support growth of identified economic sectors:</p> <p>VITA - Volunteer Income Tax Assistance</p> <p>Ag Industry Cluster Study - in partnership with NNDA</p> <p>Board participation - NNDA, WNDD (Western Nevada Development District)</p> <p>EB-5 - business planning assistance</p> <p>Douglas County - client counseling and education</p> <p>RNDC - client counseling</p> <p>SCORE - client counseling</p> <p>This initiative will be discontinued and folded into a new initiative related to collaboration with other economic development agencies in the region.</p>
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An Active and Engaged Community		
Public spaces and facilities are used for public activities.		
<u>Initiative</u>	<u>Status</u>	<u>Status Report</u>
Develop a policy on Theater use that balances use of the facility between non-profit and private entities. The policy should include aspects of cost recovery.		These initiatives are being extended into 2012/2013 and will address a comprehensive review of joint use agreements with all entities for all facilities
Expand joint use opportunities with the schools, including charter schools, in order to provide additional space.		

Excellence in Education and Lifelong Learning		
Opportunities for cultural education are encouraged.		
K-12 entities and Western Nevada College are supported.		
<u>Initiative</u>	<u>Status</u>	<u>Status Report</u>
Develop a multi-jurisdictional "task force" to address arts and cultural education.	Complete	After discussion with the Community Education Partnership and the Carson City Arts Initiative, it has been determined that the best approach at this time is to have the City take a supporting role and let the process work through the School District and the CCAI.

A Community Rich in History, Culture and the Arts		
Historic resources are preserved.		
<u>Initiative</u>	<u>Status</u>	<u>Status Report</u>
Map historic properties and market the City's historic resources.	Complete	<p>Planning and BRIC staff have mapped various historic properties--e.g. the "blue line" properties. The map links will be made available through the City's Historic Resource Commission website.</p> <p>City staff continues to participate in ongoing Convention and Visitors Bureau special events committee meeting to discuss ways of using our historic resources to attract tourism.</p>

An Open and Accessible Government		
Residents are encouraged to provide input regarding City services and issues.		
<u>Initiative</u>	<u>Status</u>	<u>Status Report</u>
Plan and hold semi-annual town hall meetings.	80% complete	Staff is finalizing the plans and schedule for the Town Hall meetings and will present the plan to the Board in June.
Design a citizen survey to gather priority and performance information with regard to services.	In progress 20% complete	A Survey Workgroup representing the major areas of City service have met to discuss this project. Research is underway to explore the possibility of hiring an outside entity to assist in development and implementation of the survey. It has been agreed that implementation should be delayed until well past this year's election.
Carson City provides information regarding City services and issues to the public.		
<u>Initiative</u>	<u>Status</u>	<u>Status Report</u>
Social media project	In progress	The Social Media Team has begun working with DigitalGov Group who has provided us with a list of 10 recommendations to help us move in the right direction and create a strong social media presence.
Create a website update policy for the Carson City website.	In progress	Staff is researching policies while waiting for the completion of the website redesign being completed by Vision Internet.
Financial resources are effectively managed		
<u>Initiative</u>	<u>Status</u>	<u>Status Report</u>
Prepare financial policies for approval by the Board of Supervisors	In progress 80% complete	The financial policies regarding future development and use of reserve funds that was discussed at the 2011/2012 Strategic Planning Retreat will be included in a "Governing for Results" code to be presented to the Board of Supervisors. A draft of that code has been developed and is being prepared for presentation to the Board.

An Open and Accessible Government

Financial resources are effectively managed.

<u>Initiative</u>	<u>Status</u>	<u>Status Report</u>
Develop a complete cascading system of scorecards (objectives and performance measures) that tie financial resources to outcomes.	In progress 70% complete	Progress continues in developing scorecards at the program level. With the loss of Heidi Hermann from the City Manager's staff, the project has slowed. The consultant leading this project has taken up the performance system related duties previously held by Heidi, but those will be migrated to the Department level this year. Migration of responsibility for maintenance of the Performance Management System to the Department level will be the emphasis of work by the consultant during the upcoming fiscal year.

Excellence in Education and Lifelong Learning		
Opportunities for cultural education are encouraged.		
K-12 entities and Western Nevada College are supported.		
<u>Initiative</u>	<u>Status</u>	<u>Status Report</u>
Develop a multi-jurisdictional “task force” to address arts and cultural education.	On hold	Met 10/13/2011 with Ron Swirczek and Joe McCarthy to discuss the initiative and to get an update on the community activity in this area. Both Ron and Joe felt that progress was being made through the Community Education Partnership and the Carson City Arts Initiative. The following day, met with Richard Stokes and discussed the initiative. It was felt that the best approach at this time is to have the City take a supporting role and let the process work through the School District and the CCAI.

A Community Rich in History, Culture and the Arts		
Historic resources are preserved.		
<u>Initiative</u>	<u>Status</u>	<u>Status Report</u>
Map historic properties and market the City’s historic resources.	In progress 75% complete	Planning and BRIC staff have mapped various historic properties--e.g. the "blue line" properties. The map links will be made available through the City's Historic Resource Commission website. City staff continues to participate in ongoing Convention and Visitors Bureau special events committee meeting to discuss ways of using our historic resources to attract tourism.

A Physically Connected Community		
Transportation planning efforts are coordinated with neighboring counties.		
<u>Initiative</u>	<u>Status</u>	<u>Status Report</u>
Provide technical assistance and support to Tahoe Transportation District for the implementation and ongoing operations of new regional transit service connecting Carson City, South Lake Tahoe and Minden/Gardnerville.	Complete	Service is now successfully operating between the south shore of Lake Tahoe, Carson City, and Douglas County. The service is being operated under a three party agreement which includes no local contribution by Carson City.
Participate in ongoing sponsored activities to coordinate regional transportation planning and resources, including the Lake Tahoe Needs Assessment and Coordinated Plan, Northern Nevada Transportation Collaborative and Nevada State Rail Plan.	On-going No completion date established	Staff continues to be involved with planning efforts underway with the Washoe RTC, TTD, and NDOT. Staff recently attended significant planning event for the Reno Tahoe Winter Games Coalition.
Transportation planning efforts are coordinated with neighboring counties.		
Public transit is convenient and accessible.		
Secure continued Federal Transit Administration Section 5307 funding directly from FTA to support urbanized area transit operations in Carson City, Douglas and Lyon Counties.	Complete	Carson Area Metropolitan Planning Organization (CAMPO) staff has secured the FTA Fiscal Year 2011 annual apportionment of \$819,150 to Carson City to support ongoing transit operations. A budget has been built to identify operating and capital projects in both Carson City and Douglas County.
Secure continued Federal Transit Administration Section 5309 funding through NDOT as well as State Matching funds directly from NDOT - to support Bus and Bus Facilities capital improvement projects.	Complete	The 5309 agreement with NDOT was amended to allow additional time to expend funds. Project that provided new lights at JAC facility completed and 80% reimbursement being sought through this program. Remaining funds expected to be used for 80% reimbursement for transit-related sidewalk projects..
Secure continued Federal Transit Administration Section 5316 funding through NDOT to support Job Access Reverse Commute transit operations in Carson City, Douglas and Lyon Counties.	Complete	Agreement with NDOT executed, making these funds available. However use for these funds not identified, as other funding source (FTA 5307) already sufficient to meet needs for services eligible under the 5316 program.