



# City of San Juan Bautista

The "City of History"

**This agenda is interactive.  
Click on agenda items to  
jump straight to that section  
of the meeting packet.  
Items that do not link do not  
have materials included.**

## AGENDA

### CITY COUNCIL MEETING

CITY HALL COUNCIL CHAMBERS  
311 Second Street  
San Juan Bautista, California

**TUESDAY ~ JULY 18, 2017**

*In compliance with the American with Disabilities Act, if you need special assistance to attend or participate in the meeting, please call the City Clerk's Office at (831) 623-4661, extension 13 at least 48 hours prior to the meeting.*

*Any writings or documents provided to a majority of the City Council regarding any item on this agenda will be made available for public inspection at the meeting and in the City Clerk's office located at City Hall, 311 Second Street, San Juan Bautista, California during normal business hours.*

#### **1. Call to Order**

**6:00 PM**

**Pledge of Allegiance  
Roll Call**

#### **2. Public Comment**

The public may address the City Council on items not on the agenda during the "Public Comment" portion of the meeting. Persons wishing to address the City Council will be limited to three (3) minutes. Because the item is not on the agenda, the City Council can take no action on the matter in this meeting. The City Council will hear all public comments and then, if they so desire, they will make comments, ask for clarifications from staff, or request the item be placed on a future agenda for further discussion and/or action.

#### **3. Consent Items**

All matters listed under the Consent Agenda may be enacted by one motion authorizing actions indicated for those items so designated. There will be no separate discussion of these items unless requested by a member of the City Council, a staff member, or a citizen.

- A. Approve Affidavit of Posting Agenda**
- B. Approve Affidavit of Mailing Public Hearing Notice**
- C. Approve Minutes for May X, 2017 Meeting**
- D. Consider Resolution 2017-XX Authorizing Street Closure – Antique Fair**
- E. Waive Reading of Ordinances and Resolutions on Tonight's Agenda Beyond Title**

#### **4. Presentations, Informational Items and Reports**

- A. Treasurer's Report – City Treasurer Chuck Geiger**
- B. Sheriff's Report: Monthly Activity**
- C. Level One Security Report**
- D. Fire Chief's Report**
- E. Library Report**
- F. Administrative Report**
- G. City Council Committee Reports**
- H. Report on Mayor & Council Members Advanced Leadership Workshop –  
Council Member John Freeman**
- I. Strategic Plan Committee Report**

**5. Public Hearing Items**

- A. Continued Public Hearing Valle Vista Landscape and Lighting District (Creek Bridge Subdivision)**
  - i. Approve Resolution 2017-XX Confirming Assessment Diagram and Assessments for Valle Vista Landscape and Lighting Maintenance Assessment District No. 1 for Fiscal Year 2017/2018.**
  - ii. Approve Resolution 2017-XX Certifying Compliance with State Law with respect to the levying of General and Special Taxes, Assessments for property related fees and charges.**

**6. Action Items**

- A. Consider Resolution 2017-XX Approving a Social Media Policy for the City of San Juan Bautista**
- B. Consider Approval of Redesign of City Logo**
- C. Consider Use of Abbe Park T-Ball Area for a Temporary Dog Park**
- D. Consider New Member Appointments to the Strategic Planning Committee**
- E. Consider Approval of Initial Design for Website Revision**
- F. Consider Cannabis Consulting Proposal from Pinnacle Strategy (Victor Gomez)**

**7. Discussion Items**

- A. Hiring a City Manager: Report by Ad Hoc Committee**
- B. Report by City Park Master Plan Committee**
- C. Update and Schedule an RFP for Franchise Collection Services of Recyclables, Organics and Solid Waste**
- D. Impact Fees – Council Member Freeman**
- E. Discussion on a Potential Ordinance Banning All Adult Use/Medical Marijuana Facilities and License Types and Provide Direction to Staff**

**8. Comments**

- A. City Council**
- B. City Manager**
- C. City Attorney**

**9. Adjournment**

### AFFIDAVIT OF POSTING

I, TRISH PAETZ, DO NOW DECLARE, UNDER THE PENALTIES OF PERJURY THAT I AM THE DEPUTY CITY CLERK FOR THE CITY OF SAN JUAN BAUTISTA, AND THAT I POSTED THREE (3) TRUE COPIES OF THE ATTACHED CITY COUNCIL MEETING AGENDA. I FURTHER DECLARE THAT I POSTED SAID AGENDA ON THE 11<sup>th</sup> DAY OF JULY 2017, AND I POSTED THEM IN THE FOLLOWING LOCATIONS IN SAID CITY OF SAN JUAN BAUTISTA, COUNTY OF SAN BENITO, CALIFORNIA.

1. ON THE BULLETIN BOARD AT CITY HALL, 311 SECOND STREET.
2. ON THE BULLETIN BOARD AT THE CITY LIBRARY, 801 SECOND STREET.
3. ON THE BULLETIN BOARD AT THE ENTRANCE TO THE UNITED STATES POST OFFICE, 301 THE ALAMEDA

SIGNED AT SAN JUAN BAUTISTA, COUNTY OF SAN BENITO, CALIFORNIA,  
ON THE 11<sup>th</sup> DAY OF JULY 2017.



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TRISH PAETZ, DEPUTY CITY CLERK

**AFFIDAVIT OF MAILING PUBLIC HEARING NOTICE**

I, TRISH PAETZ, DO NOW DECLARE, UNDER THE PENALTIES OF PERJURY THAT I AM THE DEPUTY CITY CLERK FOR THE CITY OF SAN JUAN BAUTISTA, AND THAT I MAILED THE ATTACHED PUBLIC HEARING NOTICE TO PROPERTY OWNERS OF THE VALLE VISTA SUBDIVISION. I FURTHER DECLARE THAT I MAILED SAID PUBLIC HEARING NOTICE ON THE 30<sup>th</sup> DAY OF JUNE 2017.

SIGNED AT SAN JUAN BAUTISTA, COUNTY OF SAN BENITO, CALIFORNIA,  
ON THE 11<sup>th</sup> DAY OF JULY 2017.



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TRISH PAETZ, DEPUTY CITY CLERK



# City of San Juan Bautista

*The "City of History"*

P.O. Box 1420  
311 Second Street  
San Juan Bautista  
California 95045  
(831) 623-4661  
Fax (831) 623-4093

## City Council

**Mayor**  
Chris Martorana

**Vice Mayor**  
Jim West

**Councilmember**  
John Freeman

**Councilmember**  
Tony Boch

**Councilmember**  
Dan DeVries

**City Manager**  
Roger A. Grimsley

**City Clerk**  
Mackenzie Quaid

**City Treasurer**  
Charles Geiger

**Community  
Development Director**  
Matt Orbach

**San Juan Bautista  
Administrative and  
Volunteer Fire Chief**  
John Fox

**San Benito County/  
San Juan Bautista  
Contract Fire Chief**  
Robert M. Del Campo

June 22, 2017

Dear Property Owners;

Each year the City prepares an operational budget for the continual maintenance of the Valle Vista Lighting and Landscaping District, also referred to as Creek Bridge Subdivision Lighting and Landscaping District. We are pleased to report and recommend to the City Council this year's budget with a decrease in the total assessment cost for providing maintenance services to the district.

Over the last six years, the city has made a concerted effort to hold down the costs. Upon researching the past records, in 2008/2009 assessment costs distributed to the 35 parcels within the subdivision was \$ 857.72. See attached summary. Today the assessment cost per parcel is \$ 557.60. Parcels with secondary units are assessed at \$697.10.

The City Council will hold a public hearing to adopt a resolution confirming the diagram and assessments and a resolution certifying compliance with state law with respect to levying general and special assessments for property related fees and charges.

You are welcome to attend the City Council meeting and provide your input and public comments. The public hearing will be conducted on July 18, 2017 in the city's council chamber at city hall. The meeting starts at 6:00 P.M. If you have any questions, please feel free to contact our office. Our phone number is (831) 623-4661. Copy of the resolutions and assessments are available upon request.

Respectfully,

  
Roger A. Grimsley  
City Manager



# City of San Juan Bautista

*The "City of History"*

## VALLE VISTA LIGHTING AND LANDSCAPING DISTRICT

<u>FISCAL YEAR</u>	<u>ASSESSMENT COST</u>	<u>ASSESSMENT PER LOT</u>
2017/2018	\$20,074	\$557.61
2016/2017	\$21,574	\$599.28
2015/2016	\$21,324	\$592.33
2014/2015	\$21,720	\$603.33
2013/2014	\$21,720	\$603.33
2012/2013	\$23,684	\$657.89
2011/2012	\$24,870	\$690.84
2010/2011	\$26,150	\$726.39
2009/2010	\$30,878	\$857.72
2008/2009	\$30,878	\$857.72

**CITY OF SAN JUAN BAUTISTA  
CITY COUNCIL REGULAR MEETING  
MAY 16, 2017  
DRAFT MINUTES**

**1. CALL TO ORDER** – Mayor Chris Matorana called the meeting to order at 6:00 p.m.

**A. PLEDGE OF ALLEGIANCE** – Mayor Martorana led the pledge of allegiance.

**B. ROLL CALL**    **Present:** Mayor Martorana, Vice Mayor West, Council Members Boch, Freeman and DeVries

**Staff Present:** City Manager Grimsley, Asst. City Attorney Rathie, Deputy City Clerk Paetz, Community Dev. Director Orbach

**2. PUBLIC COMMENT ON ITEMS NOT ON THE AGENDA**

No public comments were received.

**3. CONSENT ITEMS**

**A. Approve Affidavit of Posting Agenda**

**B. Approve Resolution 2017-XX Approving the Report Prepared in Connection with the Fiscal Year 2016-17 Levy of Assessments in Connection with Valle Vista Landscape and Lighting Maintenance Assessment District No. 1**

**C. Approve Resolution 2017-XX Declaring the City's Intention to Levy and Collect Assessments Within Valle Vista Landscape and Lighting Maintenance Assessment District No. 1 for Fiscal Year 2017-18 and Setting the Time and Place for a Hearing on Said Assessment**

**D. Approve Minutes for March 21, 2017 Meeting**

**E. Waive Reading of Ordinances and Resolutions on Tonight's Agenda Beyond Title**

A motion was made by Council Member West and seconded by Council Member Boch to approve all items on the consent agenda. The motion passed unanimously, 5-0.

**4. PRESENTATIONS, INFORMATIONAL ITEMS AND REPORTS**

**A. Youth Commission Annual Presentation to the City Council**

In the absence of any members of the Youth Commission, Advisor Angela Oliviera reviewed a Powerpoint presentation.

**B. Treasurer's Report**

City Treasurer Geiger reviewed the Treasurer's Report and the warrant list for Council. There were no public comments.

**C. Sheriff's Report: Monthly Activity**

A representative of the Sheriff's department was not present, and a written report was

not available. During public comment Jolene Cosio asked if the sheriff's contract stipulates that they provide a report monthly. Sheriff's reports are now presented quarterly.

**D. Level One Security Report**

A written report was provided, no oral report was made. There were no public comments.

**E. Fire Chief's Report**

A written report was not available. Hollister Fire Captain Leo Alvarez reviewed his report. Mayor Martorana asked for an inventory of the engines and equipment. There were no public comments.

**F. Library Report**

Council received a report. There were no public comments.

**G. Administrative Report**

City Manager Grimsley and Community Development Director Orbach reviewed the report and responded to questions from the Council. During public comment Jolene Cosio was concerned with the status of the ProCorp contract for the pellet water softening plant.

**H. City Council Committee Reports**

Council members provided highlights from the meetings where they represent the City.

**I. Strategic Plan Committee Report**

Committee Member John Freeman reported there was not a quorum for the Strategic Plan Committee but items were discussed. There were no public comments.

**5. ACTION ITEMS**

**A. Consider Appointment of City Clerk**

Assistant City Attorney Rathie informed the Council of the timeline to appoint an acting city clerk. Mayor Martorana appointed Council Members DeVries and West to an ad hoc committee to recruit a new city clerk. This item was moved to a special meeting on May 24.

**B. Consider Redesign of City Logo**

Community Development Director Orbach provided a report. Council members expressed their preferences for an updated logo and a new. Staff was directed have the City's existing logo digitized and cleaned up. Assistant City Attorney Rathie commented the Council should have a logo policy.

**C. Consider Representative to the Monterey Bay Community Power Authority**

Mayor Martorana reported Council Member Freeman has shown an interest in becoming the City's representative to the Monterey Bay Community Power Authority. During public comment Jolene Cosio was concerned whether the Power Authority is of the same make up as the Air Resources Board.



A motion was made by Council Member DeVries and seconded by Council Member West to appoint Council Member Freeman as the City's representative to the to the Monterey Bay Community Power Authority. The motion passed unanimously, 5-0.

## **6. DISCUSSION ITEMS**

### **A. Statewide Community Infrastructure Program (SCIP)**

Community Development Director Orbach provided a report and then introduced Patrick Bertrum of RBC Capital Markets, an investment firm, who made a presentation and responded to questions.

Whereupon, a ten minute break was taken at 8:10 pm.

### **B. Dog Park – Council Member DeVries**

Council Member DeVries proposes using the small, enclosed, T-Ball field as a temporary dog park. During public comment Rachel Ponce commented on the success of the Junior Giants baseball program. Elia Salinas suggested the city coordinate with Hollister Parks and Recreation for a T-Ball program in San Juan Bautista.

### **C. Use of Abbe Park by Hollister Little League – Council Member DeVries**

Bob Quaid proposed using the city property located at the corner of Lang Street and Washington Street as a dog park. Mayor Martorana proposed a park plan be developed. During public comment Reuben Andres spoke in support of using the enclosed T-Ball area as a dog park. Jolene Cosio commented she walks her dog on Lang Street and felt a dog park is not a budget priority. Elia Salinas commented there are insurance costs to consider with a dog park. Council directed staff to place two action items on the agenda for next month; consider use of the T-Ball area and creation of a park master plan.

### **D. Hiring a City Manager: Report by Ad Hoc Committee**

Mayor Martorana provided a report stating they are continuing open talks with the community.

### **E. Review of City Hall Office Hours**

This item was continued to the budget meeting.

### **F. Curb Painting Schedule Citywide – Mayor Martorana**

This item was continued to the next meeting.

### **G. Work with San Juan/Aromas School District on Joint Use of School Basketball Courts After Hours. Includes Sharing of Insurance Costs – Council Member Freeman**

This item was tabled to the next meeting.

### **H. Cannabis**

#### **i. Structure and Content of Workshop Scheduled for June 14**

Assistant City Attorney Rathie stated City Attorney Mall will facilitate the meeting. Council Member Freeman proposed he would provide a complete history of marijuana.

Council Member DeVries suggested policy and land use be discussed. During public comment Jolene Cosio commented how the city would deal with law enforcement and crime be considered as well. Mandisa Snodey suggested she be added as a specialist. The workshop is scheduled for June 14 from 6:00 p.m. to 9:00 p.m. Elia Salinas suggested reaching out to the County for their perspective.

**ii. Cannabis Regulations and Safety – Mandisa Snodey**

This item was tabled.

**7. COMMENTS**

**A. City Council**

No comments were received.

**B. City Manager/Community Development Director**

No comments were received.

**C. City Attorney**

No comments were received.

**8. Adjournment**

The meeting was adjourned at 9:33 p.m.

## **RESOLUTION NO. 2017-XX**

### **A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SAN JUAN BAUTISTA AUTHORIZING STREET CLOSURES FOR THE ROTARY ANTIQUE FAIRE**

**BE IT RESOLVED** that the Rotary Club of San Juan Bautista is authorized to close Third Street from Franklin Street to Muckelemi Street, and Washington, Mariposa and Polk Streets between Second and Fourth on Sunday, August 13 from 4:00 a.m. until 5:00 p.m. for an Antique and Collectibles Faire.

**PASSED AND ADOPTED** this 18<sup>th</sup> day of July 2017 by the following vote:

**AYES:**

**NOES:**

**ABSENT:**

**ABSTAIN:**

**ATTEST:**

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**Chris Martorana, Mayor**

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**Mackenzie Quaid, City Clerk**

# Special Event/Activities – Permit Application

Dear Event Organizer:

Thank you for your interest in holding a community event in San Juan Bautista. Special events can be important ways to build community and celebrate the City's diversity, heritage, and uniqueness. All events require a permit with approvals to ensure a well-planned and safe event. The City of San Juan Bautista has created a simplified process to help you determine what types of permits and approvals you will need. Simply fill out the enclosed community events application and submit it to the City at least 60 days before your event. Additionally, there will be fees associated your event. Your application fee is due when you submit this form. The fee schedule for applications is:

Non Profits <sup>1</sup> : No street blockage and less than 250 people	\$50.00
Non Profits: No street blockage or blockage of side streets, up to one block., and less than 1,000 people	\$100.00
Non Profits: Street blockage of Second, Third or Fourth Streets and side streets between Franklin & Muckelemei and more than 1,000 people <sup>2</sup>	\$150.00
Private Promoter Organizations <sup>3</sup> : No street blockage and less than 250 people	\$150.00
Private Promoter Organizations: No street blockage or blockage of side streets, up to one block., and less than 1,000 people	\$300.00
Private Promoter Organizations: Street blockage of Second, Third or Fourth Streets and side streets between Franklin & Muckelemei, and more than 1,000 people	\$600.00

Once we receive your application, one or more City representatives will contact you to let you know of any insurance, permits, approvals, or additional fees that apply. We appreciate your time and interest in planning a successful and safe event. A well-planned event translates to a successful activity that benefits everyone. If you need further assistance, call (831) 623-4661 or e-mail [citymanager@san-juan-bautista.ca.us](mailto:citymanager@san-juan-bautista.ca.us).

Please NOTE: You are required to have sanitary facilities. If you are serving or selling food you will be required to obtain a permit from the San Benito County Environment Health Department in Hollister. You are also required to coordinate all security arrangement with the San Benito County Sheriff's office.

## SECTION 1: CONTACT INFORMATION

Event Title: Antique & Collectable Fair Today's Date: 8-11-2017  
Applicant: Rotary Club San Juan Bautista  
Organization: \_\_\_\_\_  
Phone: 831-801-3920 E-Mail: grammyjill@sbcglobal.net  
Mailing Address: PO Box 823 SJB 95045  
Fax: \_\_\_\_\_

Event Setup 4:00 AM Date: 8-13-17 Time: 4:00 AM Event Ends Date: 8-13-17 Time: 4: PM  
Event Starts 8:00 AM Date: 8-13-17 Time: \_\_\_\_\_ Dismantle Date: 8-13-17 Time: 5: PM  
ANTICIPATED ATTENDANCE: 5000 Total or the event: 5000 Total per Day: 5000

LOCATION OF EVENT (please be specific):

3rd St from Muckelemei to Franklin / side streets, 2nd to 4th  
Park, Mariposa, Washington

<sup>1</sup> Requires proof of charitable non-profit status.

<sup>2</sup> All street closures and blockades require review and approval of the City Council.

<sup>3</sup> Additional fees for use of public facilities may apply.

## INSURANCE

The City will require that you co-insure the city ("additional insure"). Depending on your event, the minimum "coverage" will be dictated by the City's insurance carrier (PARSAC). After the application and fee is submitted the City Manager, or designee, will contact PARSAC with your proposal and the conditions of the insurance will be promptly conveyed to you.

## CITY FACILITIES

Do you plan to hold your event at a City building?

☐ Yes ☒ No

If yes, which facility?

Have you reserved the facility yet?

☐ Yes ☒ No

Will this event require any City streets to be closed? (Public Works charges will apply)

☒ Yes ☐ No

If yes, please be specific on which streets and cross streets need to be closed.

Does this event involve a parade?

☐ Yes ☒ No

If yes, attach a separate page with a map of the event.

If you wish to rent barricades, chairs, tables, or other City equipment, list the equipment and numbers (charges will apply for rentals) if you do not wish to rent the City's equipment, you will be responsible for providing appropriate barriers if your event involves a street closure:

## PRIVATE PROPERTY (Private Property needs to fill out an event application only if the event's attendance will exceed 250)

Do you plan to hold your event on private property?

☐ Yes ☒ No

If yes, describe the location:

## VENDORS

Will this event have vendors selling items or promoting their causes/services/products?

☒ Yes ☐ No

If yes, please note a Board of Equalization form will be required for each vendor proving that they are appropriately registered with the State of California. This link to this form is available on the City of San Juan Bautista website. Additionally, fees will be assessed on the basis of \$15/day/10 feet of vendor space for vendors on the street and \$15/day/vendor for events not on the streets. Other charges may apply. Allocations are made for local not for profit booths to be exempt from these charges. Each event is allowed a minimum of 5 local non-profit 10 ft. spaces for free up to a maximum of 5% of the total number of booth feet for an event.

Will this event feature any hands-on attractions such as climbing walls, bounce-houses, or petting zoos?

☐ Yes ☒ No

If yes, please describe: (insurance coverage will be required)

## FOOD AND ALCOHOL (all food preparation is subject to state regulations; provide insurance if appropriate)

If you are serving or selling food, you must obtain a permit from the San Benito County Environment Health Department.

Does your event include food concessions and/or preparation areas?

☒ Yes ☐ No

If yes, please provide a copy of your San Benito County Environmental Health Permit.

If you plan to sell or furnish alcoholic beverages at your event, you are required to obtain a permit from the State Department of Alcoholic Beverage Control. The public consumption of alcohol is illegal in some parts of the City. If your event includes the use of alcohol on City property, you will need to provide Liquor Liability Coverage on your certificate of insurance.

Does your event involve the use of alcoholic beverages?

☐ Yes ☒ No

**PORTABLE REST ROOMS** (These permits are handled through the San Benito County Environmental Health Department) Unless you can substantiate the sufficient availability of both Americans with Disabilities Act and non-ADA accessible facilities in the immediate area of the event site and you have written permission to use this facility, you may be required to provide portable rest room facilities at your event, which will be available to the public during your event. Please note that State Parks toilets do not qualify as event facilities unless you obtain written permission from the local State Parks office to allow use of these State owned toilets and included as part of this application.

Do you plan to provide portable rest room facilities at your event?

☐ Yes ☐ No

Please provide a copy of your San Benito County Environmental Health Permit. Please note that if you state "no", City staff will inquire as to what plans you have made to accommodate the public including written permission from the State if applicable.

### LIGHTING AND SOUND

Will you be using any amplified sound (i.e. public address system)?

☐ Yes ☒ No

Will this event use any lighting?

☐ Yes ☒ No

Will you be using any type of generator?

☐ Yes ☒ No

If yes, please describe (type/location/period/noise levels, etc. Preference is given to "silent" generators):

If no, do you need electricity? (Fees will apply for use of City electricity):

### Solid Waste Diversion Plan:

In accordance with State law (Public Resource Code 42648-42648.7), as a large venue, a waste reduction and recycling plan shall be developed. This plan shall estimate the amount and types of waste anticipated from the event, proposed actions to reduce the amount of waste generation related to the event, and arrangements for separation, collection and diversion from landfill of reusable and recyclable materials, as well as a tracking system that validates the final destination of the materials. The Solid Waste Diversion Plan shall be approved by the San Benito County Integrated Waste Management Regional Agency. The City has trash and recycling receptacles available for rent: Trash can and recycling rental can rates are set annually by the City Council and posted on the City's website under Forms and Fees in a document that contains all the City Service Fees. Deposits are refundable, daily rental rates are not.

As the venue contractor, you are responsible for a waste prevention strategy for all waste material generated by all venue operations and all subcontractors. Food vendors must use compostable serving products. No Styrofoam is allowed. You are encouraged to include a requirement for a "Solid Waste Diversion Plan" in your subcontract agreements.

The City of San Juan Bautista is mandated by the State of California to report annually specified information regarding large venue waste diversion programs. You are therefore required to report and provide verification of the quantity of waste disposed and recycled by this event. There is a \$150/event fine for non-reporting. Reporting is due 30 days after the event. The waste hauler can provide this information for you.

1. Please describe your plan for cleanup and removal of recyclable goods and garbage during and after your event.

Contract with Garbage Company  
Clean up crew  
youth clubs through out day removing  
Garbage

2. Please provide a description of your event, including activities, timeline, sequence of events, road closures, etc. Please note: road closures require Public Works time and the event will be billed for the actual time used.  
(If additional space is required, please attach it to this application).

Antiques & Collectables fair

3. Please describe your security plan, including crowd control.

Street closures as listed. On Site Sheriff Patrol. Volunteers & Club members on site

4. In order to comply with the American Disabilities Act, describe how your event will be accessible to people with disabilities.

Ample space on sidewalks porta potties to accomodate all guest

5. Please describe your emergency/medical plan, including your communications procedures.

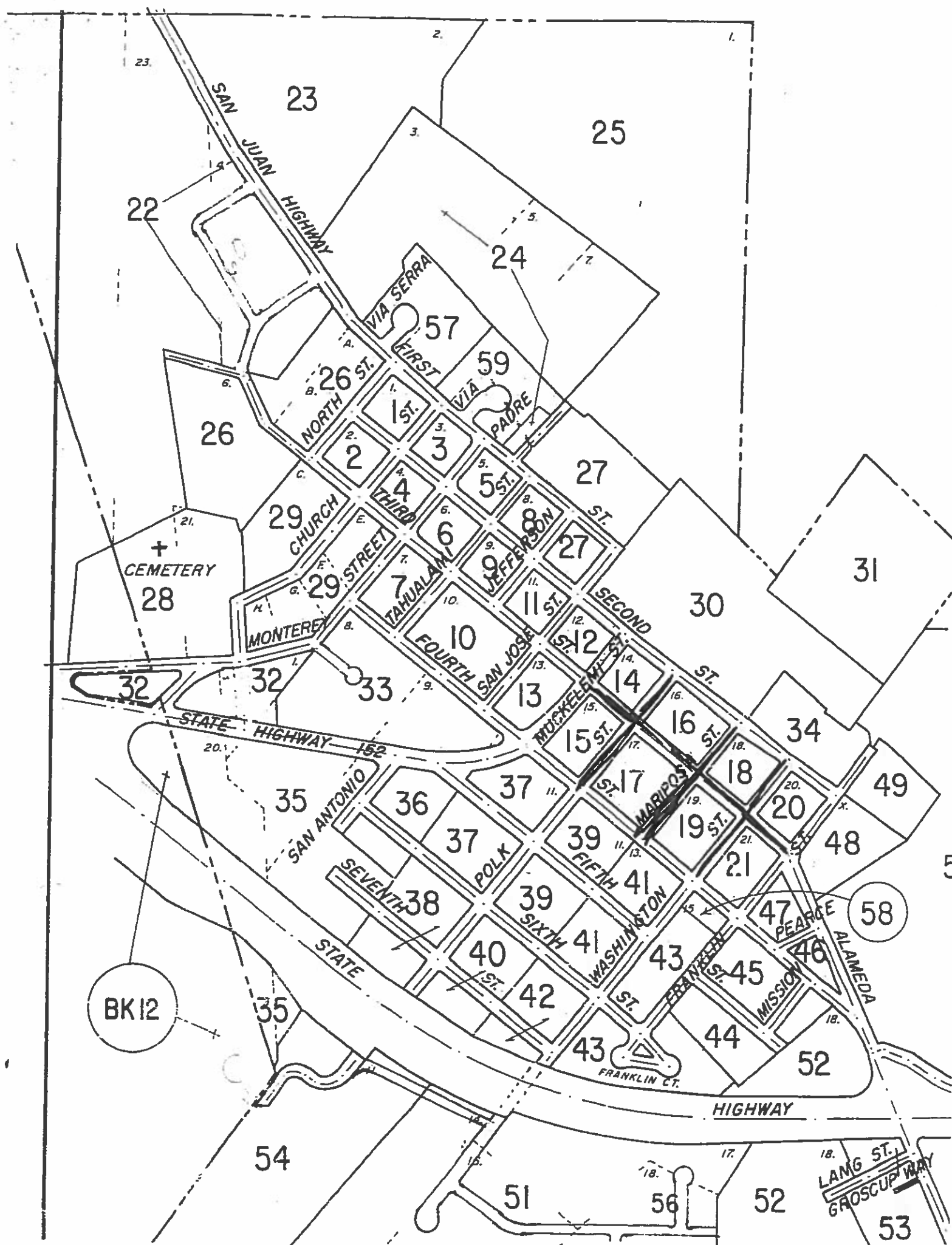
All Rotary members will be trained to contact medical or fire

**City Benches is for public use only. It is the responsibility of the promoter to make sure all vendors are aware that public benches are NOT for vendor use at any times. Thank you.**

 Initial

**Please provide a site plan/route map for your event. Attach additional sheets as necessary. The map should include:**

- An outline of the event site including the names of streets or areas that are part of the venue and the surrounding area. If the event involves a moving route of any kind (such as a parade), indicate the direction of travel, including starting location and ending destination.
- Any street or lane closures and parking tow zones.
- The locations of fencing, barriers, or barricades. Include any removable fencing for emergency access.
- The location of first-aid facilities.
- The locations of all stalls, platforms booths, cooking areas, trash containers, etc.
- Food booth and cooking area configuration including all vendors cooking with flammable gases or barbecue grills.
- Generator locations and/or source of electricity.
- Placement of vehicles or trailers used for the event.
- Anticipated parking locations.
- Placement of promotional signs or banners.
- Placement of portable toilets/restroom facilities.
- Exit locations for outdoor events that are fenced.
- Locations of all other event activities





## **WAIVER OF READING OF ORDINANCES**

State law requires that an ordinance be read in its entirety prior to adoption unless the City Council waives reading beyond the title. Reading an entire ordinance at the meeting is extremely time-consuming; reading of the title alone usually gives the audience sufficient understanding of what the Council is considering.

To ensure that this waiver is consistently approved by the Council, Council should make the waiver at each meeting, thus, you should do it at this point on the Consent Agenda. The Council then does not have to worry about making this motion when each ordinance comes up on the agenda.

GC36934

# City of San Juan Bautista

*"The City of History"*

## Treasurer's Report

For the Year Ended June 30, 2017

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### *Financial Highlights ~*

- General fund year to date change in fund balance was a positive \$379k, as compared to a positive change in fund balance of \$427K this time last year. The difference is primarily as a result of impact and planning income, offset by higher capital expenditures in the current year.
- Enterprise funds show year to date net loss of \$98k, as compared to the prior year loss of \$92k. The difference is due primarily to higher debt service costs in the prior year.
- Refer to the Profit and Loss Previous Year Comparison report for current fund balances.
- Overall cash flow (removing accruals and depreciation) was a positive \$1,149k for the year to date.

### *Budget vs. Actual ~*

- General fund revenues were \$1,614k, which were higher than budgeted by \$375k. \$402k of the variance is from higher than anticipated impact and planning revenues.

- General fund expenditures were \$1,236k, which was lower than budget by \$246k. The lower expenses are primarily as a result of lower than anticipated contract, payroll, and repair and maintenance costs, offset by higher than budgeted capital costs.
- General fund net change in fund balance was a positive \$379k, which was better than budgeted by \$621k.
- Enterprise funds revenues were \$1,663k, which was higher than budgeted by \$37k due primarily to higher than anticipated utility fees.
- Enterprise funds expenses were \$1,757k, which was lower than budgeted by \$170k. The majority of the variance is due to lower than anticipated contract and capital improvement costs.
- Enterprise funds combined year to date net loss was \$95k, which was better than budgeted by \$207k. The current year to date profit includes depreciation expense of \$612k, which is a noncash item.

City of San Juan Bautista  
**Profit & Loss Prev Year Comparison**  
For the Year Ended June 30, 2017

	General Fund			46 - Water Enterprise Fund		
	Jul '16 - Jun 17	Jul '15 - Jun 16	\$ Change	Jul '16 - Jun 17	Jul '15 - Jun 16	\$ Change
Income						
Property Taxes	458,548	470,271	(11,723)	-	-	-
Other Tax Revenue	487,875	567,234	(79,359)	-	-	-
Grant Funds	46,684	17,875	28,809	-	-	-
Franchise Fees	41,318	55,449	(14,131)	-	-	-
Business & Misc. Lic. & Permits	27,894	41,860	(13,966)	-	-	-
Planning, Building, Eng. Permit	48,869	88,273	(39,404)	-	-	-
Chg. for Planning/Eng. Services	249,925	41,604	208,321	-	-	-
Charges for Misc. Services	3,011	1,668	1,343	-	-	-
Utility Fees	1,618	168	1,450	789,161	724,232	64,929
Impact Fees	186,656	63,248	123,408	-	45,300	(45,300)
Fines & Penalties	853	2,339	(1,486)	-	-	-
Miscellaneous Revenue	56,258	90,308	(34,050)	10,289	16,856	(6,567)
Total Income	1,614,127	1,440,297	173,830	799,450	786,388	13,062
Expense						
Employee Salary, Wages, Benefit	483,626	371,784	111,842	96,536	65,807	30,729
Other Personnel Expenses	13,299	11,930	1,369	320	326	(6)
General and admin. expense	104,633	74,216	30,417	17,906	26,815	(8,909)
Contractual and Other Services	446,147	452,477	(6,330)	42,200	45,809	(3,609)
Utilities and Misc. Expenses	29,223	28,767	456	36,868	30,448	6,420
Equipment and Parts	25,631	30,970	(5,339)	17,309	30,262	(12,953)
Maint. & Repair Services	15,698	18,503	(2,805)	3,587	4,934	(1,347)
Capital Expenditures	112,045	25,079	86,966	397,216	337,892	59,324
Fund Transfer	5,186	-	5,186	-	-	-
Debt Defrayment	-	-	-	252,385	365,132	(112,747)
Total Expense	1,235,488	1,013,726	221,762	864,327	907,425	(43,098)
Net Income	378,639	426,571	(47,932)	(64,877)	(121,037)	56,160
Fund Balance at June 30, 2016	1,711,553			499,608		
Fund Balance at June 30, 2017	2,090,192			434,731		

City of San Juan Bautista  
Profit & Loss Prev Year Comparison  
For the Year Ended June 30, 2017

	48 - Sewer Enterprise Fund			50 - Special Dist. - COPS		
	Jul '16 - Jun 17	Jul '15 - Jun 16	\$ Change	Jul '16 - Jun 17	Jul '15 - Jun 16	\$ Change
<b>Income</b>						
Property Taxes	-	-	-	107,739	100,000	7,739
Other Tax Revenue	-	-	-	-	-	-
Grant Funds	-	-	-	-	-	-
Franchise Fees	-	-	-	-	-	-
Business & Misc. Lic. & Permits	-	-	-	-	-	-
Planning, Building, Eng. Permit	-	-	-	-	-	-
Chg. for Planning/Eng. Services	-	-	-	-	-	-
Charges for Misc. Services	-	-	-	-	-	-
Utility Fees	863,332	888,650	(25,318)	-	-	-
Impact Fees	-	31,440	(31,440)	-	-	-
Fines & Penalties	-	-	-	-	-	-
Miscellaneous Revenue	-	18,514	(18,514)	-	-	-
<b>Total Income</b>	<b>863,332</b>	<b>938,604</b>	<b>(75,272)</b>	<b>107,739</b>	<b>100,000</b>	<b>7,739</b>
<b>Expense</b>						
Employee Salary, Wages, Benefit	76,776	44,759	32,017	-	-	-
Other Personnel Expenses	282	-	282	-	-	-
General and admin. expense	11,310	12,125	(815)	-	-	-
Contractual and Other Services	109,220	133,276	(24,056)	110,700	99,630	11,070
Utilities and Misc. Expenses	79,835	86,958	(7,123)	-	-	-
Equipment and Parts	8,840	13,537	(4,697)	-	-	-
Maint. & Repair Services	13,305	11,859	1,446	-	-	-
Capital Expenditures	386,898	293,881	93,017	-	-	-
Fund Transfer	-	-	-	-	-	-
Debt Defrayment	206,573	313,336	(106,763)	-	-	-
<b>Total Expense</b>	<b>893,039</b>	<b>909,731</b>	<b>(16,692)</b>	<b>110,700</b>	<b>99,630</b>	<b>11,070</b>
<b>Net Income</b>	<b>(29,707)</b>	<b>28,873</b>	<b>(58,580)</b>	<b>(2,961)</b>	<b>370</b>	<b>(3,331)</b>
<b>Fund Balance at June 30, 2016</b>	<b>964,573</b>			<b>4,640</b>		
<b>Fund Balance at June 30, 2017</b>	<b>934,866</b>			<b>1,679</b>		

City of San Juan Bautista  
Profit & Loss Prev Year Comparison  
For the Year Ended June 30, 2017

	55 - Rest. and Parking Fund			60 - Valle Vista Lighting Dist.		
	Jul '16 - Jun 17	Jul '15 - Jun 16	\$ Change	Jul '16 - Jun 17	Jul '15 - Jun 16	\$ Change
<b>Income</b>						
Property Taxes	-	-	-	-	-	-
Other Tax Revenue	19,950	19,741	209	20,675	21,324	(649)
Grant Funds	-	-	-	-	-	-
Franchise Fees	-	-	-	-	-	-
Business & Misc. Lic. & Permits	-	-	-	-	-	-
Planning, Building, Eng. Permit	-	-	-	-	-	-
Chg. for Planning/Eng. Services	-	-	-	-	-	-
Charges for Misc. Services	-	-	-	-	-	-
Utility Fees	-	-	-	-	-	-
Impact Fees	-	-	-	-	-	-
Fines & Penalties	-	-	-	-	-	-
Miscellaneous Revenue	-	-	-	-	-	-
<b>Total Income</b>	<b>19,950</b>	<b>19,741</b>	<b>209</b>	<b>20,675</b>	<b>21,324</b>	<b>(649)</b>
<b>Expense</b>						
Employee Salary, Wages, Benefit	-	-	-	-	-	-
Other Personnel Expenses	-	-	-	-	-	-
General and admin. expense	6,000	6,000	-	251	334	(83)
Contractual and Other Services	-	-	-	13,095	12,673	422
Utilities and Misc. Expenses	-	-	-	-	-	-
Equipment and Parts	-	-	-	-	-	-
Maint. & Repair Services	-	-	-	-	330	(330)
Capital Expenditures	-	-	-	-	-	-
Fund Transfer	-	-	-	-	-	-
Debt Defrayment	-	-	-	-	-	-
<b>Total Expense</b>	<b>6,000</b>	<b>6,000</b>	<b>-</b>	<b>13,346</b>	<b>13,337</b>	<b>9</b>
<b>Net Income</b>	<b>13,950</b>	<b>13,741</b>	<b>209</b>	<b>7,329</b>	<b>7,987</b>	<b>(658)</b>
<b>Fund Balance at June 30, 2016</b>	<b>113,167</b>			<b>70,651</b>		
<b>Fund Balance at June 30, 2017</b>	<b>127,117</b>			<b>77,980</b>		

City of San Juan Bautista  
Profit & Loss Prev Year Comparison  
For the Year Ended June 30, 2017

	75 - Gas Tax Fund				TOTAL	
	Jul '16 - Jun 17	Jul '15 - Jun 16	\$ Change	Jul '16 - Jun 17	Jul '15 - Jun 16	\$ Change
<b>Income</b>						
Property Taxes	43,357	46,684	(3,327)	609,644	616,955	(7,311)
Other Tax Revenue	-	-	-	528,500	608,299	(79,799)
Grant Funds	-	-	-	46,684	17,875	28,809
Franchise Fees	-	-	-	41,318	55,449	(14,131)
Business & Misc. Lic. & Permits	-	-	-	27,894	41,860	(13,966)
Planning, Building, Eng. Permit	-	-	-	48,869	88,273	(39,404)
Chg. for Planning/Eng. Services	-	-	-	249,925	41,604	208,321
Charges for Misc. Services	-	-	-	3,011	1,668	1,343
Utility Fees	-	-	-	1,654,111	1,613,050	41,061
Impact Fees	-	-	-	186,656	139,988	46,668
Fines & Penalties	-	-	-	853	2,339	(1,486)
Miscellaneous Revenue	-	246	(246)	66,547	125,924	(59,377)
<b>Total Income</b>	<b>43,357</b>	<b>46,930</b>	<b>(3,573)</b>	<b>3,468,630</b>	<b>3,353,284</b>	<b>115,346</b>
<b>Expense</b>						
Employee Salary, Wages, Benefit	-	116,281	(116,281)	656,938	598,631	58,307
Other Personnel Expenses	-	-	-	13,901	12,256	1,645
General and admin. expense	-	27	(27)	140,100	119,517	20,583
Contractual and Other Services	-	-	-	721,362	743,865	(22,503)
Utilities and Misc. Expenses	15,846	21,460	(5,614)	161,772	167,633	(5,861)
Equipment and Parts	-	-	-	51,780	74,769	(22,989)
Maint. & Repair Services	-	-	-	32,590	35,626	(3,036)
Capital Expenditures	-	6,000	(6,000)	896,159	662,852	233,307
Fund Transfer	(5,186)	-	(5,186)	-	-	-
Debt Defrayment	-	-	-	458,958	678,468	(219,510)
<b>Total Expense</b>	<b>10,660</b>	<b>143,768</b>	<b>(133,108)</b>	<b>3,133,560</b>	<b>3,093,617</b>	<b>39,943</b>
<b>Net Income</b>	<b>32,697</b>	<b>(96,838)</b>	<b>129,535</b>	<b>335,070</b>	<b>259,667</b>	<b>75,403</b>
<b>Fund Balance at June 30, 2016</b>	<b>59,074</b>					
<b>Fund Balance at June 30, 2017</b>	<b>91,771</b>					

# City of San Juan Bautista

## Warrant Listing

As of June 30, 2017

Date	Num	Name	Amount
<b>101.000 - Union Bank</b>			
<b>101.001 - Operating Acct. 1948</b>			
06/02/2017	210890	Abbott's Pro Power	-89.46
06/02/2017	210891	ACWA Health Benefits Authority	-5,502.02
06/02/2017	210892	at&t	-292.28
06/02/2017	210893	AVAYA	-210.98
06/02/2017	210894	Charter Communications	-344.60
06/02/2017	210895	De Lage Landen Public Finance	-969.18
06/02/2017	210896	Diane Hanania.	-245.65
06/02/2017	210897	Home Depot Credit Services	-120.53
06/02/2017	210898	iWordQ Systems	-375.00
06/02/2017	210899	Joe Guevara	-200.00
06/02/2017	210900	Kessia De La Cruz.	-700.00
06/02/2017	210901	Mission Linen Service	-136.08
06/02/2017	210902	P G & E	-382.24
06/02/2017	210903	Pet Waste Co	-75.59
06/02/2017	210904	Quality Safe Tree Service	-3,550.00
06/02/2017	210905	Roger Grimsley	-120.00
06/02/2017	210906	Rosa Ceja.	-700.00
06/02/2017	210907	Ruggeri Jensen Azar	-750.00
06/02/2017	210908	Staples	-349.33
06/02/2017	210909	State Compensation Insurance Fund	-3,013.75
06/02/2017	210910	Uline	-191.97
06/02/2017	210911	US Bank	-449.41
06/02/2017	210912	Wellington Law Offices	-2,982.00
06/02/2017	210913	Bracewell Engineering, Inc.	-810.00
06/02/2017	210914	Green Line	-796.00
06/02/2017	210915	Gularte Landscaping-	-1,150.00
06/02/2017	210916	Level 1 Private Security.	-7,888.00
06/02/2017	210917	Smith & Enright Landscaping	-1,384.38
06/02/2017	210918	Wendy L. Cumming, CPA	-1,957.50
06/13/2017	210919	League of California Cities	-375.00
06/13/2017	210920	at&t	-69.89
06/13/2017	210921	Bracewell Engineering, Inc.	-13,692.00
06/13/2017	210922	Brigantino Irrigation, Inc.	-70.75
06/13/2017	210923	CalPers 457 Plan	-1,452.88
06/13/2017	210924	CMAP	-680.00
06/13/2017	210925	Design Line & Granger	-344.73
06/13/2017	210926	J.V. Orta's Rent A Fence	-225.00
06/13/2017	210927	Judy's Gifts & Awards	-15.02
06/13/2017	210928	KS State Bank	-5,818.30
06/13/2017	210929	League of California Cities	-375.00
06/13/2017	210930	P G & E	-13,361.66
06/13/2017	210931	PARSAC	-25,322.00
06/13/2017	210932	Rx-Tek	-402.00



**City of San Juan Bautista****Warrant Listing****As of June 30, 2017**

<u>Date</u>	<u>Num</u>	<u>Name</u>	<u>Amount</u>
06/13/2017	210933	San Benito County Water District	-25.91
06/13/2017	210934	Xerox	-474.18
06/13/2017	210935	Maggiora Bros. Drilling Inc.	-17,900.00
06/27/2017	210936	Mackenzie Quaid	-100.00
06/27/2017	210937	Postmaster	-500.00
06/27/2017	210938	Valero Marketing & Supply	-777.52
Total 101.001 · Operating Acct. 1948			<u>-117,717.79</u>
Total 101.000 · Union Bank			<u>-117,717.79</u>
<b>TOTAL</b>			<u><u>-117,717.79</u></u>

**Level 1 Private Security Report, City of San Juan Bautista.**

**Report dates: 06-01-2017 to 06-30-2017**

**Report Prepared by: A. Morgan**

**Date: 07-01-2017**

**06-01-17**

**0115-** Two Hispanic men about 30 years old were standing outside the Mission Garden Apartments dressed in cowboy hats, jackets and jeans. Nothing further suspicious.

**0400-** Observed 6 speeding vehicles and 4 stop sign violations at 1<sup>st</sup> and Ahwahnee Street and at 3<sup>rd</sup> and Muckelemei Street.

**06-02-17**

**2345-** An unoccupied red Fiat, a blue Honda Civic, a blue Ford Focus, a black Scion TC, a white Ford Fusion, and a white Nissan Versa, were parked in the Windmill lot. Nothing suspicious seen. Photos on body-worn camera.

**2350-** An unoccupied red Ford Mustang with no front or back plates was parked in the Windmill lot. It was reported to the Sheriff's Office.

**0620-** Observed 1 stop sign violation while monitoring Monterey Street at Muckelemei Street.

**06-03-17**

Nothing to report.

**06-04-17**

**2230-** An unoccupied black Honda Civic was parked in the lot for Mi Escuelita Preschool. Nothing suspicious seen. Photos on patrol phone.

**2310-** An unoccupied tan Jeep Liberty with attached trailer was parked in the San Juan School lot. The occupant was asleep. He said he was passing through and stopped to rest. Nothing suspicious seen. Photos on patrol phone.

**0520-** Observed 1 stop sign violation while monitoring 3<sup>rd</sup> Street at Pearce Street.

**0630-** Observed 4 stop sign violations and 2 speeding violations while monitoring 1<sup>st</sup> Street at Ahwahnee Street.

**06-05-17**

**2320-** Unoccupied white Chevy Silverado parked in the Windmill lot. Nothing suspicious.

**0010-** Unoccupied blue Nissan pickup parked in Neil's Market lot. Nothing suspicious.

**0610-** Observed 2 stop sign violations while monitoring Muckelemei Street at Monterey Street.

**06-06-17**

**2230**- Redirected a semi-truck attempting to pass through to get to Earthbound Farms. Unable to get license plate.

**0015**- Unoccupied white Chevy Silverado and black Honda Civic were parked in the Windmill lot. Nothing suspicious. Photos on body-worn camera.

**0520**- Observed 2 stop sign violations while monitoring 3<sup>rd</sup> Street at Pearce Street.

**0615**- Observed 4 stop sign violations while monitoring Monterey Street at Muckelemi Street.

**06-07-17**

**0127**- Transient found sleeping on a bench in front of Country Cutz. Notified the Sheriff's Office.

**0540**- Observed 2 stop sign violations while monitoring 3<sup>rd</sup> Street at Pearce Street.

**0625**- Observed 3 stop sign violations while monitoring Monterey Street at Muckelemi Street.

**06-08-17**

Nothing to report.

**06-09-17**

**0150**- Observed 6 adults drinking bottled beer standing and sitting on the curb on 7<sup>th</sup> Street at Washington Street. They got up and went inside after seeing me.

**0300**- While conducting business checks on 3<sup>rd</sup> Street, I found an open door at Jardines de San Juan. I activated the alarm. I contacted the Sheriff's Office. Nothing appeared out of place. I was able to secure the door.

**06-10-17**

Nothing to report.

**06-11-17**

**2327**- Unoccupied white Ford Taurus was parked in the Windmill lot. Nothing suspicious. Photos on body-worn camera.

**0530**- Observed 3 stop sign violations while monitoring 3<sup>rd</sup> Street and Pearce Street.

**06-12-17**

**0030**- Unoccupied black Ford Fusion was parked in the Windmill lot. Nothing suspicious. Photos on body-worn camera.

**0115**- While conducting business checks in the Windmill lot, Officer J. Rodriguez found an unlocked door and a broken panel of glass above the door at Country Cutz. He contacted Public Works who contacted the owner. The owner arrived to secure the business.

**06-13-17**

Nothing to report.

**06-14-17**

Nothing to report.

**06-15-17**

**2255**- Unoccupied white Chevy Impala was parked in the Windmill lot. Nothing suspicious. Photos on body-worn camera.

**2305**- Unoccupied red Nissan pickup was parked on the road in front of San Juan School. Nothing suspicious seen.

**0050**- 2 African American males teens, 1 white male teen, 1 white female teen, and 1 Hispanic female teen were seen at Verutti Park. They left as soon as Officer J. Rodriguez flashed his flashlight at them.

**0505**- Observed 3 stop sign violations while monitoring 3<sup>rd</sup> Street at Pearce Street.

**0630**- Observed 2 stop sign violations while monitoring 1<sup>st</sup> Street at Ahwahnee Street.

**06-16-17**

**2340**- Unoccupied silver Honda, a white Ford Fusion, a black Honda Accord, and a silver Lexus were parked in the Windmill lot. Nothing suspicious seen. Photos on body-worn camera.

**0025**- Occupied white RV parked in the lot for Mi Escuelita School. Nothing suspicious.

**0415**- While conducting business checks on 3<sup>rd</sup> Street, Officer J. Rodriguez found an unlocked door at Glad Tidings Church. Contacted the owner John who secured the door.

**0625**- Observed 1 stop sign violation while monitoring Monterey Street at Muckelemi Street.

**06-17-17**

**0035**- Unoccupied blue Kia Optima and tan Toyota Corolla were parked in the gravel lot on The Alameda at Pearce Street. Nothing suspicious.

**0230**- A black Chevy Malibu occupied by two subjects was seen speeding aimlessly through town. First seen on Muckelemi Street at 3<sup>rd</sup> Street. I tried to follow it for a license plate, but it proceeded to drive approximately 50 mph through town leaving west on Highway 156.

**0330**- Two Hispanic males about 30 years old in all black clothing were seen walking on 3<sup>rd</sup> Street at Washington Street. They left the area. No further.

**06-18-17**

**2326**- Unoccupied silver Nissan Versa was seen parked in the Windmill lot. Nothing suspicious. Photos on body-worn camera.

**2334-** Unoccupied orange Acura was parked in Mi Escuelita School lot. Nothing suspicious. Photos on body-worn camera.

**06-19-17**

Nothing to report.

**06-20-17**

Nothing to report.

**06-21-17**

Nothing to report.

**06-22-17**

Nothing to report.

**06-23-17**

**0515-** Observed 2 stop sign violations while monitoring 3<sup>rd</sup> Street at Pearce Street.

**06-24-17**

**0028-** Unoccupied silver Subaru Crosstek was parked in the VFW lot. Nothing suspicious. Photos on body-worn camera.

**06-25-17**

**2345-** Unoccupied white Ford Fusion and a white Toyota Corolla were parked in the Windmill lot. Nothing suspicious. Photos on body-worn camera.

**06-26-17**

**2345-** Unoccupied silver Ford F-150 parked in the Windmill lot. Nothing suspicious. Photos on body-worn camera.

**0600-** Observed 3 stop sign violations while monitoring Monterey Street and Muckelemi Street.

**06-27-17**

Nothing to report.

**06-28-17**

Nothing to report.

**06-29-17**

**0005-** Unoccupied black Toyota Rav 4 parked in the gravel lot on The Alameda at Pearce Street. Nothing suspicious seen. Photos on body-worn camera.

**0610-** Observed 2 stop sign violations while monitoring Monterey Street and Muckelemi Street.

**06-30-17**

**0620-** Observed 1 stop sign violation while monitoring Monterey Street and Muckelemi Street.

## Library Report

	Jan. '17	Feb. '17	Mar. '17	Apr. '17	May '17	Jun '17
<b>New Material</b>	14	18	40	22	38	56
<b>Retired Materials</b>	19	0	2	2	0	0
<b>Lost Items</b>	7	3	4	6	3	6
<b>Overdue Items</b>	6	14	3	3	16	-
<b>Overdue Patrons</b>	5	6	3	3	11	-
<b>Cards Issued</b>	7	10	4	18	6	8
<b>Items Checked Out</b>	369	315	392	417	402	288
<b>Money from Fines</b>	54.25	25.50	20.75	37.50	101.75	78.95
<b>Money from Faxes</b>	29.00	20.00	19.00	8.00	25.00	25.00
<b>Money from Copies</b>	58.35	85.50	74.15	59.10	36.25	59.00
<b>Money from other Charges</b>	16.00	2.25	7.25	36.75	33.50	47.50
<b>Patron Tally</b>	476	511	662	736	660	963

We do not have statistics for overdue items or overdue patrons this month because of transition to new software. We should have this information next month.

# CITY OF SAN JUAN BAUTISTA

## ADMINISTRATIVE REPORT

**Date:** July 18, 2017

**To:** City Council

**From:** Administrative Staff

### PUBLIC WORKS DEPARTMENT

The Public Works crew is completing work on pipe relocation to well no. 5 and preparing well no. 6 (Coke well) for a pump test to determine the pumping capacity of the well to meet the City's need. The City has checked the nitrate levels of well no. 6 and found them to be acceptable to meet public water system standards. In addition, work is being performed on weed abatement, tree trimming, street patching and site maintenance at the water reservoir, Library, and Verutti Park. Recently our Public Works department has experienced some minor staffing problems due to a death in the family of one of our employee and a lengthy illness of another employee.

### PLANNING DEPARTMENT/CODE ENFORCEMENT

**Planning:** Staff has been working on several projects that came before the Planning Commission in July, including a request for a use determination for a proposed business at 301 Third Street and a secondary dwelling unit at 609 Third Street. The request for use determination was continued to the August 1<sup>st</sup>, 2017, regular meeting due to a variety of factors. The secondary dwelling unit at 609 Third Street was approved.

For more information on current planning projects, please visit the City website planning page at: <http://www.san-juan-bautista.ca.us/planning/> Staff has spent a good amount of time updating the page to make sure that residents have access to all of the planning documents associated with current planning projects, so please share the link with any constituents interested in current planning.

**Administration:** Staff has been continuing work on updating the City's website and logo. Both have their own agenda items on tonight's agenda.

City staff worked with iWorQ customer service representatives to set up the code enforcement module. Once a code enforcement letter template is drafted and uploaded, it should be ready to go live. That will complete the

iWorQ suite, so now the City will be creating, processing, and saving all building permits, planning permits, business licenses, animal licenses, and code enforcement cases in iWorQ. The existing permits were also uploaded, so now all of the paper permits that the City has in-house are searchable on the database.

**Code Enforcement:** The chicken relocation program has been on hold since mid-June due to absences in the Public Works Department, but several traps were put out again on July 11<sup>th</sup>, 2017. City staff continues to get desperate calls from residents complaining about incessant night time/early morning crowing by feral roosters, but those roosters have evaded capture up to this point. Staff has researched other methods of capture, but they are either too expensive or require too much staff time to make them feasible. Staff also contacted the City of Hollister animal control to get ideas, and they informed us that they do not offer to capture feral roosters in Hollister either (due to the difficulty involved with capturing them).

In the coming weeks, staff and Public Works are planning to notify businesses that are not in compliance with the City's grease trap ordinances and work with them to bring their establishments into compliance. This will improve the quality of wastewater flowing from these establishments to the wastewater treatment plant and reduce the number of issues caused by grease in the wastewater system, both on the restaurant sites and in City sewer lines.

#### CITY MANAGER DEPARTMENT:

The fiscal budget 2017/2018 has been adopted and the staff is beginning to perform some preliminary work so the audit can commence. In other matters, the test well at well no. 5 site is completed and water samples have been taken for nitrate levels. The soil profile and e-log has been graphed for analysis and evaluation. The staff is now in the process of developing the specifications and details of the well casing, pump size and pumping capacity. Electrical service to the well will be tied to the electrical distribution of the subdivision. This will take several weeks or more. The staff is preparing specifications for a backup emergency generator for the well. If electrical service is delayed, the generator can operate the well to meet the water demands. Well no. 6 (Coke Well), as stated above is proceeding with the "due diligence" to make sure it meets our needs and standards.

Additional work on specifications and bidding documents for the Muckeleml Street Improvement project between Fourth and San Antonio Streets is being done for construction this summer. The project consists of reconstruction of the aggregate base, asphalt paving the south half of Muckeleml Street and angle striping the north half to increase curb side parking.



Senate Bill 1 recently adopted the Road Repair and Accountability Act of 2017. The act will provide road funding for repair and improvements. It is funded through the new 0.12 cent per gallon gas tax and 0.20 cent per gallon for diesel fund. The legislation requires agencies to prepare a list of potential projects with a description and location, an estimated cost, an estimated time of completion and a useful life analysis for each project.

RESOLUTION NO. 2017-XX

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF  
SAN JUAN BAUTISTA CONFIRMING A DIAGRAM AND  
ASSESSMENT IN CONNECTION WITH VALLE VISTA  
LANDSCAPE AND LIGHTING MAINTENANCE ASSESSMENT  
DISTRICT NO. 1 FOR FISCAL YEAR 2017-18

WHEREAS, pursuant to the Landscaping and Lighting Act of 1972 (Streets & Highways Code Section 22500 *et seq.*) (“Act”), the City levies an annual assessment in connection with its Valle Vista Landscape and Lighting Maintenance Assessment District No. 1 (“District”); and

WHEREAS, by prior resolution, this Council declared its intention to levy the assessment in connection with the District for Fiscal Year 2017-18; and

WHEREAS, on June 20, 2017, this Council held a full and fair public hearing with respect to the proposed assessment at which all interested persons were permitted to give oral testimony and written protests; and

WHEREAS, notice of the hearing was published in accordance with applicable law; and

WHEREAS, the City Council desires to proceed with the levy of the assessment in connection with the District for Fiscal Year 2017-18.

NOW, THEREFORE, IT IS HEREBY RESOLVED by the City Council of the City of San Juan Bautista as follows:

1. The foregoing recitals are all true and correct.
2. The City Council overrules all objections and protests.
3. The Diagram and Assessment contained in the Report entitled “Engineer’s Report, Valle Vista Lighting and Landscape Maintenance Assessment District No. 1, Fiscal Year 2017-18” and dated May 16, 2017 (the “Report”), which Report is on file in the Office of the City Clerk and incorporated herein by reference is hereby approved.
4. The adoption of this Resolution constitutes the levy of the assessment within the District for Fiscal Year 2017-18.
5. Due to efficient operations, the assessments for Fiscal Year 2017-18 will be less than anticipated in 2008 when property owners approved the assessment with a provision for increases based on the increases in the Consumer Price Index (CPI). The City Council desires to

return these savings to property owners by maintaining the assessment rate, and has done so by adopting this Resolution. Consequently, the assessment applied by this Resolution is less than the full assessment that the City is authorized to impose. For reference, the full authorized rate for assessment per unit for Fiscal Year 2017-18 is \$557.60. It is the intent of the Council that, for purposes of Article XIID of the California Constitution, as well as applicable state law, no action taken in years subsequent to Fiscal Year 2017-18 will constitute an “increase” of the assessment rate if that action would not have constituted an “increase” of the assessment for Fiscal Year 2017-18 were levied at the full authorized rate. The Council declares that it would not have temporarily reduced the assessment rate for Fiscal Year 2017-18 if restoring the full authorized rate in subsequent years would constitute an “increase.” Instead, the Council would have imposed the assessment for Fiscal Year 2017-18 at the full authorized rate in order to build additional operational reserves into the assessment district program.

6. The City Clerk shall certify to the adoption of this resolution and shall cause the same to be processed in the manner required by law.

PASSED AND ADOPTED at a regular meeting of the City Council of the City of San Juan Bautista duly held on the 18<sup>th</sup> day of July, 2017, by the following vote:

Ayes:

Noes:

Absent:

Abstain:

---

Chris Martorana, Mayor

ATTEST:

---

Mackenzie Quaid, Acting City Clerk

**RESOLUTION NO. 2017-XX**

**RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SAN JUAN BAUTISTA  
CERTIFYING COMPLIANCE WITH STATE LAW WITH RESPECT TO  
THE LEVYING OF GENERAL AND SPECIAL TAXES, ASSESSMENTS,  
AND PROPERTY RELATED FEES AND CHARGES**

**THE COUNCIL OF THE CITY OF SAN JUAN BAUTISTA DOES RESOLVE AS  
FOLLOWS:**

**SECTION 1.** The City of San Juan Bautista requests that the San Benito County Auditor-Controller enter those general or special taxes, assessments, or property related fees or charges identified in Exhibit A, attached hereto and incorporated herein by this reference, on the tax roll for collection and distribution by the San Benito County Treasurer-Tax Collector commencing with the property tax bill for fiscal year 2017-2018.

**SECTION 2.** The City of San Juan Bautista hereby certifies that it has, without limitation, complied with all legal procedures and requirements necessary for the levying of an imposition of the general or special taxes, assessments, or property related fees or charges identified in Exhibit A, regardless of whether those procedures and requirements are set forth in the Constitution of the State of California, in the Statutes of the State of California, or in the applicable decisional law of the State of California.

**SECTION 3.** The City of San Juan Bautista further certifies that, except for the sole negligence or misconduct of the County of San Benito, its officers, employees, and agents, the City of San Juan Bautista shall be solely liable and responsible for defending, at its sole expense, cost and risk, each and every action, suit, or other proceeding brought against the County of San Benito, its officers, employees, and agents for every claim, demand, or challenge to the levying or imposition of the general or special taxes, assessments, or property related fees or charges identified in Exhibit A and that it will pay or satisfy any judgment rendered against the County of San Benito, its officers, employees, and agents on every such action, suit, or other proceeding, including all claims for refunds and interest thereon, legal fees and court costs and administrative expenses of the County of San Benito to correct the tax rolls.

**PASSED AND ADOPTED** this 18<sup>th</sup> day of July, 2017, at a regular meeting of the San Juan Bautista City Council, by the following vote:

**Ayes:**

**Noes:**

**Absent:**

**Abstain:**

**ATTEST:**

---

Chris Martorana, Mayor

---

Mackenzie Quaid, Acting City Clerk

# **CITY OF SAN JUAN BAUTISTA**

## **CITY COUNCIL**

### **STAFF REPORT**

**DATE:** July 18<sup>th</sup>, 2017

**SUBJECT:** City Social Media Policy

#### **Description:**

At the April meeting, City Council considered a recommendation from the Strategic Planning Committee regarding a community engagement strategy. One of the elements of that strategy that was of particular interest to the Council was the creation of social media accounts for the City of San Juan Bautista. Prior to creating these accounts, however, it is important to have an approved social media policy in place to dictate how those accounts should be utilized and managed.

#### **Background:**

Staff assembled a draft social media policy for the Council to consider at their regular meeting on Tuesday, June 20<sup>th</sup>, 2017. Council reviewed the draft, discussed it, and directed staff to bring it back as an Action Item at the regular meeting on Tuesday, July 18<sup>th</sup>, 2017.

#### **Recommendation:**

City Staff recommends that City Council adopt the attached draft social media policy.

#### **Required Action:**

If the City Council decides to approve the attached draft social media policy, they should take the following action:

- Approve Resolution 2017-XX "A Resolution of the City Council of the City of San Juan Bautista Approving a Social Media Policy for the City of San Juan Bautista"

**Attachments:**

City of San Juan Bautista Social Media Policy for City Activities

**RESOLUTION NO. 2017-XX**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SAN  
JUAN BAUTISTA APPROVING A SOCIAL MEDIA  
POLICY FOR THE CITY OF SAN JUAN BAUTISTA**

**WHEREAS**, City Staff are responsible for establishing and maintaining regular communication channels, access to important and time-sensitive information, and a general atmosphere of openness and transparency at City Hall for City residents and visitors; and

**WHEREAS**, social media platforms have become some of the most utilized sources of information for many City residents and visitors; and

**WHEREAS**, a detailed social media policy provides City Staff with guidance on how new social media accounts are to be utilized, rules for online engagement, and descriptions of the types of behavior that will not be tolerated on City social media platforms.

**NOW, THEREFORE, BE IT RESOLVED that** the City Council of the City of San Juan Bautista adopts the Social Media Policy, attached hereto as Exhibit A, for the purpose of providing guidelines for establishing and managing City social media accounts.

**ADOPTED by** the City Council of the City of San Juan Bautista at a meeting held on the 18<sup>th</sup> day of July, 2017, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

ATTEST:

---

Chris Martorana, Mayor

---

Mackenzie Quaid, City Clerk



## **EXHIBIT A**

# **City of San Juan Bautista Social Media Policy for City Activities**

### **Introduction**

The City of San Juan Bautista (City) is committed to effective communication with its customers, partners, and other stakeholders. The City recognizes the value of social media in connecting with our community and wishes to expand its online presence through its use as a means of increasing outreach, education, and stimulating public dialogue. This policy is intended to establish ground rules and guidelines for the productive use of social media.

### **Purpose**

The primary online communication tool for the City is and will continue to be its website: [www.san-juan-bautista.ca.us/](http://www.san-juan-bautista.ca.us/) (currently). To enhance and broaden online communication and interaction, however, the City will eventually establish social media accounts that may include, but not be limited to:

- Facebook
- YouTube
- Nextdoor

### **Policy**

#### **1. Content**

Social media content will support the City's mission and reflects its key messages. It will aid in reaching a broad set of customers and stakeholders to engage them in City issues and activities. Content may include:

- News and updates on City activities, projects, programs, and events
- News and updates on relevant national, state, regional, and local issues
- Announcements of City Council, Planning Commission, and Strategic Planning Committee meetings and available documents
- Invitations to attend public meetings
- Announcements of community events
- Publication of newsletters, reports, and other written material
- Urgent or emergency updates
- Press Releases
- Relevant information from partner agencies or stakeholders

#### **2. Acceptable Use**

The City social media sites shall include notification to site users/visitors that the following content will not be allowed on the site:

- a. Comments that are inaccurate, misleading, or off-topic
- b. Comments that makes unsupported accusations

- c. Comments that contain vulgar language or content, personal attacks of any kind, or offensive terms targeting specific groups or individuals
- d. Comments that compromise privacy
- e. Comments that contain sexual content or is obscene
- f. Comments that infringe on copyright or other proprietary rights
- g. Comments that contain spam (irrelevant or inappropriate messages sent on the Internet to a large number of recipients)
- h. Comments that contain partisan political views or views of a political organization
- i. Comments that are commercial endorsements

The City may remove any post that violates this policy. The City may also delete or block participants who do not comply with these guidelines.

### **3. Online Engagement and Social Media Postings**

Given the argumentative nature of most social media discourse, the proliferation of inaccurate and/or fake news, and the amount of staff time required to respond to every comment on social media, the City discourages two-way communication through its social media accounts. The City does, however, encourage anyone with questions and/or comments to contact City Staff directly via telephone or email.

All City social media posts shall:

- Be helpful and add value
- Be transparent

City social media posts should never:

- Be argumentative
- Express positions that have not been explicitly approved by City Staff and/or City Council

Whenever possible, content posted to social media sites should contain links directing users back to the City's official website for in-depth information, forms, documents, or other online tools/services primarily used to conduct business with the City. Staff shall test hyperlinks and verify information as needed before sharing or re-posting.

Comments and posts from site users/visitors are those of that particular individual and do not reflect the position of the City.

**4. Site and Account Management**

The City's social media accounts are managed by City staff. During regular business hours, staff will update and monitor its social media accounts and be responsible for posting information or responding to comments. The City may also update and monitor during non-regular hours during emergencies or other special circumstances, at its discretion.

Third-party social media platforms such as Facebook, YouTube, Nextdoor, and other social media accounts may occasionally be unavailable. The City is not responsible for the lack of service.

**5. Emergencies**

Emergency information may be distributed through the City's social media accounts in addition to other communication methods. Social media users should not rely solely on any of the City's social media accounts for communication during emergencies. If an urgent matter needs the City's attention, such as a facility emergency, please contact 831-623-4661 or call 911.

**6. Disclaimer**

Content placed on the City's social media sites by City followers, advertisers, or social media channel owners or vendors (such as Facebook, Youtube, or Nextdoor), does not represent the views, policies, or positions of the City staff or City Council.

**7. Changes to Social Media Site and Right of Termination**

The City may change any format or functionality of its sites or terminate any social media account at any time.

**8. Changes to Social Media Policy**

The City may change, modify, or amend all or part of this policy at any time.

# **CITY OF SAN JUAN BAUTISTA**

## **CITY COUNCIL**

### **STAFF REPORT**

**DATE:** July 18<sup>th</sup>, 2017

**SUBJECT:** City Logo Update

#### **Description:**

The City needs a new/updated version of its City Logo because the current one is out of date both aesthetically and format-wise (only on paper and scanned in, which is inadequate for use on websites, City forms, and outreach materials).

#### **Background:**

The website revision process brought to light the fact that the current City Logo is (1) 22 years old and (2) that the City has no high quality vector files of it (the original was simply scanned in for use on City materials). At the May Council meeting, the Council directed staff to attain an updated version of the City logo from Schipper Design.

Schipper Design provided three options for the City to consider at their regular meeting on June 20<sup>th</sup>, 2017. Each option contained most of the elements of the original City logo, but with stylistic and color upgrades. The City Council discussed the three options, but a majority of the members preferred to have Schipper Design make a replica of the original logo rather than going with something new.

#### **Analysis:**

City Staff worked with Schipped Design to create an updated version of the City logo in color and black and white that is as close to the original as possible. Schipper Design also included a version with an alternate color scheme, just in case the City Council wanted to get away from the basic primary colors used in the original.

**Recommendation:**

Staff recommends that the City Council discuss the updated versions of the City Logo and give staff direction on whether any of the proposed logos are acceptable and whether any further modifications are desired.

**Action Required:**

If the City Council chooses to approve one of the City logo options, they should take the following action:

- Approve Resolution 2017-XX "A Resolution of the City Council of the City of San Juan Bautista Approving a City Logo Update for the City of San Juan Bautista"

**Attachments:**

- Updated City Logo Options

ORIGINAL SEAL COLORS



ALTERNATE COLORS  
OPTION



BLACK OPTION













**RESOLUTION NO. 2017-XX**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SAN  
JUAN BAUTISTA APPROVING A CITY LOGO UPDATE  
FOR THE CITY OF SAN JUAN BAUTISTA**

**WHEREAS**, the City logo is an important component of City communications, advertising, branding, and marketing; and

**WHEREAS**, the current City logo is inadequate because it was approved 22 years ago and there are no high quality vector files of it, limiting the City's ability to use it on websites, City forms, and outreach materials; and

**WHEREAS**, the City Council hired Schipper Design to create several new options, discussed them, critiqued them, and settled on the one that best represented the City of San Juan Bautista.

**NOW, THEREFORE, BE IT RESOLVED that** the City Council of the City of San Juan Bautista approves the City logo, attached as Exhibit A, as the new City logo for the City of San Juan Bautista.

**ADOPTED by** the City Council of the City of San Juan Bautista at a meeting held on the 18<sup>th</sup> day of July, 2017, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

ATTEST:

\_\_\_\_\_  
Chris Martorana, Mayor

\_\_\_\_\_  
Mackenzie Quaid, City Clerk

## CITY OF SAN JUAN BAUTISTA

### CITY COUNCIL

### STAFF REPORT

**DATE:** July 18th, 2017

**SUBJECT:** Proposed Dog Park at Abbe Recreation Park

**DETAILS:** Attached is the site plan of the Abbe Recreation Park showing the ball field, open lawn area and proposed dog park. The dog park area has a 4' high chain link fence around the perimeter of the area with two access entrance gates. The area has a T-Ball backstop with two benches situated behind the back stop.

The improvements necessary to facilitate the conversion from a T-Ball area to dog park is as follows;

1. Remove the existing 9'-6" swinging gate at the northwest corner of the park.
2. Install a 5'-0" wide spring loaded swing gate with latching attachment.
3. Install a locking attachment to the existing 8'-8" wide swinging gate between the ball field and dog park.
4. Install three dog waste disposal stations inside the dog park perimeter fence.
5. Construct and install a two post identification sign on the Fifth Street Frontage, "DOG PARK."

### FISCAL IMPACT:

1. Gate modifications and installation	\$ 1800.00
2. 3 Dog Waste Stations	\$ 420.00
3. Identification sign	<u>\$ 750.00</u>
Total	\$ 2,970.00

COMPALED BY  
 ELNER DOWDY, RECORDER

## DEED

For value received Lydia A. Abbe, Rena Grace Louis, formerly Rena Grace Abbe, individually, and Rena Grace Louis, Trustee under the last Will and Testament of Frank A. Abbe, deceased, GRANT to The City of San Juan all that real property situate in the City of San Juan County of San Benito, State of California, described as follows:

Lots 8 to 15, inclusive, in Block 1 and Lots 5 to 9, inclusive, in Block 2, and that part of Lot A adjacent to and joining the above described property, all of Ramona Heights, according to the Map thereof filed September 17, 1907 in Vol. 1 of Maps at page 24, San Benito County Records.

Subject to the following restrictions:

1. That said premises shall be used as a recreational park.
2. That said premises shall be called the Abbe Recreation Park.
3. That as long as the San Juan Service Club function in the City of San Juan said San Juan Service Club shall have control of the said park activities.

WITNESS our hand July 8, 1939

Lydia A. Abbe

Rena Grace Louis

Individually

Rena Grace Louis Trustee under the last  
 Will and Testament of Frank A. Abbe,  
 deceased.

STATE OF CALIFORNIA

County of San Benito

} ss.

On July 8, 1939, before me, John T. Lewis, a Notary Public, in and for said County and State, personally appeared Lydia A. Abbe, known to me to be the person whose name is subscribed to the within instrument, and acknowledged to me that she executed the same.

(SEAL) John T. Lewis Notary Public

My commission expires May 16, 1940.

STATE OF CALIFORNIA,

COUNTY OF SAN BENITO.

} ss.

On July 8, 1939, before me, Blanche L. Tair, a Notary Public, in and for said County and State, personally appeared Rena Grace Louis, formerly Rena Grace Abbe, individually, and Rena Grace Louis, Trustee under the last Will and Testament of Frank A. Abbe, deceased, known to me to be the person whose name is subscribed to the within instrument and acknowledged to me that she executed the same.

(SEAL) Blanche J. Tair Notary Public in and for the County of San Benito, State of California.

My commission expires September 25-1940.

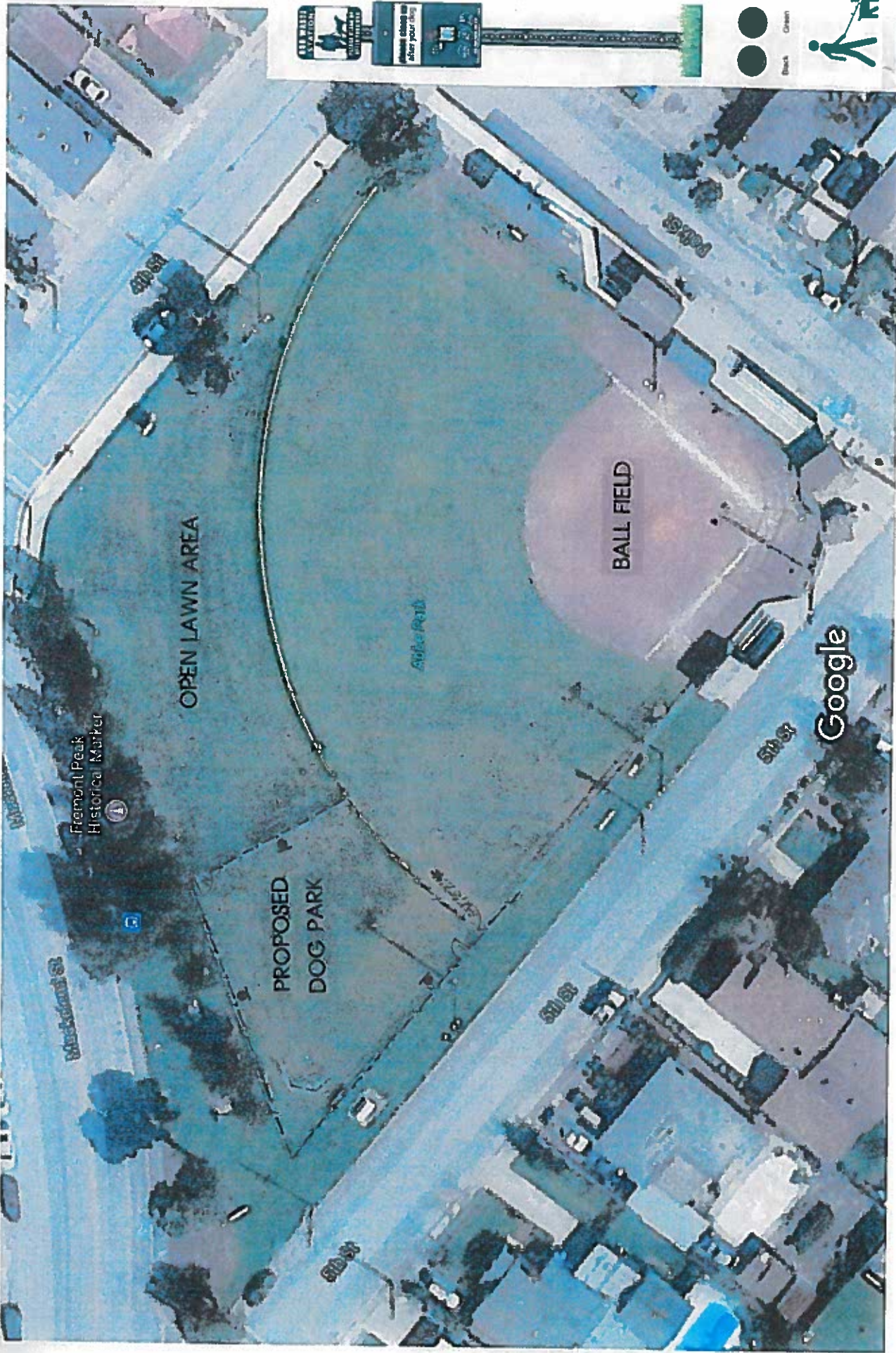
25483

Recorded at the Request of George Abbe, Aug. 5, 1939, at 22 min. past 11 o'clock A. M.

ELNER DOWDY, Recorder.

By R. G. Towle, Deputy Recorder.





**Trish Paetz**

---

**From:** shawnablue4 <shawnablue4@yahoo.com>  
**Sent:** Wednesday, June 14, 2017 7:38 AM  
**To:** Trish Paetz  
**Subject:** SPC Recommendations

Hi Trish,

The Strategic Planning Committee has recommended the following new members for Council appointment:

Ana Garcia  
Shirley Brewer  
Mandisa Snodey

We also moved our regular meetings to the 1st Thursday of each month at 6:30 p.m. Our next meeting will be held on Thursday July 6th.

Thanks, Shawna

Sent from my Verizon 4G LTE smartphone

# **CITY OF SAN JUAN BAUTISTA**

## **CITY COUNCIL**

### **STAFF REPORT**

**DATE:** July 18<sup>th</sup>, 2017

**SUBJECT:** Consider Approval of Initial Design for Website Revision

#### **Description:**

The Website Revision Team has approved an Initial Design for the new website being created by Revize. City Staff is requesting that the City Council approve the Initial Design so that the project can move on to the next phase, where developers at Revize will begin constructing the site.

#### **Background:**

At their regular meeting on March 21<sup>st</sup>, 2017, the City Council approved a contract with Revize for an update of the City website. Shortly thereafter, City Staff put together a Website Revision Team made up of several local stakeholders (Jill Pagaran, Maria Madrigal, and Darlene Boyd) to work on the composition of the Initial Design. This required filling out a "Design Discovery Survey," putting together a list of website with qualities they liked, choosing a color palette, and collecting high resolution pictures of San Juan Bautista. Revize then put together an artistic rendering of what the site could look like. The Website Revision Team met several times to discuss the design, critique it, and send it back to Revize for changes. The result of these efforts is the final draft of the Initial Design attached to this staff report.

#### **Analysis:**

In order to move the project on to the next phase, City Staff is requesting input and approval of the Initial Design from the City Council. This will be the last chance for free design changes, because after the site is officially submitted for development, design changes can only be done at a cost of \$100/hour. Some aspects of the site, however, will still be able to be changed through the Content Management System (CMS).



Things that **can** be changed through the CMS include:

- Text and titles (such as "upcoming events" or paragraph text).
- The photos in the hero slider and the photo next to the news.
- The numbers in the stats below the news.
- Items in your featured actions bar.
- Navigation items will be dealt with during site mapping, so they are not "set in stone."

Things that **cannot** be changed through the CMS include:

- The colors of the design (such as the bar above the navigation, title text, buttons, etc.).
- The tagline over the hero, since it is a custom font/image being used to produce it.
- The layout of the site (where items are located in relation to one another).
- The background textures behind the calendar and news areas.
- The City logo.

**Recommendation:**

Staff recommends that the City Council discuss the Initial Design of the new City website, let staff know if any changes are desired, and approve the Initial Design.

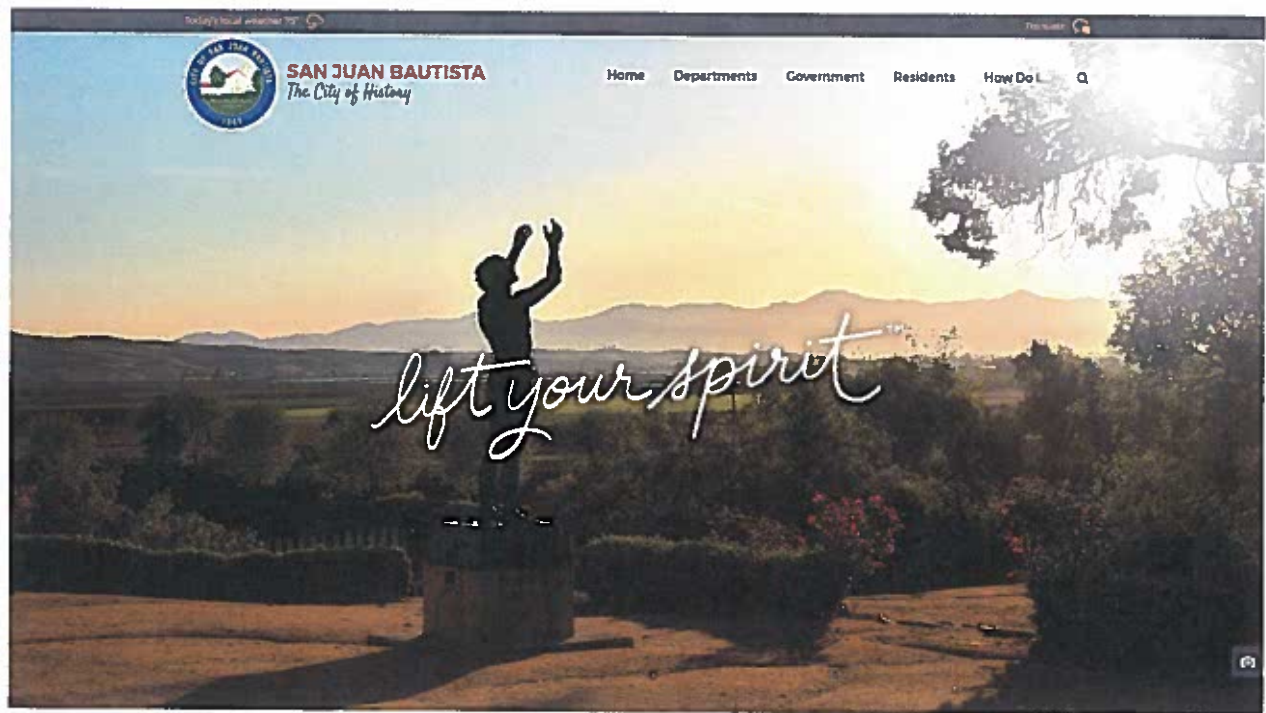
**Action Required:**

If the City Council chooses to approve the Initial Design, they should take the following action:

- Approve Resolution 2017-XX "A Resolution of the City Council of the City of San Juan Bautista Approving the Initial Design for the Website Revision for the City of San Juan Bautista"

**Attachments:**

- Initial Design for Website Revision



## UPCOMING EVENTS

[SEE ALL EVENTS](#)

31  
MAY

3:00 PM  
Event Title Amet Purus Elit Tristique  
Venenatis Fermentum

8  
JUNE

11:15 AM  
Inceptos Tortor Commodo Ridiculus  
Adipiscing

12  
JUNE

5:30 PM  
Tortor Fringilla Vehicula  
Condimentum Magna

## CITY MEETINGS

[SEE ALL MEETINGS](#)

31  
MAY

3:00 PM  
Event Title Amet Purus Elit Tristique  
Venenatis Fermentum

8  
JUNE

11:15 AM  
Inceptos Tortor Commodo Ridiculus  
Adipiscing

12  
JUNE

5:30 PM  
Tortor Fringilla Vehicula  
Condimentum Magna

## RECENT NEWS

[SEE ALL NEWS](#)

MAY 30, 2017

### News Post Title Adipiscing Dapibus Fermentum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute...

MAY 22, 2017

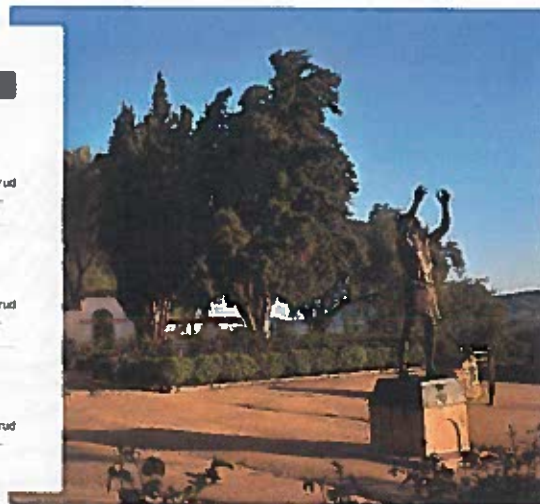
### News Post Title Adipiscing Dapibus Fermentum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute...

MAY 16, 2017

### News Post Title Adipiscing Dapibus Fermentum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute...



1

HISTORIC MISSION PLAZA

15

FESTIVALS

14

RESTAURANTS

46

SPECIALTY SHOPS



**RESOLUTION NO. 2017-XX**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SAN JUAN BAUTISTA APPROVING THE INITIAL DESIGN FOR THE WEBSITE REVISION FOR THE CITY OF SAN JUAN BAUTISTA**

**WHEREAS**, the website for the City of San Juan Bautista is substandard and unable to provide the high level of access to information for City residents and visitors; and

**WHEREAS**, on March 21<sup>st</sup>, 2017, the City Council adopted Resolution 2017-10, "A Resolution of the City Council of the City of San Juan Bautista Approving an Agreement Between the City and Revize for Website Redesign Services"; and

**WHEREAS**, City Staff and the Website Revision Team worked with Revize to create an Initial Design that met all of the aesthetic and functional requirements of the City; and

**WHEREAS**, at their regular meeting on July 18<sup>th</sup>, 2017, the City Council reviewed the Initial Design and approved the aesthetic and functional features it included.

**NOW, THEREFORE, BE IT RESOLVED that** the City Council of the City of San Juan Bautista approves the Initial Design for the website revision.

**ADOPTED by** the City Council of the City of San Juan Bautista at a meeting held on the 18<sup>th</sup> day of July, 2017, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

ATTEST:

---

Chris Martorana, Mayor

---

Mackenzie Quaid, City Clerk

# **CITY OF SAN JUAN BAUTISTA**

## **CITY COUNCIL**

### **STAFF REPORT**

**DATE:** July 18<sup>th</sup>, 2017

**SUBJECT:** Cannabis Consulting Proposal from Pinnacle Strategy (Victor Gomez)

#### **Description:**

The City is considering options for handling the legalization of adult use and medical marijuana in 2018 in San Juan Bautista. Victor Gomez of Pinnacle Strategy has offered his consulting services to help "develop and manage a comprehensive Cannabis policy for the City of San Juan Bautista."

#### **Background:**

At the City Council "Marijuana Forum" on June 14<sup>th</sup>, 2017, Mr. Gomez presented on the status of Cannabis policy in the City of Hollister, San Benito County, and other locations around the Bay Area. When the City Council discussed the "Marijuana Forum" at their regular meeting on June 20<sup>th</sup>, 2017, they gave Councilmember DeVries direction to solicit a proposal from Mr. Gomez for developing a comprehensive cannabis policy for the City.

#### **Analysis:**

The proposal contains an aggressive schedule for working with a City Council Ad Hoc Committee to establish rules and regulations, a tax structure, a permit application process, cost recovery programs, tax revenue monitoring, community communications plan, location/zoning standards, and budget. Although there does seem to be a good amount of focus on community engagement, there only seems to be small amount of involvement proposed for the Planning Commission.

The services offered would be very helpful in compiling the necessary information for doing a strengths, weaknesses, opportunities, and threats (SWOT) analysis of a decision to issue one or more of the Cannabis license types versus

the original 'wait and see' approach of putting a full adult use/medical marijuana/cannabis ban in place.

**Recommendation:**

Staff recommends that the City Council discuss the Cannabis Consulting proposal from Pinnacle Strategy and give staff direction on whether or not to pursue a contract with Pinnacle Strategy.

**Action Required:**

If the City Council chooses to move forward with the proposal, they should direct staff to bring a contract back at the next meeting for approval.

**Attachments:**

- Cannabis Consulting Proposal from Pinnacle Strategy



# PINNACLE STRATEGY

**Cannabis Consulting**

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## I. LETTER OF TRANSMITTAL

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June 23, 2017

Dan De Vries, Councilmember  
City of San Juan Bautista  
311 2<sup>nd</sup> St.  
San Juan Bautista, CA 95045

**RE: Proposal to provide Consultant Services related to Cannabis Program Implementation for the City of San Juan Bautista**

Honorable Councilmember De Vries,

Thank you for the opportunity to present this proposal on how Pinnacle Strategy can help develop and manage a comprehensive Cannabis policy for the City of San Juan Bautista.

Pinnacle Strategy is led by myself, Victor Gómez, a knowledgeable policy advisor with years of experience in Local, State, and Federal Policy. I have a wealth of experience in public policy through prior positions I've held including 8 years of service as former Mayor and Councilmember for the City of Hollister, Chief of Staff and Deputy Chief of Staff for two San Jose City Councilmembers during their medical cannabis process that eventually led to a robust policy adoption. In addition, I serve as an internal lobbyist for *The Silicon Valley Organization* (formerly the San Jose Silicon Valley Chamber of Commerce). I currently serve as a paid consultant to the County of San Benito assisting them through their Cannabis Ordinance along with other prior jurisdictions.

With vast qualifying experience in public policy, Pinnacle Strategy can develop a regulatory framework, a taxation/fee structure, and permit processes for the establishment of Cannabis businesses for the City of San Juan Bautista at a total cost of \$1,500 per month.

Enclosed, please find my detailed scope of services for Pinnacle Strategy's Cannabis Management Program. I look forward to the opportunity to partner with the City in developing a strategy that meets your program needs. If you have any questions or require additional information, please feel free to contact me at (831) 245-6446 or by email at [victorg@pinnaclestrategy.org](mailto:victorg@pinnaclestrategy.org).

Sincerely,



Victor Gomez, President, Pinnacle Strategy



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## II. PROPOSED SCOPE OF SERVICES

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Cannabis policy and regulation is complex and filled with challenging issues for both state and local jurisdictions. Pinnacle Strategy is focused on the current status of California law on both Medical and Recreational cannabis policy.

The specific Scope of Services to be provided by Pinnacle Strategy shall include but not limited to:

- Management of Cannabis Ad Hoc committee: Work with City Manager's Office and committee to identify key internal stakeholders to attend meetings, define roles of the participants, discuss schedules, and scope of responsibilities.
- Management: This includes facilitation of internal meetings, conference calls, staff inquiries via phone and email, participation in initial functions and monitoring of status reports.
- Work with City Attorney's Office in developing Rules and Regulations (R & R's) for the cannabis industry.
- Work with city in developing a tax structure for cannabis commerce.
- Advise city on developing a Cannabis Permit Application process.
- Develop a program to recover costs for reviewing all cannabis business applications and issuing Cannabis Business Permits.
- Form an Application Review committee for cannabis applicants if required.
- Gather background information relative to cannabis regulatory environment for the City Council.
- Monitor tax revenue performance, and recommend any necessary adjustments.
- Design a community communications plan for community meetings as requested/needed.
- Providing high-level, strategic input on the development of the budget surrounding cannabis revenues.
- Attend and represent the city at city-related meetings and activities, meeting with governmental agencies, private industry, and related meetings.

General additional scope to be provided:

- Provide staff support to city departments on cannabis related issues as requested.
- Provide feedback on staff memoranda language regarding cannabis activities to present before the City Council.
- Provide input on developing a website landing page for the cannabis related issues to include FAQ's, application & development process.
- Represent the City as assigned at public events including community groups, special sessions, and committee meetings.
- Respond to inquiries from the City Council, and other organizations regarding local cannabis issues.
- Respond to applicant inquiries and issues, resolving complaints, and interpreting policies for applicants and other interested parties regarding the local cannabis industry.
- Monitor the evolving state and federal legislation impacting the industry.
- Attend cannabis related conferences and informational sessions at the local & state level when applicable.
- Keep pace with knowledge of cannabis cultivation, processing, manufacturing, extraction, packaging, and distribution practices.
- Evaluate and ensure the 'true' top priorities are handled satisfactorily; set clear goals for the cannabis team.
- Stay current and educated on industry changes.
- Address activities of collectives to ensure legal medical use.

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### III. COST

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Pinnacle Strategy's fee proposal is not based on time; It's based on delivery of product and results. It is based on delivery of an ordinance and regulatory structure that suffices the City Council and staff for a fee not to exceed \$1,500 per month. This fee is based on the desired results presented to Pinnacle Strategy in order to meet these requirements and the following assumptions:

- Strategic considerations in development of a comprehensive cannabis policy and procedural elements, including emerging State consolidation of Medical and recreational Cannabis regulations.
- Best practices in policy, taxation, location/zoning standards, and procedural elements pertaining to implementation for:
  - Cultivation
  - Manufacturing
  - Dispensary operations
- City Council and community communications pertaining to cannabis program development and implementation.
- Organizational aspects of Cannabis program management and supervision:
  - Operational considerations (security, code compliance, finance)
  - Program oversight
  - Coordination with community outreach and communications programs
- Other considerations that the City should be aware of and should address.

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## IV. STATEMENT OF EXPERIENCE

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Though Pinnacle Strategy is a fairly new firm, company President Victor Gómez brings a wealth of experience in both Public Policy and cannabis legislation.

### **Victor Gómez, President, Pinnacle Strategy**

Victor Gómez is a Northern California native with a wealth of experience in local, state, and federal policy both in the Monterey Bay Area and in the greater Silicon Valley/San Francisco Bay area. Born and raised in Hollister, CA. he is the former Mayor of his hometown and recently completed his second term as a City Councilmember.

As a son of a Mayor and Sheriff, Victor has always held a passion for policy, community and public service. After immigrating to Hollister from Guadalajara, Jalisco, México, his parents

and older siblings lived in farm labor housing in San Benito County. After years of hard work, they were able to purchase a home in a low-income development in west Hollister where Victor grew up. He attended local elementary schools and San Benito High School.

After obtaining his degree in Aviation and becoming a pilot, Victor and his wife purchased a franchise restaurant which they owned and operated for nearly ten years. In 2008, in the midst of running his business, Gómez ran for and won a seat on the Hollister City Council. At the age of 31, Gómez became one of the youngest Mayor's to serve the City of Hollister. He served eight years on the San Benito County Transportation Authority, Hollister Airport Land Use Commission, Gang Prevention Policy Board, Association of Monterey Bay Area Governments, Hollister Redevelopment Agency, and served as President of the League of California Cities Monterey Bay Chapter advocating for sound policies for municipal government at the state and federal level. Victor also served as a board member and Chairman of the San Benito County Chamber of Commerce advocating for business-friendly policy and a healthy local economy.

Victor's political roots run deep. Both his grandfather and father served as Mayor of their home town of Villa Obregón, Jalisco, Mexico. His brother Gus Gómez was elected to the Glendale City Council and served as Mayor, eventually being elected as a Superior Court Judge in Los Angeles County.

Victor served as Deputy Chief of Staff for San José City Councilmember Johnny Khamis and Chief of Staff for San José Vice Mayor Magdalena Carrasco. He also serves as internal lobbyist for *The Silicon Valley Organization* (formerly the Silicon Valley Chamber of Commerce) and as Executive Director of The SVO PAC, one of the most influential Political Action Committees in the San Francisco Bay Area.

Victor is currently President of Pinnacle Strategy, a Lobbying & Consulting firm out of the Monterey & San Francisco Bay Areas. His clients have ranged from Government agencies to private sector firms.

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## V. ENGAGEMENT PROPOSAL

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### **Terms:**

Pinnacle Strategy will provide cannabis policy consulting services based on results. A “Cookie Cutter” model for San Juan Bautista or any other city cannot be the approach. Every city faces a different political climate and a wide spectrum of demographics. We will work

with the community, Council, stakeholders and the CAT in crafting an ordinance that will suffice the needs of the City and its residents.

Terms of the agreement will be on a monthly retainer basis with either party given the ability to terminate with 30-day notice.

Contract to commence 8/1/2017 on a month-to-month basis.

**Dedicated staff:**

Agreement will include minimum two Pinnacle Strategy staff members both with experience in municipal policy and cannabis.

Lead staff member will be Victor Gomez.

**Timeline:**

**July-September**

- Develop ordinance language with Ad Hoc
- Community outreach meeting(s) with stakeholders
- Develop staff cost recovery model
- Draft taxing structure (Fees)

**September/October:**

- Review first Draft Ordinance before City Council
- Review proposed land-use designations for cannabis with Planning
- Review recommended changes with Ad Hoc
- Develop Draft Rules, Regulations & Operating Procedures

**December/January**

- First reading and adoption of Ordinance
- Adoption of Staff Cost Recovery Fee Structure
- Adoption of Rules, Regulations & Operating Procedures

**January 2018-**

- Selection process for pilot program(s)

**Experience:**

- Former Mayor & City Council Member
- Chairman – San Benito County Chamber of Commerce
- President – League of California Cities, Monterey Bay Chapter
- Chief of Staff, Vice Mayor Magdalena Carrasco, City of San Jose (cannabis policy assignment)
- Deputy Chief of Staff, Councilmember Johnny Khamis, City of San Jose (Cannabis policy assignment)
- Sr. Director of Public Policy, Silicon Valley Chamber of Commerce
- Consulted multiple individual elected officials on cannabis policy
- San Benito County, Cannabis Consultant
- Involved in drafting Cannabis policy for the City of Hollister

**References:****Johnny Khamis**

Councilmember, City of San Jose

[Johnny.khamis@sanjoseca.gov](mailto:Johnny.khamis@sanjoseca.gov) (408) 390-5544

**Jim Reed**

Councilmember, City of Scotts Valley

[jimreedsv@gmail.com](mailto:jimreedsv@gmail.com) (831) 707-4993

**Louie Valdez**

Executive Analyst, County of San Benito

[lvaldez@cosb.us](mailto:lvaldez@cosb.us) (831) 207-2738

**Bill Avera**

City Manager, City of Hollister

[Bill.avera@hollister.ca.gov](mailto:Bill.avera@hollister.ca.gov) (831) 902-7434

**Anthony Phan**

Councilmember, City of Milpitas

[anthonyjphan@gmail.com](mailto:anthonyjphan@gmail.com) (408) 726-4704



## CITY OF HISTORY SEEKS CITY MANAGER

The City of San Juan Bautista is accepting applications for City Manager. Target start date is Fall 2017. Applicants should possess strong skills in administration, municipal finance and budgetary processes, infrastructure maintenance and improvements, and community engagement.

Founded in 1869, the City of San Juan Bautista was built around the largest of California's missions and today is surrounded by prime agriculture and cattle ranching. The community prides itself on its charm and historical heritage, including a California State Historic Park, which is juxtaposed against the ever-present housing demands occasioned by the growth of Silicon Valley one hour to the north. Position includes full benefits and competitive salary commensurate with experience.

Resumes and other application materials, including references, may be sent to Trish Paetz in Human Resources at [ad\\_responsetp@yahoo.com](mailto:ad_responsetp@yahoo.com)

6-28-17  
OK to print  
Trish Paetz



# WESTERN City

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### Profile

## City Manager

#### Categories/Deadline:

- » City Administrator/Manager
- » Open until filled

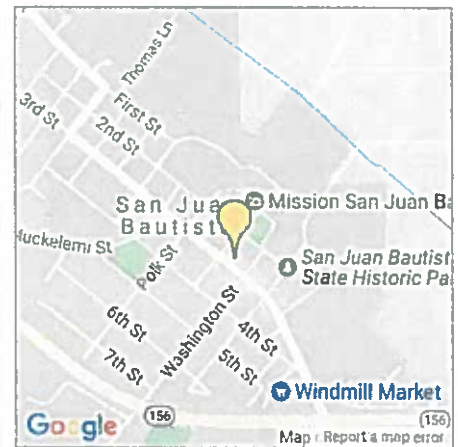
#### Essential Information

<b>Employer</b>	City of San Juan Bautista
<b>Street Address</b>	311 Second Street San Juan Bautista, CA 95045
<b>Phone</b>	831-623-4661
<b>Fax</b>	831-623-4093
<b>Website URL</b>	<a href="http://www.san-juan-bautista...">www.san-juan-bautista...</a>



[See all images »](#)

### Photos



The City of San Juan Bautista (population 1,900) is accepting applications for City Manager. Target start date is Fall 2017. Applicants should possess strong skills in administration, municipal finance and budgetary processes, infrastructure maintenance and improvements, and community engagement.

Founded in 1869, the City of San Juan Bautista was built around the largest of California's missions and today is surrounded by prime agriculture and cattle ranching. The community prides itself on its charm and historical heritage, including a California State Historic Park, which is juxtaposed against the ever-present housing demands occasioned by the growth of Silicon Valley one hour to the north.

#### Application Process and Deadline:

A cover letter, resume and list of references are required.

Is this your company? [Update or enhance your listings »](#)

#### Additional Information

**Contact:** Trish Paetz

**Contact Email:** [ad\\_responsetp@yahoo.com](mailto:ad_responsetp@yahoo.com)

**Industry:** Government

**Manages Others:** yes

**Deadline Information:** Open until filled

**Salary:** DOQ

**Benefits:** The City offers a competitive benefits package including medical, dental and vision insurance. The City is not a member of CalPERS retirement program, but does offer voluntary contribution to a CalPERS 457 supplemental investment plan with 1% City contribution.

# **CITY OF SAN JUAN BAUTISTA**

## **CITY COUNCIL**

### **STAFF REPORT**

**DATE:** July 18<sup>th</sup>, 2017

**SUBJECT:** City Parks Master Plan Committee

#### **Description:**

The City would like to create a "City Parks Master Plan" that will govern how City parks are maintained, utilized, and developed.

#### **Background:**

At their regular meeting on June 20<sup>th</sup>, 2017, the City Council discussed the idea of creating a City Parks Master Plan. After the discussion, Council directed staff to work with Councilmember DeVries on assembling a City Parks Master Plan Committee.

Staff met with Councilmember DeVries on Tuesday, June 27<sup>th</sup>, 2017, to discuss the first steps in the process. Based on their discussions, the Committee should be structured in the following way:

- 5 members + Staff representative
- 2 year terms
- Monthly or quarterly meetings depending on availability
- Meet at City Hall to start

A kick-off event was proposed as a way to gauge community interest and recruit membership for the Committee. The proposed event would be in either late July or early August on the Vertigo patio from 7:00-8:00 p.m. Staff would have a map of all existing and proposed City parks on hand to stimulate discussion and Councilmember DeVries would give an overview of the impetus behind the Council's creation of the City Parks Master Plan Committee and the goals for the group.

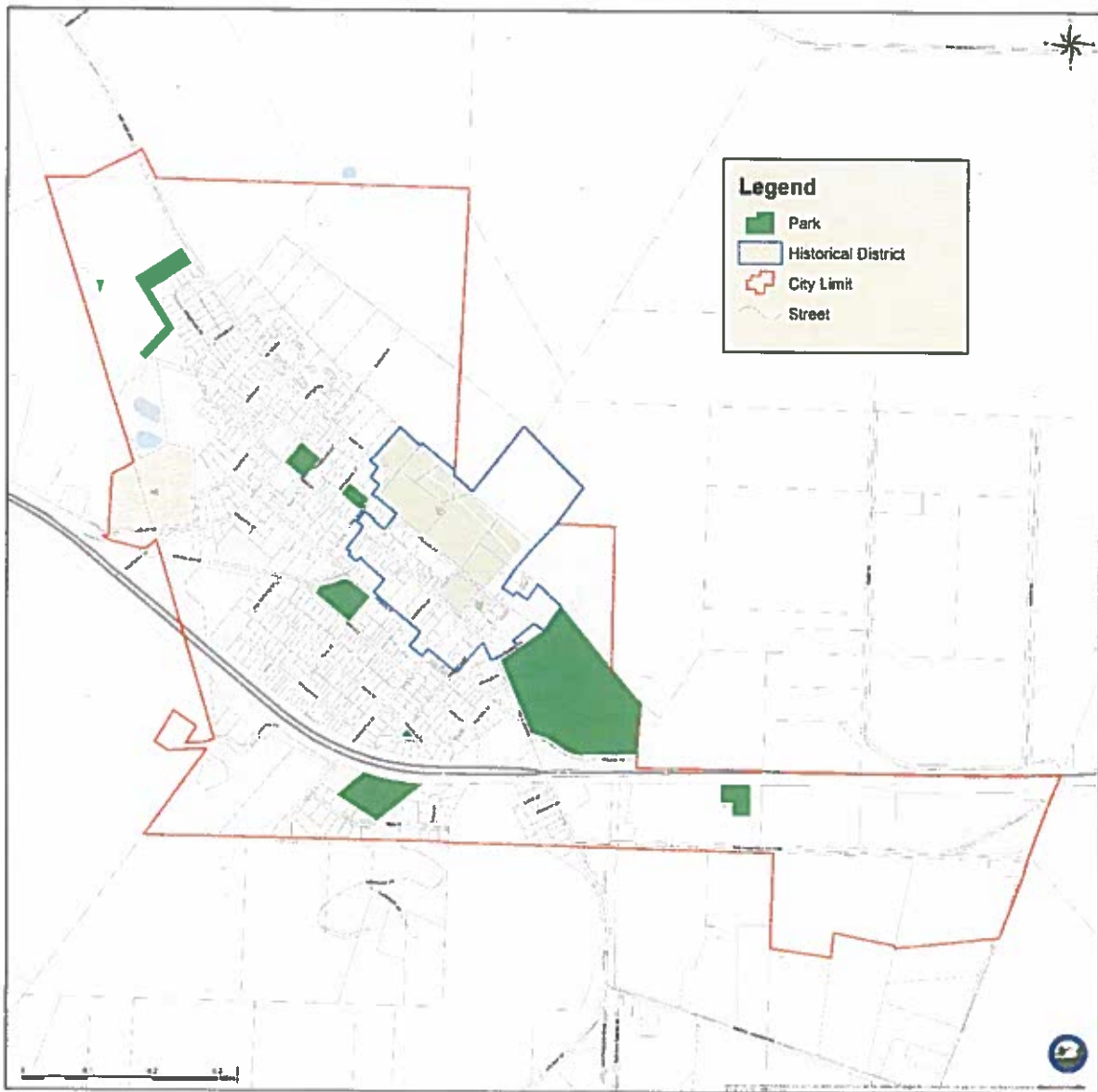
After the event, the City would begin accepting applications for membership, to be reviewed by Staff and Councilmember DeVries and then recommended to City Council. City Council would make the final appointments.

**Recommendation:**

Staff recommends that the City Council discuss the proposal by Staff and Councilmember DeVries and provide direction on whether or not to proceed with the proposed kick-off event.

**Attachments:**

- City Parks Master Plan Map



## **CITY OF SAN JUAN BAUTISTA**

### **CITY COUNCIL**

### **STAFF REPORT**

**DATE:** July 18th, 2017

**SUBJECT:** RFP- Franchise Garbage and Solid Waste Collection

**DISCUSSION:** San Benito County Integrated Waste Management Staff has conducted meetings with the ad hoc committee of the three member agencies to review options for the existing franchise agreement with Recology, which is scheduled to expire June 30, 2018. The three Regional Agency members reached consensus to conduct a competitive procurement of the franchise agreement by requesting formal proposals (RFP) to provide Garbage and Solid Waste services to the three agencies. See attached summary reports.

# Franchise Agreement Ad Hoc Committee

*Future Programs to Meet State Mandates, Industry Standards and Best Practices*



JUNE 28, 2017

## Section 1

### RECAP OF FRANCHISE AGREEMENT AD HOC COMMITTEE

#### Ad Hoc Committee's Purpose and Goal:

Review decision options for the expiring franchise agreement (current agreement began 2007 and expires June 30, 2018). The goal is to have the three Regional Agency members reach consensus and move forward together on a new franchise agreement to maintain a joint, coordinated effort for cost efficiencies.

#### Goals for New Franchise Agreement:

1. Implement quality programs, service & terms at best cost
2. Ensure programs meet state mandates/industry standards and best practices
3. Ensure each RA member retains separate garbage rates

#### Recap of May 24<sup>th</sup> Ad Hoc Committee Meeting:

- Staff made a presentation on the draft new Franchise Agreement and a summary of the community outreach results and answered questions from Committee members.
- Staff provided a briefing document with a summary of the new Franchise Agreement, summary of the community outreach results, background data on the current Franchise Agreement, benchmarking data, fully copy of new Franchise Agreement, and full copy of the online survey.
- Public comments were provided by Phil Couchee from Recology and from Emily Finn from Green Waste Recovery.
- Committee agreed to meet again pending direction from the City of Hollister re: whether they want to pursue sole source negotiations with Recology or seek a competitive procurement (RFP) process.

#### June 5<sup>th</sup> City of Hollister Council Action

- Council provided direction to the Ad Hoc Committee that they support conducting a competitive procurement (RFP) process.

#### June 28<sup>th</sup> Ad Hoc Committee Meeting Agenda:

Staff will present the draft RFP Document and request feedback from the Committee. Staff will provide a briefing document with a full copy of the RFP document along with the draft new Franchise Agreement. Attachment A provides a summary of the key provisions of the Franchise Agreement. Please note that given feedback heard at the City of Hollister meeting and feedback provided by other stakeholders the draft new Franchise Agreement includes a provision to ensure that the future contractor pays competitive wages and benefits. Please also note the draft new Franchise Agreement already included a worker retention policy.

## **Section 2**

### **Request for Proposal Overview and Schedule**

This section of the briefing document provides a summary of key provisions contained in the RFP. The RFP has been written in such a way as to provide cross-references to the draft new Franchise Agreement as that document governs the contractor's scope of work and key terms and conditions for delivery of the collection services. For example, Section 3 of the RFP is really just a summary of the scope of services as much greater detail is provided in the Franchise Agreement which will be an attachment to the RFP. The primary focus of the RFP document itself is as follows:

1. State the RA Member goals and objectives for this procurement (*see page 3 of the RFP*)
2. Provide potential proposers with background information and data on the current franchised collection services (*pages 6-7 and various Attachments*)
3. Detail RFP policies, conditions and the process (*see pages 20-25 of the RFP*)
4. Describe the specific submittal requirements to be met by each proposer; provides a proposal outline and specific sections of the proposal to be submitted to help facilitate ease of review and comparison of the submitted proposals (*see pages 26-35 of the RFP*)
5. Explain the evaluation process and evaluation criteria to be used to evaluate and rank each of the submitted proposals (*see pages 36-41 of the RFP*)

**The RFP documents will be presented for approval to the three RA Member governing bodies.** Each RA Member will be presented with the final draft RFP for consideration for approval prior to the RFP release. The timeline for approval is likely to occur in July and August 2017. Also, each RA Member will also be presented with a recommendation for selection and award of a new Franchise Agreement to the highest ranked contractor sometime in February/March 2018. A detailed RFP schedule is included as Table 1-2 of the RFP and included on the next page.

#### ***Attachment B also provides an RFP timeline.***

#### ***Public Meeting with Presentations by the Proposers:***

During the RFP evaluation process, there will also be an opportunity for the general public and elected officials to attend a public meeting at which presentations will be made by potential proposers. These public presentations are tentatively scheduled for December 2017. Proposers will be limited to presenting on their company qualifications and technical proposal information only; ***no cost information will be shared as such cost information will still be under review by the proposal evaluation team.*** There will no other public component to the RFP evaluation process until such time as a staff report and presentation is made at a publicly noticed meeting of the RA Member governing body to consider a recommendation for award of the Franchise Agreement to a specified contractor.

The following subsections provide a summary of some of the most critical provisions included in the draft RFP document.



## RFP Schedule

<u>MILESTONE*</u>	<u>DATE</u>
REGIONAL AGENCY releases RFP	August 29, 2017
R.S.V.P deadline for pre-proposal meeting by <u>3 p.m.</u>	September 6, 2017
Deadline to submit written questions and comments by <u>3 p.m.</u>	September 13, 2017
<b>Mandatory pre-proposal meeting at County Administration Office, 481 4<sup>th</sup> Street, Hollister. Board of Supervisors Chambers.</b>	<b>September 20, 2017 10:00 am</b>
Deadline to submit additional written questions by <u>3 p.m.</u>	September 27, 2017
REGIONAL AGENCY will issue: response to written questions, summary of responses provided at the pre-proposal meeting, and RFP addendum if necessary.	October 11, 2017
<b>Proposals due by <u>3 p.m.</u></b>	<b>November 14, 2017, 3:00 pm</b>
REGIONAL AGENCY requests clarification of proposal information	December 1, 2017
Proposer public presentations to RA Members. <u>Presentations limited to non-cost information only (i.e., qualifications and technical proposal only).</u>	December 2017
Evaluation committee conducts interviews with one or more proposers	December 2017
Selection committee recommends contractor	January 2018
Evaluation/Selection committee conduct and complete negotiations with contractor	January/Feb. 2018
RA Member governing bodies approve contract award	Feb./March 2018
Contractor commence providing services	July 1, 2018**

\* Note that the REGIONAL AGENCY may modify this schedule as needed.

\*\* Collection services may be initiated at a later date if a short-term extension of the Franchise Agreement is needed and approved.

## RFP Policies, Conditions and Process

### *Code of Conduct:*

A critical aspect of the RFP process is maintaining a clear separation between the key stakeholders involved in the evaluation and selection process and the actual proposers so as to avoid any undue influence and the appearance of impropriety. While there will be formal, structured contact between the evaluation committee and proposers during the actual evaluation process (i.e., review of proposals, requests for clarification of proposal information, interviews, site visits, etc.) it is proposed that there be no other contact between potential proposers and RA Member staff, consultants and elected officials during the RFP process concerning any matter related to the RFP process. This is captured in a "Proposer Code of Conduct" as detailed in Attachment 4 to the RFP. *Such a "Code of Conduct" is considered an industry best practice for solid waste procurements and is becoming more and more common in such procurements. The specific elements of the proposed "Code of Conduct" include:*

- No ex parte contacts are allowed during a defined period of time starting at the beginning of the RFP process through the date after which a contract award is made. The only exception to a prohibition on any verbal or written communications is "in the course of a legally noticed meeting of an RA Member governing body, or any subcommittee of the RA Member governing body, or in conjunction with an ex parte communication arranged by and involving "Regional Agency or RA Member staff and/or consultants."
- Potential proposers are prohibited from providing any gifts and compensation of any kind (as defined by the California Political Reform Act) to RA Member elected officials, Regional Agency or RA Member staff and/or consultants during a defined period of time.
- Collusive activities are prohibited among potential proposers except if two or more potential proposers are developing a joint proposal and they provide written notice to the Regional Agency RFP contact no later than 30 days prior to the deadline for submission of proposals.
- Potential proposers are also prohibited from proposing or offering to provide any services with the Regional Agency service area related to the scope of the RFP to any individual RA Member or subgroup of RA Members

The "Code of Conduct" applies to the potential proposers "employees, agents, consultants, lobbyists, or other parties or individuals engaged for the purposes of developing or supporting the potential proposer's proposal." Any violations of the "Code of Conduct" may subject the potential proposer to disqualification from the RFP process.

### *Labor Policy:*

As previously mentioned, the Franchise Agreement has labor policy provisions that relate to competitive wages and benefits and a worker retention policy. The competitive wage and benefit provisions are restated in the RFP on page 21 and require that all proposers provide "employees with initial wages and benefits equaling no less than the wages and benefits included in the collective bargaining agreements in place in 2018 or at rollout of the new collection services program." This provision applies to workers covered under the two collective bargaining agreements between Teamsters local 350 and Recology.

The worker retention policy states that the "Contractor shall conduct outreach, competitive interviews and offer employment to eligible employees" of the current hauler. These are non-management employees "in good standing working exclusively to provide direct collection

services to RA Members and collection support services on January 1, 2018 to the RA Members.” The Contractor is not required to hire more employees than the maximum anticipated positions needed to provide the services under the Franchise agreement.

### ***Limits of Disclosure of Proposals:***

The RFP includes legal provision that limits the disclosure of any proposals submitted in response to this RFP. Proposals and materials submitted during the evaluation process will not be available to other proposers or the general public during a defined period of time. Details on these provisions can be found on page 25 of the RFP document.

### **Submittal Requirements**

Pages 26-35 of the RFP document are very prescriptive in laying out the exact information to be included in a proposal submitted in response to this RFP. Potential proposers will be submitting detailed company qualification and background information, technical proposal for delivering requested services, cost proposal using prescribed cost forms, and stating what if any exceptions they will take to the draft Franchise Agreement. On this last point, the RA Members expect to execute a single Franchise Agreement in substantially the same form as provided as an attachment to the RFP. Thus, the expectation is that potential proposers will carefully review the draft Franchise Agreement and follow specific procedures for documenting any exceptions they wish to take to the Agreement. The RA Members are not obligated to except or agree to any of the stated exceptions.

The cost proposals submitted will be captured in cost forms that address the scope of work and program specifications detailed in the draft Franchise Agreement. The cost proposal requirements also include “Optional costs” and an “Alternative Cost” proposal. An optional cost is requested for rollout of organics collection services to multi-family accounts and commercial accounts subject to the requirements of AB 1826. Proposers are also encouraged to provide an alternative cost proposal if they wish to use non-CNG collection vehicles and instead want to use traditional diesel fuel or alternative fuels to run their collection fleet.

Please note the actual proposal documents that are submitted are quite long and complex, typically exceeding 250+ pages.

### **Proposal Evaluation Process**

Section 6 of the RFP document addresses the proposal evaluation process and the evaluation criteria. The proposed evaluation process assumes a two-step process consisting of a detailed technical review by an evaluation team and then presentation of the technical findings to a selection committee that makes the final recommendation on the award of the Franchise Agreement. More details are provided below.

### ***Evaluation Team:***

The evaluation team may include Regional Agency staff, RA Member staff, consultants, and other industry experts who will conduct a detailed evaluation of the proposals, score and rank proposals, and provide a comparative summary and analysis of the proposals in the form of a briefing document or staff report. This team will include specific technical reviewers (e.g., Legal, Finance, Purchasing, etc.) that will review specific aspects of the proposals but will not be involved in the actual scoring and ranking of proposals. Please see pages 36-37 of the RFP document for specific tasks to be completed by the evaluation team.

### ***Selection Committee:***

The selection committee will likely include senior level (e.g., City Manager, CAO, etc.) RA Member staff who will review the proposals and evaluation summary and analysis provided by the evaluation team, request additional data and analysis as necessary, and develop its final recommendation on the contract award. Please see page 37 of the RFP document for specific tasks to be completed by the selection committee.

### ***Evaluation Criteria:***

A best practice in procurement processes like this one is to explicitly detail the evaluation criteria that will be utilized in evaluating the submitted proposals. Pages 38-41 of the RFP document provides a listing of potential factors that may be considered when developing the evaluation score. A proposed weighting and scoring system is shown below (same as Table 6-1 in the RFP document). Showing the actual points and weighting as below provides clarity and transparency to the potential proposers regarding how proposals will be scored. It's also common in procurements to not provide such points and weighting to allow the evaluators maximum flexibility in assigning the relative importance of each criteria.

The actual weighting below assumes approximately two-thirds of the assigned points are for non-cost related criteria and approximately one-third for cost related criteria (i.e., cost proposal). The actual points and weighting is a critical item for the Ad Hoc Committee to weigh in on. The RFP is written in such a manner that the RA Members do reserve the right to not award the final contract to a proposer with the highest quantitative scoring in the evaluation process.

### **Evaluation Criteria and Maximum Evaluation Score**

<u>Criteria</u>	<u>Maximum Evaluation Score</u>	<u>% of Total Points</u>
Responsiveness to RFP	Pass/fail	N/A
Company qualifications and experience	175	25%
Proposal for collection services (Includes both base and optional Services as applicable)	175	25%
Cost proposal (Includes both base and optional Services as applicable)	225	32%
Alternative technical proposals	Score, if any, to be determined (RA Members are not obligated to evaluate alternative proposals)	
Number and Materiality of Exceptions	75	11%
Environmental Enhancements	50	7%
Total Maximum Score	700	100%

*Please feel free to contact IWM staff (contracted) if you have questions: Kathleen Gallagher at [kathleeng@csgengr.com](mailto:kathleeng@csgengr.com)*

*Or Kevin McCarthy at [kevinm@csgengr.com](mailto:kevinm@csgengr.com)*

**The Ad Hoc Committee meeting is on Wednesday, June 28 at 3pm at the County Board of Supervisor Chambers  
481 4<sup>th</sup> Street, Hollister**

## **ATTACHMENT A**

### **HIGHLIGHTS OF NEW FRANCHISE AGREEMENT**

**Attachment A** provides highlights of the key provisions in the new Franchise Agreement. Please note the bold and italicized text on page 15 that addresses competitive wages and benefits and hiring displaced workers (worker retention policy).

#### **1. *NEW AND/OR ENHANCED RESIDENTIAL COLLECTION PROGRAMS***

The following new and/or enhanced residential collection programs are included in the new draft Franchise Agreement to meet state diversion mandates. Please note the limitations on services as it relates to County "voluntary" and "discretionary" areas remain in effect.

- Weekly yard waste collection is included in the core service package (i.e., included in services paid for through monthly solid waste rates)
- Food scraps (and food contaminated paper) is included in the weekly yard waste collection program. Residents will place the food scraps in the current green yard waste collection container (cart).
- On-call bulky item collection service up to 2x per year is included in the core service package.

#### **2. *NEW AND/OR ENHANCED REGIONAL AGENCY MEMBER SERVICES***

Contractor shall provide RA Members, without charge, the following services:

- Containers at RA Member Facilities (expanded to include parks)

Contractor shall collect, not less than weekly and more frequently as the RA Member shall determine, Solid Waste, Recyclable Materials and Organic Materials from containers located at RA Member-owned facilities including, but not necessarily limited to, parks, municipal offices, corporation yards, parking lots, fire stations, and such other RA Member-owned properties as RA Members shall specify.

- Containers at Public Locations (expanded to include recyclables and organics as applicable)

Contractor shall collect discarded materials deposited in public containers for Solid Waste, Recyclable Materials and Organic Materials that are located in the RA Member service area. The RA Member shall provide Contractor a service schedule and a map showing the locations of the public containers to be serviced by Contractor.

- RA Member Community Events (provides a standardized program for all community events as designated by RA Member)

Contractor shall collect Solid Waste, Recyclable Materials and Organic Materials at RA Member specified community events. Community event services include:

- |                                |                           |
|--------------------------------|---------------------------|
| a. Event Collection Stations   | d. Public Education Booth |
| b. Collection Station Monitors | e. Reporting              |
| c. Containers                  |                           |

- Free Compost (new service)

Upon RA Member request and up to three (3) times each year for each RA Member, Contractor shall provide at least twenty (20) cubic yards of free Compost for use by the RA Member or its residents in a Drop Box or similar Container.

- E-Waste and Shred Event (new service)

Three times each year on days selected by the RA Member and Contractor, Contractor shall conduct an E-Waste and shred event where Residential Customers and the RA Member may Dispose of E-Waste at no charge. Contractor shall also provide free shredding and other agreed upon services at that event. The location of the event is to be determined.

**3. NEW AND/OR ENHANCED COMMERCIAL COLLECTION PROGRAMS**

- Substantially enhanced commercial recycling technical assistance and outreach requirements for Multi-family dwellings and commercial accounts to meet state mandates (AB 341 and AB 1826) and industry standards

**4. NEW AND/OR ENHANCED PUBLIC EDUCATION AND OUTREACH PROGRAMS**

- Substantially enhanced public education and outreach requirements for all service sectors (i.e., residential, multi-family, and commercial) to support expanded diversion programs to meet state mandates (AB 939 and SB 1016)

**5. NEW TERMS AND CONDITIONS**

- Article 3 (Grant and Acceptance of Franchise) and Article 5 (Scope of Collection Services) - Modified the scope of work (Article 5) and limitations of the scope. (Article 3, Section 3.2) to address the provision of rolloff (drop) box service for disposal. Currently, rolloff box service, whether for disposal or not, is excluded from the franchise. The new Franchise includes rolloff (drop box) service for disposal, but all open market rolloff service for recycling continues to be excluded from the franchise. This practice is consistent with all other local franchise agreements that were reviewed and is consistent with the past Franchise Agreement prior to the current one.
  - Article 3 (Grant and Acceptance of Franchise) – Added a provision that requires (Article 3, Section 3.4) the contractor to pay to the County up to forty thousand dollars (\$85,000) to offset County's costs, on behalf of the RA Members, in evaluating solid waste collection service currently being provided to service area, to develop the RFP and Agreement, and to negotiate the final Agreement.
  - Article 4 (Term of Agreement) - Ten-year term with option for extension, by written agreement of the Parties, twice for succeeding terms of two (2) years each, provided that Contractor is in compliance with all terms and conditions of this Agreement, including the Diversion requirements.
  - Article 6 (Requirements for Operations, Equipment and Personnel) – Added requirement (per Article 6, Section 6.4.A) that all collection vehicles shall operate on compressed natural gas (CNG). The Agreement and RFP anticipate allowing proposers to provide an alternative proposal for use of traditional diesel fuel or use of other alternative fuels such as renewable diesel, etc.
- The Agreement requires use of (all new carts, bins, and drop boxes) to service all Customers. However, if a new contractor other than the current service provider is selected for the new Franchise Agreement such Contractor is encouraged to negotiate the purchase of the existing commercial bins and drop boxes from the current service provider. The cost savings associated with such purchase shall

## **Franchise Agreement Ad Hoc Committee**

***Presentation of New Franchise Agreement with Programs to Meet State Mandates,  
Industry Standards and Best Practices***

### ***Community Outreach Results***



**CITY of HOLLISTER**  
CALIFORNIA



**MAY 24, 2017**



## **Section 1**

### **RECAP OF FRANCHISE AGREEMENT AD HOC COMMITTEE**

#### **Ad Hoc Committee's Purpose and Goal:**

Review decision options for the expiring franchise agreement (current agreement began 2007 and expires June 30, 2018). The goal is to have the three Regional Agency members reach consensus and move forward together on a new franchise agreement to maintain a joint, coordinated effort for cost efficiencies.

#### **Goals for New Franchise Agreement:**

1. Implement quality programs, service & terms at best cost
2. Ensure programs meet state mandates/industry standards and best practices
3. Ensure each RA member retains separate garbage rates

#### **Recap of Committee Direction From Last Meeting:**

At our last meeting, the Committee directed staff to draft a new Franchise Agreement and conduct community outreach, and bring back the new Agreement and a summary of the community outreach to our May Committee.

- This document summarizes the key tasks completed, highlights important issues in the new draft Franchise Agreement and outlines results of the community outreach. The new Franchise Agreement is provided as a separate document.

#### **May 24 Meeting Agenda:**

Staff will present the new franchise agreement and highlight the key issues, describe results of the community outreach and request direction from the Committee on next steps at the May 24<sup>th</sup> meeting. An update will also be provided on CalRecycle oversight of the Regional Agency's "good faith efforts" to achieve state mandated diversion requirements. Finally, at the request of the County Counsel's office, information will be shared on the merits of a potential short-term contract extension with Recology to allow for proper time to complete the Franchise Agreement decision-making process.

## **Section 2**

### **NEW FRANCHISE AGREEMENT DEVELOPMENT SUMMARY**

#### ***Tasks Completed to Review Existing Franchise Agreement and Develop a New Franchise Agreement***

1. Identified critical items in the current Franchise Agreement to carry-over into a new Franchise Agreement such as legal structure for one franchise covering three jurisdictions, separate solid waste rates for each RA Member, index-based rate adjustment process, service hours and standards, worker retention policy, continued free disposal services for government buildings, etc.
2. Identified sections in the Franchise Agreement that needed review and/or modification based on CSG's knowledge of industry standard programs and services and contracts terms and conditions. Please see **Attachment A** for a listing of these items that were reviewed.
3. Reviewed two of the most commonly used Franchise Agreement templates in N.CA to identify standard industry terms and conditions. Selectively reviewed other franchise agreements such as the Agreement used for the 12 communities in the South Bayside Waste Management Authority (SBWMA) in San Mateo County to also identify best practices in contracting (e.g., use of performance incentives and disincentives).
4. Interviewed the Recology General Manager to confirm an understanding of current Franchise Agreement terms, programs, and services and to request a 2016 annual report on operations. Please see **Attachment B** for background data on the current programs and services.
5. Completed benchmarking research on programs and services in nearby communities (e.g., Gilroy, Hollister, unincorporated portions of Santa Clara County, Salinas, Gonzales, Marina, Seaside, Los Banos, unincorporated portions of Monterey County, etc.) and compared results to data for franchised collection services in San Benito County. Please see **Attachment C** for a summary of the benchmarking.
6. Conducted local community outreach including hosting two community workshops and developing a posting an online survey for residents to complete re: their garbage and recycling collection services. Please see **Section 3** of this report.
7. Special outside counsel, Tamara Galanter with Shute, Mihaly & Weinberger LLP reviewed the new draft Franchise Agreement.
8. The County Counsel's office reviewed the new draft Franchise Agreement.

### **Section 3**

#### **COMMUNITY OUTREACH RESULTS**

***RA Member feedback on new programs and services has been addressed through a community outreach program consisting of:***

- 1. Completed two community workshops on April 25 and April 27; reached out to residential/business groups.**
- 2. Developed an online survey (English and Spanish) to get community feedback; posted on website and BenitoLink.**
- 3. Please see separate document for the completed resident recycling and garbage collection survey results based on responses from 69 participants.**
- 4. The actual May 24<sup>th</sup> Ad Hoc Committee meeting will also provide an opportunity for RA Member feedback on future collection programs and services.**

**A snapshot of survey results begins on the next page. Survey results are provided followed by a brief comment on the results.**

**Q21: Are you a resident of (pick one please):**

Answer Choices	Responses	
Hollister	76.12%	51
San Juan Bautista	2.99%	2
Unincorporated area of San Benito County	20.90%	14
<b>Total</b>		<b>67</b>

Based on current (as of January 1, 2017) CA State Department of Finance figures the current County and city populations are as follows:

Hollister	64.5%
San Juan Bautista	3.3%
Unincorporated areas of San Benito County	32.2%

Survey participants represented a higher percentage of Hollister residents and lower percentage of County residents as compared to actual population distribution.

**Q1: Do you think that your weekly garbage and recycling collection service are a good value for the money you pay?**

Answer Choices	Responses	
Yes, good value	62.32%	43
Mixed opinions	27.54%	19
No, not a good value	7.25%	5
Don't know	2.90%	2
<b>Total</b>		<b>69</b>

A significant majority of the survey respondents at 62% stated that their current weekly garbage and recycling collection services are a "good value." Only 7% stated such services were not a good value.

**Q2: Overall, how important do you think it is to recycle?**

Answer Choices	Responses	
Very important	91.38%	63
Somewhat important	7.25%	5
Not important	1.45%	1
Don't know	0.00%	0
<b>Total</b>		<b>69</b>

Over 98% of the survey respondents feel recycling is somewhat to very important with over 91% stating it is very important.

**Q3: California state law requires that cities and counties divert (reduce, reuse, recycle and/or compost) 50% of waste from landfill. How much waste do you think should be diverted from the landfill?**

Answer Choices	Responses	
50% just meet the state law	26.87%	18
More than 50% exceed state law	35.82%	24
If more than 50% please specify	0.00%	0
60%	13.43%	9
70%	11.94%	8
80% or more	11.94%	8
<b>Total</b>		<b>67</b>

Over 73% of the respondents believe that cities and counties should exceed the state mandated diversion requirement of 50% with 37% supporting diversion targets of 60% or greater.

**Q5: Your weekly garbage and recycling collection service includes a grey garbage cart, a blue recycling cart, and an optional green yard waste cart. Generally speaking, are you satisfied or dissatisfied with this service?**

Answer Choices	Responses	
Very satisfied	65.67%	44
Somewhat satisfied	25.37%	17
Neither satisfied nor dissatisfied	7.46%	5
Very dissatisfied	1.49%	1
<b>Total</b>		<b>67</b>

91% of the survey respondents are somewhat to very satisfied with their franchised collection services with nearly 66% very satisfied. A statistically valid residential customer survey done in the SBWMA service area of 450,000 people, which is also serviced by Recology, found that 88% of the respondents were somewhat to very satisfied with 65% very satisfied. Overall, these survey results are in line with industry standards.

**Q11: Do you have weekly yard waste collection service with Recology? This is a green cart that you pay extra for.**

Answer Choices	Responses	
Yes	45.59%	31
No. If you answered no, please skip to question #15	54.41%	37
Don't know	0.00%	0
<b>Total</b>		<b>68</b>

The actual percentage of customers who subscribe to weekly yard waste service is as follows: 44.3% in Hollister, 30.1% in the County, and 36.4% in San Juan Bautista. So the actual respondents on average represented a higher percentage of customers using this service.

**Q15: Did you know the following services are available to you now at no additional cost?**

	<b>Yes, Aware</b>	<b>No, Not Aware</b>	<b>Total</b>	<b>Weighted Average</b>
Curbside household battery collection	63.77% 44	36.23% 25	69	1.36
Curbside used motor oil and oil filter recycling	65.22% 45	34.78% 24	69	1.35
Christmas tree recycling	51.47% 35	48.53% 33	68	1.49
Unlimited recyclables collection by placing extra recyclables in a clear plastic bag and placing on top of your blue recycling cart	39.13% 27	60.87% 42	69	1.61
Textiles (cotton and denim clothing, towels and blankets) recycling by placing clean and dry items in a clear, tied plastic bag	31.88% 22	68.12% 47	69	1.68

The above results certainly suggest the need for additional public education and outreach efforts to let residents know what types of materials are included in their recycling services. Also, only 39% of residents were aware of the opportunity to set out an extra bag of recyclables if their current blue cart is full.

**Q17: How would you improve or change your current weekly garbage collection and recycling collection service provided by Recology?**

Answer Choices	Responses
Add new materials to be recycled (placed in your blue recycling cart)	23.44% 15
Include weekly yard waste recycling at no additional charge	48.44% 31
Include weekly food scraps/organics recycling collection (to be placed in the green yard waste cart)	29.69% 19
Add bulky item (refrigerators, washer, dryer, water heater, furniture, trees, etc.) pick-up at your home at no additional charge	29.69% 19
Expand recycling in public places (parks, downtown area, etc.)	35.94% 23
Expand recycling at community events (air show, farmers market, car show, etc.)	34.38% 22
Provide free electronic waste (computer, television monitor, etc.) drop-off events	43.75% 28
More frequent free compost give away events for residents to use compost in their gardens	23.44% 15
No change, I'm happy with current garbage and recycling collection services	21.88% 14
<b>Total Respondents: 64</b>	

The above question gave residents a choice of options for how they would “improve or change” their current weekly collection services; the percentages shown above are not representative of a “yes” or “no” choice for each option. The choice receiving the most votes at 48% was to include weekly yard waste recycling at no additional charge. The next most popular choices were to provide free recycling events for electronic waste at nearly 44%, expand recycling in public spaces at nearly 36%, and expand recycling at community events at 34%. Other popular choices were to add food scraps to the residential yard waste program at nearly 30% and add bulky item pick-up at home at no additional charge at nearly 30%. 22% of residents picked the choice that stated they were happy with current services and would not recommend any changes.



**Q18: From what sources would you prefer to get information about your garbage, recycling, and other related services? Please select the options below that you find the most helpful.**

Answer Choices	Responses	
Brochures, mailers or fliers	47.69%	31
Newspaper	13.85%	9
Garbage bill inserts	41.54%	27
Email	41.54%	27
Television	15.38%	10
Banners	0.00%	0
Website - <a href="http://www.csb.us/county-departments/integrated-waste-management">www.csb.us/county-departments/integrated-waste-management</a>	27.69%	18
Facebook	21.54%	14
Radio	6.15%	4
Website - <a href="http://www.recology.com/recology-san-benito-county/">www.recology.com/recology-san-benito-county/</a>	26.15%	17
Electronic newsletter	13.85%	9
Word of mouth/family/friend/neighbor	3.08%	2
Public events with information about recycling	13.85%	9
Twitter	4.62%	3
You Tube Videos	1.54%	1
<b>Total Respondents: 65</b>		

The above question was asked to get a better understanding on how to focus future public education and outreach efforts. Survey respondents were given a choice of methods to receive information on their collection services and nearly 48% stated a preference of brochures, mailers or fliers. Nearly 42% chose garbage bill inserts and email. Website options (County and Recology) were somewhat lower at 26-28%. Social media options such as Facebook were selected by approximately 22% of survey respondents. Television and radio were quite low at 15% and 6%, respectively. Overall, the results reflect a bias towards written public education materials though email and website sources of information were also valued.

## **Section 4**

### **HIGHLIGHTS OF NEW FRANCHISE AGREEMENT**

Attachment A details the key aspects of the current Franchise Agreement that were reviewed and addressed in a new Franchise Agreement. The new Franchise Agreement has programs to meet state mandates and is now up to industry standards and incorporates necessary items from the current Agreement such as insurance requirements and the Corporate Guaranty. *These two items had revisions to bring them more in line with industry standards. These issues were carefully reviewed by the County Counsel's office.*

#### **1. NEW AND ENHANCED RESIDENTIAL COLLECTION PROGRAMS**

The following new and/or enhanced residential collection programs are included in the new draft Franchise Agreement to meet state diversion mandates. Please note the limitations on services as it relates to County "voluntary" and "discretionary" areas remain in effect.

- Weekly yard waste collection is included in the core service package (i.e., included in services paid for through monthly solid waste rates)
- Food scraps (and food contaminated paper) is included in the weekly yard waste collection program. Residents will place the food scraps in the current green yard waste collection container (cart).
- On-call bulky item collection service up to 2x per year is included in the core service package (quarterly free collection events will continue at the landfill).

#### **2. NEW AND/OR ENHANCED REGIONAL AGENCY MEMBER SERVICES**

Contractor shall provide RA Members, without charge, the following services:

- New Recycling and Garbage Containers at RA Member Facilities (expanded to include parks)  
Contractor shall Collect, not less than weekly and more frequently as the RA Member shall determine, Solid Waste, Recyclable Materials and Organic Materials from Containers located at RA Member-owned facilities including, but not necessarily limited to, parks, municipal offices, corporation yards, parking lots, fire stations, and such other RA Member-owned properties as RA Members shall specify.
- New Recycling and Organics Containers at Public Locations (expanded to include recyclables and organics as applicable)  
Contractor shall Collect Discarded materials deposited in Public Containers for Solid Waste, Recyclable Materials and Organic Materials that are located in the RA Member service area. The RA Member shall provide Contractor a service schedule and a map showing the locations of the Public Containers to be serviced by Contractor.
- New Recycling and Organics Containers at RA Member Community Events (provides a standardized program for all community events as designated by RA Member)  
Contractor shall Collect Solid Waste, Recyclable Materials and Organic Materials at RA Member specified community events. Community event services include: event collection stations, collection station monitors, containers, public information booth and reporting.

- Provide Free Compost to Residents (new service)

Upon RA Member request and up to three (3) times each year for each RA Member, Contractor shall provide at least twenty (20) cubic yards of free Compost for use by the RA Member or its residents in a Drop Box or similar Container.

- Provide Free E-Waste Collection and Free Security Shredding Event (new service)

Three times each year on days selected by the RA Member and Contractor, Contractor shall conduct an E-Waste and shred event where Residential Customers and the RA Member may Dispose of E-Waste at no charge. Contractor shall also provide free shredding and other agreed upon services at that event. The location of the event is to be determined.

### **3. NEW AND/OR ENHANCED COMMERCIAL COLLECTION PROGRAMS**

- Substantially enhanced commercial recycling technical assistance and outreach requirements for Multi-family dwellings and commercial accounts to meet state mandates (AB 341 and AB 1826) and industry standards

### **4. NEW AND/OR ENHANCED PUBLIC EDUCATION AND OUTREACH PROGRAMS**

- Substantially enhanced public education and outreach requirements for all service sectors (i.e., residential, multi-family, and commercial) to support expanded diversion programs to meet state mandates (AB 939 and SB 1016)

### **5. NEW TERMS AND CONDITIONS**

- Article 3 (Grant and Acceptance of Franchise) and Article 5 (Scope of Collection Services) - Modified the scope of work (Article 5) and limitations of the scope (Article 3, Section 3.2) to address the provision of rolloff (debris) box service for disposal. Currently, rolloff box service, whether for disposal or not, is excluded from the franchise. The new Franchise includes rolloff box service for disposal, but all rolloff services for recycling continue to be excluded from the franchise.
- Article 3 (Grant and Acceptance of Franchise) – Added a provision that requires (Article 3, Section 3.4) the contractor shall pay to the County up to forty thousand dollars (\$40,000) to offset County's costs, on behalf of the RA Members, in evaluating solid waste collection service currently being provided to service area, to develop this agreement, and to negotiate the Agreement.
- Article 4 (Term of Agreement) - Ten-year term with option for extension, by written agreement of the Parties, twice for succeeding terms of two (2) years each, provided that Contractor is in compliance with all terms and conditions of this Agreement, including the Diversion requirements.
- Article 6 (Requirements for Operations, Equipment and Personnel) – Added requirement (per Article 6, Section 6.4.A) that all collection vehicles shall operate on compressed natural gas (CNG) and shall be fueled at the Contractor's existing corporation yard located at 1351 Pacheco Pass Hwy, Gilroy, CA 95020, unless otherwise approved by the Regional Agency Contract Manager. This provision was added as the current contractor already has a CNG fueling facility in place at its corporation yard.
- Article 7 (Billing, Customer Service, Record Keeping, and Reporting) – Updated reporting requirements to meet industry standards, including the reporting of liquidated damages on a quarterly basis.

- Article 7 (Billing, Customer Service, Record Keeping, and Reporting) – Modified billing provisions (Article 7, Section 7.1.B) to allow the Contractor to discontinue providing services, in mandatory and voluntary service areas, if an account becomes more than one hundred twenty (120) calendar days past due. The current contract allows for late fees, and reduction in services in mandatory collection areas and discontinuation of services in voluntary collection areas.
- Article 8 (Franchise Fees and Other Fees) – Added new fees for AB 939 administration, HHW fee to fund Countywide HHW programs, vehicle impact fee, and a litter abatement to cover litter and NPDES storm water requirements related to litter in waterways. Fees will cover RA Member and/or County-wide specific programs and thus substantially reduce the Regional Agency costs billed back to Hollister and San Juan Bautista. RA Members need to decide which fees to include in solid waste rates and fee amounts.
- Article 10 (Indemnification, Insurance and Performance Bond) – Modified insurance requirement to increase minimum coverage limits to \$5M for comprehensive general liability, \$5M for comprehensive automobile liability and \$5M for environmental/pollution liability. Current minimum coverage limits were \$2M.
- Article 5 and Article 10 - Added provisions for compliance with state mandates including but not limited to AB 939, AB 341, AB 1846 and local ordinance compliance.

#### **6. NEW PERFORMANCE STANDARDS AND INCENTIVES/PERFORMANCE LIQUIDATED DAMAGES**

- Article 5 (Scope of Collection Services) – Added enforceable diversion requirements (Article 5, Section 5.12) so as to assist the RA Members with meeting state diversion mandates (AB 939, AB 341, AB 1826, etc.). Currently, there are no consequences associated with the Contractor not meeting the diversion goals.  
  
Also, added performance incentives and disincentives related to meeting an overall diversion requirement minimum of 45%; see Attachment H.
- Article 11 (Default And Remedies) - Updated liquidated damage provisions (Article 11, Section 11.6) to match industry standards.

*Please feel free to contact IWM staff (contracted) if you have questions: Kathleen Gallagher at [kathleeng@csgengr.com](mailto:kathleeng@csgengr.com)*

*Or Kevin McCarthy at [kevinm@csgengr.com](mailto:kevinm@csgengr.com)*

**The Ad Hoc Committee meeting is on Wednesday, May 24 at 3pm at the County Board of Supervisor Chambers**

**481 4<sup>th</sup> Street, Hollister**

## **ATTACHMENT A**

### **CHANGES TO CURRENT FRANCHISE AGREEMENT**

The following are the changes and modifications to the current Franchise Agreement that were addressed in the new Franchise Agreement. Please note the contract references are to Articles, sections and attachments in the current Franchise Agreement.

#### **Programmatic Improvements**

- Review list of accepted recyclables 4.02(b)(1)(A) and Attachment 3.02.
- Change yard waste collection from voluntary to mandatory organic materials collection except in rural portions of County 4.02(b)(2)
- Update bulky item program (see 4.02(d) so free on-call pick-up, up to 2x or 3x per year. Review and update existing Bulky Item Diversion Program (4.01(d)(2).
- Review other Agency collection programs to see if additional materials to collect.
- Research door-to-door household hazardous waste (HHW) collection services.
- Review scope of commercial recycling collection (4.03(b)(1)) services. Tie to AB 341 (mandatory commercial recycling) requirements for compliance and reporting.
- Review and update multi-family dwelling (MFD) recycling collection (4.03(b)(2)) services. Tie to AB 341 requirements for compliance and reporting.
- Review commercial yard and wood waste collection Services (4.03(c)) per AB 1826 (mandatory commercial organics recycling). Add commercial organics (with food waste) collection services.
- Review diversion services for RA public facilities (4.05(b)(c).
- Upgrade 4.07 and 4.08 into a comprehensive public spaces diversion program.
- Assess John Smith quarterly recycling days. Keep? Change. 4.08(b).
- Review and update customer education requirements. Specify AB 341 and 1826 requirements. Add more specificity on type of bill inserts. Require an annual Public Education Plan. Add provision for use of trucks for PSAs (signs on trucks). See Article 4.15.
- Add as applicable best practices to reduce litter in waterways per storm water requirements.
- Synchronize Article 6.09 commercial recycling audit provisions with AB 341 and AB 1826.

#### **Contract Standards and Performance (bring up to industry standards)**

- Article 1.01 and 1.02. Improve language related to scope of franchise and exclusions.
- *Set franchise fee amount in 1.03(a) per direction of RA Members. Pending feedback from RA Members.*
- *Add other fees as appropriate in 13.01. Update Article 8.09. Pending feedback from RA Members.*
- Add language that company awarded Franchise will reimburse the County for a set \$ amount for the cost of the procurement.

- Amend term language in 3.01. Length of term and extension options? Specify process and standard for determining whether to grant extension option.
- Specify non-collection notice terms for 4.02(a), 4.02(b)(5), 4.02(b)(6), and 4.13.
- Look into cart and container specs. to ensure high recycled content; see Article 4.11 and 8.07.
- Review 4.12 missed pickup and other complaint standards. Add language so ties to liquidated damages (LDs) in Article 14.01.
- Update customer service standards. Add website requirement. Add electronic bill pay options if not currently available. See Article 4.14. Add penalties (LDs) for non-compliance with call center standards.
- LD Article 14.01 doesn't list or reference what the actual LDs are.
- Add requirements for clean burning vehicles, namely CNG. See Article 5. *Please note that Recology has a CNG fueling facility at their corporation yard in Gilroy.*
- Review diversion requirements in Article 6.02. There currently are no consequences associated with the Contractor not meeting the diversion goals.
- Add language for compliance with AB 341 and AB 1826.
- Article 6.01 should be updated to reflect AB 1594 requirements.
- Review reporting requirements per Article 10.02 for quarterly and annual reports. See language from other contracts.
- Review contractor compensation adjustment per Article 13. Review index adjustment per 13.03.
- Review force majeure language, there is no language in the franchise agreement for this issue.
- Add environmental enhancements to scope of such as carbon footprint monitoring, etc. environmental purchasing policy, etc and include in the franchise agreement to bring it up to industry standard.

## **ATTACHMENT B**

### **BACKGROUND DATA ON CURRENT FRANCHISE AGREEMENT**

**1. How many accounts for each of the RA Members? (the following account data was provided by Recology)**

<b><u>Summary of Account Data for 2016</u></b>			
	<b><u>Hollister</u></b>	<b><u>San Benito County</u></b>	<b><u>San Juan Bautista</u></b>
<b><u>Residential Accounts</u></b>			
# of Accounts	8,352	4,085	538
% of total:	64.4%	31.4%	4.15%
<b><u>Commercial Accounts</u></b>			
# of Accounts	364	367	43
<b><u>MFD/Apartments</u></b>			
# of Accounts	163	1	5

**2. Residential cart census- customer service levels for residential garbage collection (more current data below):**

<b><u>Residential Account Summary - # of Accounts by service level 1x/week</u></b>											
<b><u>Community</u></b>	<b><u>10 gal</u></b>	<b><u>% of Total</u></b>	<b><u>20 gal</u></b>	<b><u>% of Total</u></b>	<b><u>32 gal</u></b>	<b><u>% of Total</u></b>	<b><u>64 gal</u></b>	<b><u>% of Total</u></b>	<b><u>96 gal</u></b>	<b><u>% of Total</u></b>	<b><u>Total</u></b>
Hollister	157	1.86%	258	3.05%	4533	53.63%	3235	38.27%	270	3.19%	8453
San Benito County	53	1.26%	149	3.55%	2343	55.85%	1420	33.85%	230	5.48%	4195
San Juan Bautista	17	3.15%	36	6.68%	355	65.86%	120	22.26%	11	2.04%	539



3. What are the current garbage collection rates for the RA Members?

2016 Solid Waste Collection Rates (inclusive of garbage, recycling and yard waste collection services provided by Recology)											
Jurisdiction	Residential Cart Service					Commercial Bin Service				Frequency of Service	
	10 Gal. <sup>1</sup>	20 Gal.	30-35 Gal.	60-64 Gal.	90-96 Gal.	1YD Bin 1x/week	1YD Bin 3x/week	3YD Bin 1x/week	3YD Bin 3x/week	Residential Recycling	Residential Yard Waste
Unincorp. County	\$15.31	\$16.76	\$19.52	\$34.66	\$51.68	\$111.71	\$307.35	\$186.67	\$518.41	WEEKLY	WEEKLY <sup>2</sup>
Hollister	\$14.62	\$16.16	\$18.76	\$36.64	\$54.54	\$100.96	\$302.85	\$184.42	\$553.28	WEEKLY	WEEKLY <sup>2</sup>
Hollister rate w/o AB 939 fee <sup>3</sup>	\$13.83	\$15.29	\$17.75	\$34.66	\$51.59	\$95.50	\$286.48	\$174.45	\$523.37	WEEKLY	WEEKLY <sup>2</sup>
San Juan Bautista	\$15.40	\$16.93	\$19.54	\$37.30	\$55.04	\$141.67	\$394.62	\$204.45	\$567.78	WEEKLY	WEEKLY <sup>2</sup>
<sup>1</sup> Every other week service											
<sup>2</sup> Subscription service only											
<sup>3</sup> All three jurisdictions have franchise fees incorporated into their rates. Hollister rates also include an AB 939 fee of 6%.											

#### 4. How do RA Member current garbage collection rates compare to other neighboring jurisdictions?

**Caveats:** Rates vary between jurisdictions for several reasons including: differences in the programs and services offered (e.g., frequency of recycling collection,, organics collection, events and public collection services, etc.), the amount of franchise fees imposed and other fees charged by the jurisdictions (e.g., AB 939 fees, mitigation fees, etc.), collection route densities, size of commercial base, distance from landfill, disposal costs, subsidies between customer types and several other differences. The rate comparison below has not been "normalized" in any way to address the caveats noted above.

Types and several other differences. Wrate comparison below has not been "normalized" in any way to address the caveats noted above.														
Jurisdiction	County	10 Gal.	20 Gal.	30-35 Gal.	50-64 Gal.	90-96 Gal.	Commercial 1YD Bin 1x/week	Commercial 1YD Bin 3x/week	Commercial 3YD Bin 3x/week	Res. Recycling Freq.	Res. Yard Waste Freq.	Res. Single Stream	Service Provider	
Los Banos <sup>1</sup>	Merced	N/A	N/A	N/A	\$37.99	\$56.99	\$100.26	\$200.49	\$188.02	\$493.80	Weekly	Weekly	Yes	Republic
Unincorp. County	Santa Cruz	\$12.28 <sup>7</sup>	\$13.64 <sup>7</sup>	\$20.52	\$40.99	\$61.44	N/A	N/A	N/A	N/A	Weekly	Weekly	Yes	GWR
City of Watsonville	Santa Cruz	N/A	N/A	\$28.25	\$45.56	\$58.54	\$109.98	\$329.94	\$304.23	\$912.69	Bi-weekly	Bi-weekly	Yes	City
City of Marina	Monterey	N/A	N/A	\$14.86	\$18.64	\$21.17	\$87.83 <sup>4</sup>	\$268.78 <sup>4</sup>	\$262.5 <sup>4</sup>	\$803.25 <sup>4</sup>	Weekly	Weekly	Yes	GWR
City of Seaside	Monterey	N/A	N/A	\$18.42	\$23.03	\$27.63	\$80.59 <sup>4</sup>	\$256.04 <sup>4</sup>	\$252.26 <sup>4</sup>	\$641.27 <sup>4</sup>	Weekly	Weekly	Yes	GWR
Unincorp. County –SVSWA	Monterey	N/A	\$24.58	\$29.88	\$46.85	\$58.56	\$170.07	\$510.21	\$392.85	\$1,178.55	Weekly	Weekly	Yes	WM
Unincorp. County – MRWMD	Monterey	N/A	\$23.48	\$28.54	\$44.73	\$55.93	\$110.30 <sup>4</sup>	\$330.90 <sup>4</sup>	\$254.79 <sup>4</sup>	\$764.37 <sup>4</sup>	Weekly	Weekly	Yes	WM
City of Salinas	Monterey	N/A	\$21.04	\$24.44	\$33.88	\$44.77	\$281.58	\$658.44	\$402.11	\$995.74	Weekly	Weekly	Yes	Republic
City of Greenfield	Monterey	N/A	N/A	\$27.02 <sup>5</sup>	\$43.28	\$59.58	\$162.92	\$458.01	\$386.70	\$1,101.00	Weekly	Weekly	Yes	Tri-Cities
City of Gonzales	Monterey	N/A	N/A	\$27.02 <sup>5</sup>	\$43.28	\$59.58	\$162.92	\$458.01	\$386.70	\$1,101.00	Weekly	Weekly	Yes	Tri-Cities
City of Soledad	Monterey	N/A	N/A	\$27.02 <sup>5</sup>	\$43.28	\$59.58	\$162.92	\$458.01	\$386.70	\$1,101.00	Weekly	Weekly	Yes	Tri-Cities
Unincorp. County - South (San Martin, Gilroy, Morgan Hill and Coyote Valley)	Santa Clara	N/A	\$25.93	\$30.05	\$67.48	\$105.96	\$212.60	\$602.58	\$415.00	\$1,179.56	Weekly	Weekly <sup>3</sup>	Yes	GWR
City of Morgan Hill	Santa Clara	N/A	N/A	\$30.17 <sup>4</sup>	\$30.17 <sup>4</sup>	\$30.17 <sup>4</sup>	N/A	N/A	\$331.88	\$932.21	Bi-weekly	Weekly <sup>3</sup>	Yes	Recology
City of Gilroy	Santa Clara	N/A	N/A	\$31.00	\$44.48	\$58.30	N/A	N/A	\$299.25	\$828.64	Weekly	Weekly <sup>4</sup>	Yes	Recology
Unincorp. County	San Benito	\$15.31 <sup>2</sup>	\$16.76	\$19.52	\$34.66	\$51.68	\$111.71	\$307.35	\$186.67	\$518.41	WEEKLY	WEEKLY <sup>4</sup>	YES	Recology
Hollister	San Benito	\$14.62 <sup>3</sup>	\$16.16	\$18.76	\$36.64	\$54.54	\$100.96	\$302.85	\$184.42	\$553.28	WEEKLY	WEEKLY <sup>4</sup>	YES	Recology
San Juan Bautista	San Benito	\$15.40 <sup>3</sup>	\$16.93	\$19.54	\$37.30	\$55.04	\$141.67	\$394.62	\$204.45	\$567.78	WEEKLY	WEEKLY <sup>4</sup>	YES	Recology
San Benito County Average:		\$15.11	\$16.62	\$19.27	\$36.20	\$53.75	\$118.11	\$334.94	\$191.85	\$546.49				
All Jurisdiction Average:				\$23.65	\$40.13	\$55.58	\$156.14	\$425.50	\$313.00	\$881.82				

<sup>1</sup> 2015 rates.

<sup>2</sup> Every other week service

<sup>3</sup> Organics (yard waste + food scraps)

<sup>4</sup> Subscription service only for yard waste

<sup>5</sup> Minimum garbage service level is 48-gallons. "Essentially unlimited garbage service".

<sup>6</sup> Supplemental charges are applied for recycling service and for food waste service. For example, for 1 yd x 1/week service, the recycling charge is \$12.09

<sup>7</sup> For recyclables collection only. For 10-gallon garbage service rate is \$13.49 and \$14.86 for 20-gallon garbage service.

<sup>8</sup> Basic services (includes street sweeping). "Hillside" residential service is \$32.82.

<sup>9</sup> Supplemental charges are applied for food waste service. The rate for food waste is \$84.93/yd. x the frequency of pickup. The solid waste rates include allowance for 50% of solid waste capacity for recycling service at no additional charge.

**5. Current Franchise and Other Fees and Revenues to RA Members?**

<b>Recology 2016 Billed Revenue</b>		
<b><u>Jurisdiction</u></b>	<b><u>Total Amount Billed</u></b>	<b><u>% of Total</u></b>
Hollister	\$4,605,629.89	65.5%
County	\$2,267,601.36	32.2%
San Juan Bautista	<u>\$158,328.24</u>	2.3%
<b>Total:</b>	<b>\$7,031,559.49</b>	

<b>2016 Franchise Fees and Other Fees</b>			
<b><u>Jurisdiction</u></b>	<b><u>Franchise Fee</u></b>	<b><u>Other Fees**</u></b>	<b>Total \$ fees paid by Recology to <u>Jurisdiction</u></b>
Hollister	5%	6%	\$461,616.96
County	5%	N/A	\$118,922.94
San Juan Bautista	10%, 15%*	N/A	TBP
* 10% for residential and 15% on commercial accounts. % of gross revenues			
** AB 939 fee of 6% of gross revenues			

6. What percentage of customers utilize electronic billing?

Summary of Account Data for 2016*			
	<u>Hollister</u>	<u>San Benito County</u>	<u>San Juan Bautista</u>
<b>Residential Accounts</b>			
# of Accounts	8,352	4,085	538
<i>Accounts % of total:</i>	64.4%	31.4%	4.15%
% using electronic bill pay	22.8%	19.6%	20.3%
<b>Commercial Accounts</b>			
# of Accounts	364	367	43
% using electronic bill pay	11.5%	13.9%	18.6%
<b>MFD/Apartments</b>			
# of Accounts	163	1	5
% using electronic bill pay	5.5%	0	20.0%
*E-bill data provided 4/5/17 by Recology			

**ATTACHMENT C**  
**BENCHMARKING DATA**

**1. Measured Diversion Rate and Per Capita Generation Comparison**

<b><u>Measured Diversion Rates</u></b>			
<b><u>Community</u></b>	<b><u>Residential</u></b>	<b><u>Commercial</u></b>	<b><u>Overall</u></b>
Hollister	41.0%	6.4%	28.2%
San Benito County	45.0%	4.2%	25.8%
San Juan Bautista	51.0%	3.0%	28.9%
Salinas	41.0%	12.0%	25.0%
Gilroy	62.0%	12.9%	40.1%
Morgan Hill	54.0%	16.5%	37.5%
Marina	40.0%	15.8%	34.4%
Seaside	40.0%	17.0%	31.1%
Pacific Grove	59.0%	28.0%	49.0%
SBWMA*	66.0%	36.0%	49.0%
* 12 communities in San Mateo County serviced by Recology			

<b><u>Residential Per Capita Generation Rates (lbs/account/mo)</u></b>			
<b><u>Community</u></b>	<b><u>Residential</u></b>		
	<b><u>Solid Waste</u></b>	<b><u>Recycling</u></b>	<b><u>Yard Waste/ Organics</u></b>
Hollister	163.4	63.6	49.3
San Benito County	140.0	69.5	44.9
San Juan Bautista	117.2	82.9	39.1
Gilroy	121.9	83.7	113.9
Morgan Hill	134.5	60.3	96.2
Marina	143.3	52.8	41.4
Seaside	157.8	55.8	47.5
Pacific Grove	100.6	61.3	84.0
SBWMA*	102.0	72.0	127.0
* 12 communities in San Mateo County serviced by Recology			

\*Low diversion rates compared to other local communities, very low commercial recycling rates. Recycling generation rates in line with others, but not surprisingly low yard waste generation rates given that program is subscription based\*

**Table 2 – Organization Diversion Information**

<b>Organization</b>	<b>Population</b>	<b>Measured Diversion Rates</b>
<b>SBWMA</b>	433,000	Overall diversion rate (residential + commercial): 48.8% Residential diversion rate: <b>66.9%</b> Commercial diversion rate: <b>29.7%</b> MFD diversion rate: 19.8%
<b>CCCSWA</b>	200,000	Overall diversion rate (residential + commercial): 66% Tracks overall diversion rates only
<b>Fremont</b>	210,000	Overall diversion rate (residential + commercial): 33.66% Residential diversion rate: 45.48% Commercial diversion rate: <b>15.09%</b>
<b>Livermore*</b>	83,500	Residential diversion rate: 69% Commercial diversion rate: <b>40%</b>
<b>Marin Sanitary Service</b>	111,000	N/A
<b>Oakland</b>	396,000	Residential diversion rate: 52.4% Commercial diversion rate: no data on open market diversion
<b>Palo Alto</b>	66,300	Overall diversion rate (residential + commercial): 58% Residential diversion rate: <b>67%</b> Commercial diversion rate: <b>52%</b>
<b>San Francisco</b>	850,000	Overall diversion rate (residential + commercial): 53.2% Overall diversion figure increases to 62% when C&D is included. Tracks overall diversion rates only
<b>San Jose**</b>	984,000	Overall diversion rate (residential + commercial): 74% Residential diversion rate: 60% Commercial diversion rate: <b>70%</b> MFD diversion rate: 77%
<b>StopWaste***</b>	1,555,000	Residential diversion rate: 71% No data for commercial diversion

N/A = Not Available

\*Livermore commercial diversion rate for 2012, includes commercial and industrial, does not include MFDs or roll-off customers

\*\* San Jose processes MFD garbage to get higher diversion. MFD diversion rate was 30% prior to implementation. The city also implemented a Wet/Dry system for commercial. Commercial diversion rate prior to implementation was 20%.

\*\*\*StopWaste (Alameda County) residential diversion rate for 2011 based on net tons, calculated by weighing each Member Agency's residential diversion rate multiplied by the population of the Agency, then dividing by the total population for the county.

Source: SBWMA 5/22/14 staff report on benchmarking study results

## 2. Comparison of Programs and Services to Other Nearby Communities

### Residential Yard Waste is Voluntary + Extra Charge

<u>Residential Yard Waste Collection Services*</u>		
<u>Community</u>	<u>% Subscription</u>	
Hollister	44.3%	
San Benito County	30.1%	
San Juan Bautista	36.4%	
* Voluntary program. Extra charge for services. Not included as part of solid waste rates.		

\*Industry standard is to include yard waste collection in basic service package, no separate fee for yard waste collection\*

<u>Nearby Communities with Yard Waste Collection Included in Solid Waste Rates</u>		
<u>Community</u>	<u>Yard Waste</u>	<u>+ Food Waste</u>
Gilroy	Yes	Yes
Morgan Hill	Yes	Yes
Marina	Yes	No
Salinas	Yes	No
Gonzales	Yes	No
Watsonville	Yes	No
San Martin	Yes	Yes
Los Banos	Yes	No
SBWMA*	Yes	Yes
* 12 communities in San Mateo County serviced by Recology		

\*Gilroy, Morgan Hill and San Martin also include food scraps in yard waste collection program\*

## Sample Residential Organics Collection Program Brochure

# COMPOST

ABONO | 堆肥

**YES... Put these in your GREEN COMPOST CART**

Food Scraps, Meat, Poultry, Fish, Bones, Fruit, Vegetables, Dairy

Yard & Household Waste, Sealed Paper

Yard Trimmings

**NO... See other side**

**NO... These Items CANNOT go in your GREEN COMPOST CART**

- Plastics\* & Plastic Bags
- Aluminum & Metal\*
- Glass\* & Ceramics
- Garbage
- Animal Waste
- Sod, Dirt & Rocks
- Plywood
- Treated & Painted Wood
- Concrete, Stones & Bricks
- Household Hazardous Waste & Chemicals
- Palm Fronds

**QUESTIONS?**  
 (800) 986-1888 • [RethinkSanMateoCounty.org](http://RethinkSanMateoCounty.org) • [ReThinkWaste@ig](mailto:ReThinkWaste@ig)  
 PLEASE KEEP THIS CARD FOR REFERENCE.



**Residential Bulky Item is Extra Charge**

<b>Residential Bulky Item Collection Services*</b>		
<b>Community</b>	<b>% Subscription</b>	
Hollister	0.17%	
San Benito County	0.07%	
San Juan Bautista	0.19%	
* Extra charge for services. Not included as part of solid waste rates.		

\*Given extra charge almost no customers use service. Residents can take bulky items to free event held quarterly at John Smith Road Landfill\*

<b>Nearby Communities with Bulky Item Collection Included in Solid Waste Rates</b>			
<b>Community</b>	<b>Bulky Items</b>	<b>Frequency</b>	<b>On-Call at Curb</b>
Gilroy	Yes	2x per year*	No
Morgan Hill	Yes	2x per year*	No
Marina	Yes	1x per year	Yes
Seaside	Yes	2x per year	Yes
Salinas	Yes	1x per year	Yes
Gonzales	Yes	New	Yes
King City	Yes	1x per year	Yes
San Martin	Yes	2x per year	Yes
SBWMA*	Yes	2x per year	Yes
* Voucher program to take items to San Martin Transfer Station			

\*Industry standard practice to include on-call bulky item collection as part of basic service package\*

**Opportunity to Improve Recycling Opportunities in Public Spaces and Public Events**



**\*Standard service package (solid, recycling, and organics collection) at all community events\***



**Garbage and recycling containers at a soccer complex in Ceres, CA**

- **Enhanced education and outreach**



# **CITY OF SAN JUAN BAUTISTA**

## **CITY COUNCIL**

### **STAFF REPORT**

**DATE:** July 18<sup>th</sup>, 2017

**SUBJECT:** Impact Fees

#### **Description:**

The City Council would like to look into what would be involved with raising impact fees in the City of San Juan Bautista.

#### **Background:**

At the regular meeting on June 20<sup>th</sup>, 2017, Councilmember Freeman brought up the idea of raising the City's impact fees. It has been added to the agenda as a discussion item so that City Council can examine the challenges and costs involved in changing the existing impact fees.

#### **Analysis:**

California Government Code Section 66000 et. seq. ("Mitigation Fee Act") sets forth procedural requirements for adopting and collecting capital facilities fees and exactions. It also requires a "nexus study" which establishes the relationship between the amount of any capital facilities fee and the use for which it is collected. A good overview of these requirements can be found in the attached "California Department of Housing and Community Development Website - Fees and Exactions."

In order to create nexus studies that are technically defensible, economically feasible, and have stakeholder support, most cities hire consulting firms or consulting firm teams to develop them.

The current Development Impact Fees were established by the City Council in Resolution 2013-08, which lowered the Development Impact Fees established in Resolution 2007-51.

**Recommendation:**

Staff recommends that the City Council discuss the costs and benefits of adjusting the City's development impact fees and provide direction to Staff.

**Attachments:**

- California Department of Housing and Community Development Website  
- Fees and Exactions

# Fees and Exactions

\*\*\*\*\*

From the California Department of Housing and Community Development website at:  
<http://www.hcd.ca.gov/community-development/building-blocks/constraints/fees-and-exactions.shtml#helpful>

\*\*\*\*\*

Government Code Section 65583(a) requires “An analysis of potential and actual governmental constraints upon the maintenance, improvement, or development of housing for all income levels...including...fees and other exactions required of developers, and local processing and permit procedures...”.

Housing development is typically subject to two types of fees or exactions:

- Permit processing fees for planning and zoning.
- **Impact fees or exactions, imposed to defray all or a portion of the public costs related to the development project.**
- These fees and exactions can impact the cost and feasibility of developing the housing as well as its affordability. They can also involve issues of private property rights. High planning and site development fees can impact property owners’ ability to make improvements or repairs, especially for lower-income households. Development projects are subject to fees and exactions from a growing number of public entities, ranging from special districts to regional agencies. In order to create a viable development proposal, it is important to estimate the cumulative amount of fees to which the housing development will be subject. (Information about the city or county’s fees and exactions is among the most critical.) For both processing fees and impact fees, state law specifies procedural and nexus requirements:
- **Government Code Section 66020 requires that *planning and permit processing fees do not exceed the reasonable cost of providing the service or impact, unless approved by the voters***; agencies collecting fees must provide project applicants with a statement of amounts and purposes of all fees at the time of fee imposition or project approval.
- **Government Code Section 66000 et. seq. (Mitigation Fee Act) sets forth procedural requirements for adopting and collecting capital facilities fees and exactions, and requires they be supported by a report establishing the relationship between the amount of any capital facilities fee and the use for which it is collected.**

# Requisite Analysis

- Identify and analyze permit processing and planning fees, and development and impact fees and exactions and how they have been established relative to the above statutory requirements, including any in-lieu fees.
- Identify exactions such as land dedication requirements (e.g. streets, public utility and other right-of-ways, easements, parks, open space, etc.) and other exactions imposed on development.
- Describe other sources of public finance used to balance development fees assessed for individual projects. Estimate and analyze total development fees imposed by the city/county by unit type, such as typical single family and multifamily development and total cost of fees.
- Include information on how fees are collected (e.g. at the beginning of the approval process, at the time of building permit issuance, or deferred until the project receives certificate of occupancy).
- Identify any policies or efforts to moderate high-fee impacts for housing for lower-income households, such as fee waivers, fee deferrals, streamlined fee processing, and consolidated fee schedules.

## Topics to Consider in Analyzing Fees and Exactions

As the market conditions and circumstances affecting a jurisdiction's fee structure vary, the analysis should consider a variety of factors to determine the extent to which fees pose a constraint to housing. In the analysis of fees, the jurisdiction could consider the following factors:

- Funding mechanisms for capital improvement plans. If the financing of major capital facilities is reliant predominantly on the collection of developer fees, other mechanisms to finance part of these improvements such as development of special districts, or leveraging federal, State and local programs could be considered.
- Analyzing of fee trends. The analysis could examine the amount and rate of cumulative development fee increases over the past five to ten years.
- Identifying the most recent nexus study on which the fees are based. Factors in the analysis could include the date/relevancy of the most recent study, and what fees were examined.
- Analyzing whether the fee structure incentivizes effective use of services and compact development. For example, are there differentials for different locations or sizes of housing units within the jurisdiction?
- Examining affordable housing development trends. Determine whether local affordable housing builders are developing within the jurisdiction and whether the amount of fees and exactions are constraining their development decisions or income targeting of affordable housing development.

- Estimating fees as a portion of overall housing development cost. Should the analysis show that fees are a significant portion of overall development cost, this could indicate that fees are posing a constraint to the development of housing. Typically, 10-15 percent of development costs are considered typical. However, this percentage might shift up and down depending on land and construction costs and other factors related to the actual development of housing.
- Comparing surrounding jurisdictions. Are housing development fees in the community competitive with the fees being assessed by neighboring jurisdictions?

## Inclusionary Ordinance

Like other ordinances related to the development of housing, the housing element must include a description and analysis of the inclusionary framework. For example, the housing element should describe the types of incentives the jurisdiction has or will adopt to encourage and facilitate compliance with inclusionary requirements, what options are available for developers to meet affordability requirements, how the ordinance interacts with density bonus law, the amount of any in-lieu fee, and what finding a developer must make in order to choose to pay the in-lieu fee. If the jurisdiction has established a housing fund to collect any in-lieu fees, the housing element should describe the total amount available for housing production and any planned uses for the funds.

## Nexus Requirements

***State law requires establishment of a nexus between the projected development impacts and the public facilities for which impact fees are imposed. Government Code Section 66001(a) of the Mitigation Fee Act (Section 66000-66025) requires that any city or county that establishes, imposes, or increases a fee as a condition of development approval do all of the following: (1) identify the purpose of the fee, (2) identify the use to which the fee is to be put, (3) determine how there is a reasonable relationship between the fee's use and the type of development project on which the fee is imposed, and (4) determine how there is a reasonable relationship between the need for the public facility and the type of development project upon which the fee is imposed.***

***Government Code Section 66001(b) further requires the locality to determine whether there is a reasonable relationship between the specific amount the fee imposed and the costs of building, expanding, or upgrading public facilities. Such determinations, also known as nexus studies, are made in written form and must be updated whenever new fees are imposed or existing fees are increased.***

The Mitigation Fee Act also requires jurisdictions to segregate fee revenues from other municipal funds and requires the local agency to make certain enumerated findings with respect to any funds remaining unexpended, whether committed or uncommitted, within five years of the original deposit and every five years thereafter. If the findings are not made as required by the Act, the local agency is mandated to refund the moneys in the fund in



accordance with the Act. Any person may request an audit to determine whether any fee or charge levied by the city or county exceeds the amount reasonably necessary to cover the cost of the service provided (Government Code Section 66006(d)). Under Government Code Section 66014, fees charged for zoning changes, use permits, building permits, and similar processing fees are subject to the same nexus requirements as development fees. Lastly, under Government Code Section 66020, agencies collecting fees must provide project applicants with a statement of the amounts and purposes of all fees at the time of fee imposition or project approval.