

GOALS & OBJECTIVES UPDATE
December 30, 2014

Approved by the Hughson City Council on January 12, 2015

Goals and Objectives

Goal #1 - Land Use

Action Items:

| # | WHEN | WHO | WHAT | STATUS | | | COMMENTS |
|---|----------|--------------------------------|---|--------|-----------|-----|--|
| | | | | DONE | ON TARGET | REV | |
| 1 | On-going | Community Development Director | Update zoning with downtown focus/emphasis and revitalization. | | X | | Staff has taken a fresh look at downtown. Reviewing neighboring cities form based codes and districts. |
| 2 | On-going | Community Development Director | The General Plan will be the primary public policy guiding land use decisions. | | X | | This is an annual report that is sent to H&CD and OPR prior to April. The General Plan is updated per State requirements (Government Code 65300). City staff was directed to work with City of Ceres and Stanislaus County to explore establishment of an Agricultural Buffer between both cities. City Manager discussed concept with counterpart and agreed to further explore in early 2015. Funding for Housing Element update was approved with the Fiscal Year 2014-2015 Adopted Budget. City staff has issued a Request for Proposals for technical assistance needed to complete the update. City Council approved professional service agreement with Mintier Harnish Planning Consultants on December 8, 2014 for the preparation of the City of Hughson 5th Cycle Housing Element. |
| 3 | On-going | Community Development Director | The City will actively work with the development community and each project proponent to address issues of community; place and identity through the thoughtful placement of neighborhoods, open spaces, streets and land use in accordance with the adopted Design Expectations of the City. | | X | | City is actively reaching out to development community. Staff is also working with each individual entity in process to make sure expectations are met. Discussions have recently been held with Kiper Development (Fontana), Pacific Homes Land Entity, (Sterling Glen) and Floresheim Homes (Euclid). Community Development Director exploring specific plan option for City areas primed for economic development opportunities. Community Development Director also met recently with land use planner representing property owners near the northwest portion of the City (Hatch Road and Santa Fe) regarding possible development. |

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| | | | | DONE | ON TARGET | REV | |
| 4 | On-going | Community Development Director | Look at Development Impact Fees for Ag Mitigation | | X | | The City Council adopted the Farmland Preservation Program on January 28, 2013. The program requires preservation, through easements, of prime farmland at a 2:1 ratio for every acre converted to urban use. City staff to research associated measurement tools to gauge effectiveness. City of Hughson was recognized by the California Partnership for the San Joaquin Valley for their work in this area ("2014 Kudos Award"). |
| 5 | On-going | Community Development Director | Implement the City's Non-Motorized Plan. Ensure that our parks are connected by walking and bike paths. | | X | | Pine Street, South 4th Street, 5th Street and Fox Road curb, gutter, sidewalk and pavement improvement projects are complete. Next phase of 5th Street improvements was completed in August 2014. The City Council adopted the City of Hughson Design Manual for Living Streets on May 13, 2013. City is taking a new focus on Non-Motorized Plan. City recently submitted grant applications for Fox Road and Hatch Road for non-motorized projects (FY 2014-15 - FY 2017-18). Fox Road Pedestrian Project was approved for Active Transportation Program funding through local call for projects. Hatch Road Bike/Pedestrian Project was not recommended for Congestion Mitigation and Air Quality (CMAQ) funding during initial cycle. City submitted a funding application during the second CMAQ cycle for the Whitmore/Santa Fe Pedestrian Project in December 2014. Learning from the City's submission during the first round submission, the second application better met the goal of the program. Notification of projects funded anticipated in early 2015 through the Stanislaus Council of Governments. |

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| | | | | DONE | ON TARGET | REV | |
| 6 | On-going | City Manager and Community Development Director | Seek Funding for Parkland and Pool | | | X | <p>Undeveloped school district property near corner of Whitmore and Seventh Street considered opportunity to site a future joint use parks facility. City of Hughson successfully applied for Land Water and Conservation Fund grant assistance from the State of California for the purchase of the 19.65 acres from the Hughson Unified School District. Property valued at \$685,000 and the LWCF would provide 50% funding with the remainder coming from the City's park in lieu and development funds. City staff has explored several options for development of project site and associated ongoing costs for discussion and consideration. City and District executed Memorandum of Understanding (May 2014) and subsequent Purchase Price Agreement (November 2014) for the sale/purchase of the property. Respective agency legal counsels have commenced initial escrow instructions. Amendment to Purchase Price Agreement was executed to allow additional time for District and City to complete necessary tasks. Closing date revised to April 27, 2015. LWCF Funding Agreement received by City and brought forward for City Council consideration. Contract confirmed start date and end date of grant performance period (September 3, 2014 - June 30, 2017). City staff will pursue LWCF grant for development of acquired property. Deadline for next cycle is February 3, 2015 and City staff is exploring eligibility and competitiveness of an application if submitted at this time.</p> |

Goals and Objectives
Goal #2 - Economic Development
Action Items:

| # | WHEN | WHO | WHAT | STATUS | | | COMMENTS |
|---|----------|---|--|--------|-----------|-----|--|
| | | | | DONE | ON TARGET | REV | |
| 1 | On-going | City Manager | The City will continue its partnership with the Stanislaus Alliance to expand the Enterprise Zone Program and provide employment opportunities and enhance the tax base by encouraging compatible industrial, commercial, office and retail facilities to locate or expand to Hughson. | | X | | The City has entered into an MOU with the Alliance to assist with the promoting the Hughson Business Incubator Center housed at in the City Hall Annex Building (current tenants: Hughson Chamber of Commerce and Hughson Chronicle). The City expanded its partnership with the Alliance to bring a Small Business Development Center consultant to the Business Incubator Center to market Hughson business assistance programs and provide other resources/trainings to existing/prospective businesses. SBDC consultant has assisted the City with marketing the business assistance programs, meeting with existing/prospective businesses to evaluate and develop business expansion/creation concepts and supporting local business ventures as needed. For Fiscal Year 2014-2015, City and Strategic Business Alliance will focus on informational presentations (marketing, recordkeeping, business plan, accounting, etc.) for current business and also marketing local economic development opportunities. |
| 2 | On-going | City Manager and Community Development Director | Review Fee Structure for Residential, Commercial, and Industrial growth in order to keep Hughson competitive with other jurisdictions. | | X | | A Developer Impact Fee Comparison was presented to the City Council on March 12, 2012. As economic recovery continues may need to revisit fee structure. <i>City staff plans to revisit current fee structure in early 2015 (March/April) for discussion and direction.</i> |

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| | | | | DONE | ON TARGET | REV | |
| 3 | On-going | Community Development Director and Finance Manager | Review how Hughson fees, licenses, utilities and other charges compare with other cities. | | X | | In August 2013, the City Council authorized a professional services agreement with Bartle Wells and Associates for an updated water rate study. Bartle Wells provided a presentation on the water rate study to the Hughson City Council in early 2014 based on the Well #7 Replacement Project/State Revolving Loan Fund application that was ultimately funded by the California Department of Public Health. If approved by Council, Bartle Wells will assist with with a Proposition 218 rate increase once income survey is complete to determine if the City of Hughson is a disadvantaged community and the consolidation project for extending water service through an out of boundary connection to Cobles Corner and Country Villa is vetted. Proposition 218 rate increase should occur in early 2015 and will include an extensive public outreach component to provide opportunity for residents/business owners to learn about the City's strategy and approach for coming into compliance with State drinking water MCL requirements. Moving forward, staff will conduct comparison annually. |
| 4 | | City Manager and Community Development Director | Create an Economic Development Strategic Plan (EDSP) that focuses on Industrial, Commercial, and Agribusiness development. | | | | The Economic Development Strategic Plan will be the critical document used to carry out items # 6, 7, 8, and 9 listed below. The Economic Development Strategic Plan was developed and approved by the City Council on September 26, 2011. It is intended to be a living document that will be modified over time. <i>The City's Economic Development Committee reviewed this EDSP plan in the fall of 2013 and will be revisited again in the fall during the current year.</i> |
| 5 | | | The City will promote expansion of other economic sectors which are compatible with agriculture. | | P | | |

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| | | | | DONE | ON TARGET | REV | |
| 6 | | | The City of Hughson supports the preservation of farming, food processing, agricultural business services and the ongoing research and analysis of the agriculture industry in order to sustain it as a major economic engine and source of employment. | | Part of EDSP | | The City Council adopted the Farmland Preservation Program on January 28, 2013. The program requires preservation, through easements, of prime farmland at a 2:1 ratio for every acre converted to urban use. City of Hughson was recognized by the California Partnership for the San Joaquin Valley for their work in this area ("2014 Kudos Award"). |
| 7 | | | The City will work to establish a method for business attraction and business retention. | | Part of | | City staff developed zoning, set-back, and parking amendments that provide more options for downtown development. These amendments were approved by the City Council. City created a Shop Local utility bill insert listing Hughson businesses that is updated annually and sent out at the beginning of each fiscal year. The City has also been working with the Alliance to developed a brochure for the Hughson Business Assistance Programs that is used by both when having discussions with existing and prospective businesses. City of Hughson also provides information to the Alliance for incorporation to their marketing material at retail trade shows. The City of Hughson is also an active participant in the meetings of the Alliance Economic Development Practitioners monthly meetings to learn more about creative and effective business attraction and retention strategies. |

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| | | | | DONE | ON TARGET | REV | |
| 8 | | | The City will consider business incentives for businesses which promote community goals. | | EDSP | | Through the work of the Hughson Economic Development Committee, an expanded business assistance program was developed and approved by the Hughson City Council in the fall of 2013. The program allows for grant/loan funding for business development/expansion. A total of \$30,000 is approved annually for this program. The application received by the EDC from the Branding Iron Catering was forwarded to the Hughson City Council in June 2014 for approval that would bring back the Santa Fe Coffee (dba Perks Coffee) component. A loan of \$12,000 was approved for the purchase of necessary equipment and a grant of up to \$3,000 for necessary facility improvements. In the current fiscal year, assistance was approved in November 2014 to two additional business ventures--Magnolia Farmhouse Market (\$4,000 grant/\$4,000 loan) and Shami Dogs (\$3,000 grant/\$3,000 loan). Magnolia Farmhouse Market opened for business just prior to the December holiday and Perks Coffee and Shami Dogs are anticipated to be open in January/February of 2015. |
| 9 | | | Develop a Branding Program for the City. | | | | Consider "Small Community with a Big Heart". City will work with the Stanislaus Business Alliance to develop a marketing program to promote Hughson. Program is anticipated to be unveiled in the spring of 2015. |
| 10 | | | Develop plan to attract more people to visit and shop in Hughson | | | | The City Manager continues to work with the Chamber of Commerce to assist with the Hughson Fruit and Nut (formerly Harvest) and Christmas Festivals. These event helps bring hundreds of people into our community. |
| 11 | | | Create a business newsletter to generate interest in Hughson. | | | | The Hughson Chamber of Commerce has developed a newsletter that shares positive information on the City to the community and business sector. The inaugural Hughson Chamber of Commerce newsletter was disseminated to the membership in June 2014. |

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| | | | | DONE | ON TARGET | REV | |
| 12 | On-going | City Manager | Market positive aspects of City and community on the City's website. | | X | | City website is functional and being used as an outreach tool for the community. City staff will continue to make information available that is of value to residents and local businesses. The City has begun the practice of developing Press Releases to share information regarding City programs, events and services. For the upcoming year, will better utilize City calendar to promote events that are scheduled throughout the year. <i>The Mayor and City Manager recently participated in interviews with California Edition showcasing the work by the City and partners on the Seventh Street Park Project. Additionally, a Press Release was issued at the end of the calendar year that highlighted the spirit of the community during the holiday season. The Turlock Journal, Ceres Courier and Hughson Chronicle all ran positive stories on Hughson work in the last year and the promising future ahead.</i> |
| 13 | On-going | City Manager | Meet with the property owners of land surrounding City to discuss growth. | | X | | During the course of attending various community meetings the City Manager has had the opportunity to meet some property owners. The goal is to be more proactive moving forward. |
| 14 | On-going | City Manager | Reach out to and work with businesses in the City's Sphere of Influence | | X | | The City is very involved in the Hughson Chamber of Commerce. Community Development Director has developed an outreach plan to meet with local businesses (commercial and retail) annually. During the summer of 2014, he and City Manager have held sessions with the Dairy Farmers of America, Valley Tool and Manufacturing, Grossi Manufacturing, the California Truss Company and Hughson Cold Storage. During the remainder of the fiscal year, will schedule similar meetings with other retail businesses beginning with those in the downtown. |

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| | | | | DONE | ON TARGET | REV | |
| 15 | On-going | City Manager and Community Development Director | Make proactive efforts to attract a full-service grocery store to our community | | X | | The City will continue to support local small grocery stores already in place. City staff met with representatives from Sav More to discuss the City's business assistance programs and plans to meet with others in the downtown in early 2015. It will support interests to bring a full-service grocery store to the area. The Community Development Director has initiated discussion with Pioneer Market and will be working with Stanislaus Business Alliance to provide market research data for consideration and future use in the upcoming months. City staff's discussions with Dollar General (through the Embree Group) about a viable site in Hughson have advanced and a location in downtown (near terminus of 4th Street) has been selected and being pursued. City Council approved proceeding with the process to vacate City parking lot to accommodate 9,100 square foot store. The Dollar General location as proposed will meet no setback requirement on Hughson Avenue to continue with current look and vision. <i>City staff working with Dollar General representatives on an acceptable preliminary site plan and layout.</i> |
| 16 | On-going | Community Development Director | Review sign ordinances and code enforcement activities. | | X | | City staff continues to evaluate existing ordinances and segments of the municipal code to support sustainability of local businesses. City Code Enforcement Program has been re-established and more proactive approach is being pursued to ensure compliance with Hughson Municipal Code. |
| 17 | On-going | City Manager | Develop Business Incubator with Agribusiness emphasis. | | X | | The City entered into an MOU with the Alliance to assist in this effort. Tenant lease agreements and other logistics are in place. The Hughson Chamber of Commerce and Hughson Chronicle have located to the Business Incubator. City staff working with the Alliance has developed marketing materials to promote opportunities to business sector. Interest has been expressed by several prospective businesses (tax preparation, bail bonds office, loan officer, insurance agency, export business, graphic designer) in the Business Incubator but none has materialized at this point. City efforts will continue to occupy the remaining offices with new businesses in the upcoming fiscal year. |

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| 18 | On-going | City Manager and Community Development Director | Support efforts to revive Hughson Fruit and Nut (formerly Harvest) | | X | | City staff and members of the Council participating in the planning and coordination of the annual Hughson Fruit and Nut Festival. City has responsibility over waste management and police services during the two-day event. City staff participated as an exhibitor at this year's event which provided great opportunity to interact with attendees and discuss current City initiatives. City Council was also available at City booth to connect with residents and festival visitors. The Hughson Chamber of Commerce Board of Directors approved the name change for the festival in 2015. |
| 19 | On-going | City Manager and Community Development Director | Develop materials and proactively market the Arboretum and other local attractions to the public. | | X | | City staff will need to work with the Arboretum Board of Directors and other organizations to gather the necessary information for this effort. Further development of Arboretum contingent upon funding. Mayor, City Manager and Community Development Director have met with members of the Arboretum Board of Directors to discuss ways to partner to further develop elements of the property. Arboretum representatives discussed enhancing outreach efforts, installing necessary fencing and completing Arboretum markers. Site infrastructure needs (water, access, etc.) were also discussed briefly. City staff agreed to facilitate showcasing Arboretum at official grand opening of the Hughson Sports and Fitness Complex and to be active participant in their next Open Garden in the spring of 2015. City staff also invited Arboretum Board to be involved in the Love Hughson 2015 event to take advantage of volunteers for their pending improvement projects. |
| 20 | On-going | Community, Chamber, and Local Businesses | Create a Farmer's Market. | | X | | City staff has initiative research regarding creating a Farmer's Market. Discussions have been held with both the Hughson Economic Development Committee and the Hughson Chamber of Commerce and been well received. A Farmers Market is held at the Hughson Harvest Festival. A possible venue for a Farmers Market would be at the Marketplace Shopping Center. The City will continue to facilitate the discussion with the Chamber, local tenants at the Marketplace Shopping Center, and Farmer's Market vendors to determine if feasible. The Hughson Small Business Development Center has agreed to take a lead role in further advancing this initiative in 2015. |

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Goal #2 - Economic Development
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| 21 | On-going | City Manager and Community Development Director | Encourage Industrial growth in incorporated cities and not in the County | | X | | City has established an urban growth boundary. In addition, have passed resolution opposing any new development in unincorporated area surrounding City limits. City will initiate discussion with the County to revisit this item and discuss any potential projects in the queue. |

Goals and Objectives

Goal #3 - Transportation

Action Items:

| # | WHEN | WHO | WHAT | STATUS | | | COMMENTS |
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| | | | | DONE | ON TARGET | REV | |
| 1 | On-going | Community Development Director | Recognize the need to address and incorporate a design for all modes of transportation. | | X | | Through StanCOG, the City participates in the allocation of resources for Hughson transit services. The City Council adopted the City of Hughson Design Manual for Living Streets on May 13, 2013. Emphasis needs to be placed on non-motorized modes of transportation. For Fiscal Years 2016-2017 and 2017-2018, the City of Hughson submitted (but not recommended for funding) a bike/pedestrian project along Hatch Road for Congestion Mitigation Air Quality (CMAQ) consideration (now a competitive process). This is a top priority per the City of Hughson Non-Motorized Transportation Plan (August 2008) and would provide a transportation option to residents and an amenity to the community and could catalyze the effort to improve the aesthetics of Hatch Road—one of the first impressions of the City. City submitted a project (Whitmore Avenue/Santa Fe Avenue Pedestrian) during the second cycle (December 2014) for grant funding (\$100,000) that better meets the CMAQ goals for emission reductions and cost-effectiveness. Project would improve pedestrian access to the Market Shopping Center. |
| 2 | On-going | Community Development Director | Encourage enhancement of an intra and inter city transit system. | | X | | Through StanCOG, the City participates in the allocation of resources for transit services. Staff will continue to work with Stanislaus Regional Transit (START) and StanCOG to improve transit opportunities in Hughson. In the past year, City staff participated in a StanCOG subcommittee to prepare the Request for Proposal (RFP) for the 2014 StanCOG Transit Systems Study and to look at the cost sharing model currently in place. |

Goals and Objectives

Goal #3 - Transportation

Action Items:

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| | | | | DONE | ON TARGET | REV | |
| 3 | On-going | City Manager and Community Development Director | Access all available funds for the purpose of maintaining and improving existing streets. | | X | | Partner with StanCOG and other jurisdictions to acquire funds for street projects. Recent CMAQ funds have gone towards road infill projects (Pine Street, 4th Street, 5th Street, Fox Road, etc). The City successfully pursued Active Transportation Program funding for a safe routes to school project along Fox Road (Fiscal Year 2014-15 & 2015-16). Staff has been very involved with the disbursement of Local Transportation Funds through StanCOG. The City Council adopted a utility trench cut fee and established a special street fund (effective April 25) for the monies collected. <i>City actively participated in the discussion regarding a 1/2 cent sales tax measure for transportation and expenditure plan in 2014 deferred to 2016 by the StanCOG Policy Board). Additional work by the County and partner cities on this initiative is anticipated in 2015.</i> |
| 4 | On-going | Community Development Director | Plan for future public parking in the downtown area to encourage business activity. | | X | | An ordinance was adopted amending the parking requirements in the Downtown Commercial Zone to allow parcels to develop without on-site parking. Through the Economic Development Committee, have discussed different strategies to strengthen the downtown core (vacancy, pocket parks, outdoor dinner, etc.). Economic Development Committee conducted a walking tour of the downtown. |

Goals and Objectives

Goal #3 - Transportation

Action Items:

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| | | | | DONE | ON TARGET | REV | |
| 5 | On-going | City Manager and Community Development Director | Work with the County, StanCOG and other appropriate agencies to address, on a regional basis, the development of solutions to local traffic issues. | | X | | <p>Hughson participated in the Regional Transportation Impact Fee meetings with the cities and county to discuss an equitable transportation impact fee. Based on StanCOG Policy Board direction measure for 2014 was deferred to 2016. City historically looks to use of LTF, CMAQ, CDBG and outside funding to address local traffic issues through improvement projects .</p> <p>Stanislaus County signalization and intersection improvements at Hatch Road and Santa Fe are programmed for Fiscal Year 2014-2015. County Public Works provided an update on the project in October 2014 and committed to provided bimonthly reports to ensure that the traffic signalization project remains on task. Environmental work for the project (initial study and mitigated negative declaration) is underway. Design and right of way acquisition anticipated after environmental work is complete.</p> |

Goals and Objectives

Goal #4 - Public Safety

Action Items:

| # | WHEN | WHO | WHAT | STATUS | | | COMMENTS |
|---|----------|-------------------------------|--|--------|-----------|-----|--|
| | | | | DONE | ON TARGET | REV | |
| 1 | On-going | City Manager and Police Chief | The City of Hughson will continue to provide a high level of police service to the community. The City will review annually the fiscal constraints facing the City in order to establish appropriate service levels. | | | X | The City Council renewed its contract with Stanislaus County for Law Enforcement Services for three year period from Fiscal Year 2013-2014 to Fiscal Year 2015-2016. The Police Chief provides activity reports to show how law enforcement activities are benefitting the community on periodic basis along with annual report to the community. For the upcoming year, will work with Police Chief on the anticipated use of Supplemental Law Enforcement Services Funds to augment existing efforts-- including Code Enforcement Officer through new model. Mayor Pro Tem and City Manager met with Stanislaus County Sheriff and othe County personnel to discuss pending Police Chief retirement in March of 2015 and recruitment and transition plan. Lieutenant recruitment to be initiated in January 2015 by County. Hughson Police Chief selection process to commence shortly thereafter which will include interviews by diverse local panel to arrive at City recommendation for placement to the critical position. |
| 2 | On-going | City Manager and Police Chief | Continue Community Activities (i.e. Neighborhood Watch, Kids Safety Places) | | X | | The City Manager and Police Chief designee have been engaged in the Hughson Family Resource Center Community Capacity Building effort (Citizens for a Healthy Community). Through CCB, the City's Neighborhood Watch Program has remained in tact and culminated with the annual National Night Out celebration on August 5, 2014. Along with Hughson Fire Protection District, Pro Transport, Stanislaus Sheriff STARS and others, participated in a caravan that visited all eighteen (up from nine in the prior year) registered block parties promoting the NNO mission to "promote involvement in crime prevention activities, police-community partnerships, neighborhood camaraderie and a united front against criminal activity." |

Goals and Objectives

Goal #4 - Public Safety

Action Items:

| # | WHEN | WHO | WHAT | STATUS | | | COMMENTS |
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| | | | | DONE | ON TARGET | REV | |
| 3 | On-going | City Manager | 2+2 Fire District/City Committee. | | X | | The Fire District/City Committee met every other month and have had very productive session to discuss current initiatives, coordination for local events and explore partnership opportunities. Examples include (1) the work by the City on its municipal water system, (2) coordination for National Night Out, Halloween Trunk or Treat and Christmas Festival, and (3) the Fire Command Vehicle Cost Project. The Hughson Fire Command Vehicle was jointly purchased by the City of Hughson and the Hughson Fire Protection District and is now available for local incidents. The City participated in Operation Santa Clause to pilot the "Light up the Town" program in partnership with the Hughson Family Resource Center/Citizens for a Healthy Community. The City has agreed to support the Fire District in its centennial celebration in June of 2015. |

Goals and Objectives

Goal #5 - Public Services

Action Items:

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| | | | | DONE | ON TARGET | REV | |
| 1 | On-going | City Manager | The use of technology will be encouraged to provide more efficient public services. | | X | | Utility bill pay online is now available. SeeClickFix continues to be a useful tool and some community members have started to use it to notify the City of issues such as street lights being out, nuisance issues, graffiti, etc. REPORT ATTACHED. |
| 2 | On-going | City Manager and Community Development Director | Support recreation activities to provide access for all residents. | | X | | The City will work with local partners and groups in support of providing local recreational options for youth and adults. Councilmember Carr is the Council designee on the Hughson Sports and Fitness Complex Steering Committee. Phase I (completed) includes addition of three new soccer fields and one new softball field. Well No. 6 delivers and provide a non-potable water system at the high school sports fields. Phase II (pending upon funding availability) will include lighted parking lot, restrooms and snack bar, PAR fitness course and additional field development. The Hughson Sports and Fitness Complex was utilized by the Hughson United Soccer League during their inaugural season. City and School District executed extension to the LeBright Fields lease through April 1, 2017. Both are also proceeding forward with the sale/purchase of 19.65 acres for development of Seventh Street Park Project. The City Parks and Recreation Commission is back at full capacity and will assist with advancing key initiatives in this area. In addition to the Seventh Street Park Project, the Commission will be involved in the Starn Park Playground Replacement Project in the current year. |

Goals and Objectives

Goal #5 - Public Services

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| | | | | DONE | ON TARGET | REV | |
| 3 | On-going | Community Development Director | Review existing services & consider appropriate fees for providing these services. | | X | | City fee structures will be evaluated as needed to ensure sufficient to cover cost of services provided under legal authority. The City Council amended Title 16 Subdivisions in the Municipal Code to require formation of a Community Facilities District to provide funding for City services that are not being funded through other sources (use for subdivision infrastructure bonds prohibited). |
| 4 | On-going | City Manager and Community Development Director | Monitor the use of community enhancement fees. | | X | | The Council did approve a spending plan for these funds. The improvements would include painting the water tower, a lighting improvement project on the bridges along Hatch, and funding for a well for sports fields at the High School. The water tower paint project is complete, the anti-graffiti vines at Starn Park have been planted, some funds were used for the high school turf irrigation project, and city hall has been repainted. The Hughson City Council approved funding of approximately \$29,000 for the joint purchase of the Fire Command Vehicle for the Hughson Fire Protection District. <i>In the current year, other such uses include improvements to the downtown (flags, banners, electrical) and Starn Park parking area. The Community Development Director is also exploring possible use to establish a pilot program in the downtown for outdoor dining.</i> |

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| 5 | On-going | Community Development Director | Continue to provide for adequate treatment of wastewater by compliance with Federal and State regulations and adopt an allocation policy to ensure that future capacity is applied in a manner that is consistent with the General Plan. | | X | | The wastewater treatment plant has been operational since September 2012 but construction of site improvements has been ongoing. There is adequate sewer capacity for future growth but water system improvements are necessary before that additional capacity can be utilized. Noeller farm lease for 12 acre City property adjacent to the wastewater treatment plant was extended by the City Council in December 2014 through October 31, 2015 or completion of the harvest of the fall 2015 almond crop, whichever occurs later. City staff was directed to bring the item back for further discussion and evaluation of possible options for future use of that property as well as other property adjacent to the lower ponds. |
| 6 | On-going | Community Development Director | Continue to support efforts for the planning and development of an Integrated Regional Water Management Plan (IRWMP) for the mutual benefit of Hughson, Modesto, Turlock and Ceres. | | X | | City by mutual cost-sharing agreement with other parties hired consultant (RMC Water and Environmental) to complete an Integrated Regional Water Management Plan (IRWMP) for the East Stanislaus IRWM region. Joint proposal (along with Modesto, Turlock and Ceres) prepared and submitted, based on IRWMP, for potential funding of listed projects. For the City of Hughson, submission includes next phase of the non potable water system improvements. In late 2014, the City of Hughson was notified that the joint proposal had not been funded by the State Department of Water Resources |

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| | | | | DONE | ON TARGET | REV | |
| 7 | On-going | City Manager | Expand existing water conservation program and policies to incorporate education emphasis. | | X | | Explore model implemented in other areas (Fresno, Merced, Clovis) regarding water conservation measures including education of water needs of various trees, shrubs, gardens, etc. Gather information from CSU and UC farm advisors and make available for reference to the public. City staff has been very involved in countywide discussions regarding groundwater supply, drought conditions and water policy through the work of the Stanislaus County Water Advisory Committee, Technical Advisory Committee and Drought Taskforce gathering information on municipal practices and challenges. City Council adopted water conservation program by ordinance to codify measures in response to adopted State legislation. City's program included emergency restricts for drought conditions. City staff will participate in upcoming local events-Water Summit for January 16, 2015 and Regional Groundwater Workshop on February 5, 2015. |
| 8 | On-going | City Manager | Continue to monitor staffing and training levels to ensure that quality public services are provided. | | X | | Continue to look for opportunities for staff members. The City Manager and Community Development Director continue to encourage public works staff to gain additional certifications. The additional training and certifications help City crews gain greater knowledge and improved abilities to maintain and operate the City water system. Cross training will also continue amongst the administrative staff. |

Goals and Objectives

Goal #6 - Public Facilities

Action Items:

| # | WHEN | WHO | WHAT | STATUS | | | COMMENTS |
|---|----------|--------------------------------|--|--------|-----------|-----|---|
| | | | | DONE | ON TARGET | REV | |
| 1 | On-going | City Manager | Consider shared facilities, where appropriate, with other public and private entities. | | X | | The City is part of the JPA with the County and other cities for the provision of Animal Services. The City, through the JPA, is contributing to the debt service for the new Animal Services Facility. The City has converted the Annex Building to the Business Incubator Center that now houses both the Hughson Chamber of Commerce and the Hughson Chronicle. There are also several shared facility partnerships in place with the Hughson Unified School District (open gym basketball program at the Ross Gymnasium, Lebright Fields, Sports and Fitness Complex). The City has worked with the Hughson Family Resource Center to establish community programs (recreation, meals, etc.) at the Senior Community Center and such efforts will continue. The City works with the United Samaritan Foundation, Sierra Vista Child and Family Services and Stanislaus County at the Third Street Center to ensure that community services are provided. City Manager will schedule a meeting in the upcoming quarter with these partners to discuss current model and future opportunities. |
| 2 | On-going | Community Development Director | The City will develop a method to prioritize replacing existing infrastructure in accordance with the Master Plans adopted in accordance with the General Plan through the development and implementation of a Capital Improvement Plan. | | X | | Continue review of the capital improvement needs of the City. Planned projects include the installation of curb, gutter and sidewalks on a variety of segments in the City. The work for Tully Road that includes water, sewer, storm drain, and roadway improvements is programmed for Fiscal Year 2014-2015 now that funding has been obligated. This years' budget also included funding for overlays on south 4th, south 5th, and Fox Road from Charles to 2nd. Phase I of the non-potable water system improvement project is complete and the next phase dependent on available funding. New City Engineer (Willdan Engineering) will work with City Manager and Community Development Director on evaluating and revising capital improvement plan. MCR Engineering will be retained for water engineering expertise and will complete work on updating water master plan documents for consistency with General Plan and pending Municipal Water System improvement project. |

Goals and Objectives

Goal #6 - Public Facilities

Action Items:

| # | WHEN | WHO | WHAT | STATUS | | | COMMENTS |
|---|----------|--------------------------------|---|--------|-----------|-----|---|
| | | | | DONE | ON TARGET | REV | |
| 3 | On-going | Community Development Director | Consider including in future park developments, the inclusion of features that reflect our agricultural heritage. | | X | | Such standards are in place and subject to negotiation. Interest in assisting in further developing a school farm component as an educational component to local youth. Support of local FFA, 4H and other agricultural activities (County Fair) should continue to be a local emphasis. City extended for another year the existing farm lease with Noeller Farms for property near wastewater treatment facility (through end of 2015 Harvest season). As part of the Seventh Street park acquisition project, the Hughson Unified School District has an existing farm lease in place with Garcia Farms that incorporates a farming educational component with the Agriculture Department at Hughson High School. The current property is planted in alfalfa and the arrangement will need to be revisited once acquired (anticipated Spring 2015). |
| 4 | On-going | Community Development Director | Emphasize Surface Water Monitoring Procedures | | X | | Institute measures to monitor, protect, and enhance the water quality of city water sources in a manner pursuant and consistent with the Federal Clean Water Act. On November 26, 2012, the City Council directed City staff to send a letter to the Stanislaus Regional Water Authority that it was not interested in joining the Joint Powers Authority (JPA) at the time but requesting preference in the future if so desired based on past contributions to the effort. At a recent City Council meeting to discuss new water conservation measures, the Turlock Irrigation District addressed Council to inform the City that returning as a partner in the Regional Surface Water Management Project was still possible. |

Goals and Objectives

Goal #7 - Connectivity and Integration

Action Items:

| # | WHEN | WHO | WHAT | STATUS | | | COMMENTS |
|---|----------|---------------------------|---|--------|-----------|-----|---|
| | | | | DONE | ON TARGET | REV | |
| 1 | On-going | City Manager | City of Hughson recognizes that it must work with other organizations, public and private, to ensure coordinated and cost-effective delivery of services. | | X | | The City continues to strengthen its relationships with the Alliance, School District and Fire District. Examples include the establishment of a business incubator, expansion of business assistance program, open-gym basketball program, development of park/recreational facilities, and Fire command vehicle purchase . The City continues to strive to build relationships with its community partners. City staff actively interacts with the Hughson Chamber of Commerce, Hughson Ministerial Association, Hughson Family Resource Center and local non profit organizations (Sierra Vista Child and Family Services, United Samaritan Found, Samaritan Village, etc). City also partners with Stanislaus County and other incorporate cities for the provision of public services (law enforcement, social, health, transit, etc). The City of Hughson was the recipient of the Southeast Stanislaus Family Resource Center Community Partnership of Promise Award for 2014. |
| 2 | On-going | City Manager | The City Council will review and establish a policy designed to monitor and possibly influence proposed State and Federal legislation. | | X | | Hughson Legislative Program was adopted in March 2014 and sets the parameters for the City's legislative advocacy efforts that supplement the work through the California League of Cities and California Local Agency Formation Commissions. Commencing Fiscal Year 2014-2015, City provides quarterly Legislative Update to the City Council to highlight activity in this area over the course of the year. |
| 3 | On-going | City Council/City Manager | Maintain and monitor the Complaint Log. | | X | | SeeClickFix is an application that is currently being used to manage this process. City Manager and City Clerk met with Chief Executive Office of SeeClickFix organization to discuss and evaluate effectiveness of tool. Discussed development of a customer services/satisfaction survey component. CEO made City staff aware of other elements of the application that are now available for use. SeeClickFix report of complaints/issues provided to the City Council quarterly along with Goals and Objectives. City staff in process of developing customer survey element for City website (anticipated to be functional by January 2015). |

Goals and Objectives

Goal #7 - Connectivity and Integration

Action Items:

| # | WHEN | WHO | WHAT | STATUS | | | COMMENTS |
|---|----------|--------------|---|--------|-----------|-----|--|
| | | | | DONE | ON TARGET | REV | |
| 4 | On-going | City Manager | 2 + 2 School District/ City Committee. | | X | | <p>The City continues to meet on a quarterly basis with the School District. These meetings continue to be very productive for effective planning, coordination and communication. Recent items of work included a cost sharing model for the school resource officer (although not continued), grant application for park acquisition funds (Seventh Street Park) and safe routes to school (Fox Road), Lebright Fields lease extension, Hughson community event planning and other items for coordination (municipal water system, school sports fitness complex, etc.). During recent regular meeting, Committee discussed the Stanislaus County Employee Mentoring Program and exploring implementation of a similar program in Hughson. District Superintendent has initiated a discussion of this concept with his leadership team plans to bring back for further discussion. City staff attending a Mentoring Summit being hosted by Sierra Vista Children and Family Services and the Stanislaus County Office of Education on January 23, 2015 to further advance this concept and possible implementation locally.</p> |
| 5 | On-going | City Manager | Maintain open communication with staff and encourage sharing of innovative ideas and process improvement suggestions. | | X | | <p>Promote open door policy and culture for the organization (internal and external). Keep staff properly informed on organizational policies and procedures. Foster sharing and development of ideas amongst staff that may lead to efficiencies. Quarterly all staff meetings are held to maintain open channels of communication and dialogue. Employee appreciation program under development and will be brought back to City Council for consideration this fiscal year.</p> |

Goals and Objectives

Goal #7 - Connectivity and Integration

Action Items:

| # | WHEN | WHO | WHAT | STATUS | | | COMMENTS |
|---|----------|--------------|--|--------|-----------|-----|---|
| | | | | DONE | ON TARGET | REV | |
| 6 | On-going | City Manager | Look for additional opportunities to partner with other cities. | | X | | The City in the past partnered with the City of Modesto for on-call advanced planning services. The City has also reached out on occasion to discuss water and wastewater issues with other jurisdictions in Stanislaus County. Also working with the City of Turlock on the administration/engineering work needed relative to Hughson's special assessment districts. Other examples of City partnerships are in the area of local transportation, road improvements, emergency dispatch, animals services, solid waste, CNG fueling, etc. |
| 7 | On-going | City Manager | Expand plan to best utilize the volunteerism that exists in the community. Work with partner agencies, non-profits and local organizations to continue to promote a spirit of cooperation and civic participation. | | X | | The City works diligently to facilitate the efforts of those willing to volunteer. For example, the City has helped with the planning and coordination of LOVE Hughson events as well as volunteer efforts tied to the City Wide Clean Up Day. Other local and grassroots efforts will be supported to strengthen the sense of community pride (Concerts in the Park, Halloween Tent, Trunk or Treat, National Night Out, Harvest Festival, Cultural Events, etc.). Development of an Hughson Employee Mentoring Program being explored by the City and School District. The City of Hughson is partnering with the Hughson Family Resource Center/Citizens for a Healthy Community to make Love Hughson 2015 (scheduled for April 18) a more organized and coordinated local event. |

Goals and Objectives
Goal #7 - Connectivity and Integration
Action Items:

| # | WHEN | WHO | WHAT | STATUS | | | COMMENTS |
|---|----------|--------------|---|--------|-----------|-----|---|
| | | | | DONE | ON TARGET | REV | |
| 8 | On-going | City Manager | Assessment of current IT needs and development of inventories and incremental policies that take advantage of technology. | | X | | The City Manager continues to work with its IT consultant EZ Networks to identify needed improvements to the City's overall network. Improvements made in the last year to improve surveillance and monitoring systems at City facilities and for critical systems (municipal water and waste water treatment). The City replaced an aging network server that will improve its ability to store information and the growing email traffic. <i>As part of the Fiscal Year 2014-2015 Adopted Budget, the City Council directed staff to accelerate the project to move towards a new Finance Management Software system. City staff has begun researching municipal financial management systems and associated costs and will bring the information back to the Budget and Finance Subcommittee during consideration of mid year budget adjustments.</i> |
| 9 | On-going | City Manager | The use of technology will be encouraged to engage citizens more actively in public issues and to improve inter-agency communication. | | X | | City will initiate measures to maximize use of email, newsletter, website, facebook, local media and other technology to expand public outreach efforts and more effectively engage residents on City Hall happenings and community events. During Fiscal Year 2013-2014, phase one improvements (audio) to the Council Chambers were completed. As part of the Fiscal Year 2014-2015 Adopted Budget, funding was allocated for phase two which includes installing video equipment, web stream capabilities, and enhanced agenda management tools to encourage open and transparent government access. <i>The Mayor and City Manager have initiated a discussion with CSU, Stanislaus (Communications Department) regarding an internship opportunity to provide support and assist the City expand efforts in this area with a focus on social media outlets.</i> |

Goals and Objectives

Goal #8 - Revenue Generation and Use Allocation

Action Items:

| # | WHEN | WHO | WHAT | STATUS | | | COMMENTS |
|---|----------|--------------|--|--------|-----------|-----|---|
| | | | | DONE | ON TARGET | REV | |
| 1 | On-Going | City Council | The City Council pledges to monitor all public funds to ensure appropriate expenditures. | | X | | The City institutes a thorough budget review process. Preliminary Budget adopted in May/June and Final Budget presented once the Auditors have completed their preliminary work. City staff monitors revenues so that mid-year changes can be made if necessary. Financial reporting process being evaluated for improvements to increase transparency. In December 2014, the City Council accepted the Fiscal Year 2013-2014 Financial Audit. The City Auditors (Moss, Levy and Harthem) gave the highest opinion that auditors can give-- "Unqualified." To strengthen its the City's fiscal position, staff was directed to more closely explore investment practices and the opportunity to reduce debt obligations. |
| 2 | On-going | City Manager | Explore grant opportunities, develop a tracking methodology and provide regular reporting to the City Council. | | X | | City Manager instituted an internal grant writing program utilizing existing staff and assistance from local colleges/interns . Grant applications prepared and submitted included Seventh Street Park Acquisition Project (Land Water and Conservation Fund), Fox Road Pedestrian Improvements (Active Transportation Program), City Park Recycling/Litter Program (Cal Recycle), Hatch Road Bicycle and Pedestrian Project (CMAQ), Non Potable Water System Improvement Phase II pending through the Intergrated Regional Water Management Plan and Whitmore Avenue/Santa Fe Pedestrian Project (CMAQ). Quarterly status report provided to City Council through the year. Grant opportunities being explored for Seventh Street Park Development Project and Starn Park Replacement Project. |
| 3 | On-Going | City Manager | The City will maximize all potential revenue sources (including funding for City, Schools and Public Safety). | | X | | This will be reviewed ongoing and annually during the budget process. As opportunities arise for additional generation (grants, partnerships, etc.) evaluation will be conducted and brought to the Council for consideration as appropriate. |

Goals and Objectives

Goal #8 - Revenue Generation and Use Allocation

Action Items:

| # | WHEN | WHO | WHAT | STATUS | | | COMMENTS |
|---|----------|--------------|--|--------|-----------|-----|--|
| | | | | DONE | ON TARGET | REV | |
| 4 | On-Going | City Manager | Continue working with other agencies to try to acquire funding for City projects | | X | | City has partnered with other cities to better leverage CDBG, CMAQ and RSTP funds for local projects. Efforts with other cities should continue in addition to working with County, State, Federal and other agencies and organizations. Although under new model, CMAQ funding moving forward will make available more funding through a competitive process, coordination with other cities to discuss timing of projects may still be possible. |
| 5 | On-Going | City Manager | Benchmark other agencies to identify additional revenue streams for local projects and needs. | | X | | City will continue to exchange and solicit information from other agencies (government, private, non-profit, etc. to identify creative funding strategies). |
| 6 | On-Going | City Manager | Strengthen fiscal condition of City's Benefit Assessment Districts and Landscaping and Lighting Districts. | | X | | City spent considerable time evaluating current assessment districts (BADs/LLDs). Through agreement with the City of Turlock Municipal Services Department, executed in April 2014, will ensure annual reports are accurate and then fiscal challenges with select few of the landscape and lighting districts are addressed. <i>City will continue discussion regarding implementing general benefit vs. special benefit methodology and to address maintenance of parks within specific districts.</i> |