



STAFF REPORT

TOWN COUNCIL MEETING OF MARCH 13, 2012

To: Town Council

From: Town Manager

Subject: 2012 Goals Setting Workshop Results

Date: March 6, 2012

RECOMMENDATION:

Receive and File

ISSUE/DISCUSSION:

On February 18, 2012, the Town Council held a Goal Setting Workshop. The results of that workshop included adopting 7 goals for 1012/13 with several tasks identified and lead Council Members assigned to champion each task. I have attached the format by which I will be reporting monthly on the progress toward achieving these goals. The document lists the 7 primary goals and then individually lists the goal, task and lead Council assigned to it.

CEQA:

There are no CEQA issues involved in adoption of yearly goals.

FINANCIAL IMPLICATIONS:

Financial implications will be identified as the tasks are implemented and further refined.



TOWN OF LOOMIS

Performance Measurement Strategy 2012/2013 TOWN COUNCIL GOALS

GOALS	PROGRESS	DATE DUE
1. Establish downtown core business district (shed-shed) as the area of central focus and activity for the Loomis Basin		6/30/13
2. Improve the economy of the Town of Loomis through Economic Development by 12/31/15		12/31/15
3. Implement Parks and Recreation Open Space Plan by 12/31/13		12/31/13
4. Match revenue to meet mission and goals to be fiscally sustainable by 6/30/13		6/30/13
5. Improve and increase mobility and circulation for all modes of movement by 6/30/14		6/30/14
6. Improve communication and understanding among all town leaders and stakeholders by 6/30/12		6/30/12
7. Implement sustainable programs that save resources and avoid waste and pollution for residents, businesses and agriculture by 3/1/14		3/01/14

GOAL 1

Establish downtown core business district (shed-shed) as the area of central focus and activity for the Loomis Basin

TASK	LEAD	PROGRESS
A. Collaborate with business volunteers and broader communities to implement and maintain projects in downtown core area by 6/30/13 <ul style="list-style-type: none"> • Streamline and clarify PROSC responsibilities • Establish recreation task force 	CALVERT	
B. Given adequate funding build water spray park, restrooms and skate multi-use area in park by 3/1/14	CALVERT	
C. Implement MIG Plan (for areas from Taylor and Walnut to Shawn Way) By 6/30/13	CALVERT	

GOAL 2

Improve the economy of the Town of Loomis through Economic Development by 12/31/15

TASK	LEAD	PROGRESS
A. Implement result of business walk series and repeat in other areas of the Town by 12/31/12	LISS	
B. Recruit replacements for empty businesses by 12/31/14	MORILLAS	
C. Develop businesses in commercial industrial zoned property by 12/31/14	UCOVICH	

GOAL 3

Implement Parks and Recreation Open Space Plan by 12/31/13

TASK	LEAD	PROGRESS
A. Develop funding plan for parks, recreation, open space and tree mitigation by 6/30/12	LISS/UCOVICH	

GOAL 4

Match revenue to meet mission and goals to be fiscally sustainable by 6/30/13

TASK	LEAD	PROGRESS
A. Create a balanced budget with a 4 year projection by 6/30/12	SCHERER	

GOAL 5

Improve and increase mobility and circulation for all modes of movement by 6/30/14

TASK	LEAD	PROGRESS
A. Stripe where no sidewalks exist by 6/30/13	MORILLAS	
B. Repair downtown sidewalks by 6/30/14	MORILLAS	

GOAL 6

Improve communication and understanding among all town leaders and stakeholders by 6/30/12

TASK	LEAD	PROGRESS
A. Repeat 2011 tasks of outreach to chamber, schools quarterly meetings, etc.	UCOVICH/ ANGELOCCI	
B. Put annual report on the web by 9/1/12	UCOVICH/ ANGELOCCI	
C. Put town manager report on web monthly beginning 3/31/12	UCOVICH/ ANGELOCCI	

GOAL 7

Implement sustainable programs that save resources and avoid waste and pollution for residents, businesses and agriculture by 3/1/14

TASK	LEAD	PROGRESS
1. Improve & Promote Recycling Services		
a. Promote and improve Super Recycler Service	LISS	
b. Buy recycling receptacles with Town AB939 funds for shed-to-shed and arrange for servicing	LISS	
c. Organize model recycling programs at schools, including AB939 funds for equipment	LISS	
d. Work with Recology to explore offering rural yard trimmings chipping program	LISS	

TASK	LEAD	PROGRESS
e. Promote food scraps recycling options	LISS	
f. Ask Placer County to remove Loomis Logo from OneBigBin.com and reconsider message	LISS	
2. Green Businesses and Green Jobs		
a. Encourage Loomis businesses to join Placer County Green Business Program	LISS	
b. Consider Placer County Road Map sustainable Economic Development initiatives	LISS	
c. Work to help innovative local, reuse, recycling and composting businesses in Loomis	LISS	
3. Energy and Water Efficiency		
a. Promote energy and water efficiency opportunities and services to residents and businesses, including advocacy to support use of mPOWER by residents	LISS	
b. Continue grass cycling and use of natural soil conditioners instead of chemicals for Town parks	LISS	
c. Evaluate solar shade structure from shed to shed	LISS	
d. Consider rainwater harvesting and use of grey water for landscaping at Train Depot with evaluation of water feature at Blue Anchor Park and Heritage Park	LISS	
4. Sustainability Education and information		
a. Partner with Placer Sustain on sustainability education events in Loomis for residents, businesses and schools	LISS	
b. Greenhouse Gas (GHG) inventory – Assist Sierra Business Council to develop Phase 2	LISS	

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