

# CITY OF OAKDALE

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City Council Goal Setting Session

February 4, 2016

# ADMINISTRATION

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Bryan Whitemyer  
City Manager

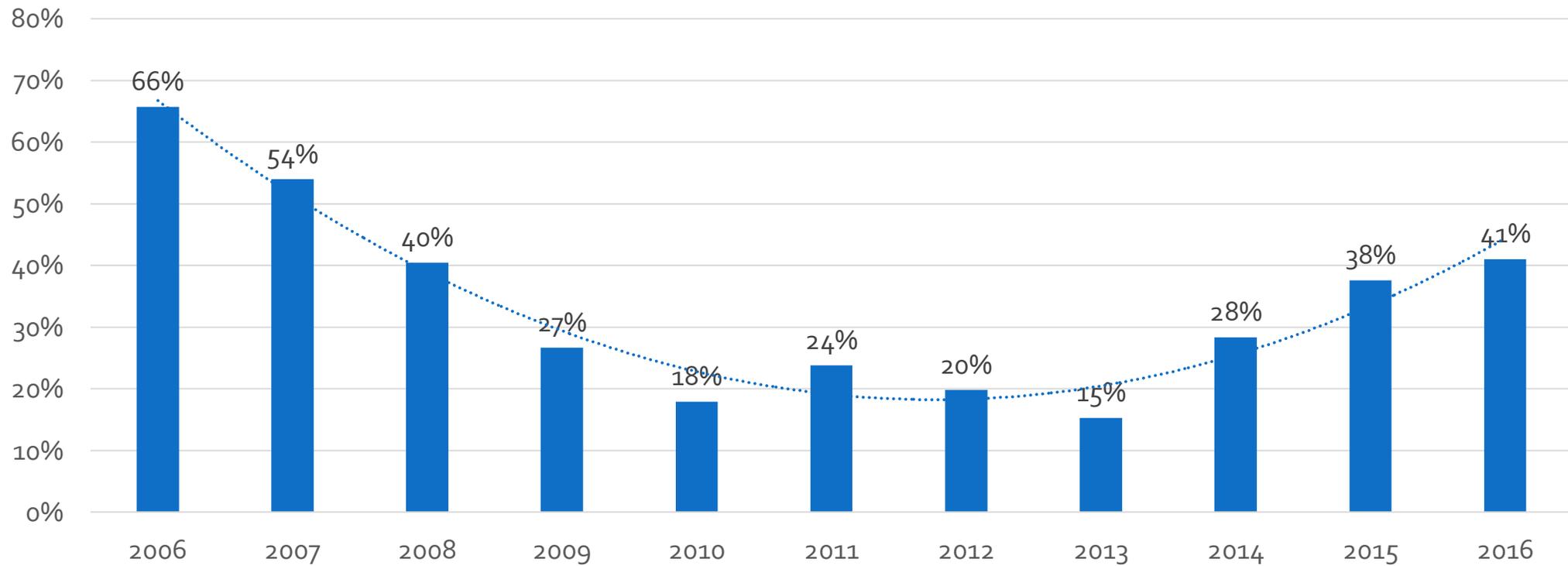
# 2015 Accomplishments

- Increased General Fund Reserve Level by 23% (compared to 2013)
- General Fund Reserve Level 2013 = 15%
- General Fund Reserve Level 2015 = 38%
- General Fund Reserve Level 2016 = 41% (Projected)

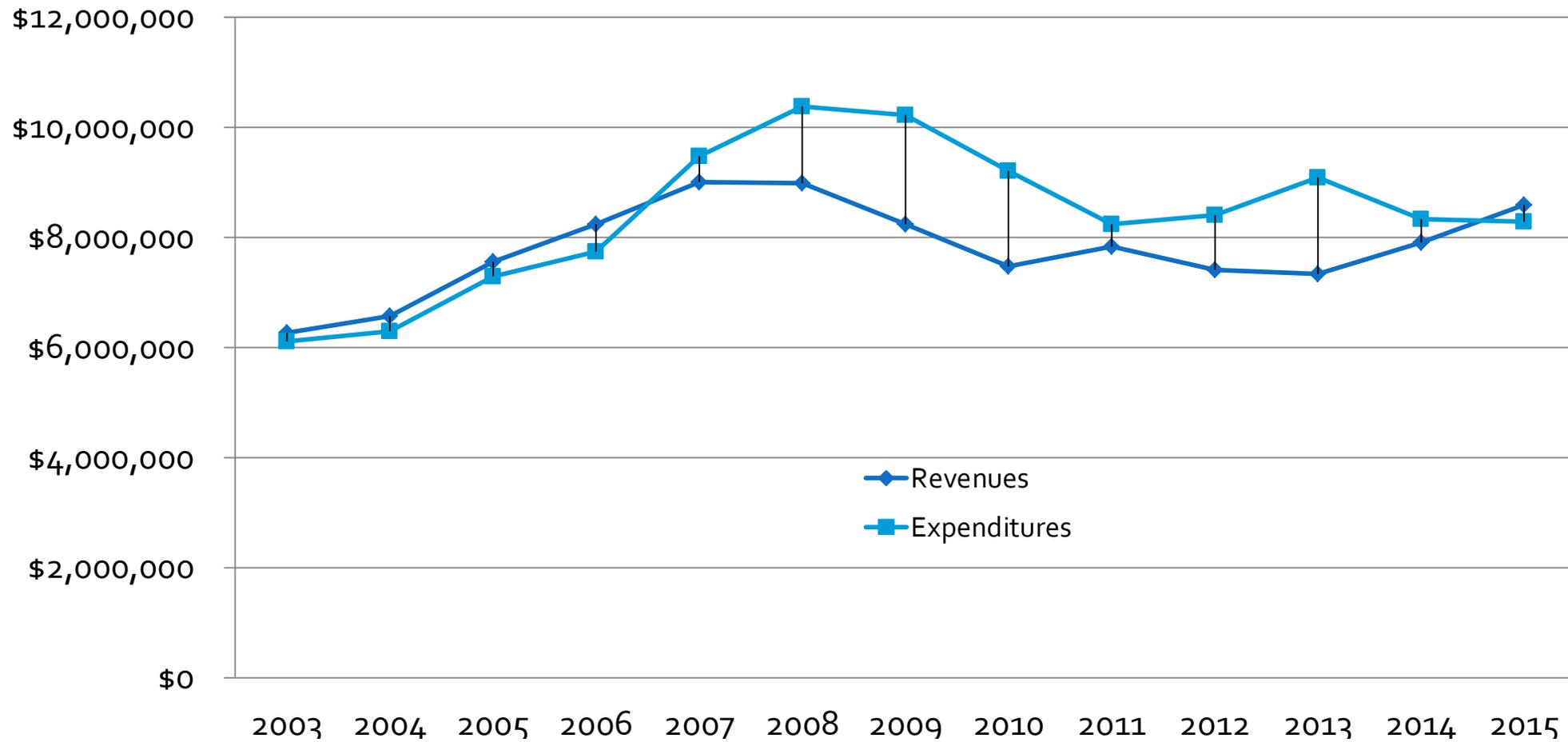


# General Fund Reserve Levels – Last 10 Years

General Fund Reserve Levels - Last 10 Years



# General Fund – Revenues vs. Expenditures



# 2015 Accomplishments

Completed Rehabilitation of  
Dorada Play Park –  
Now Named:

Alex and Emma Play Park

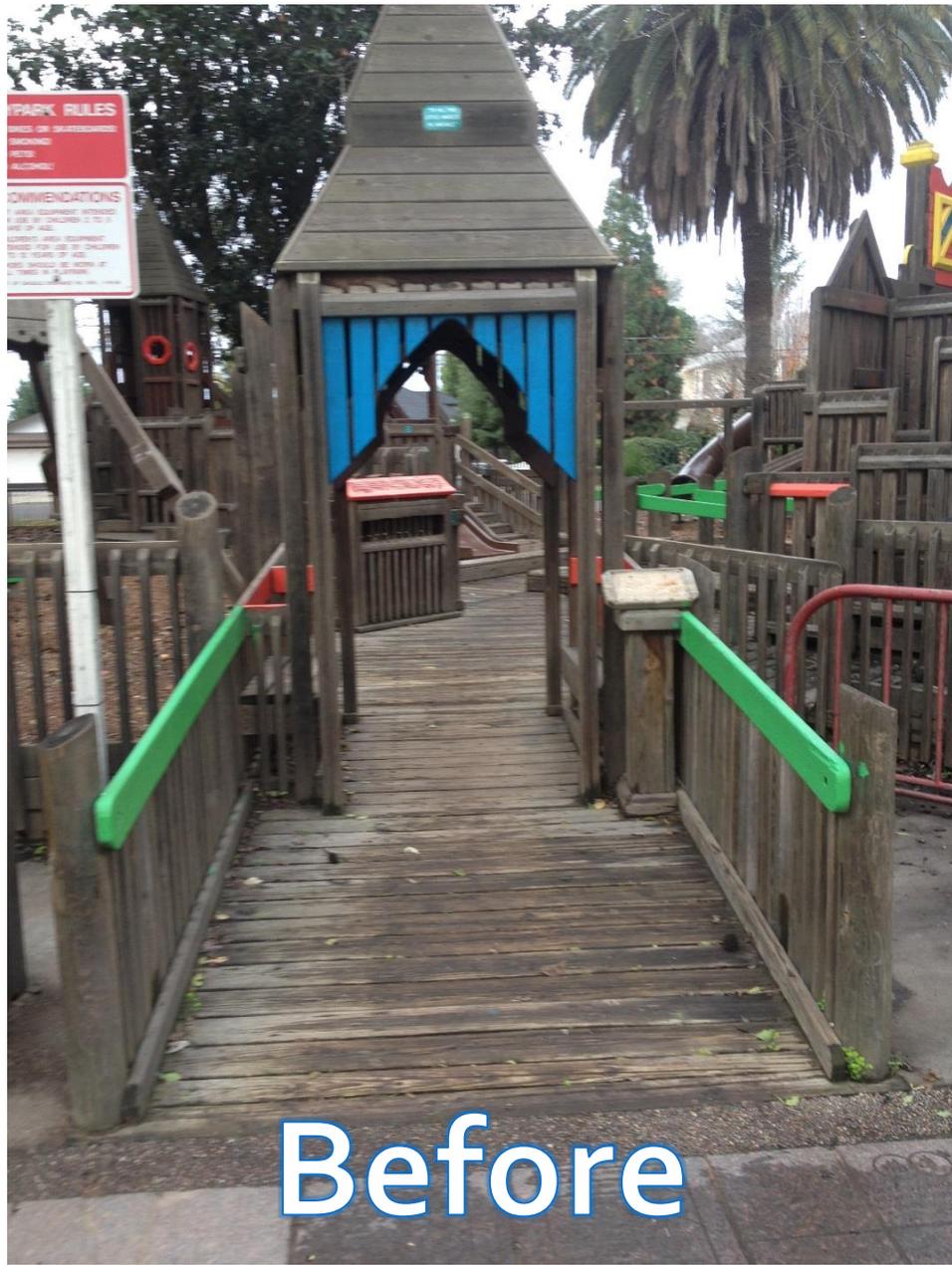




Before



After





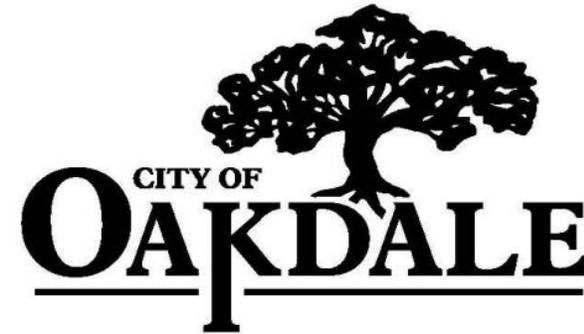
Before



After

# 2015 Accomplishments

- Negotiated 4-year Memorandums of Understanding with employee groups
- Updated the City's Personnel and Merit Rules



**MERIT SYSTEM RULES AND REGULATIONS**

Adopted By Resolution – 2015-98

# General Focus of the City of Oakdale

- Serving the Community
- Financial Stability
- Continued Improvement



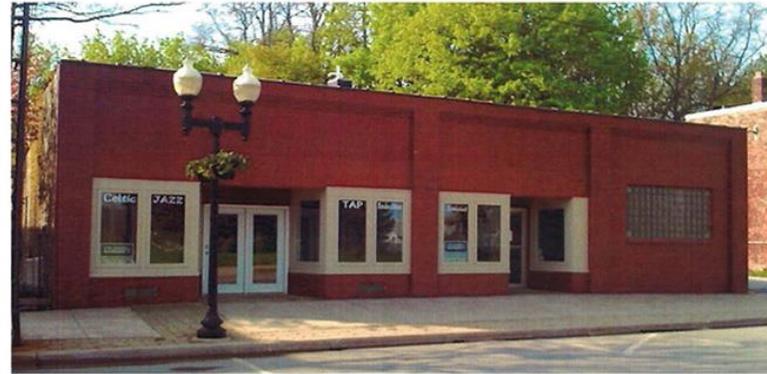
# 2016-2017 Goals

- Develop Operating Budget that enables the City to achieve a General Fund reserve level of 50% by the end of FY 2018-2019.
- Develop calendar of training opportunities for City Staff



# 2016-2017 Goals

- Develop Façade improvement program that can be utilized by local businesses
- Work with the new Water Conservation/Code Enforcement Officer to clean up 10 dilapidated properties



**BEFORE**



**AFTER**

# 2016-2017 Goals

- Partner with OTVB to develop Wayfinding Sign program to direct traffic to local businesses and attractions
- Attend ICSC event and market the City of Oakdale to potential retailers



# 2016-2017 Goals



- Develop plan to improve the look and feel of the main entrances into the City
- Create incentive program to encourage infill development.



# CITY OF OAKDALE

CITY COUNCIL GOAL SETTING SESSION

NEXT:  
TOM HALLINAN  
CITY ATTORNEY

Churchwell **White** LLP

# Oakdale Goal Setting

February 4, 2016

*Presented by: Tom Hallinan, City Attorney*

Churchwell **White** LLP

# City Attorney Department Goals

- Limit liability in a cost effective manner; and
- Support Council and administrative goals

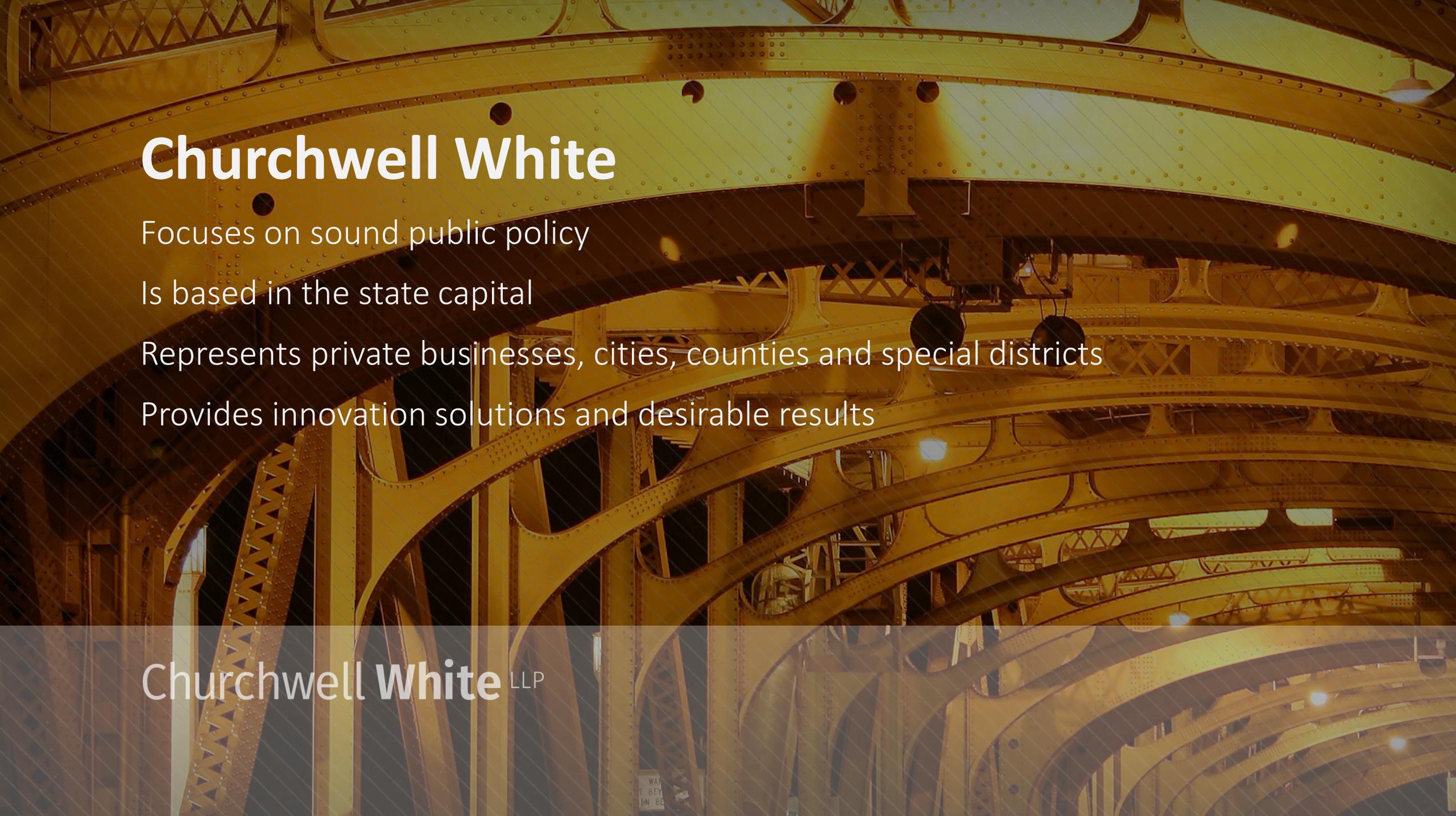
# We Accomplish These Goals By:

1. Attending all City Council, Planning Commission and Staff Meetings
2. Working closely with the City Manager; City Clerk and Department Heads to Prepare Meeting Agendas
3. Responding to phone calls; emails and texts from various staff members regarding:
  - the Brown Act, RFP's, public records act requests, bidding issues, public notices, contracts, and general questions ranging from weed abatement to constitutional and law enforcement issues.

## We Accomplish These Goals By:

4. Prosecuting Quality of Life issues such as Drinking in the Park and Dumpster Diving on a pro-bono basis (no financial charge to the City).
  - I am proud to say that we have had success with some of our “repeat customers”, and after I started more aggressively pursuing these cases, one of the judges has approached me about setting up a Homeless Court.
  - The general idea being that if the offenders make restitution, and an effort to improve their lives, they will be diverted out of the formal criminal justice system.

**Thank you**



# Churchwell White

Focuses on sound public policy

Is based in the state capital

Represents private businesses, cities, counties and special districts

Provides innovation solutions and desirable results

Churchwell White LLP

Churchwell **White** LLP

# CITY OF OAKDALE

CITY COUNCIL GOAL SETTING SESSION

NEXT:  
KATHY TEIXEIRA  
CITY CLERK



CITY CLERK  
ACCOMPLISHMENTS & GOALS



Kathy Teixeira

# 2015 Accomplishment Highlights

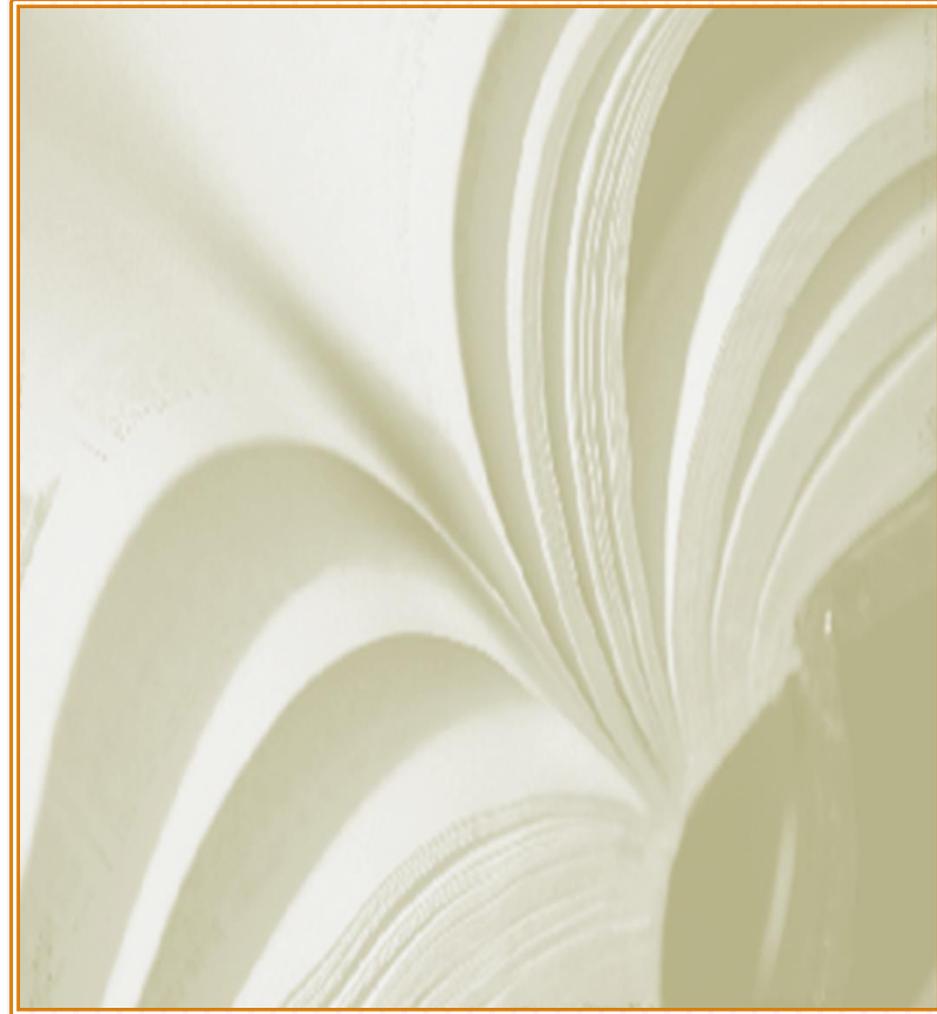


- Measure Y Implementation--Completed
- Establish Process for City Council Vacancy/Appointment—Completed
- Continued to provide and improve core services: Records Management, Council/Council's Appointed Bodies and Public Service—Ongoing.

# Major Goals

- 2016/2017
  - Conduct a Municipal Election
  - Continue to provide and improve core services: Records Management, Council/Council's Appointed Bodies and Public Service.
- 2017/2018
  - Continue to provide and improve core services: Records Management, Council/Council's Appointed Bodies and Public Service.

**Thank you**



# CITY OF OAKDALE

CITY COUNCIL GOAL SETTING SESSION

NEXT:

MIRANDA LUTZOW

MANAGEMENT ANALYST, HUMAN RESOURCES

# HUMAN RESOURCES

## 2015 Accomplishments & 2016-17 Goals

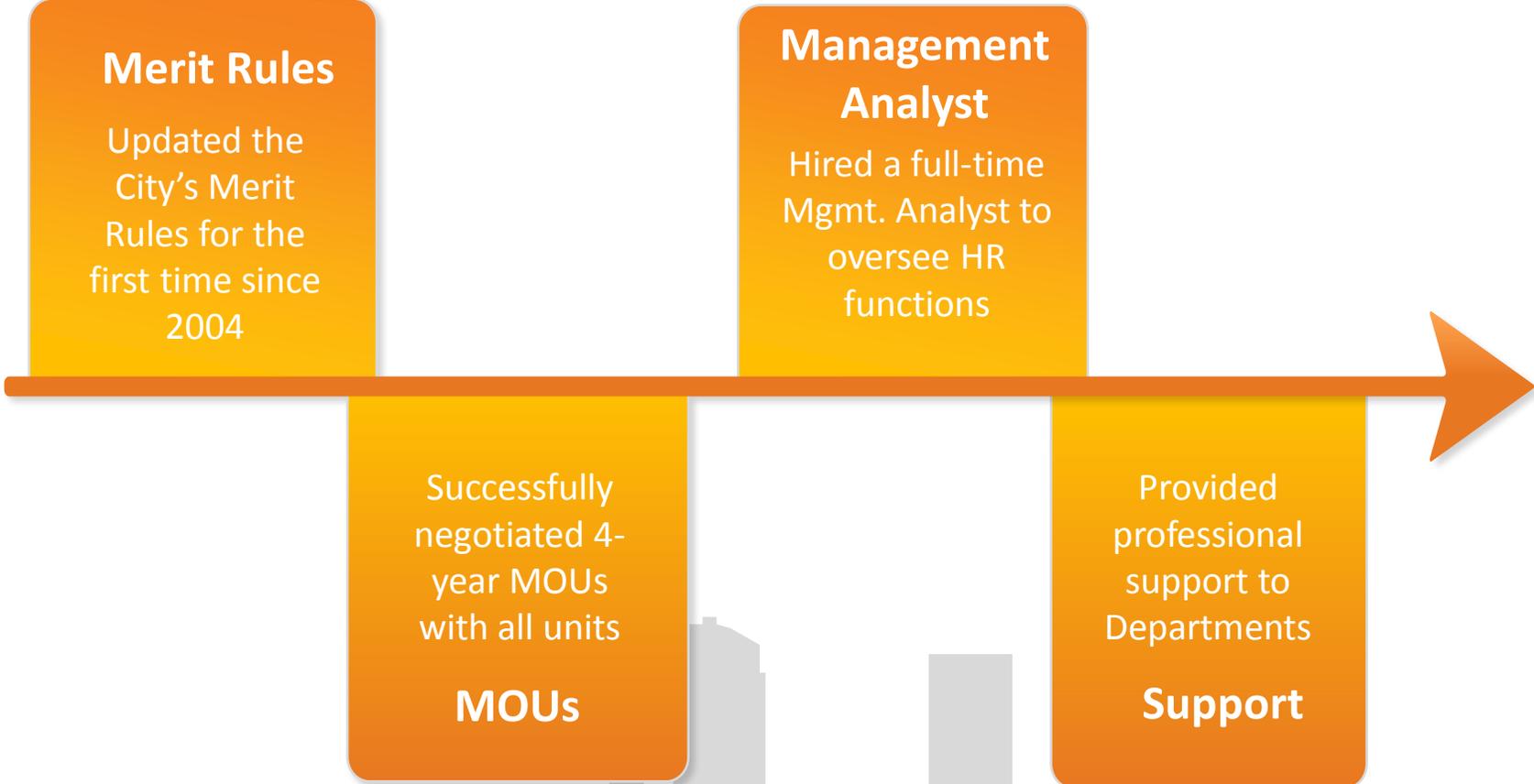
*The Human Resources department supports the City's efforts to attract, develop, and retain a diverse and productive workforce that is capable of providing quality services to the citizens of Oakdale.*



# 5 CORE FUNCTIONS



# 2015 ACCOMPLISHMENTS





**ENSURE CONSISTENT  
HR PRACTICES**

Through the implementation of a new evaluation system, creation of policies, and supervisory training

**INCREASE SKILLS AND  
CAPACITIES OF EMPLOYEES**

Through the creation of a training program and cost-sharing partnerships with neighboring communities

**2016  
GOALS**

**IMPROVE EMPLOYEE HEALTH  
AND WELLNESS**

Through policy updates and implementation of a new Employee Health & Wellness Program

**CONTINUE TO POSITION  
OAKDALE AS AN EMPLOYER  
OF CHOICE**

By continuing to create a work culture and environment that attracts and retains top talent

# CITY OF OAKDALE

CITY COUNCIL GOAL SETTING SESSION

NEXT:  
ALBERT AVILA  
FINANCE DIRECTOR

# Finance Department

ACCOMPLISHMENTS & GOALS

# 2015 Accomplishments

## Accounting Services

- Concluded Annual Financial Audit with no findings
- 1,378 new Utility customer accounts
- Input 972 new meter replacements into Utility Billing System.
- Refinancing of CALPERS Side Fund
- Refinancing of Fire Station 2 Loan
- Refinancing of WWTP Bonds
- Reconfigured Lobby to Improve Customer Service

# 2015 Accomplishments

## Facilities and Recreation Services

- Completed Ergonomic improvements of Finance Customer Service work area
- Completed the interior remodel of the Council Chambers

# 2015 Accomplishments

## Information Technology (IT)

- Installation of new servers for centralized secured backups
- Connection the Waste Water Treatment Plant to the City network
- Installation of security cameras at the Airport
- Connection of the Airport to the City network

# Accounting Services Goals

- Update Cost of Services Study (Fees) last update in 2007
- Update Water Rate Analysis
- Implementation of Remote Water Meter Reading Software, in Conjunction with Public Services
- Accounting Software Replacement (Begin RFP / Vendor Selection)

# Facilities and Recreation Services Goals

- **Remedy Deferred Maintenance Issues**
  - **City Hall /Police Complex**
  - **Community Center**
  - **Senior Center**
  - **Swimming Pool**

# Internet Technology Goals

- Replacement of telephone system
- Website Upgrade



# CITY OF OAKDALE

CITY COUNCIL GOAL SETTING SESSION

NEXT:

THOM CLARK

PUBLIC SERVICES DIRECTOR



# Oakdale Public Services Department

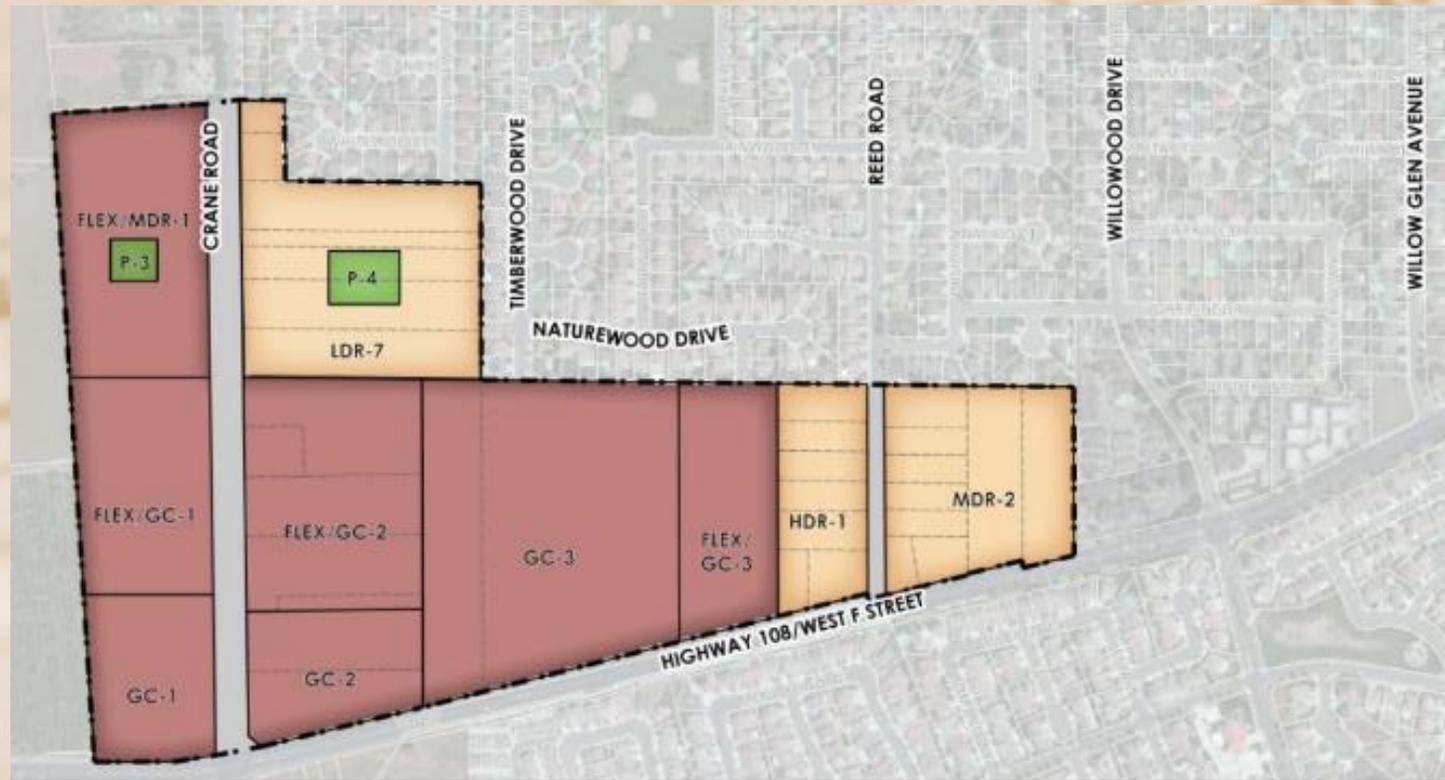
2015 ACCOMPLISHMENTS – FY 2016/2017 GOALS



# 2015 ACCOMPLISHMENTS

# Annexation of Crane Crossing

- Specific Plan Area 3 will bring a new shopping center to Oakdale



# New Bump-Outs on Greger

## Safer Park Access



# Park Turf Rehabilitation



**Cottleswood  
Park**



# 5,200 Feet of Thermo-Striping

**Hot plastic paint  
lasts five times  
longer than normal  
street paint.**



# 20,000 Feet of Street Crack Sealed

**S. Yosemite  
Avenue**

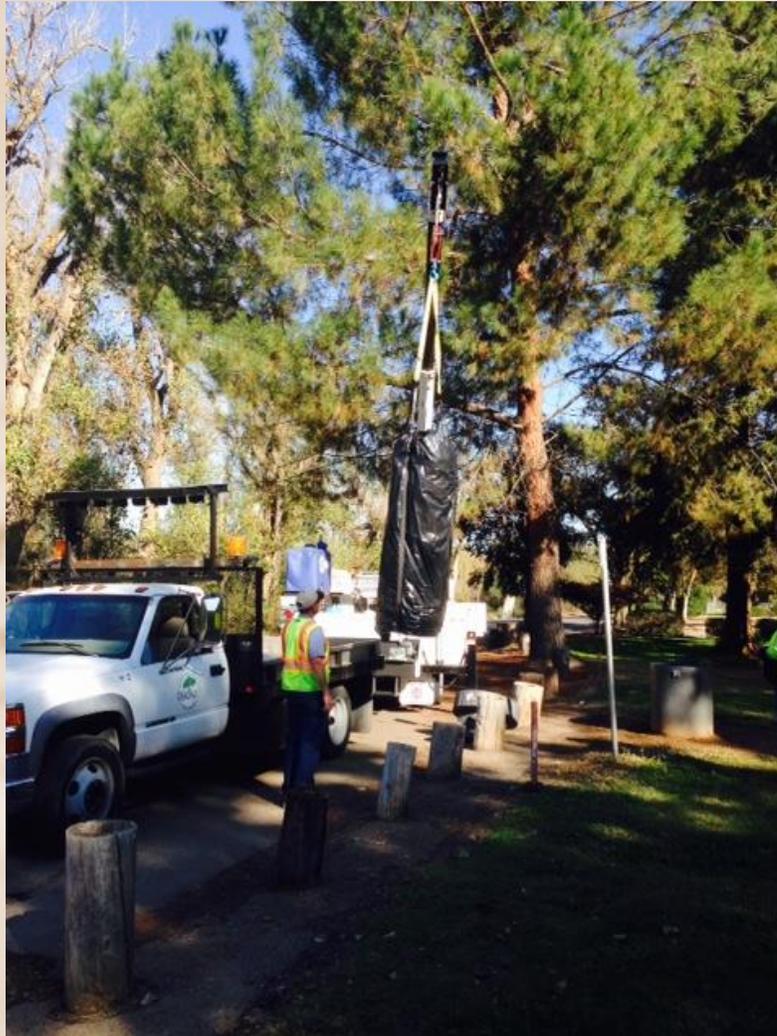


# Well #10 Under Construction

**Drawing  
water  
from over  
600 feet.**



# New Underground Trash Cans



**Holds four yards of trash. Six of these installed last year. Reduces park maintenance. This installation is at Kerr Park.**



# Staff's Community Volunteering



**Dorada Park**

## Storm Drain Inlet Stenciling Project – Burchell Hill



# 55 Tons of Street Patch and Pothole Repair



# Downtown Sidewalk Repair and Tree Replacement



# River Bluff Street Resurfacing



# South Yosemite Street Resurfacing



# Walnut Avenue Emergency Storm Drain Project



# City Council Chambers ADA Access

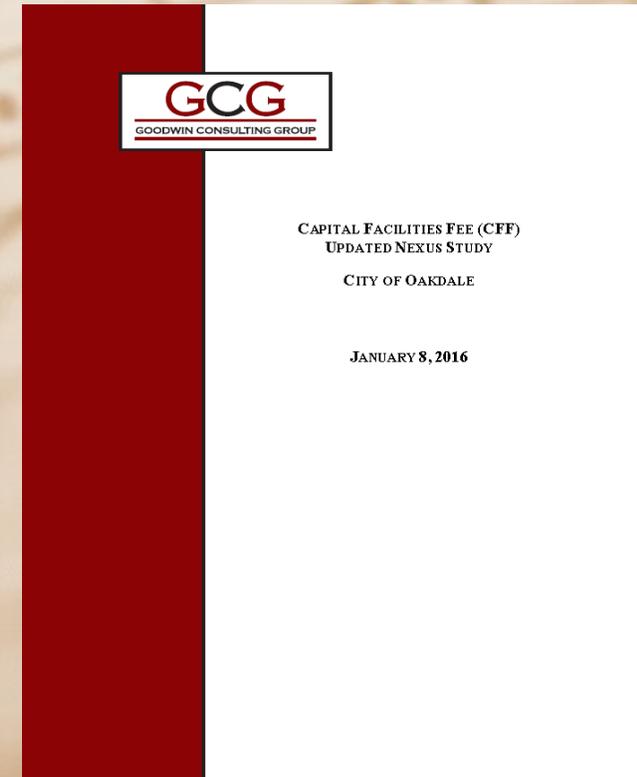


# Davitt Avenue Water Main and Street Resurfacing Project



# Adoption of new Master Plans and CFF Nexus Study

- **WATER MASTER PLAN**
- **WASTEWATER MASTER PLAN**
- **STORM DRAIN MASTER PLAN**
- **STREET MASTER PLAN**

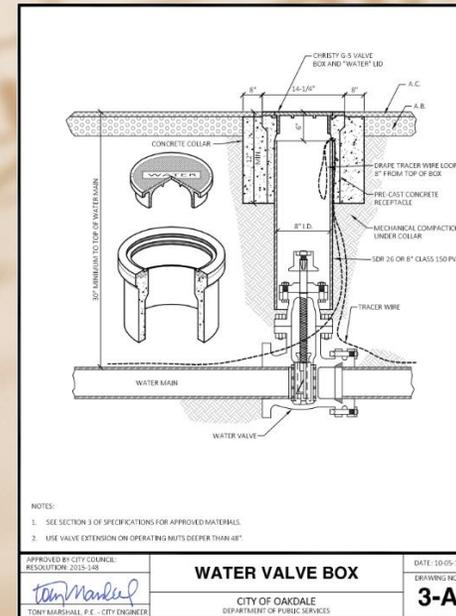


# Adoption of New Improvement Standards

## Oakdale Improvement Standards



Adopted October 2015



# Electrical Savings for Rate Payers

**Saved \$35,000 per year for water customers by changing PG&E rates for water wells #3 and #8.**



# Conserving Water at a High Rate

## WATER SAVINGS FOR STANISLAUS COUNTY CITIES

The reductions are based on comparing water use in one month with the same month in 2013.

City	Mandated Reduction	June-Nov. Reduction	November Reduction
Ceres	28%	25.1%	23.8%
Patterson	28%	32.2%	39.7%
Oakdale	32%	38.9%	45.8%
Turlock	32%	26.8%	33.1%
Modesto	36%	29.4%	32.2%
Riverbank	32%	12.7%	1.3%



Source: State Water Resources Control Board

# Technology in the Field – Saving Water – Saving Time

**Water conservation  
using WaterSmart  
software – showing  
customers how to  
save.**

**Mobile MMS Map  
Based Asset  
Management software  
– electronic Work  
Order sign offs.**



The background features a blurred image of a financial chart on a grid. The chart shows a line graph with several data points, suggesting an upward trend. The left side of the image is a solid blue gradient, which transitions into the chart area. The overall color palette is warm, with shades of blue, brown, and gold.

# FY 2016/2017 GOALS

# Overall Goals

- FINANCIAL:
  - Reduce General Fund expenditures
  - Find operational efficiencies
  - Find new revenue
- EXCELLENCE IN:
  - Customer Service
  - Maintenance – to reduce long term costs
  - Safety
- SHOW RESPECT:
  - To others, no matter their station in life

# General Goals

- Properly close Valley View Burn Dump site.
- Secure closed cut-and-cover dump site at Oakdale Airport.
- Complete and begin implementation of the Facilities Master Plan, with priority on security and safety.



# General Goals

- Continue technology improvements in Public Works – including the Mobile MMS map based asset maintenance program and WaterSmart program.
- Contract with solar provider for a Power Purchase Agreement to off-set PG&E electrical costs.



# Capital Projects

- Adopt and begin implementation of a 5-year Capital Improvement Program (CIP).
- Complete South Yosemite Pedestrian Improvement Project.
- Begin work on Skate Park.



- Complete C Street Overlay and Water Line Replacement Project – Johnson to 6<sup>th</sup>.
- Complete Well 10 Project – Phase 1.
- Complete Phase II Storm Water Improvement Project (pump station on Walnut Ave) for Hwy 108 and Lambuth relief.

# Capital Projects

- Continue Water Meter Replacement Project throughout town.
- Continue Water Meter Radio Upgrades throughout town.
- Complete Airport Erosion Control Project.
- Complete Airport Fencing Project.
- Complete Pilot's Lounge in partnership with volunteers.



# Capital Projects

- Complete Sierra Sidewalk Infill Project.
- Complete Well 6 Automatic Generator Project.
- Complete 2<sup>nd</sup> Avenue Sewer and Water Main Replacement and Street Rebuild Project – C Street to E Street.
- Complete Sierra and D Sewer Lift Station.
  
- Complete Valley View Trail project.



# Community Development

- Continue technological upgrades by adding Planning and Code Enforcement modules to the Building Division software. This will allow fast and accurate tracking of projects in any phase of development and by anyone given access (like the City Manager).
- Complete the ADA Self-Evaluation and Transition Plan.
- Contract with consultant to overhaul the Sign Ordinance. (Planning Commission recommendation)



# Community Development

- Prepare and adopt ordinance for 2016 Building and Fire Codes.
  - Obtain H&CD certification of the Housing Element.
  - Provide First-Time Home Buyer loans to two families.
- 
- Begin educational and enforcement program for Water Conservation/Code Enforcement Officer.



# Parks

- Replace bathroom at Gilbert Park, including handicap accessibility via sidewalk to street.
- Rehabilitate lighting and tennis court at Gilbert Park.
- Rehabilitate lighting and baseball fields at Kerr Park.



# Parks

- Complete rehabilitation of Dorada Park.
- Install additional in-ground trash cans for reduced park maintenance.
- Install new playground and park signs city-wide.
- Fish Park turf rehabilitation at baseball fields.
- Complete landscaping replacement at Bridle Ridge Trail.
- Complete landscaping replacement at Willowood.
- Begin conversion of irrigation controllers to smart controllers.

# Water

- Tie in Crane Crossing commercial area to Pressure Zone to alleviate the need for booster pumps for new businesses.
- Abandon Well 2.
- Complete Well 3 rehabilitation.
- Step up water conservation efforts.



# Streets and Storm Drains

- Crack seal 25,000 feet of streets.
- Thermo-paint 20,000 feet of street striping.
- Remove trees and replace sidewalk on N. Maag.
- Continue with Downtown tree and sidewalk rehabilitation.
- Maintain street light outages below 2% city-wide.
- Begin retrofit of all City owned street lights to LED.



# Wastewater Treatment Plant

- Install security gate at plant entrance.
- Complete installation of headworks screens.
- Implement Mobile MMS asset management software.
- Add onto office building to accommodate SCADA computer system – needed for security.
- Install stand-alone UV dip tank for UV modules. Tank is currently installed in the middle of a walkway.

# Wastewater Treatment Plant

- Clean West Aeration Basin.
- Clean aeration diffuser assemblies in both basins and replace as necessary.
- Begin designing the new river crossing.



# Garage

- Implement vehicle maintenance software



# CITY OF OAKDALE

CITY COUNCIL GOAL SETTING SESSION

NEXT:

LESTER JENKINS

POLICE CHIEF



# Oakdale Police Department

*“Working To  
Protect And  
Safeguard Those  
We Serve.”*





2015

A Year In Review

# Accomplishments for 2015

- ▶ New FT Police Officers: Jonathan Burch, Dale Russell
- ▶ New Reserve Officers: Christina Michel, Richard Plath
- ▶ Several New Explorers
- ▶ Passed CLETS Audit
- ▶ Provided Emergency Response Personnel to Assist on Butte Fire  
Paperwork for reimbursement was submitted
- ▶ Successful Massage Parlor Operation – Shut Down of Island Spa
- ▶ Set Up Department Facebook Page

# Accomplishments for 2015 cont'd

- ▶ Permit for Alcohol Use in the Parks was Made Permanent
- ▶ Successful National Night Out
  - Animal Shelter's microchipping event
- ▶ Received Donations For and Purchased Bicycle Helmets
- ▶ Removed Tires from Range and Rebuilt Berms
- ▶ Concrete Work at Range Building
- ▶ Presence at all Neighborhood Watch Groups Meetings (ongoing)
- ▶ CIT Training Completed for 2 Officers



# Accomplishments for 2015 cont'd

- ▶ Hosted NIMS Training for Executive Team and Mid-Management
- ▶ Moved Veterinary Services to Local Business – Family Veterinary Care of Oakdale

Partnered with Family Vet to vaccinate and license homeless pets

- ▶ Reinstated the Mounted Unit

Horses

Donations

Corral at Shelter



# Accomplishments for 2015 cont'd

- ▶ Extended Animal Control Contract with City of Riverbank for 2 More Years
- ▶ Designed new Cowboy Logo on Letterhead, Badges and Patches (Roll out in 2016)



# Top 3 Areas of Focus...

## #1 – Maintain High Levels of Service and Quality of Life by Addressing

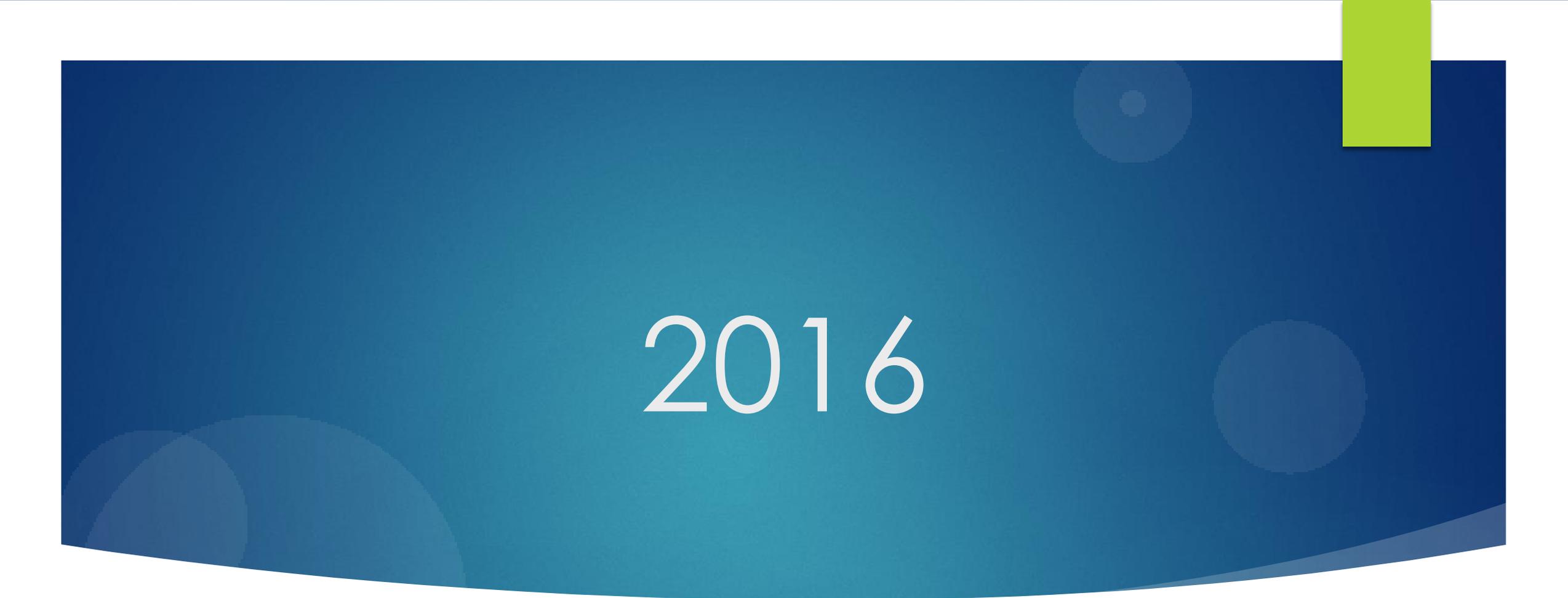
- Homeless – Transient Issues
- Gangs and Other Violent Crimes
- Increased Thefts (Probation Sweeps)
- Injury & Fatal Collision

## #2 – Catch Up on Deferred Maintenance Issues

- Vehicles
- Front of Police Department Building
- Animal Shelter Buildings

## #3 – Plan for the Future

- ACO Shelter
- Develop Our People – Succession Plan for Police Officer II and Sergeants
- Assess Staffing Structure of Police Department

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2016

Goals and Objectives

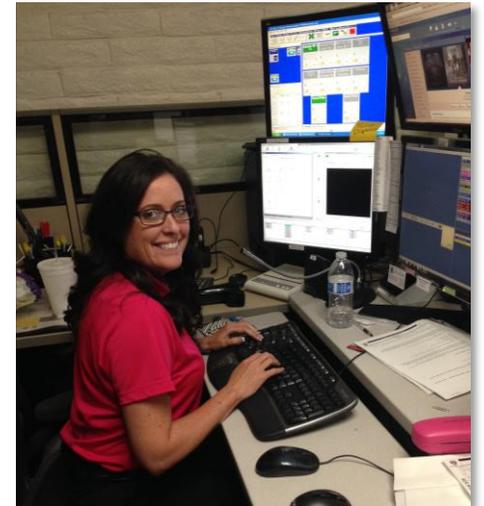
# Goals & Objectives for 2016

## ► Strive For Continuous Improvement in Efficiency and Effectiveness of Department Operations

Effectively and efficiently utilize and manage resources and staffing levels

Ensure continuous improvement of operations by identifying best practices in policing

Create methods of improving the Department's internal communication between divisions, command staff and patrol personnel



# Goals & Objectives for 2016

## ▶ Continue To Improve Training Standards

Achieve 100% Compliance with POST Standards for Officers & Dispatchers

Conduct citywide Active Shooter Training

Offer career-specific training for current jobs such as well as future promotional opportunities

## ▶ Complete Update of Department Policy and Procedures Manual

Continually review to reflect legal issues and changes

## ▶ Implement School Resource Officer Program

Program to begin August 2016



# Goals & Objectives for 2016

- ▶ Complete Physical Repairs and Improvements to the Front of the Police Department Building

Paint, Repair of Dry Rot, etc.

- ▶ Develop Vehicle Replacement Program

- ▶ Conduct Needs Assessment of Department Equipment

Conduct Inventory and create an Equipment Replacement program for technology and other equipment

Work with other county law enforcement agencies on obtaining a grant for body cameras



# Goals & Objectives for 2016

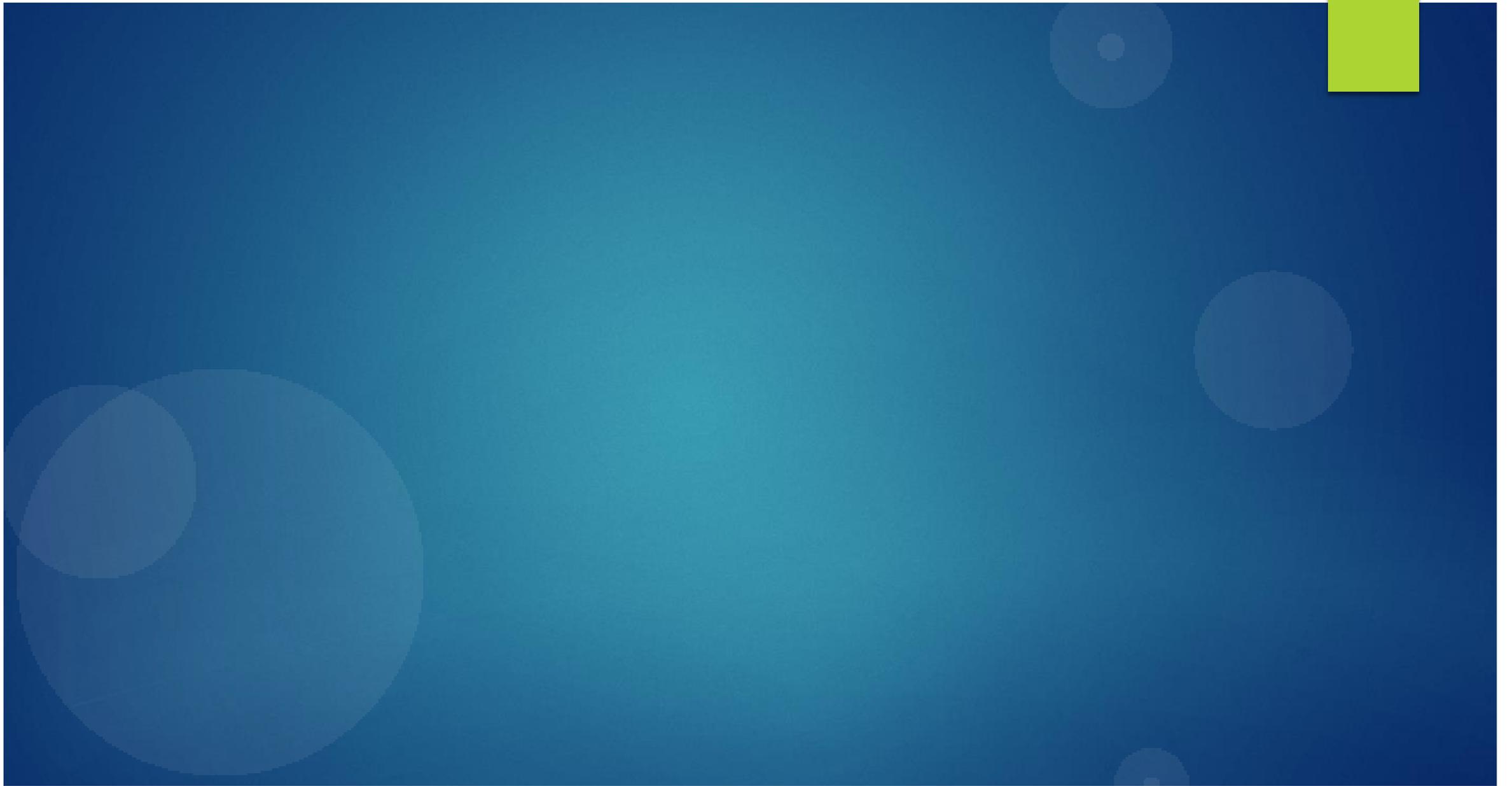
- ▶ **Conduct Needs Assessment of Department Equipment Cont'd.**
  - Implement body camera program
  - Select equipment/software
  - Find solution for sharing video with the D.A.
  - Develop policies
- ▶ **Purchase Updated Equipment for Investigations**
  - Need new “wire” for undercover operations
  - Need cellbrite machine for cell phone cases
- ▶ **Continue to Maintain Strong Partnerships With**
  - The City of Newman for dispatch services
  - The City of Riverbank for animal control services



# Goals & Objectives for 2016

- ▶ **Continue Animal Shelter and Range Improvements**
  - Finish restroom project
  - Obtain functional backstop for range
  - Install proper drainage for range floor
  - Repair and/or upgrade shelter building
- ▶ **Identify Alternative Funding Sources for Department Resources and Programs**
  - Apply for additional grants for equipment/bodies





# CITY OF OAKDALE

CITY COUNCIL GOAL SETTING SESSION

NEXT:  
TIM SPEARS  
FIRE MARSHALL

# Council Goal Setting Session Fire & Emergency Services



Stanislaus Consolidated Fire Protection District  
February 4, 2016

# 2015 Oakdale Highlights

- ▶ Calls for service increased 13.71%
- ▶ ISO Rating: 3
- ▶ \$477,123 SAFER grant awarded to SCFPD on behalf of Oakdale
  - ▶ Funds three new firefighters for two-year period
  - ▶ Increases staffing from two to three-person engine companies at one of the two Oakdale Stations
- ▶ Enhanced Intern Program
- ▶ Resource Sharing Project
- ▶ Fire Investigation Unit



# 2016 SCFPD Goals & Objectives

- ▶ Major Topic Areas:

- ▶ **Emergency Response**

- ▶ **Fire Prevention**

- ▶ **Administration**



# Emergency Response Service Goals & Objectives

- ▶ **Enhance Regional Partnerships for Providing Fire Protection Services**
  - ▶ Coordinate Inter-Agency Training Activities with Resource-Sharing Agencies, San Joaquin Co. & CalFire
  - ▶ Strengthen Working Relationships with Local Law Enforcement Agencies
  - ▶ Auto-Aid/Mutual Response Agreements



# Emergency Response Service Goals & Objectives



## Maintain & Improve Disaster Preparedness

- ▶ Review/Update City Emergency Operations Plan
- ▶ Provide Incident Command System Training to Staff
- ▶ Implement CERT

Emergency  
Management  
Institute



FEMA



# Emergency Response Service Goals & Objectives

- ▶ **Continue Delivery of Emergency Services Safely & Efficiently**
  - ▶ Reduce Service Demands from High-Demand Users
  - ▶ Hydrant Inspections, Testing & Maintenance
  - ▶ Implement Sit-Stat Program



# Fire Prevention Bureau Goals & Objectives

- ▶ **Develop Comprehensive Community Risk Reduction Program**
  - ▶ Explore Technology Options to Improve Connectivity
  - ▶ Develop/Implement Engine Company Inspection Program
- ▶ **Increase Intra-Agency Collaboration**
  - ▶ Annual Weed Abatement with City Code Enforcement
  - ▶ Participate in Citywide General Planning Process for Future Developments



# Fire Prevention & Life Safety Bureau Goals & Objectives



## ▶ Expand Public Education Program

- ▶ Coordinate Public Service Announcements & Fire Prevention Week with Regional Partners
- ▶ Increase Use of Social Media
- ▶ Increase Marketing for Established Safety Programs (CPR, Lifejackets, Smoke Detectors)

# Fire Prevention & Life Safety Bureau Goals & Objectives

- ▶ **Improve Special Event Permitting Process**
  - ▶ Develop and post materials online to provide guidance to permit applicants
  - ▶ Explore Stakeholder Partnerships to Streamline Process



# Administration Goals & Objectives



- ▶ **Explore Cost-Saving & Revenue Recovery Measures**
  - ▶ Seek Grant Opportunities
  - ▶ Regional Purchasing Opportunities

# Administration Goals & Objectives

- ▶ **Review Current Policies, Contracts and Practices for Performance Improvements**
  - ▶ Review Contracts for Service for Improvements
  - ▶ Address Deficient Areas Identified in ISO Survey



# Administration Goals & Objectives



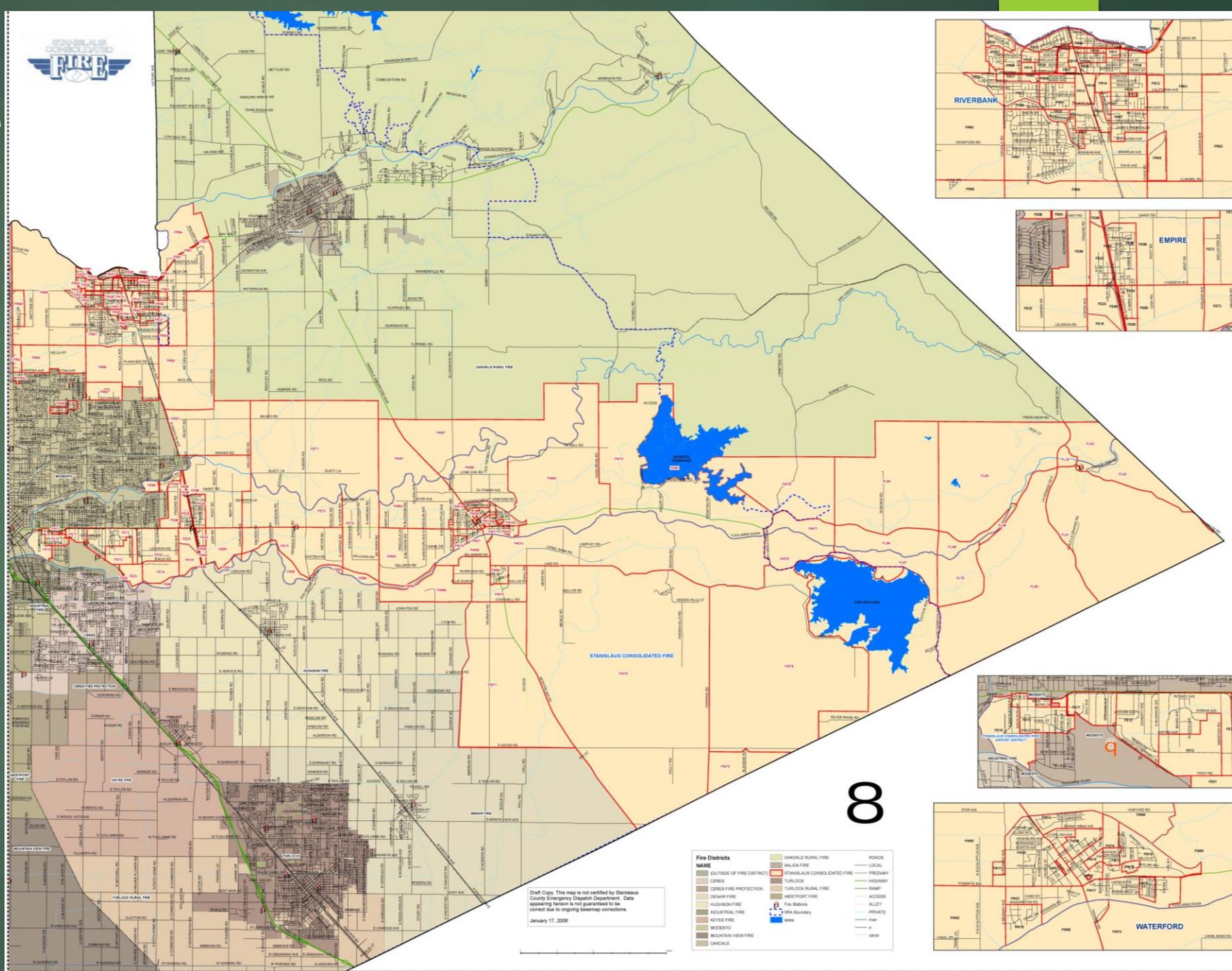
- ▶ **Improve Employee Wellness, Health & Safety**
  - ▶ Improve Firefighter Exposure Reporting
  - ▶ Review District Facilities for Necessary Upgrades/Improvements
  - ▶ Inspect, Test & Maintain District Equipment to Ensure Safety

# 2016 Goals & Objectives Summary

- ▶ **Emergency Services**
- ▶ **Fire Prevention**
- ▶ **Administration**
  
- ▶ SCFPD is Accepting the Challenge to Provide the Highest Levels of Fire and Emergency Services Possible to the Cowboy Capital of the World.



# Fire Service Areas



# CITY OF OAKDALE

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FEBRUARY 4, 2016

# CITY OF OAKDALE

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