



Conference/Seminar Summary

City of Watsonville
 275 Main Street, Suite 400
 Watsonville, CA 95076
 831.768.3008

To: The Honorable Mayor
 Council Meeting Date: December 9, 2014

City Council Member: Lowell Hurst
 Conference/Seminar: League of California Cities Annual Conference
 Location: Los Angeles, CA
 Dates of Travel: September 3-5, 2014

Please provide a brief report on the conference, seminar, or meeting you attended.

This professional development conference provides many opportunities to learn from the experts on a wide range of municipal issues, network with peers, and discover innovative solutions that may have application in Watsonville.

“All about Municipal Revenues: The Update” Cost Allocation vs. general fund subsidy- what does it really cost? And who pays long term and short term? What are the options? There is always a need to Review and Update or do we cut services or revise fees? Water rates and wastewater rates generally are volumetric fee based on customer usage and customer classes. With fairness and social justice for all with Utility user taxes, is that a better way to go? Property taxes and what doesn’t get regressed- Commercial Property- Prop 13 loophole. Groundwater extraction fees, Storm-water recapture fees, inclusionary housing fees. There is usually a high cost for postponing improvements.

Sustainable development: The pathway to economic recovery, resilience and prosperity- A vision for the future. Retrofits and use of alternative energy, transportation mode shifts (less trips). Strengthening older commercial districts, “car to go” zip car, uber for urban use. Reduce miles traveled rather than level of service and congestion. Create smart growth opportunity sites in transit rich areas. “All water recycled, it is just a question of where you get it from and where it’s dumped.” City of South Gate: template for a new vision. Build a vision and positive attitude, and pride of City. High density 13,000 people per square mile, compact low income, industrial mixed use by rezoning. Building regional rapid transit and bike paths.

West Sacramento: 50,000 population. Lost redevelopment enterprise zone tools, flood hazards projects, but focus on green sustainability smart growth with livable communities. Focus on place not project- like out downtown. Rethink zoning distance to jobs, transit and housing needs and proximity to jobs.

At the conclusion of the event, a brief report on the conference or seminar attended at the expense of the City must be presented to the City Council at the next regularly scheduled City Council Meeting. Government Code Section 53234



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City Council Member: Eduardo Montesino
 Conference/Seminar: League of California Cities Annual Conference
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Cost Allocation vs. general fund subsidy- There is always a need to review and update. Water rates and wastewater rates generally are volumetric fee based on customer usage. Prop 13 loophole: online sales, e-hotel, amazon, e-commerce. Groundwater extraction fees, Storm-water recapture fees, inclusionary housing fees. There is usually a high cost for postponing improvements.

Strengthening older commercial districts- reduce miles traveled rather than level of service and congestion. Create smart growth opportunity sites in transit rich areas. "All water recycled, it is just a question of where you get it from and where it's dumped."

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