

CITY MANAGER UPDATE

Prepared by City Manager David Mickaelian

August 4, 2017



Community Services

Summer Camps Coming to a Close - Next week will be our final week of Camp HBG. We have enjoyed an amazing summer that has seen all of our in house camps filling up week after week. Our campers enjoyed fun cooking projects, crafts, Star Wars week obstacle courses, special presentations from 'Wild about Monkey's' and the Sonoma County Bee Association, and of course trips to the Healdsburg Swim Center. Staff is ready to switch gears in the coming weeks and get ready for our ASES after school program which is shaping up to be another amazing school year!

Giorgi Park Tree Removal - The drought over the past few years has finally taken a toll on one of the city's heritage trees located in front of Giorgi Park. The Douglas Fir that serves as a backdrop to the outfield has been evaluated by the City Arborist and recommended for removal. The mature tree is mostly dead, likely due to an attack from the flat headed fir borer. This insect has killed many Douglas fir trees in this region with severity increasing due to the prior four years of drought. The tree will most likely be removed next week.

Art After Dark Recap - Healdsburg Center for the Arts in partnership with the Community Services Department successfully launched a series of evening art events on Friday, July 28, 2017. This was the first of three events taking place the fourth Friday of July, August and September. July's event featured a live band, theater scenes, dance, a children's puppeteer, art displays, and several other "roaming" performances. All three events will take place from 7:00pm – 9:30pm and the performers and participating artists will change each month to provide new and return visitors a unique experience.

Arts Community Conversation - The City and Healdsburg Center for the Arts co-hosted a community conversation about the Arts in Healdsburg on Thursday, August 3, 2017. Just over 50 community members attended and shared their thoughts about how the Arts make Healdsburg a great place to live, work, and play. City Staff presented information on other communities' approach toward the Arts and asked for volunteers who are willing to continue working on defining the City's and the community's role in the Arts. Meeting information will be posted next week on the City's new Arts web page: www.cityofhealdsburg.org/823/Arts.

New Look at the Senior Center Boasts Positive Feedback and Increased Foot Traffic - The Senior Centers' updated display boards, bistro dining program and revised newsletter format have received positive feedback. Members described the newsletter layout as, "...colorful", and "...breathing new life into the Sr. Center...not just for old people". Proposed fall classes such as TED talks and Adult whiffle ball for folks age 60 or better are creating a buzz of excitement around the community. Adjustments to the decor around the center have resulted in increased interest in postings on the Matheson St. display cases, and more foot traffic inside the center.

Tuesdays in the Plaza: Latino Art and Music Schedule, August 22 - As part of the Tuesdays in the Plaza concert series, the Community Services Department will be presenting a special evening of Latino art, dance, and music on August 22, 2017. In addition to the regularly scheduled concert that evening a local artist and dance troupe has been brought on-board to provide additional entertainment and activities.

The event schedule will be as follows:

- 5:00pm – 8:00pm: Food Vendors
- 5:00pm – 8:00pm: Art displays from artist Martin Zuniga
- 5:30pm – 6:00pm: Ballet Folklorico dance performance from Sangre Nueva
- 6:00pm – 8:00pm: Live music performance from La Misa Negra.

Due to the additional activities and expected attendance, we'll be requesting approval to close Plaza Street to allow attendees more room to safely move about the venue, as well as view and interact with the art pieces. City Staff is working in partnership with Corazon Healdsburg to commission the entertainers and promote the event to the whole community.

Foss Creek Clean-Up, Saturday, September 23 - City staff met this week to begin planning for the Foss Creek Clean-up and Smart Living Fair. The event will take place in the West Plaza parking lot on Saturday, September 23, 2017 and will run from 8:00am - 12:30pm. Specific details and timing of the event will be released shortly on the City's web page and Community Services Department's Facebook page.

Ice Cream Social August 23 - The Annual Ice Cream Social, hosted by the Friends of the Healdsburg Senior Center, will be on Wednesday, August 23, 2017 at 2pm. The current RSVP is currently over 65 guests, the ice cream social will have a live music performance by the Senior Center Ukulele Group.

Construction and Transportation

5-Way Roundabout Improvements - Bay Cities is continuing to install water and sewer main lines on East and West Mill Street.

5-Way Roundabout Outreach Update - UrbanGreen and Josie Gay Marketing Consultant, sub-consultants to GHD, have been providing direct outreach and creative mitigation services to assist business owners when construction conflicts arise. Over the past 13 months this has included:

- Proactive Business Mitigation
- Disrupted Business Intervention
- Online Communication and Social Media Campaigns
- Press Releases
- Phone Communication

To see the full update on the Roundabout Outreach and Creative Mitigation Services please see Attachment A.

Airport Lighting Project - This project rehabilitates and upgrades the runway and taxiway lights. The project is out to bid with the bid opening scheduled for August 24, 2017.

Police Station HVAC Improvements and Misc. Repairs Project - The roof has been repaired and coated. The color of the coat is white which will help to reflect the sun's heat off the building. The electrical work will start at the end of this week and should move pretty quickly into next week. The HVAC installation continues on the first floor of the station and the dispatch area will be the last install. Most of the small split systems should be up and running by August 20, 2017. The locker-room floors have been removed in anticipation of the renovation work to begin the middle of next

week. The project to date is on time. The last phase of the project will be sealing the windows and the ADA work in front of the station.

City Hall Addition and Alteration Project - This week the project continued to focus on completing the Council Chambers upgrades, the audio visual upgrades and the server room move – all in anticipation of the Monday evening Council meeting. The framing of the first floor addition has begun and will continue for the next three weeks.

Planning

Parking Management Plan - Walker Parking consultants has completed a summary and recommendations for parking and transportation management strategies that could be implemented to improve parking conditions downtown. Staff will be bringing this item for discussion to the City Council on August 21, 2017.

Public Safety

Minerva Fire - Healdsburg Wildland engine 6361 is deployed on the Minerva Fire in Plumas County. The engine is staffed by Engineer Justin Potter, Engineer Amanda Newhall, Firefighter Blake Thompson and Firefighter Hector Madrigal. The fire is currently at 1,825 acres with 33% containment. Staffing at Healdsburg Fire Department is normal.

Vegetation Fire - Healdsburg Fire, along with many other local government and state resources responded to multiple vegetation fires on the West side of Highway 101 in Geyserville on Tuesday. Initial reports were that there were as many as six fires burning at once. The fires burned into three distinct fires in the same area burning up slope and threatening multiple structures. A large amount of ground and air resources responded and were able to stop the fire before it burned into any homes. The three fires together totaled about 12 acres and exhibited active fire behavior for the conditions. The cause is under investigation but could have been related to a disabled vehicle found in the area.

Utilities

Russian Riverkeeper - In August of last year Aqua Terra Aeris, a Law group that represents the Russian Riverkeeper (Don McEnhill) and Fred Corson filled a petition for review of the City's requirements for recycled water use. Among other things the petition, requested a Board review the approved agronomic rates, nitrogen loading, and compliance with the State's anti-degradation policies. Upon recently review of the petition and associated facts, the Board found no merit and dismissed the Russian Riverkeeper and Fred Corson's petition.

Recycled Water - Recycled water use for the month of June was just over six million gallons, almost triple the amount used during June of 2016.

Efficiency Services Group - The City's electric department has executed an agreement with Efficiency Services Group to administer commercial energy efficiency incentives. Commercial energy efficiency predominately includes lighting upgrades but also includes improvements to refrigeration, heating, and cooling systems.

Attachment A

UrbanGreen and Josie Gay Marketing Consultant, sub-consultants to GHD, have been providing direct outreach and creative mitigation services to assist business owners during construction. Over the past 13 months this has included:

BUSINESS OUTREACH

- **BUSINESS ADVISORY GROUP** – Working with the Chamber of Commerce, a Business Advisory Group of 7 members was formed and invited to a once month meeting to discuss upcoming construction, hear first hand about impacts and concerns, and discuss construction solutions to ongoing challenges. Since the initial meeting in June 2016, 10 meetings have been held.
- **CREATIVE SOLUTIONS WORKSHOP** – Held a business/artist workshop in August 2016 to identify actions and programs that could be undertaken to minimize impacts and disruption.
- **DOWNTOWN BANNER PROGRAM** - As an outgrowth of the Workshop, partnered with the Chamber to create a district wide banner program. Held a competition, selected the artist, assisted with design and roll out of the initial 122 Banners. Packaged program and turned over to Community Services who have now commissioned 42 more banners and is adopting more formal long term policy and procedures for maintaining, rotating and updating banner program. All banners were produced by local vendor Bob's Signs.
- **IMPACT AREA WAYFINDING SIGN** - Design and developed family of 'wayfinding poles' – colorful, business specific sign blades on sign posts in key pedestrian locations to draw and direct pedestrians to businesses south of Matheson and south of the construction zone. All signs produced by local vendor Healdsburg Signs.
- **IMPACT AREA BUSINESS CALL OUT SIGNS** – Developed, designed and produced series of whimsical signs that features unique aspects of local businesses within the impact zone (Mateos, Tap Room, Café Lucia and Spoon Bar). Sighted to bring pedestrians down HBA into the construction zone and support impacted businesses.
- **WALK AND TALK PROGRAM** – At project onset, and for many months following, bi-weekly door to door check ins were conducted with business owners to explain near term construction activities, see how business is going and what might be helpful to businesses.

In Progress

- **TIVOLI LIGHTING** – Group is exploring possibility of running a limited number of light strings from light poles in the project area to create more atmosphere and draw pedestrians in.
- **CROSS STREET BANNER** – Group is evaluating ways to create a large banner that will span Healdsburg Avenue near the construction zone to draw people into the area.

Attachment A

- BIG ART – Group is working with Community Services to identify a large scale, temporary art installation that will act as a draw into the construction area.
- BIG TRUCK DAY – The Business Advisory Group is working with Community Services to explore the potential for a weekend day closure of Healdsburg Avenue, and creating a family fair where kids can see big construction equipment, local food vendors can provide pop-ups, and adults can learn more about the HBA Improvements project.

DISRUPTED BUSINESS INTERVENTION

- HIGHLIGHT SIGNAGE – When Singletree expressed concern over the major impact construction was having, the City commissioned and had produced a number of signs in front of the business that added color, called attention to the businesses and provided a fresher look. All signs produced by local vendor Healdsburg Signs
- BUSINESS ASSISTANCE – ongoing construction has left some of the businesses with dirty windows and building exteriors. Urban Green (UG) coordinated window and building power washing using local vendors, on businesses behalf.
- PARKING DISRUPTION –the amount of construction and contractors in the Healdsburg Avenue zone has put undue pressure on already strained parking spaces. UG researched and presented a number of potential parking solutions including valet program, local trolley based on other successful programs. When H3 construction parking presented conflicts with HBA construction UG researched Mid State's construction management plan and met with Owner and Contractor to discuss potential solutions.
- DIRECTIONAL SIGNAGE – as access to businesses became impaired due to trenching, equipment or relocated travel lanes, UG worked with Contractor and Construction Manager to fabricate business specific signs that highlighted entries. This included McDonalds, Singletree and Oui Catering.
- BUSINESS IMPACT- as some merchants saw fall off in business UG met with City Staff to understand permitting and code requirements and with the Chamber to develop creative ways to draw patrons. This included exploring food options for FLO, and Facebook boosts for Singletree.
- COMMUNITY COMMUNICATIONS - Created and printed 2,500 project post cards that showed the proposed finished project and explained what the project entailed.

ONLINE COMMUNICATION AND SOCIAL MEDIA CAMPAIGNS

- WEBSITE – Up-to-date website with current activity and future outlook at <http://www.healdsburgaveimprovements.com>. This page is managed and updated regularly.

Attachment A

- SOCIAL PINPOINT – The use of the Social PinPoint application on the website, an intuitive drag and drop mapping tool for engaging the community in HAI, which allows community members to add feedback to a live map gathering GIS information and stakeholder input.
- EMAIL SIGN UPS – An email sign up form is active and online giving community members the opportunity to sign up for up-to-date information.
- EMAIL LIST – The use of an active email list of 127 comprised local businesses and community members who have signed up to receive email updates. Updates are distributed each time an announcement is made regarding new detours or changes to HAI, as well as when press releases are distributed.
- EMAIL CORRESPONDENCE – There is a 24 hour turn around on all email correspondence to josiegay@gmail.com or through the website.
- SOCIAL MEDIA – Social media campaigns are sent out to local community pages when updates and announcements are made.

PRESS RELEASES

- PRESS RELEASES – Press releases are created and distributed on a regular basis.

PHONE COMMUNICATION

- HAI has a dedicated phone number, 707-540-9964 and all calls are returned within 48 hours.