

## Pride in Public Service

This month the City Council recognizes the dedication of 30-year employee Shawn Sumpter. In addition to assisting citizens at the CDC counter, Shawn is a whiz with GIS and website management. Thank you, Shawn!

## Signs of Good Things to Come

2013 looks to be a very promising year. There are several signs that things are beginning to turn around. Most notable are our sales tax and TOT (transient occupancy tax) receipts. Sales tax revenues are trending approximately 3.5% above last year; TOT revenues are 8% above last year. These increases will significantly impact the City's general fund budget. With each increase in revenues we will realize a corresponding decrease in the general fund deficit. Dare we dream of a balanced by the end of this fiscal year?

Speaking of sales tax revenue, I thought it might be interesting to provide some statistics, based upon 2012 third quarter receipts. The top 20 sales tax producers provide 70% of the City's taxable sales revenues.

The major business sectors in Healdsburg are: Autos and Transportation, accounting for 25% of sales tax revenues; Restaurants bringing in 19% of sales tax revenues; and Building and Construction responsible for 14% of the revenue. Looking at new auto sales separate from the larger Auto and Transportation category we find these sales account for 19.2% of the City's sales tax revenue.

## Electric Vehicle Charging Station

The Electric Department, in coordination with Sonoma County, has begun work to install two electric vehicle-charging stations at City Hall. These charging stations will be available to the public and will help the City reduce Green House Gases (GHG). Initially the stations will be provided free of charge. As adoption of electric vehicles and public charging increases, an appropriate fee will be established by the City Council.

## Safety Pals

Elementary schools in Healdsburg have confirmed attendance at the Safety PALS performances on March 7th & 8th in Windsor. Safety personnel will cover topics such as exit plans, calling 911, bullying, crosswalk safety, bicycle helmets, and stranger danger. Ruben Mandujano will be providing the bilingual translation of the performance with his puppet, Jose.

## Public Works Project Updates

Staff released a request for qualifications for professional services related to the design of the roundabout at the 5-way intersection. A pre-submittal conference was held on February 27th to provide interested consulting firms the opportunity to ask questions and gain a clear understanding of the scope of work to be performed. A short list of the most qualified firms developed; firms making the short list will be scheduled for follow-up interviews. It is anticipated staff will make a recommendation to Council in May.

Preparations are underway for Phase II of the downtown streetscape project. As currently planned, the project will be advertised for bidding in March; Council will award the contract in April; and construction will commence in May. Unfortunately, the construction will be disruptive to businesses, residents and visitors. City staff has begun working with business operators to discuss ways to minimize impacts and ensure accessibility is maintained. Please do not allow the inconvenience of construction deter you from supporting our local businesses!

The Grant Street Safe Routes to School project has been completed. This project was funded by a state grant in the amount of \$895,960. I am sure you have noticed the widened bridge and sidewalks over Foss Creek. There is also a new railroad crossing, with pedestrian warning signs and beacons. The project was constructed at no expense to the City through partnerships with Eden Housing, SMART and DR Horton (Sonata developer).

#### Recreation Programming

The Spring/Summer 2013 Recreation Guide is now available for downloading and hard copies available the week of March 10th. The guide will be mailed to past and current participants of department programs and distributed in the March 14th edition of the Healdsburg Tribune. We are offering new specialty camps in addition to the annual Sizzling Summer & Preschool Day Camps and new Kinder Kids and Skill Seeker Camps. Parks and Recreation is also operating a wide variety of sports and enrichment programs for youth, the adult softball league and our comprehensive swim lesson program in the summer.

#### Communication

I encourage you to contact me via email if you have questions or would like to request an update on current issues. My email address is [mpettus@ci.healdsburg.ca.us](mailto:mpettus@ci.healdsburg.ca.us).