

CITY OF GONZALES

2014 ANNUAL REPORT



City of Gonzales Vision & Mission Statement



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City of Gonzales Vision & Mission Statement



Vision Statement

Gonzales will continue to be a safe, clean, family-friendly community, diverse in its heritage, and committed to working collaboratively to preserve and retain its small town charm.

Mission Statement

The City Council and Staff of the City of Gonzales will realize our Vision by providing the leadership, commitment and resources necessary to provide excellent services that enhance the quality of life of our diverse community.

City services will be delivered in a cost-effective, respectful and friendly manner to insure the safety and well being of the residents and the promotion of business, recreational, housing and employment opportunities in an environmentally sustainable manner.

Strong fiscal policies allow us to provide appropriate infrastructure for:

- Public Safety
- Housing
- Recreation
- Environment
- Education

Gonzales City Council



Maria Orozco, Mayor
2 Year Term
First Elected Mayor: 2008 Expires: 2016
City Council Member 2001 - 2008

Boards/Committees: Transportation Agency for Monterey County, Mayors Association, Mayors Selection Committee, Association of California Cities Allied with Public Safety, Monterey Salinas Transit, City and School Joint Steering Committee, Community Center Committee, Economic Development Committee



Liz Silva, Mayor Pro Tem
4 Year Term
Appointed: 2009 Elected: 2014 Expires: 2018

Boards/Committees: Association of California Cities Allied with Public Safety, Salinas Valley Solid Waste Authority, Citizens Advisory Committee, City's Budget Committee



Scott Funk, Council Member
4 Year Term
Appointed: 2008 Elected: 2012 Expires: 2016

Boards/Committees: League of California Cities Monterey Bay Division, Association of Monterey Bay Area Governments, CalVans, Salinas Valley Solid Waste Authority, City and School Joint Steering Committee, Citizens Advisory Committee, Community Center Committee, Economic Development Committee



Jose G. Lopez, Council Member
4 Year Term
Appointed: 2009 Elected: 2014 Expires: 2018

Boards/Committees: Transportation Agency for Monterey County, Monterey Salinas Transit



Robert Bonincontri, Council Member
4 Year Term
Appointed: 2012 Elected: 2014 Expires: 2018

Boards/Committees: League of California Cities Monterey Bay Division, Association of Monterey Bay Area Governments, ACJIS Policy Committee, City's Budget Committee

Commissions & Staff

YOUTH COUNCIL

Jeffrey Alvarez
Yesenia Camacho

PLANNING COMMISSION

Jose Rios	Chair
Gloria Velasquez	Chair Pro Tem
Tim Jackson	Commissioner
Cesar Ayon	Commissioner
Robert Chavez	Commissioner

RECREATION COMMISSION

Liz Funk	Chair
Julie Duby	Chair Pro Tem
Carlos Vargas	Commissioner
Monica P. Perez	Commissioner
Ivanna Perez	Youth Commissioner

DEPARTMENT MANAGERS

René L. Mendez	City Manager
Carlos Lopez	Public Works Director (Retired in December of 2014)
Paul Miller	Public Safety Director
Thomas Truskowski	Deputy City Manager/Community Development Director
Harold Wolgamott	Special Projects Director/Deputy Emergency Services Director
Sara Papineau-Brandt	Recreation Coordinator/Administrative Analyst

2014 Year in Review

January

- ◆ Held a Council Retreat/Goals Setting Session
- ◆ Began Update of the City Building Codes

February

- ◆ Presented the FY 2013-14 Mid-Year Financial Report
- ◆ La Gloria 2nd Graders Visit City Offices

March

- ◆ Presented an Update on a Potential School Bond
- ◆ Chamber of Commerce Recognition Dinner
- ◆ Approved the 2013 Annual Report
- ◆ Began Discussion on the Use of Single-Use Plastic Bags and Polystyrene

April

- ◆ Approved a Memorandum of Agreement by and Between the City of Gonzales and the County of Monterey Regarding Orderly Planning, Growth, and Development
- ◆ 150,000 sq.ft. Taylor Expansion Project is Completed and Begins Operations
- ◆ Day of the Child Celebration at Central Park
- ◆ Held a Joint City Council and Gonzales Unified School District Board Meeting
- ◆ Presented a Resolution Expressing Appreciation to Father Efrain for His Services to the Community
- ◆ Construction of New Health Clinic Begins
- ◆ Hosted a 4C4P Symposium

May

- ◆ Annual Cinco de Mayo Celebration
- ◆ Presented Changes to the City's Management Organizational Plan
- ◆ Presented a Plan for a Community Police Academy
- ◆ Approved a Property Purchase Agreement with Clinica de Salud del Valle de Salinas to bring a new Health Clinic to the Community
- ◆ As the Lead Agency, Approved a Consultant Agreement with R3 Consulting Group to Evaluate and Analyze Monterey County's Solid Waste Management System
- ◆ Naomi Caldera, Long-Term Valued Employee is Relay for Life Torch Bearer

June

- ◆ Presented the 2013-14 Year-End Financial Report
- ◆ Approved the FY 2014-2015 City and Successor Agency Budget
- ◆ Presented the FY 2012-2013 City Audit
- ◆ Approved Proclamation Designating the City of Gonzales as a Purple Heart City
- ◆ Approved an Agreement with Monterey County Office of Education to Provide Professional Services on a Project to Strengthen Youth Success, in Partnership with the Gonzales Unified School District via Implementation of PBIS

- ◆ Construction of the New Gonzales Pharmacy is Completed

July

- ◆ 4th of July City Celebration & 1st Annual 5K Run
- ◆ Approved an Ordinance Implementing Reusable Bag Regulation and Prohibiting Disposable Food Service Ware
- ◆ Made the Appropriate Findings and Certified the Adequacy of an Environmental Quality Act (CEQA) Evaluating an Amendment to the City's Sphere of Influence
- ◆ Directed the City Manager to File a Sphere of Influence Amendment Application with the Local Agency Formation Commission (LAFCO)
- ◆ Approved an Option to Purchase Real Property Agreement Between the City and Herbert G. Meyer for Two 915 Square Foot Wind Turbine Pads and Associated Easements
- ◆ Began the Discussion to Consider Approval of a General Purpose Transaction and Use Tax Increase
- ◆ Summer Youth Internship Project "Yes We Can" Begins

August

- ◆ Approved Ordering an Election for the Gonzales Quality of Life 1/2 cents Transaction and Use Tax for the November Election

September

- ◆ Church Carnival
- ◆ Approved an Update of the Local Hazard Mitigation Plan
- ◆ Family Health & Safety Day
- ◆ Held a Joint City Council and Gonzales Unified School District Board Meeting
- ◆ Project YES WE CAN Presentation from the Youth Commissioners

October

- ◆ Approved a Resolution Endorsing Measure K - "The Gonzales Quality of Life Temporary Transactions and Use Tax"

November

- ◆ Recognized all the Volunteer Coaches for the City's Recreational Programs
- ◆ Recognized the Pop Warner Jr. Midget Cheerleaders
- ◆ Approved an Agreement Designating Harris & Associates as the City Engineer
- ◆ Approved a Property Purchase Agreement between the City and Taylor Farms Retail for the Acquisition of 3.66 acres of Surplus City Property
- ◆ Voters Approved Measure K - "The Gonzales Quality of Life Temporary 1/2 cent Transactions and Use Tax"

December

- ◆ Holiday Lights at High School Gym
- ◆ Recognized Retiring Employees Carlos Lopez and Paula Bonincontri for Their Many Years of Public Service
- ◆ Certified the November 2014 Election
- ◆ Approved a Wind Turbine Site Lease and Access Agreement and Sublease to Foundation Wind Power

2014 Partnership Summary



Recognizing that a small City can leverage scarce resources and accomplish more for its residents by developing partnerships, the City of Gonzales would like to express its sincere thanks and appreciation to the following partners:

- ◆ The Gonzales Volunteer Fire Department
- ◆ Gonzales Unified School District
- ◆ County of Monterey
- ◆ All the Cities in the County
- ◆ Gonzales Chamber of Commerce
- ◆ Gonzales High School Art Club
- ◆ Monterey County Health Department
- ◆ Monterey County Free Library
- ◆ Monterey County Bi-National Health Partnership
- ◆ Monterey County Housing Authority & CHISPA
- ◆ Monterey Bay Area Unified Air Pollution Control District
- ◆ The Arts Council of Monterey County
- ◆ Small Business Development Center (California State University Monterey Bay)
- ◆ Tri-Cities Waste Hauler
- ◆ Alliance on Aging
- ◆ Poder Popular
- ◆ Central Coast Marketing Team
- ◆ Central Coast Broadband Consortium
- ◆ Salinas Valley Enterprise Zone
- ◆ Monterey County Vintners and Wine Growers Association
- ◆ Transportation Agency of Monterey County & Monterey Salinas Transit
- ◆ Gonzales Little League
- ◆ Gonzales Softball League
- ◆ Tri-Cities Disposal and Recycling
- ◆ Clínica de Salud
- ◆ Association of Monterey Bay Area Governments (AMBAG)
- ◆ Grupos Unidos
- ◆ OpTerra Energy Services
- ◆ Rabobank
- ◆ All Businesses in Gonzales
- ◆ Monterey County Business Council
- ◆ Salinas Valley Solid Waste Authority, Monterey Regional Waste Management District, Pebble Beach Community Services District
- ◆ YMCA
- ◆ YWCA
- ◆ Boys and Girls Club
- ◆ Gonzales Food Pantry
- ◆ Gonzales Rotary Club

Major Project: Taylor Farms

Taylor Farms Gonzales

Completion Date:

April 2014

Additional New Jobs:

300

Additional Square Footage:

150,000 sq. ft.



Expansion of Taylor Farms Gonzales Food Processing Facility Completed

Taylor Farms added approximately 150,000 sq. ft. to their Gonzales Operation. The expansion brought 300 jobs to our community.

The expansion created additional capacity for the salad packaging facility, as well as space for a new vegetable packaging company, Growers Express.

The new facility has its own on-site industrial waste treatment, and allows for improved handling of liquid waste from the food processor, without increasing the amount of waste water flowing through the City Waste Water Treatment Facility.

Major Project: Wind Turbine

Wind Turbine

Start Date:

November 2013

Projected Date of Completion:

December 2014

Energy Created

2,500,000 kw/hour



Wind Turbine Powers Taylor Farms

2014 saw a unique partnership with the private sector and the County of Monterey saw the construction of a Wind Turbine to provide 50% of the energy to the 150,000 sq. ft. Taylor Farms expansion.

The energy created is enough to power 700 single-family homes, and meets 80% of the City's Climate Action Plan carbon footprint reduction.

Major Project: New Gonzales Health Center



Gonzales Medical Office

Construction began on a 6000 sq. ft. Gonzales Medical Office will be under the auspice of Salinas Valley Memorial Healthcare System (SVMHS), which will provide outpatient services. The project is a partnership between Salinas Valley Memorial Hospital and Dr. Christine Ponzio.

This state of the art medical facility is a hospital-based rural care practice and in addition to outpatient services, will provide wellness and nutrition education.

From the Office of the City Manager



I am pleased to present the 2014 Annual Report. The Annual Report is intended to provide information to the Community about key programs, and services provided by the City of Gonzales. It is not intended to provide in-depth information or analysis, but is simply a vehicle to provide broad information to the Community, and thank and highlight the great work done by our employees, and by our many agency and community partners.



2014 saw the City continue to work hard to maintain a balanced budget and fund Council priorities, and critical programs expected by our residents. The City continues to grapple with the \$380,000 impact to the General Fund as a result of the State elimination of Redevelopment. Over the short-term, the budget was structured in such a way that it has been able to cover this hit with minimal impact to existing programs. Similar to the prior years, the City was able to maintain a balanced budget, but it was a careful balancing act, and more services were stretched to their breaking form. However, the November elections saw the successful passage of a 1/2 cent Transaction Use Tax (TUT) that will generate approximately \$400,000 in General Fund dollars for General Purposes.



2014 saw the beginning of construction of a new State-of-the Art Health Clinic under the auspice of Salinas Valley Memorial Healthcare System. Key infrastructure projects included lighting Central Park, and the construction of a small neighborhood park for the Cipriani Subdivision. In addition, 2014 saw the City being awarded two major grants to (a) implement the Safe Routes to School Plan, and (b) a storm water diversion demonstration project.



The partnership with the Gonzales Unified School District continued to grow, which saw the implementation of Project "Yes we Can" with the City's two Youth Commissioners, the establishment of a Summer Internship Program, and Implementation of the Positive Behavior Intervention System (PBIS) Program.



On the economic front, the City continues to be very proactive and has several projects underway. For example, 2014 saw the update of the City's website, and a leadership role in establishing a major regional marketing/economic development website. Taylor Farms completed its major 150,000 sq. ft. expansion that brought 300 new jobs. The expansion provided space for a new major vegetable processing company, Growers Express, and is powered by a Wind Turbine, furthering the City's Gonzales Grows Green (G3) Initiative. In addition, Luigi's Restaurant successfully opened at the former Windmill location.

Though 2014 was once again a challenging year, as you read this report, you will see that the City was able to maintain core services, and continue to strive forward in many areas. This was possible with the policy direction of your City Council and by staying true to the City's Vision:

From the Office of the City Manager



The Vision was implemented by closely aligning City services and programs, and using the City's Mission Statement as the roadmap and guide:

The City Council and Staff of the City of Gonzales will realize our Vision by providing the leadership, commitment and resources necessary to provide excellent services that enhance the quality of life of our diverse community: This was done by continuing to partner with many organizations and agencies that is illustrated in the (a) Collaborative Business Marketing Website with the Monterey County Business Council, the County of Monterey, and various cities; (b) continue to be the Lead Agency in the Cal-Grip Gang Reduction, Intervention and Prevention Program with the other three South County Cities; (c) continue to be a leader in Environmental Sustainability via the G3 Initiative, which was best exhibited by obtaining and installation of one wind turbines to provide alternative energy to the Gonzales Agricultural Industrial Business Park; and (d) maintaining relationships with the private sector to continue to develop the Gonzales Agricultural Industrial Business Park, and other locations in the City.

City services will be delivered in a cost-effective, respectful, and friendly manner to insure the safety and well being of the residents and the promotion of business, recreational, housing and employment opportunities in an environmentally sustainable manner: This is exhibited throughout the many partnerships the City has developed with other agencies like the Gonzales Unified School District, the County of Monterey, and other Cities; the creation of a Council Economic Development Committee and the TUT Oversight Committee; the Gonzales Grows Green (G3) Initiative; the Monterey County Business Council; and by an ongoing review of internal processes and procedures.

Strong fiscal policies allow us to provide appropriate infrastructure for: Public Safety, Housing, Recreation, Environment and Education: This was best illustrated by applying and receiving significant grants (a) to implement the City-School Safe Route to School Plan (approximately \$2 million); (b) for a storm water demonstration project (\$400,000); and (c) the passage of the Temporary 1/2 Cent Transaction and Use Tax.

Finance Department

Key Statistics

- ◆ Oversee the administration and management of 50 separate funds
- ◆ City's Total Approved Budget for Fiscal Year 2014-2015 ~ \$13.9 million
- ◆ FY 14-15 Approved General Fund Expenditures & Revenues ~ \$3.6 million
- ◆ Employees - 34
- ◆ Sales Tax Revenues ~ \$520,000
- ◆ General Fund Property Tax Revenues ~ \$470,000



¹The Reserve is known as the Fund Balance in Governmental Accounting, which is similar to a household Savings Account.

²City's primary account used to fund all discretionary spending like Police, Fire, Recreation, etc.

The Finance Department provides support to all the City Departments, as well as budget management, cash administration, purchasing, treasury administration, utility billing, utility collections, customer service, and grant administration.

2014 saw the City continue to work hard to maintain a balanced budget and fund Council priorities, and critical programs expected by our residents. This was made very difficult with the elimination of Redevelopment Agencies by the State in 2011, which has impacted the City General Fund by approximately \$380,000 annually. Nevertheless, over the short-term, the budget was structured in such a way that it has been able to cover this hit with minimal impact to existing programs. However, this can not continue indefinitely without impacting the budget and the delivery of services. The overall budget for FY 2014-2015 totaled \$13,946,908 of which General Fund expenditures totaled \$3,569,828, which is lower than the previous year. The reason for the decrease is mainly due to maintaining the Chief Building Official position vacant. In the General Fund, the Police Department by far represents the single largest budget at 51% or \$1.8 million, followed by Debt Service for the financing provided as a loan to the RDA at \$367,819 or 10.3%; and then Parks, Recreation, and Aquatics at \$331,109 or 9.3%. What is important to point out, is that if it wasn't for the debt and loan from the City to the former Redevelopment Agency, the General Fund would actually be (3%) or (\$97,427) lower than the prior year. Overall, revenues in the General Fund totaled \$4,871,633 million. The three largest sources of revenues for the General Fund are Sales of Surplus Property \$1.3 million at 34.8%; Other Taxes and SVSWA Fee \$692,400 at 14.2%; Sales, Use Taxes and the Triple Flip at 14% or \$680,000; Motor Vehicle in Lieu/VLF adjustment at 12.5% or \$610,083; and Property Taxes at \$503,000 or 10.3%. Other than the one time Sale of Surplus Property which will be placed into the General Reserve, the other sources listed combined for about half of total revenues, which is not surprising, and indicates the importance of tax revenue to the City, as well as highlights the fact that these areas deserve attention when evaluating revenue generation strategies. Even though the economic recovery continues to be slow, expected property tax and sales tax revenues were up for this year, which is an indication that the economy is starting to improve, and move in the right direction. As with many households, the City continues to maintain a very conservative fiscal management position by maintaining a 20% reserve¹ in our General Fund².

In addition to the General Fund, the Finance Department also provides budget oversight over a variety of other funds, which combined for total expenditures of \$13.9 million, and include but are not limited to, the (a) Development Impact Funds, (b) Water, Wastewater and Garbage Enterprise Funds, (c) Assessment District Funds, (d) State and Federal Grant Funds, (e) Successor Agency Funds, and (f) Debt Service. The revenues for these funds are derived from a variety of sources including: utility fees, State and Federal grants, special property tax assessments, debt proceeds, and developer impact fees. In addition to the financial and budget responsibility, the Department provides the first contact to the public who come into City Hall, and continued to work on improving internal efficiencies, as well as maintained a long tradition of receiving a clean audit with no reportable issues.

Gonzales Grows Green

Key Statistics

Two Community Cleanup Events (Combined Landfill Diversion)

- ◆ Metal ~ 5 tons
- ◆ Mixed Recycling ~ 4 tons
- ◆ E-Waste ~ 4 tons
- ◆ Donations ~ 2,314 lbs
- ◆ Clean Wood ~ 2 tons
- ◆ Antifreeze, Batteries, Oil and Paint ~ 2,266 lbs

Earth Day Weekend Interact Club Litter Cleanup



G³ does not occupy an office in City Hall. It has a place in every office at City Hall. The City Council's vision of a sustainable community is the goal of the G³ initiative. In 2014, utility billing staff worked with G³ staff to work community messages into the empty spaces on the monthly utility billing at no extra cost for mailing. These included anti-contamination of recycled material and advertisement for on-line utility payments. Staff provides most printed material in a duplex print format which reduces printing and paper cost. They also reduce paper usage by creating digital instead of paper files when possible. Staff is preparing to support the City Council's goal of using digital agendas for all public meetings as soon as is practical.

2014 saw the refinement of construction and demolition diversion tracking. This included creation of user friendly handouts maximizing landfill diversion. Staff has been able to facilitate over-the-counter residential solar project permitting as part of the Climate Action Plan.

In 2014, the Community Development Department launched its Economic Development Website: www.GrowGonzales.com with G³ staff's assistance. The Department continues to be active in implementation of Gonzales' Climate Action Plan. The Department facilitated the construction of the first of two permitted wind turbines, helping the Climate Action Plan goals, and saving money for local businesses. Public Works is proactively working to comply with California storm water regulations, which include developing community outreach and education programs. G³ worked with the high school's Interact Club on an Earth Day program that removed 557 pounds of litter to assist the stormwater management effort. The Public Works Department also completed installation of three grant funded trash and CRV recycling kiosks, to support recycling of materials in public places.

2014 was a year for continued youth development in Gonzales. The City's 2014 Foundation for Youth Investment grant funded trips for Gonzales youth, including a high trees rope course, followed by a nature hike, star gazing, and an overnight campout. The Environmental Leadership Academy (ELA) curriculum was presented at the GHS 2014 Science Symposium. These modules are designed to provide young adults with information that fosters critical thinking. The ELA "Cooking Academy" brought concepts of health, happiness, zero waste, and cooking with whole foods to Gonzales youth ages 11-18. The six week ELA "Fun in the Garden" summer class for youth ages 5-10 brought lessons on food and vegetable gardening. Youth learned to plant and grow tomatoes, green onions, garlic, houseplants, and succulents.

2014 was another year of continued school integration into the City's sustainability efforts. G³, with Tri-Cities Disposal & Recycling Service, assisted the School District in recycling obsolete and broken technology, and electronic waste for cash. G³ worked with the Offset Project's CalRecycle grant for CRV recycling at all Gonzales High School sporting fields and buildings, and assisted by educating student, teacher, and parent volunteers working the first home game and homecoming football game at GHS.

The Community Information Kiosks are now hosted in 5 stand-alone community locations (City Hall, Rabobank, Library), on the City of Gonzales website, posted on cable community access Channel 7, and PDF versions are emailed to the on-site managers at Fanoe Vista and Canyon Creek CHISPA housing complexes.

Ahead of the state-wide single use plastic bag ban, Gonzales banned the use of both polystyrene "to-go" containers and ultra-thin single use plastic shopping bags.

Community Development Department

Key Statistics

- ◆ Conditional Use Permits ~ 1
- ◆ Conditional Use Permit Amendment ~ 3
- ◆ Site Plan Permit ~ 5
- ◆ Site Plan Permit Amendment ~ 2
- ◆ Temporary Use of Land Permit ~ 3
- ◆ Sign Permit ~ 6
- ◆ Home Occupancy ~ 6
- ◆ Cottage Food Industry Permit ~ 1



During the first few months of 2014, staff processed the building and improvement plans for the construction of the Gonzales Medical Office Building and the Downtown Fourth Street Pharmacy. Construction of the Downtown Pharmacy began in February and a Certificate of Occupancy was issued in July. Construction of the Gonzales Medical Office Building was delayed due to the necessity to process a parcel map and preparation of legal documents and deed restrictions. The building process began in early June, and the building is scheduled to be finished in the summer of 2015.

January 2014 marked the fifth month of an eight month construction time line for the expansion of the Taylor Farms fresh vegetable processing and cooling plant located in the Gonzales Agricultural Industrial Business Park. The addition of more than 150,000± square feet, tripling the size of the original Taylor Farms plant, began in September 2013 and was completed on schedule in April 2014. The permitting, plan review and construction process was seamless, and was tailored to meet Taylor Farms desired construction schedule and time frame for opening the facility. The expanded facility has resulted in the addition of over 300 new jobs to the community's work force.

In mid-January, the Department launched a new application on the City's website known as OpenCounter. It is now possible to learn about the requirements, time and costs of opening a business in Gonzales by accessing an on-line application and answering a series of questions. OpenCounter asks the right questions, in the right order, so business owners see the requirements, fees, and processing time that will apply to their planned use and location.

In late February, the ownership group of Gino's Restaurant in Salinas signed a lease with the City to open a new restaurant at the location of the former Windmill Restaurant, at the corner of Alta Street and Fourth Street. The restaurant was named Luigi's. Following a short period of time to complete tenant improvements, Luigi's opened in May with much anticipation and fanfare!

After many years of discussion and negotiating, a Memorandum of Agreement (MOA) with the County for use in filing an application with the Land Agency Formation Commission (LAFCO) to amend the City's Sphere of Influence, was approved by the Board of Supervisor on March 25th and the City Council on April 7th. The City filed an application with LAFCO to expand its Sphere of Influence in July. LAFCO considered the City's request at a public hearing held on September 22, 2014, and the City's request received a unanimous approval.

Community Development Department



In mid-May, planning staff approved a Site Plan Permit which permitted Red Shift Internet Services to construct an antenna mast on the roof of the City Council Chambers, to receive and transmit broadband wireless internet signals to businesses and residents with the City. The project is a precursor to the delivery of hard-wired broadband services to the central Salinas Valley, via a grant approved by the California Public Utilities Commission.

In June, the City's Economic Development Committee launched a website dedicated solely to City-wide economic development activities. The website, www.growgonzales.com, implements a key objective of the City's Economic Development Strategy, and enables the City to market local development and job-related assets to national and international companies and their site selectors.

In late-July, the City Council approved an Option to Purchase Agreement for two wind turbine pads on the Meyer property within the unincorporated area, but immediately adjacent to property located within the City, and in the Gonzales Agricultural Industrial Business Park. One of the wind turbine pads will be used by Taylor Farms to provide a clean and renewable source of energy to their fresh vegetable processing and cooling plant in the industrial park. Legal agreements were completed in October, and the wind turbine for Taylor Farms was energized in November, and began full operation in late November. The wind turbine provides approximately fifty (50%) percent of the energy needs of the Taylor Farms plant, and plays a significant role in addressing the reduction of Greenhouse Gas Emissions in the City, which is a key objective of the City's Climate Action Plan.



In August, the City Council approved lease amendments with both Sprint and Verizon, which among other things, put in place a rent adjustment meant to partially address the cost associated with the future maintenance activities associated with City's water tower located on Fifth Street, the site of a wireless telecommunication facility. The approval of the lease amendments also coincided with the move of the carriers from a temporary facility back on to the water tower after extensive maintenance activities had been completed.



In August, the City Council approved a consultant services agreement for the update of the City's Housing Element. The Housing Element is one of the seven State-mandated elements of the General Plan. The General Plan is a long-range planning document that sets forth policy for the growth and improvement of the City. State law requires the City to adopt its updated Housing Element by December 2015.

In November, the City's Planning Commission approved a Conditional Use Permit for the proposed construction of a new agricultural farm supply building operated by Green Valley Farm Supply at 106 Alpine Drive. The new facility is expected to compliment the company's existing facility. Final approval of the project will occur through the processing of a Site Plan Permit, which is expected to be approved in 2015.

Community Development Department

The Cities of Gonzales and Del Rey Oaks and the County of Monterey are direct recipients of Community Development Block Grant (CDBG) funds from the Department of Housing and Urban Development (HUD) through the Urban County Entitlement Program. The City's grant allocation for fiscal year 2014/2015 was approximately \$170,000 with the funds earmarked for a curb ramp accessibility project. The City continues to offer business assistance loans from a \$400,000 grant awarded to the City in 2012 by the State Department of Housing and Community Development. Additionally, the City completed four (4) loans to homeowners for home rehabilitation purposes. The loans, totaling approximately \$380,000, utilized a majority of the grant funds that were awarded to the City.

Other significant projects that are in various stages of planning and/or discussion include: negotiation of a Development Agreement for the Rincon Villages Subdivision, participation in the Regional Monterey Business Economic Partnership, recruitment of a truck stop/travel center on privately owned property within the City, recruitment of a hotel developer on privately owned property within the City, amendments to the City's Zoning Ordinance to comply with state planning law, discussion with various interested parties regarding the development of affordable multi-family housing within the City, and retention and expansion activities for existing businesses.

Building Department

Key Statistics

- ◆ Permits Issued ~ 94
- ◆ Valuation of Projects ~ \$2,665,885
- ◆ Code Complaints Received ~61
- ◆ Business Inspections ~93
- ◆ Business Licenses Issued ~ 313
- ◆ Residential Rental Inspections Conducted ~ 18
- ◆ Residential Rental Units Registered ~ 23
- ◆ Distressed Properties: Started 2014 ~ 11
Ended 2014 ~ 11
- ◆ Employee Housing Permits ~ 3



2014 showed an increase in construction activity. The utilization of the Green Halo Recycling Program has helped the City to maintain its 75% diversion of construction debris from the landfill. The City continued its storm water program, which allows the City to conduct its own Storm Water Permit Inspection for State, Local, and EPA compliance.

Employee Housing remains part of the Department's workload. One new facility was added to the program during 2014.

Distressed property registration was a very useful program when there were many residential properties that were taking property values down. During the last half of 2014, there was no Real Estate Owned home that needed to register.

The Building Department has been managed by the Special Projects Director since the Building Official retired at the end of 2013. The Fire Marshal functions have been handled by the Fire Department in 2014.

Public Works Department

Key Statistics

- ◆ Residents and businesses served by the Municipal Water Dept. ~ 8,383
- ◆ Water Produced ~ 490 Million Gallons and/or 1,504 acre feet
- ◆ Service Connections Maintained ~ 1,961
- ◆ Waste Water Treated ~ 252,894,000 gallons
- ◆ Daily High Flow Waste Water Treated ~ 1,449,000
- ◆ Streets Maintained ~ Approx. 20 miles
- ◆ Curbs and Gutters Maintained ~ Approx. 40 miles
- ◆ Unpaved Alleys Maintained ~ 21
- ◆ City Park System Maintained ~ 10 acres
- ◆ Municipal Swimming Pool Maintained ~ 1
- ◆ Public Buildings Maintained ~ 13
- ◆ Vehicles Maintained – 36



The Public Works Department had a busy 2014; not only starting and completing several important projects but at the same time, maintained the Streets, Parks, Fleet Management, Building & Grounds, Water and Sewer, and Solar Systems. This was all accomplished with a very small dedicated staff.

Venice Way Park

In 2014, the City purchased three lots on Venice Way. They were improved, and now serve as a neighborhood park for the residents of Cipriani Estates.

Planning

2014 was a year of planning and preparing for the approved growth designated in the General Plan. Carlos Lopez, Public Works Director, retired at the end of the year after 40 years of dedicated service.

CDBG ADA Ramp Project

In 2014, the ADA Curb Ramp Improvements consisted of 16 ADA ramps that were installed, including access to the High School on Seventh Street at Cielo Vista Drive.

Gonzales Early Learning Center Re-Roof Project

The City owned Early Learning Center at 225 Elko Street, was re-roofed with CDBG funds. The roof qualified as a cool roof saving energy, and will assist with the goal of the adopted Climate Action Plan.

Gonzales Medical Building & Day Care HVAC Replacement Project

CDBG funds were also used to replace the Heating, Ventilation, and Air Conditioning (HVAC) unit at the Gonzales Medical Building, and a unit at the Gonzales Early Learning Center.

Municipal Separate Storm Water Sewer System (MS4)

The City of Gonzales was notified by Central Coast Regional Water Quality Control Board that Gonzales has been designated, and being required to obtain permit coverage under the new statewide stormwater permit (Phase II Small Municipal Separate Storm Sewer MS4–Program). The MS4 permit has many requirements that were started in 2014.

Gonzales Volunteer Fire Department

Key Statistics

- ◆ Calls for service within the City ~ 338
- ◆ Calls for service in Rural District & Highway ~ 163
- ◆ Total Calls for service ~ 501
- ◆ In House Training Hours ~ 120+
- ◆ Engineer Training Hours ~ 40
- ◆ New Firefighters Recruited ~ 3



The Gonzales Volunteer Fire Department continues to be a valuable partner in the City's Public Safety. Keeping up with advances in technology and tactics is a constant challenge; therefore, over 120 hours of firefighter training was conducted by the Department in 2014. This training allows the members of the Department to be prepared for any emergencies that might arise in our City or Rural Fire District. The Fire Department began responding to all medical emergencies in the City and rural Fire District in March of 2014, which led to a significant increase in call volume with 501 calls for service during 2014, compared to 262 calls for service in 2013. With the help of Grant funding, the Fire Department was able to replace our old Water Tender with a brand new unit.

Throughout 2014, the Department continued to attract and retain more volunteer members, adding three more Firefighters in during the year. GVFD will continue recruitment for both resident and non resident Firefighters in 2015. The Department's Engineer and Firefighter Shift Program has been expanded to cover weekends, and provide 24 hour emergency response coverage. The Department assumed all the duties of the Fire Marshall in 2014, and conducted fire prevention activities such as business inspections, fire inspections on all new construction, and fire prevention presentations to the Community.

Police Department

Key Statistics

- ◆ Homicide ~ 0
- ◆ Robbery ~ 3
- ◆ Rape ~ 2
- ◆ Assault ~ 43
- ◆ Burglary ~ 27
- ◆ Theft ~ 29
- ◆ Motor Vehicle Theft ~ 30
- ◆ Police Reports Taken ~ 1,175
- ◆ Arrests Made ~ 350
- ◆ Traffic Citations Issued ~ 386
- ◆ Parking Citations Issued ~ 189
- ◆ Drunk Drivers Arrested ~ 77
- ◆ Gang Contacts ~ 36
- ◆ Traffic Accidents ~ 59



During 2014, the Police Department continued to work with our residents to reduce crime in our wonderful City.

During 2014, there were 134 Part I Crimes investigated by the Police Department. Part I Crimes include homicide, robbery, burglary, auto theft, rape, assault and theft. During 2013, there were 156 Part I Crimes investigated by the Department. This reflects a 14% decrease in the total number of Part I Crimes when the two years are compared. This makes two years in a row the City has seen an overall decrease in major crimes. While the decrease is good news for the community, there was a slight increase in thefts and motor vehicle theft during the year. As a community, it is important to stay vigilant in reporting suspicious people and activity when we see it.

The Police Department has been working for the last six years with the Cities of Soledad, Greenfield and King City to address gang issues not only in Gonzales, but regionally. These efforts were assisted by the Cities receiving Cal-Grip funding from the State of California. Regrettably, the region did not receive funding for the coming year, but the four Southern Monterey County Cities will continue our efforts to reduce gang violence. These intervention and prevention efforts will continue to make Gonzales one of the safest cities in Monterey County.

Police Department



The Department operated for most of the year with one Police Chief, one Deputy Chief, two Corporals, six Patrol Officers, three Reserve Officers, one Animal Control Officer, a Records Supervisor, and a Records Clerk. The Department continues to seek qualified Reserve Officers to join the ranks. Those interested should contact Deputy Chief Keith Wise at 831-675-5010.



The Department continues to work under a Community Policing model. It is working hand in hand with the community that we as a Department know will solve many of the crime issues that we face. The Department looks forward to hosting its first Resident's Academy during the early months of 2015. Any interested community residents should contact the Chief of Police Paul Miller at 831-675-5010.



The Gonzales Police Department looks forward to a safe 2015 for all of our residents.

Recreation & Aquatics Departments

Key Statistics

- ◆ Youth Soccer League ~ 142 Participants
- ◆ Mini T-Ball League ~ 54 Participants
- ◆ Youth Volleyball Clinic ~ 49 Participants
- ◆ Youth Basketball League ~ 132 Participants
- ◆ Youth Indoor Soccer League ~ 63 participants
- ◆ Adult Co-Ed Softball ~ 19 Teams, 342 Participants
- ◆ Outdoor Adventures ~ 42 Participants
- ◆ Relay for Life ~ Raised \$2,800 for the American Cancer Society
- ◆ Private Pool Parties ~ 21
- ◆ Swim Lessons ~ 398 Lessons
- ◆ Junior Lifeguards ~16
- ◆ Swim Team ~ 17 Participants
- ◆ Water Polo ~ 8 Participants
- ◆ Fun in the Garden ~ 12 Participants
- ◆ Cooking Academy ~ 12 Participants



The City of Gonzales Recreation Department continued to grow in 2014. With the addition of new programs, the expansion of old programs and the receipt of grants, the Recreation Department was able to provide services to many more families.

In 2013 the City received two grants to fund specific recreation programs. These two grants totaled \$30,800. Both of these grants wrapped up in 2014, The first grant was from the Foundation for Youth Investment in the amount of \$15,000. The grant was provided to develop a program to expose high school age teens to the outdoors. The program, developed by the City to utilize this grant, is an expansion of the Environmental Leadership Academy called Outdoor Adventures. The program began in late 2013 and continued through the end of 2014. Outdoor adventures was a series of four trips to visit nature. In 2014, participants took trips to experience the Santa Cruz mountains and participate in team work activities. They also participated in an overnight camping trip to Big Sur in the fall.

The second grant the Recreation Department received was a Housing and Urban Development CDBG Grant. The grant totaling \$15,800 was awarded to the City to help reduce the cost of Youth Sports programs so that more low and moderate income families can participate in the sports programs. The grant allowed the City to reduce the cost of the sports programs by almost 50%. This grant money continued to provide assistance in cost reduction through June of 2014.

The Environmental Leadership Program also continued to grow in 2014. Several classes were added to the environmental line up, which diversified the age group served by the Environmental Leadership program. The first was a class aimed to teach Elementary School children the benefits of gardening. The second class called Cooking Academy, taught teenagers how to make inexpensive meals using whole foods. During this class, participants learned how to properly prep whole foods for cooking, cooked the meal, consumed the meal, and learned proper food safety clean up techniques.

City of Gonzales Aquatics Department

The City of Gonzales Aquatics Department programs continued to be extremely popular with the families and youth. In 2014, we saw a decrease in the number of swimming lesson participants, and an increase in private pool parties and private swim lessons. Swim Team saw a decrease in participation, while the Water Polo classes and the Jr. Lifeguard program saw a significant increase in participation.

Mechanical issues with the pool's filtration and heating systems, lead to several individual classes being rescheduled, as well as cooler pool water in general, leading to a slight decline in participation. These issues were temporarily fixed to allow the 2014 Pool Season to continue, but will need to be addressed in 2015 and the future, to allow for continued use of the facility.