



# **CITY OF GONZALES 2015 ANNUAL REPORT**

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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, City and School Joint Steering Committee, Community Center 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, Measure K 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, Measure K Committee



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

**Boards/Committees:** Monterey Salinas Transit, Economic Development Committee



**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, Transportation Agency for Monterey County, Monterey Salinas Transit, ACJIS Policy Committee

## YOUTH ADVISORS

Janelle Gil  
Anthony Avila

## PLANNING COMMISSION

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

## RECREATION COMMISSION

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

## DEPARTMENT MANAGERS

René L. Mendez	City Manager
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



# 2015 Year in Review

## January

- ◆ Formed the Gonzales Quality of Life Temporary Transactions and Use Tax (TUT) Oversight Committee
- ◆ Held a Joint Study Session with the Gonzales Unified School District Board on the *Ensuring Gonzales Youth Achieve 21<sup>st</sup> Century Success Initiative*

## February

- ◆ Held a Goal Setting Session with the City Council
- ◆ La Gloria 2nd Graders Visit City Offices

## March

- ◆ Approved the 2014 Annual Report
- ◆ Held a Study Session on Water Conservation Program Ideas
- ◆ Presented the FY 2013-2014 City Audit
- ◆ Chamber of Commerce Recognition Dinner
- ◆ Presented the Mid-Year Financial Report

## April

- ◆ Appointed members to the Gonzales Quality of Life Temporary Transactions and Use Tax (TUT) Oversight Committee
- ◆ Provided a Program Update on the Countywide 911 Dispatch System
- ◆ Day of the Child Celebration at Central Park
- ◆ Participated in a Special South County Cities (Gonzales, Soledad, Greenfield, and King City) Council Meeting
- ◆ Recognized Francis (Sonny) Rianda for his Many Years of Service to the Gonzales Area, including the Gonzales Rural Fire District Board of Directors

## May

- ◆ Annual Cinco de Mayo Celebration
- ◆ Conveyed/Donated a Surplus Van to Salinas Valley Recycles
- ◆ Considered the First List of Potential Programs and Services to be Funded by the TUT
- ◆ Began Discussion of the Community Pool Rehabilitation Project

## June

- ◆ Presented the 2014-2015 Year-End Financial Report
- ◆ Approved the FY 2015-2016 City and Successor Agency Budget
- ◆ Approved the Refunding of the Redevelopment Agency 2003 Bond, and 2011 Tax Anticipation Note
- ◆ Started the Ordinance Process to Regulate Psychoactive Bath Salts, Psychoactive Herbal Incense and Other Synthetic Drugs
- ◆ The Two New Youth Commissioners Began their Appointment

## July

- ◆ 4th of July City Celebration & 1st Annual 5K Run
- ◆ Adopted Ordinance No. 2015-84 Regulating Psychoactive Bath Salts, Psychoactive Herbal Incense, and Other Synthetic Drugs
- ◆ Considered Regulating the use of E-Cigarettes in the City
- ◆ Reviewed and Accepted the Needs Assessment Study for the Community Pool Renovation Project
- ◆ Pursuant to State Direction, Began the Ordinance Process to Restrict Outdoor Irrigation
- ◆ Held a Discussion on the Issue of Regulating Medical Marijuana Activities and Facilities in the City

## August

- ◆ Approved an Agreement on a Potential Phase II Solar Project for the City
- ◆ Continued the Discussion on Issue of Regulating Medical Marijuana Activities and Facilities in the City
- ◆ Approved the List of Projects and Programs Recommended for Funding by the TUT Oversight Committee
- ◆ Approved the Funding Plan for the Community Pool Renovation Project

## September

- ◆ Approved Regulating E-Cigarettes in the City
- ◆ Church Carnival
- ◆ Pursuant to State Direction, Approved an Ordinance Restricting Outdoor Irrigation
- ◆ Family Health & Safety Day
- ◆ Adopted the New Housing Element for the Period 2015 through 2023

## October

- ◆ Approved a Contract for Consultant Services for an Economic Development Public Relations and Marketing Campaign
- ◆ Partnered with Soul – Out – Youth to Hold a Halloween Youth Event at Centennial Park

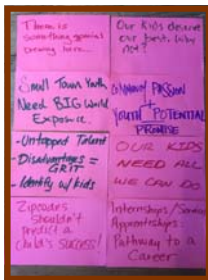
## November

- ◆ Approved a Contract for Consultant Services for Implementation of the "Gonzales Way" Communication Strategy
- ◆ Presented the Annual Public Financing Authority Report

## December

- ◆ Presented an Informational Item on Medical Marijuana
- ◆ Approved a Memorandum of Agreement with the Gonzales Unified School District to Hire a School Resource Officer, Jointly Funded Between the City and School
- ◆ Approved the Hiring of a new Fire Engineer Position for the Gonzales Fire Department
- ◆ Awarded the Contract for the Community Pool Renovation Project

# 2015 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
- ◆ Alliance on Aging
- ◆ Poder Popular
- ◆ Central Coast Marketing Team
- ◆ Central Coast Broadband Consortium
- ◆ California Public Utilities Commission
- ◆ 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
- ◆ YMCA
- ◆ YWCA
- ◆ Boys and Girls Club
- ◆ Gonzales Food Pantry
- ◆ Salvation Army
- ◆ Gonzales Rotary Club
- ◆ Monterey Bay Economic Partnership
- ◆ Impact Monterey

## Major Project: Taco Bell

*Taco Bell Restaurant  
Completion Date:  
February 2016*

*Additional New Jobs: 35*



### Construction of a Taco Bell Restaurant Completed

It seemed to take awhile; however, Taco Bell became a permanent fixture of our community in February 2016. The City's Development Services Team performed extraordinary work in the review and approval of plans.

The new fast-food restaurant brings as many as 35 new jobs to the community, many jobs which are available to our younger adult population.

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: Growers Express

*Growers Express  
Start Date:  
June 2015*

*Additional New Jobs: 300*



### Growers Express—Gonzales Packing Shed (Alta Street)

Impressed with their location and ease of access in the Gonzales Agricultural Industrial Business Park, Growers Express expanded their presence in Gonzales by locating a processing and packing operation in the former Gonzales Tomato Packing Shed on Alta Street, at the foot of Fourth Street.

The Growers facility processes and packages Brussels Sprouts, which are shipped to locations across the United States.

## Major Project: Taylor Farms Family Health & Wellness Center



### Completion of the Gonzales Medical Office Building

Construction of the Gonzales Medical Office Building was completed in May 2015, occupancy occurred in September 2015 after upgrades were made to building's technology resources. The building is owned and managed by the 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.



# From the Office of the City Manager



I am pleased to present the 2015 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.



2015 saw the City continue to work hard to maintain a balanced budget, and fund Council priorities and critical programs expected by our residents. Late in the year, the City received good news in that after several years of working with the State Department of Finance, the City was finally able to resolve the last issue remaining from the dissolution of the Gonzales Redevelopment Agency that over time, will free up an annual debt service payment of approximately \$380,000 in General Fund resources, to utilize for other Council priorities. Over the short-term, the budget was balanced and provided resources for several exciting transformation programs, and/or projects like the *Ensuring Gonzales Youth Achieve 21<sup>st</sup> Century Success Initiative*, and the Community Pool Renovation Project. The Pool Project was made possible with the successful passage of the 1/2 cent Transactions and Use Tax (TUT) that was anticipated to generate approximately \$400,000 in General Fund dollars for City priorities.



2015 saw the opening of a State-of-the Art Health Clinic under the auspice of Salinas Valley Memorial Healthcare System, with a generous donation from Taylor Farms. In addition to the Community Pool Renovation Project, key infrastructure projects included work at the Waste Water Treatment Plant and the sewer line going out to the Plant. Additionally, after many years of working hard to maintain the Community Pool open, the City finally had to close the Pool for much needed repairs. The good news is that the Council approved the Community Pool Renovation Project and the use of TUT funds to pay for the project. Weather permitting, it is expected that the Community Pool will be open for the 2016 season.



The partnership with the Gonzales Unified School District continued to grow, with the launching of the *Ensuring Gonzales Youth Achieve 21<sup>st</sup> Century Success Initiative*, the appointment of two new Youth Commissioners, and the appointment of the new Youth Council with two representatives from 6<sup>th</sup> thru 12<sup>th</sup> grades.

On the economic front, the City continues to be very proactive and has several projects underway. For example, 2015 saw the launching of significant economic development public relations and marketing efforts, and a leadership role on the Monterey Bay Economic Partnership (MBEP).

# From the Office of the City Manager



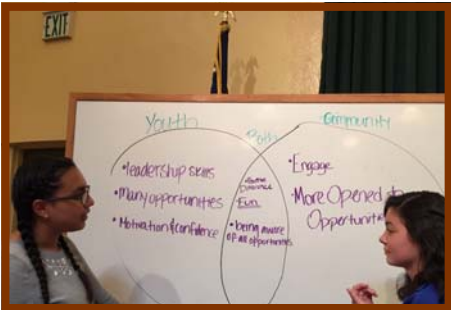
Additionally, construction began, and was completed, a new Taco Bell and a new Clinica de la Salud medical facility, as well as the opening of Ace Hardware. In addition, Growers Express moved its Brussel Sprouts operation to Gonzales, resulting in approximately 300 jobs.

2015 saw the City continue to maintain core services and move forward in many areas. This was possible with the policy direction of your City Council and by staying true to the City's Vision:



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 (a) a leadership position on the Monterey Bay Economic Partnership; (b) continuing to participate in the Four Cities For Peace (4P4C) Gang Reduction, Intervention and Prevention Program with the other three South County Cities; (c) continue to be a leader in Environmental Sustainability via the G<sup>3</sup> Initiative; and (d) maintaining relationships with the private sector to continue developing 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 (G<sup>3</sup>) 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 maintaining a balanced budget, ending of the fiscal year with a General Fund Balance of \$1.4 million, the approval of the Community Pool Renovation Project; and the launching of the *Ensuring Gonzales Youth Achieve 21<sup>st</sup> Century Success Initiative*.



## Key Statistics

- ◆ Oversee the administration and management of 50 separate funds
- ◆ City's Total Approved Budget for Fiscal Year 2015-2016 ~ \$13.9 million
- ◆ FY 2015-2016 Approved General Fund Expenditures & Revenues ~ \$3.56 million
- ◆ Employees - 34
- ◆ Sales Tax Revenues ~ \$730,000
- ◆ General Fund Property Tax Revenues ~ \$478,000

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.

2015 saw the City continue to maintain a balanced budget and fund Council priorities, and critical programs expected by our residents. After several years of working with the State Department of Finance, late in the year, the City was finally able to resolve the last issue remaining from the dissolution of the Gonzales Redevelopment Agency that over time, will free up an annual debt service payment of approximately \$380,000 in General Fund resources to utilize for other Council priorities. The overall budget for FY 2015-2016 totaled \$13,897,504 of which General Fund expenditures totaled \$3,562,637, which was essentially the same as the prior year. The budget reflected increase in Police, and a reduction in areas like the Administration and Aquatics as a result of closing the pool for the summer. In the General Fund, the Police Department by far represents the single largest budget at 53% or \$1.87 million, followed by Debt Service for the financing provided as a loan to the RDA at \$369,568 or 10.3%; and then Parks, Recreation, and Aquatics at \$293,613 or 8.2%. It is important to point out that if it wasn't for the debt and loan from the City to the former Redevelopment Agency, the General Fund would have an additional \$369,568 to use for Council priorities. Overall, revenues in the General Fund totaled \$3,585,100 million. The three largest sources of revenues for the General Fund are Sales, Use Tax, and Triple Flip at \$730,000 or 20.36%; followed by Other Taxes and SVSWA Fee at \$712,000 or 19.86%; and the Motor Vehicle in Lieu/VLF adjustment at \$675,000 or 18.83%. These three sources combined for over half of total revenues, which is not surprising, and indicate the importance of tax revenue to the City, as well as highlights the fact that these areas deserve attention when evaluating revenue generation strategies. Continued the positive trend of the last few years, expected property tax and sales tax revenues continue to increase, which indicates the City's sound economic development strategy. Nevertheless, as with many households, the City continues to maintain a very conservative fiscal management position by maintaining a 20% reserve<sup>1</sup> in our General Fund.<sup>2</sup>

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.

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

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



## Key Statistics

### *Two Community Cleanup Events (Combined Landfill Diversion)*

- ◆ Metal ~ 6.4 tons
- ◆ Mixed Recycling ~ 2.6 tons
- ◆ E-Waste ~ 1.5 tons
- ◆ Donations ~ 2,547 lbs
- ◆ Antifreeze, Batteries, Oil and Paint ~ 3,024 lbs

### *Earth Day Weekend Boy Scouts Litter Cleanup*

- ◆ "Micro-trash" removed from Gonzales streets ~ 120 lbs



During the past six years, Gonzales Grows Green (G<sup>3</sup>) has made its way into every aspect of living and working within the community of Gonzales. Whether at school, work, a park or recreation site, the bank, the public library, the grocery store, or a local restaurant, some aspect of Gonzales Grows Green is at work nearby. G<sup>3</sup> does not occupy an office in City Hall because it has a place in every office at City Hall. G<sup>3</sup> support staff have been there for the past six years working side-by-side with every Department as they take into consideration the City's Vision and Mission Statements. The Gonzales City Council's Vision of a sustainable community, asks that all City staff incorporate the three touchstones of the G<sup>3</sup> Initiative into their daily work to serve the community.

Considering the **environment** means viewing Departmental responsibilities from a stewardship perspective. It involves decision making that considers with equal importance present and future inhabitants of Gonzales, developing a well-informed staff that maintains progressive and proactive attitudes, and endowing the community with an infrastructure that ensures its ability to continue to live within its environmental carrying capacity.

Considering the **economy** means fostering the creation of local jobs for local people, assisting with growing ALL size businesses, encouraging business diversification, participating in public/public and public/private partnerships, working to bring the community more businesses that provide essential services, and creating a professional and business friendly setting for businesses that find themselves looking "over the counter" at City Hall.

Considering social **equity** means making choices that improve quality of life. This includes improvements to community infrastructure that allow full participation by the full community, providing convenient access to information that assists community members in taking advantage of programs and services, allowing community members to learn about and more actively participate in the civic system, aiming resources and programs at developing future leaders, actively promoting concepts of peace, and supporting preventative health and wellness services through alliances with healthcare and mental health service providers, and non-profit and community service groups.

## **Environment**

### City Programs

G<sup>3</sup> Staff actively works with residents, schools, and businesses to improve environmental and economic sustainability. Staff continues to research options for delivery and presentation at time of meetings of information in a digital paper-free format (including City Council and Planning Commission agendas). G<sup>3</sup> staff works year-round with the region's CalRecycle representative to keep abreast of new laws and to implement programs required by law including through statutes such as AB939: Mandatory Diversion & Recycling of 50% of Waste Stream; AB341: Mandatory Commercial Recycling; AB1826: Mandatory Organics Recycling (including food waste).

In order to better implement the City's Environmentally Preferred Purchasing Policy (EPPP) adopted in 2011, City staff is working on purchasing a pallet of paper with 50% recycled content to be used by all City Departments through a Department of Government Services (DGS) contract.

**New Programs for 2015** include implementation of the Reusable Bag & Polystyrene Ordinance and Water Conservation Ordinance. These programs have been supported by door-to-door business outreach, signs, and banners placed throughout the community, information included in utility mailers, a Tri-Cities holiday mailer partnership (with bilingual information panels), and KICK Kiosk information slides.

# Gonzales Grows Green



## School Recycling & Education Programs

G<sup>3</sup> staff continues to coordinate bulk e-waste collection for services for GUSD with the assistance of Tri-Cities Disposal & Recycling Service. Each year, a school recycling refresher flyer is placed district-wide in all teacher and staff mailboxes. G<sup>3</sup> staff procured 26 new permanent CRV collection containers for the district with assistance from CalRecycle/The Offset Project grant funding. G<sup>3</sup> worked with the School District and the Class of 2015 to come to an agreement to co-purchase (\$1,600) the first of six needed hydration station style water fountains, that easily fill reusable water bottles. Additional grant funding is being sought for the remaining fountains. G<sup>3</sup> Consultant M. Treleven worked alongside GUSD staff, to assist students with the application process that secured interview invitations for five Gonzales High School students for the prestigious and extremely competitive Monterey Bay Aquarium Teen Conservation Leaders Program. Two students were selected for the summer and school year program (up to four were offered positions but were unable to accept due to other summer program conflicts). G<sup>3</sup> staff continues to participate in the annual Gonzales High School Science Symposium Program.

## Coordinated Programs with Salinas Valley Recycles (SVR) and Tri-Cities Disposal and Recycling Service

- April, 2015 - Earth Day litter abatement and fundraiser activity with Boy Scouts (support from Cypress Community Church).
- June, 2015 - Annual Community-wide garage sales.
- June, 2015 - Annual Reuse, Recycling & Cleanup Day event
  - Included direct mailer with event and community educational outreach messages
  - Included a composting workshop and storm water contamination outreach from "Save the Whales"
- Added a new Salinas Valley location for FREE sharps collection: Gonzales Rx Pharmacy.
- Special events recycling managed and facilitated by G<sup>3</sup> and supported by Recreation Department staff.
- Continued door-to-door recycling outreach and education at multi-family complexes.
- G<sup>3</sup> Consultant M. Treleven attended the 2015 California Resource Recovery Association Conference (intensive workshops) in Los Angeles.
- Using Department of Conservation funds for CRV recycling, four of six new tamper proof CRV recycling/trash cart containers have been installed in public venues, where single use beverages are purchased, and/or consumed on site.
- October, 2015 - G<sup>3</sup> staff coordinated with Constellation Wines and Salinas Valley Recycles to begin using reclaimed winery wash down water for dust control, and composting operations at the Johnson Canyon Landfill (saving money for the landfill and thousands of gallons of drinking water previously used for this purpose).
- October, 2015 - Annual Cleanup WeekEND
  - Included direct mailer & multi-family door-to-door outreach with event, and educational outreach messages.

## **Economy**

Staff continues promote Gonzales as a Green Business Development Zone and work to maintain good business relationships with local business owners while seeking to provide networking opportunities and new business opportunities. City of Gonzales staff continues to seek opportunities to host visits from elected officials, and representatives of municipalities within and beyond the region. The City of Gonzales and Constellation Winery was the location for the kick off mixer for the Forbes Reinventing America Ag Tech Summit. G<sup>3</sup> staff continues to work with the business sector to save money on trash disposal fees. As an example, the AutoZone Store Manager reported that his store is now saving approximately \$5,000 per year, since a 2014 waste audit showed the store was paying for more trash service than needed. In February of 2015, G<sup>3</sup> staff facilitated a Right Lights Energy Savings and Rebates Program Representative outreach to businesses in the Gonzales Shopping Center.

## **Social Equity**

G<sup>3</sup> staff continues to offer to facilitate and coordinate community volunteers to present the CHOICES Program at Gonzales High School. Staff has worked with Four Cities For Peace (4C4P) Program Managers providing input and support for programs. G<sup>3</sup> Consultant M. Treleven provided time during the summer to work with Youth Council Summer Interns on a professional development exercise. The KICK Kiosk Program added many new locations in 2015 for a total of 15 outlets, including business locations, web sites, City office locations, and a stand-alone kiosk at every office site within the School District. The Kiosks are now incorporating "For the Love of Gonzales" message with community photos. KICK Kiosk also goes out on an e-mail list serve, which now reaches 50 community leaders weekly. At least one featured KICK Kiosk item per week is placed on the City's Facebook page. G<sup>3</sup> staff continues to develop and participate in summer youth recreation programs such as "Fun in the Garden."



# Community Development Department

## Key Statistics

- ◆ Conditional Use Permits ~ 3
- ◆ Site Plan Permits ~ 8
- ◆ Site Plan Permit Amendment ~ 1
- ◆ Sign Permits ~ 6
- ◆ Temporary Use of Land Permit ~ 3
- ◆ Home Occupation Permit ~ 5
- ◆ Memorandum of Agreement ~ 2



During the first few months of 2015, staff processed a Conditional Use Permit to permit the construction and operation of a Taco Bell fast food restaurant on a vacant parcel just west of the medical office building. Additionally, a Site Plan Permit for the construction of a Secondary Residential Unit was approved at the rear of a single-family home on Belden Street. The Director also coordinated with the Planners and Engineers on the submittal of plans with regard to the proposed expansion of Green Valley Farm Supply in a new facility, at the corner of Gonzales River Road and Alpine Drive. The building plans and issuance of a permit for the Secondary Residential Unit, was successfully processed and occupancy occurred in early Spring. Construction of the Taco Bell restaurant was stalled by PG&E's inability to process electrical plans in an expedited manner. Taco Bell opened in February 2016. Likewise, the new Green Valley Farm Supply facility met some challenges during the early phases of its planning. A Site Plan Permit was issued in October 2015.

During the latter part of January and into February, Verizon Wireless and Sprint relocated the cellular carriers off of a temporary monopole, which was their temporary home while the Gonzales Water Tower underwent maintenance. The move of the two cellular carriers back to the water tower was completed in early February, and the monopole was removed in late February.

March 2015 was a busy month for the Department. In the early part of the month, meetings were held with representatives of Pembroke Development and Jackson Family Partnership, both which have land development interests in the City's new expanded Sphere of Influence. Several meetings were held to discuss their pre-development proposals, and their participation in the funding of infrastructure studies in support of implementing the City's general plan; specifically, the facilities that would benefit and support their projects. Those discussions continue with a recommendation expected to be presented to the City Council in early 2016.

Also in March, Constellation Brands (i.e., Gonzales Winery) submitted an application for a Site Plan Permit proposing the construction of twelve (12) 108,000 gallon wine storage tanks in the north-east quadrant of the winery property. The storage tanks are intended to replace storage capacity lost from the removal of other on-site storage vessels (i.e., barrels), and will reduce early shipment of wine to off-site locations. A Site Plan Permit for the project was approved in April 2015.

At its regular meeting held in March, the Planning Commission conducted a public meeting to receive and discuss public comments with regard to the content of the City's Housing Element, which was under-going a revision for the period 2015 through 2023. Public hearings were scheduled to occur in September. Lastly, the month of March included the opening of Ace Hardware in the Gonzales Shopping. The Shopping Center now includes five (5) nationally-recognized retail franchise stores.

In mid-April, the business entity that is operating Luigi's Restaurant was granted a business assistance loan with grants funds coming from Monterey County's Economic Development Department, and their Economic Development Administration funding.

The grant funds were used to purchase the building and all related equipment from the former Gonzales Redevelopment Agency (now Successor Agency), which is consistent with terms of a lease with option to purchase agreement, approved by the Successor Agency in October, 2013.

# Community Development Department



In late April, escrow closed on the sale of 126 Fifth Street to Clinica de Salud. The Clinica planned for, and has demolished the single-family home that was on the property. Temporary facilities are expected to occupy the property until permanent facilities can be constructed in late 2016. The Clinica is expected to open the temporary clinic by mid-Spring 2016.

In May, the Measure "K" Oversight Committee began meeting to discuss how the tax proceeds from the Measure 'K' Transaction and Use Tax should be spent. The Committee's discussion would ultimately lead to a recommendation made to the City Council in July 2015, and in August 2015, the City Council approved the Committee's recommendation for Fiscal Year 2015/2016. The Measure 'K' Tax Proceeds were allocated to fund the following activities, including: renovation of the community pool; 2011 RDA Bond repayment financing costs; and the funding of youth leadership and development services costs, a City Council priority. Additionally in May, escrow closed on the sale of 119 Alpine Drive to Taylor Farms. The sale of the property netted approximately \$1.114 million, which will be used to fund a general fund reserve.



In late June, the Director and Mayor Orozco traveled to Miami Florida to participate in a Peer Convening Conference coordinated by the National Resource Network. The Network, an outgrowth of funding from the White House and HUD, is expected to assist at-risk communities to enhance economic development activities. Also in June, Grower's Express, under the name of Express Harvesting, leased the Gonzales Packing Shed, formerly used for the packing of tomatoes. Grower's will be processing and packing Brussels sprouts. The packing operation was formerly located in Salinas. The move of the operation to Gonzales allows the product to be packaged and cooled in a shorter amount of time, which improves the products shelf life. There are approximately 75 general labor jobs available at the plant. Over 250 individuals submitted an application for employment. During the peak of the harvest season (June through January), the plant is expected to employ 250 to 300 workers. June was also the month in which the City Council engaged Armanasco Public Relations to assist the City with public relations and marketing activities. An article was published in October in the *Registry*, a highly popular real estate magazine. The article has generated several inquiries for information about conducting business within the City.

In July, the Planning Commission approved a Conditional Use Permit for a Truck Servicing/Depot Facility within the Gonzales Agricultural Industrial Business Park. A Site Plan Permit for the Project will be issued in early 2016. Also, starting in July and continuing into the months of August, November, and December, both the Planning Commission and City Council heard and considered testimony with regard to the potential of medical marijuana dispensaries and cultivation facilities within the city-limits. Based on Council direction, Ordinances were prepared, prohibiting medical marijuana dispensaries and permitting, with limitation and regulations on the cultivation of medical marijuana within the City's Industrial Business Park. Ultimately, in January 2016, the City Council adopted the Ordinance prohibiting medical marijuana dispensaries and permitting, with limitation and regulations the cultivation of medical marijuana within the City's Industrial Business Park.

# Community Development Department



In September, the Planning Commission and the City Council conducted public hearings, and considered and approved an update of the General Plan Housing Element for the period 2015-2023. In late September, the City closed-out a Community Development Block Grant (CDBG) that was awarded to the City from the State Department of Housing and Community Development ('HCD') in December 2012. The grant provided \$400,000 in funding targeted to support the granting of business loans to advance local economic development.



All grant funds were expended by the contractual deadline. Specific grant funded activities, included \$310,000 used to make two business loans, including a loan to Western Applied Technology (dba HealtySoil), and a loan to Carlitos Steakhouse & Bar. Additional grant funds in the amount of \$50,318 were expended for program activity delivery, and approximately \$30,000 was expended for general administration.



In October, the Director completed the negotiation of two (2) Memorandums of Agreement ('MOA's) with local religious institutions that were relocating their facilities within the City. The Apostolic Assembly of Faith in Christ Jesus relocated from its facility at 801 Center Street, to the former Trinity Episcopal Church located at 405 7th Street, and the Assembly of God Church assumed occupancy at the 801 Center Street. The MOA's address operational characteristics of each facility so that neighboring property owners would know what to expect from the operation of each facility. Also in October, Dole Fresh Vegetables reopened its Gonzales vegetable cooling facility. The facility received a major upgrade, and Dole reached out to local residents and re-hired many of the former employees.



In November, the Gonzales Medical Clinic completed the move from its facility located at 133 Fourth Street to its new facility at 850 Fifth Street in the Taylor Farms Family Health and Wellness Center.

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 events conducted by the 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 with in the City, and retention and expansion activities for existing businesses.

# Building Department

## Key Statistics

- ◆ Permits Issued ~ 155
- ◆ Project Valuation ~ \$4,340,692
- ◆ Code Complaints Received ~73
- ◆ Business Licenses Issued ~ 385
- ◆ Rental Inspections ~ 23
- ◆ Distressed Properties ~ 2
- ◆ Employee Housing Permits ~ 5



2015 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.

## Building Inspections

Inspections are accomplished in an efficient manner with coordinated efforts of the Fire Marshal and Building Official. The City maintains a contract for inspections and plan checks when staff is unavailable.

## ADA Compliance

The Americans with Disabilities Act compliance is monitored by this Department.

## Code Enforcement

Code enforcement is accomplished by joint efforts of the Building, Fire, and Community Development Departments. Code enforcement is provided primarily on a complaint basis.

## Employee Housing

The Employee Housing program was approved by State agency monitors. One new facility was added to the program during 2015, increasing to five facilities that are inspected annually with reports to the State.



# Public Works Department

## Key Statistics

- ◆ Residents and businesses served by the Municipal Water Dept. ~ 8,357
- ◆ Water Produced ~ 490 Million Gallons and/or 1,504 acre feet
- ◆ Service Connections Maintained ~ 1,964
- ◆ Waste Water Treated ~ 278,015,000 gallons
- ◆ Daily High Flow Waste Water Treated ~ 2,069,000
- ◆ Sewer Lift Stations - 5
- ◆ Streets Maintained ~ 20 miles
- ◆ Curbs and Gutters ~ 40 miles
- ◆ Unpaved Alleys ~ 21
- ◆ City Park System ~ 10 acres
- ◆ Public Buildings ~ 12
- ◆ Vehicles Maintained ~ 36
- ◆ Assessment Districts ~ 14
- ◆ Graffiti Abatement
- ◆ Street Trees
- ◆ Litter Removal



The Public Works Department had a busy 2015; not only starting and completing several important projects, but at the same time, maintained the Streets, Parks, Fleet Management, Building and Grounds, Water and Sewer, and Solar Systems. This was all accomplished with a very small dedicated staff.

## Wastewater Outfall Line Cleaning

The outfall line from the community to the Wastewater Treatment Plant required clearing of material that has built up over the years. The line is in progress of cleaning since August 2015. The project is expected to be completed by July 2016.

## El Niño Preparation

2015 was a year of planning and preparing for the worst storms in years, El Niño. Floodways were cleared and storm drains were checked. There were a few rain events, and staff was prepared.

## Wastewater Treatment Plant

Soledad has assisted Gonzales' efforts to maintain operations. The effort has produced improvements and efficiencies allowing staff to focus on long term improvements, like removing sludge from ponds to increase capacity.

## Municipal Separate Storm Water Sewer System (MS4)

Gonzales improved its Storm Water Program, which allows the City to conduct its own Storm Water Permit Inspection for State, Local, and EPA compliance. Gonzales is in year three of a five year general permit from the State for the National Pollutant Discharge Elimination System (NPDES).



# Gonzales Volunteer Fire Department

## **Key Statistics**

- ◆ Calls for service within the City ~ 405
- ◆ Calls for service in Rural District & Highway ~ 217
- ◆ Total Calls for service ~ 622
- ◆ In House Training Hours ~ 140+
- ◆ Engineer Training Hours ~ 48
- ◆ New Firefighters Recruited ~ 2



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. Over 140 hours of Firefighter training was conducted by the Department in 2015. This training allows the members of the Department to be prepared for any emergencies that might arise in our City or Rural Fire District.

Call volume for the Fire Department increased considerably to 622 calls for service in 2015, compared to 501 calls for service in 2014. The increase is related to Fire Department response to medical aid calls within the City, and the Rural Fire District.

The Department's dedicated core of Volunteer Firefighters continues to provide excellent service despite the increased call volume. A Full Time Fire Engineer was added to the Department in early 2016 to assist with response to day time incidents.

Throughout 2015, the Department continued to attract and retain more Volunteer Members, adding two more Firefighters during the year. GVFD will continue recruitment for both resident and non-resident Firefighters in 2016. The Department's Engineer and Firefighter shift program has been expanded to cover weekends, and provide 24 hour emergency response coverage. The Fire Marshall continues fire prevention activities including annual business inspections, public education, and inspection of new and existing buildings within our community. Grant funding to replace and upgrade equipment, as well as provide training for our Firefighters is being pursued.

# Police Department

## Key Statistics

- ◆ Homicide ~ 0
- ◆ Robbery ~ 4
- ◆ Rape ~ 2
- ◆ Assault ~ 45
- ◆ Burglary ~ 32
- ◆ Theft ~ 56
- ◆ Motor Vehicle Theft ~ 34
- ◆ Police Reports Taken ~ 1,426
- ◆ Arrests Made ~ 334
- ◆ Traffic Citations Issued ~ 342
- ◆ Parking Citations Issued ~ 254
- ◆ Drunk Drivers Arrested ~ 68
- ◆ Gang Contacts ~ 42
- ◆ Traffic Accidents ~ 54



2015 was a challenging year in law enforcement. We saw the release of thousands of offenders as a result of federal court action, along with the passage of Proposition 47 that made most property and drug crimes lower offenses.

During 2015, there were 173 Part I Crimes investigated by the Police Department. Part I Crimes include homicide, robbery, burglary, auto theft, rape, assault, and theft. During 2014, there were 134 Part I Crimes investigated by the Department. This reflects a 22% increase in the total number of Part I Crimes when the two years are compared. The increase in Part I Crimes this year, broke a trend of three years of decreased crime in our City. The change appears to have been caused by an increase in the number of thefts, burglaries, and motor vehicle thefts during the last four months of the year. An analysis of these crimes showed that many of them could have been prevented with some simple security measures, such as locking your home, and not leaving your vehicle running with no one in it.

The City of Gonzales continues to be one of the safest Cities in Monterey County and the Tri-County Region. We are pleased to report that the overall, gang crime within the City, has not increased in many years, and we were free of any major gang incidents in 2015. The City again finished 2015 with no homicides of any type during the year.

The Department is a full service agency providing all law enforcement services and community assistance. The Department works using a community policing model, wherein the Department works with the community to solve problems and address crime issues. We are pleased to report that the City and the Gonzales Unified School District worked collaboratively, and will be sharing the costs of a School Resource Officer in 2016. The Officer will be assigned to all the schools in the District to provide assistance and security.

In August of 2015, the City participated in National Night Out. This is a national event where communities come together to take back their Cities from the criminal element. We saw over 1000 of our residents attend the event this year. The Department again held a Prescription Drug Take Back Day in September. The City, in cooperation with Sun Street Centers and the Gonzales Unified School District, collected over 130 pounds in unused and expired prescription drugs. Both of these events will be held annually by the City.

The Gonzales Police Department looks forward to 2016 with the hopes of working with the community to help reduce crime, and make this wonderful City even better than it already is.

Any questions please feel free to contact Chief Paul Miller at (831) 675-5010.

# Parks & Aquatics Departments

## Key Statistics

- ◆ Youth Soccer League ~ 150 \*
- ◆ Mini T-Ball League ~ 40
- ◆ Youth Basketball League ~ 138
- ◆ Youth Indoor Soccer League ~ 44
- ◆ Fun in the Garden ~ 34
- ◆ Arts & Crafts ~ 18 Average
- ◆ Recycled Crafts ~ 22 Average
- ◆ Kids Sport Time ~ 20 Average
- ◆ Kid's Safety Academy ~ 30 Average
- ◆ Youth Rec ~ 14 Average
- ◆ Preschool Fun ~ 13
- ◆ Make Up & Nail Class ~ 12
- ◆ Giants Game Field Trip ~ 12
- ◆ Introduction to Music ~ 18
- ◆ Introduction to Art ~ 8
- ◆ Sports Explorers ~ 23
- ◆ After School Program ~ Summer School ~ 7
- ◆ Adult Co-Ed Softball ~ 14 Teams
- ◆ Relay for Life ~ Raised \$3,200 for the American Cancer Society

\*The total number identifies total participants in the program/activity



## City of Gonzales Aquatics Department

The City of Gonzales Aquatics Department programs was closed down for the Summer of 2015 due to maintenance issues. In June of 2015, the City initiated the design process for a major renovation with the Aquatic Design Group. In December of 2015, bids were received and a contract was awarded to California Waters to complete the construction and renovation at the pool. The City is looking forward to Grand Opening the pool in June of 2016.

## City of Gonzales Recreation Department

In 2015, the Recreation Department continued to offer many sports and other recreation activities for youth and adults. During the Summer of 2015, the Recreation Department increased the number of free and reduced costs programs in order to compensate for activities, that would normally take place at the Gonzales Community Pool. The Department saw an increase in the number of participants in all areas, especially in the Arts Programs.

The one program that really stood out in 2015, was the Kid's Safety Academy. This program was designed to introduce kids to concepts of safety in different areas of their lives. The theme was different every week, and participants met the Police Chief and toured the Police Station, as well as the Fire Station. They also learned basic first aid, fire safety, pet safety, and CPR.

The addition of a Make up and Nail Design class was also well received. Jessica Berlanga, Owner of Venia Spa in Salinas, donated her time and supplies to help 12 young ladies learn how to do basic make up, and nail designs. She also helped these young ladies learn how to take care of their skin after applying make up. All of the participants said that the class was "Awesome," and that they would attend again in the future.

Three of the classes that the Recreation Department offered in the Summer of 2015, were lead by past Gonzales High School graduates who wanted to give back to the youth in the community. The introduction to music class was taught by Danielle Ochoa, who is a Senior UC Santa Cruz. Alexis Gutierrez taught the youth and adult Introduction to Art Class. Alexis is a Senior at Fresno State University. The First Aid class for the Kid's Safety Academy was taught by Victoria Soto, who is now an EMT in Monterey County. This is a great way to highlight the young adults who have benefited from activities in the community stepping up, and giving back.

