



City of St. Helena
Active Transportation and Sustainability
Committee
Regular Meeting
1088 College Avenue, St. Helena
Wednesday, September 6, 2023 @ 5:00 PM

PLEASE NOTE: Any person who wishes to speak regarding an item on the agenda or make a comment under the "Oral Communication" portion of the agenda may do so, but please observe the time limit of four minutes. Members of the public and other parties are welcome to email their comments to the Staff Liaison Erika Opp at eopp@cityofstheleena.org

Page

1. CALL TO ORDER

2. ROLL CALL

Chair: Leslie Stanton

Vice Chair: Jeff Farmer

Members: Glenn Smith, Madelyn Chandler, John Zimmerman

Alternate Members: Amy Beaudine and Anthony Micheli

City Council Member Liaison: Paul Dohring, Mayor

Staff Liaison: Erika Opp, Administrative Analyst

3. PUBLIC FORUM:

An opportunity for the public to directly address the Committee on items of interest to the public that are not listed on the agenda. Any person addressing the Committee should provide his or her name and address, and limit comments to four minutes. **Because of restrictions imposed by the Brown Act, the Committee may not engage in substantive discussion, nor take action on matters not described on the agenda.**

4. REPORTS BY STAFF AND COMMITTEE:

Reports by staff and/or committee on items of general interest. ***Brief questions for clarification may be posed and answered, and Committee may request that items be placed on a future agenda. Except under certain circumstances, the Brown Act prohibits any other discussion or action by the Active Transportation & Sustainability Committee.***

5. CONSENT CALENDAR:

Members of the Active Transportation Committee or the public may ask that any items be considered individually for purposes of considering alternative action, for extended discussion, or for public comment. Unless that is done, on motion may be used to adopt all recommendation actions.

- 5.1. Active Transportation and Sustainability Committee Meeting Minutes of August 2, 2023

3 - 5

[Minutes Agenda Active Transportation and Sustainability Committee - 02 Aug 2023](#)

6. SCHEDULED MATTERS:

- 6.1. Urban Land Use Institute (ULI) presentation by Maya DeRosa, Director of Community Development, and Joseph Leach, Director of Public Works

7 - 98

[Presentation](#)

7. FUTURE AGENDA ITEMS:

- 7.1. 1. Active Transportation Plan Phase II
2. Potential Reusable Foodware and Waste Reduction Ordinance
3. Review and make potential recommendations for modifications to City Ordinance 15.36.050 section 503.4.1 - traffic calming measures
4. Review Trails and Open Spaces program
5. CIP Public Portal Review
6. ATSC engagement with City Council goals

8. ADJOURNMENT

The next regular Active Transportation Committee meeting is scheduled for October 4th at 5:00 pm, St. Helena City Hall, 1088 College Avenue, St. Helena.

This agenda was posted at City Hall, 1088 College Avenue, St. Helena on August 31, 2023.

Erika Opp, Administrative Analyst

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in the meeting, please contact City Hall at (707) 967-2792. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting (28 CFR 35.102-35.104 ADA Title II). However, City staff will attempt to assist at any time with accessibility.



**City of St. Helena
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Members: Glenn Smith, Madelyn Chandler, John Zimmerman

Alternate Members: Amy Beaudine and Anthony Micheli

City Council Member Liaison: Paul Dohring, Mayor

Staff Liaison: Erika Opp, Administrative Analyst

Present: Chair Leslie Stanton, Vice Chair Jeff Farmer, and Members Glenn Smith, John Zimmerman (arrived at 5:11) and alternate member, Anthony Micheli, City Council Liaison: Mayor Paul Dohring

Absent: Member Madelyn Chandler and Alternate Member Amy Beaudine

3. PUBLIC FORUM:

An opportunity for the public to directly address the Committee on items of interest to the public that are not listed on the agenda. Any person addressing the Committee should provide his or her name and address, and limit comments to three minutes. **Because of restrictions imposed by the Brown Act, the Committee may not engage in substantive discussion, nor take action on matters not described on the agenda.**

No public comment was received.

4. REPORTS BY STAFF AND COMMITTEE:

Reports by staff and/or committee on items of general interest. ***Brief questions for clarification may be posed and answered, and Committee may request that items be placed on a future agenda. Except under certain circumstances, the Brown Act prohibits any other discussion or action by the Active Transportation & Sustainability Committee.***

Alternate Member Micheli addressed the committee as well as Member Smith.

5. CONSENT CALENDAR:

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- 5.1. Active Transportation and Sustainability Committee Special Meeting # - #
Minutes of June 21, 2023
[Minutes ATSC June 21 Special Meeting](#)

Vice Chair Farmer moved to approve consent. The motion was seconded by Chair Stanton and unanimously approved by the committee.

6. SCHEDULED MATTERS:

- 6.1. Napa Countywide Greenhouse Gas Emission Inventory Presentation by # - #
David Morrison, Interim County Executive Officer
[Napa Countywide Greenhouse Gas Emission Inventory Presentation](#)

David Morrison, Interim County Executive Officer provided presentation.

Alternate Member, Anthony Micheli departed meeting at 5:44pm

7. FUTURE AGENDA ITEMS:

- 7.1. 1. Active Transportation Plan Phase II
2. Potential Reusable Foodware and Waste Reduction Ordinance
3. Main Street crossing study/Urban Land Use Institute presentation
4. Review and make potential recommendations for modification to City Ordinance 15.36.050 section 503.4.1
5. Review Trails and Open Spaces program

Vice Chair Farmer asked that approximate dates next to future agenda items be added.

Director of Public Works, Joseph Leach asked that two additional items be added to future agenda items:

- Capital Improvement Project – public portal review
- ATSC engagement with City Council goals

8. ADJOURNMENT

Chair Stanton adjourned the meeting at 6:11PM

The next regular Active Transportation Committee meeting is scheduled for September 6, 2023 at 5:00 pm, St. Helena City Hall, 1088 College Avenue, St. Helena.

This agenda was posted at City Hall, 1088 College Avenue, St. Helena on July 28, 2023.

Erika Opp, Administrative Analyst

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ATSC Meeting



ULI SF City of St. Helena TAP Presentation

September 6, 2023

ULI SF City of St. Helena TAP



March 13-14, 2023



The Panel

- **Jane Lin, AIA**, Founding Partner, Urban Field Studio (TAP Chair)
- **Nell Selander**, Director of the Economic & Community Development Department, City of South San Francisco (TAP Vice Chair)
- **John Bela**, Principal, Bela Urbanism + Design
- **Noah Friedman**, CEO/Co-Founder, Vibemap
- **Jim Heid**, Founder, CRAFT DnA
- **Paul Peninger**, Principal, BAE Urban Economics
- **Edith Ramirez**, Assistant City Manager for Development Services, City of Morgan Hill
- **Mariana Ricker**, Associate, SWA Group (TAP Report Writer)



About the Urban Land Institute (ULI)

- ULI's mission is to shape the future of the built environment for transformative impact in communities worldwide. ULI is committed to:
 - CONNECT active, passionate, diverse members through the foremost global network of interdisciplinary professionals
 - INSPIRE best practices for equitable and sustainable land use through content, education, convening, mentoring, and knowledge sharing
 - LEAD in solving community and real estate challenges through applied collective global experience and philanthropic engagement
- Established in 1936, ULI is a nonprofit education and research institute with over **40,000 members across the globe—2,200 here in the San Francisco Bay Area**



San Francisco



Technical Assistance Panel (TAP) Program

- Provides independent, objective candid advice on important land use and real estate issues
- Process
 - Define TAP scope and questions
 - Review background materials
 - Receive client sponsor presentation and tour
 - Conduct stakeholder interviews
 - Review data, address issues and solutions, and write recommendations
 - Present findings and recommendations
 - Produce a final report
- 35 Bay Area TAPs conducted since 2006



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TAP Study Area: Downtown St. Helena



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Panel Assignment Questions

1. What are downtown St. Helena's strengths, weaknesses, opportunities and threats (SWOT analysis) that should be incorporated into placemaking?
2. What should St. Helena's distinctive brand be? How should St. Helena differentiate itself as a distinctive destination city in the wine country region?
3. How can the placemaking effort interact with the City's current plan and land use regulations?
4. What is a potential decision-making framework that can guide city officials in implementing the placemaking, place-branding and urban design perspectives? How can existing City tools and measures be leveraged, modified, or updated to support implementation?



What We Saw: Site Tour



Thank you to Maya DeRosa, Aaron Hecock, and Stephanie Iacobacci for serving as our tour guides



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Who We Heard From: Stakeholder Interviews

- Cynthia Ariosta
- Guneet Bajwa
- Oliver Caldwell
- Amy Carabba-Salazar
- Antonio Castellucci
- Paul Dohring, Mayor
- David Gates
- Linda Gates
- Joel Gott
- Eric Hall, Vice Mayor
- Jeff Feeney
- Lester Hardy, City Councilmember
- Mark Hoffmeister
- Dave Jahns
- David Knudsen
- Joe Leach
- Joaquin Razo
- Dan Schaefer
- Glenn Smith
- Loraine Stuart
- David Walker



Reinvigorating the Heart of Napa Valley

- Downtown St. Helena **should be the heart of Napa Valley**, but it is performing **below its full potential**.
- With **extraordinary character and wealth of resources**, it's time for the St. Helena community to come together to **reinvest in Downtown**.



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SWOT

Strengths, Weaknesses, Opportunities, Threats

STRENGTHS

- **Sense of Place**
 - Wine, Food, Natural Beauty, Health
 - Historic Buildings + Small Town Character
- **Strong Business Environment**
 - Entrepreneurial Depth + Strong Retail Market
 - Access to Capital
- **People**
 - Good public participation
 - Active, talented, passionate citizens

**Historic
Character
Authenticity**

**Birthplace of
Wine Culture**



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WEAKNESSES

- **Physical**
 - Poor Public Realm: No Clear Center or Gateways
 - Main Street is a Highway
 - Tired Buildings and Aging Infrastructure
 - Weak Pedestrian and Bike Network
- **Civic Organization + Budgetary Limitations**
 - Disconnected Thinking: No Clear Vision
 - Lack of Capacity and Institutional Stagnation
 - Inability to Coalesce Key Players
 - Limited Funding Sources Related to Needs
- **Anti-Development Sentiment**
 - Prescriptive and Restrictive Zoning
 - Deep Cynicism about Anything Happening

**Affordable /
Accessible
Options**

**No Downtown
Cohesive
Identity**



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OPPORTUNITIES

- **Placemaking**
 - Better Serve Residents
 - Expand Downtown through Walkable Urbanism
 - More Public Art
 - Activation at all Hours: Lunchtime, Nightlife
- **Physical Improvements**
 - Multiple Opportunity Sites (including parking lots)
 - Laneways!
 - More Affordable Housing
 - More Hotels
 - Bringing CIA to Main Street
 - Bring Vine Trail through Town

**Liveable
Walkable
Workable**

**Downtown
Walking Loop**



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OPPORTUNITIES (cont)

- **Political Climate**
 - Aligned City Council
 - Fresh Staff
 - Sense of Urgency for Improvement
- **Change Making**
 - Awareness of Financial Health
 - More Funding Sources
 - Growing and Diverse Community

**Frustrations
=
Opportunities**

**Share the Cost
and Resources**



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THREATS: Facing the Entire Napa Valley

- Fire
- Water
- Climate Change Impacts on Agriculture
- Greater Economy
- Workforce Competition



THREATS: Facing St. Helena

- **False Perceptions**
 - Lack of Parking
 - Weak Retail Market
- **Battles within Community**
 - Visitors vs. Local Residents + Workforce
 - Older vs. Younger Demographic
 - Retailers vs. Hotels
- **Lack of Staffing + Funding Capacity**
- **Aging Buildings**
- **Loss of Market Relevance**

**Doing
Nothing**

**Regional Lack
of Affordable
Housing**



Key Observations + Biggest Surprises

- Surface Parking - so much!
- Poor Condition of the Public Realm
- Great Potential beyond Main Street
- Great Potential for Public Art
- City Finances are Not Healthy
- Economic Health - City has Tremendous Opportunities
 - The Market is Relatively Healthy
 - Level of Quality Entrepreneurship



IDENTITY

Brand, Aspirations, Vision for the Future

St. Helena's Distinctive Identity

- Historic center of Napa Valley wine culture with a global reach.
- Walkable downtown with an historic small town feel.
- Growing Latinx community.
- **People actually live here. This is a real town.**



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User Experience

Residents

A historic center in the heart of the town of St. Helena

- Daily Needs
- Socializing
- Gathering



Visitors

An international destination in the heart of Napa Valley.

- Eat and drink
- Shop
- Stay



Local, local, local

Visitors want to “live like a local”

What is good for residents is good for visitors.



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Culture Building

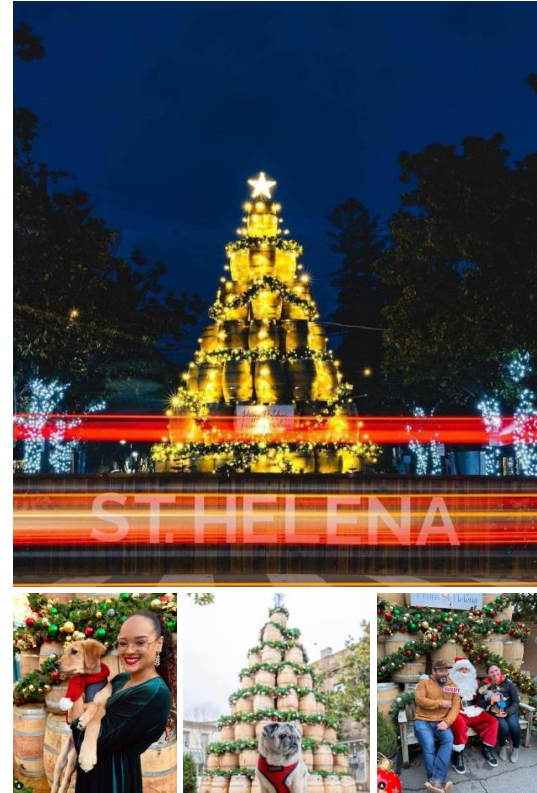
Inclusive Destination Marketing

- Organize events that bring people together.
- Support local arts & entertainment
- Tell the story to the world
 - Website
 - Social Media
 - Marketing

It's more than just Main Street...



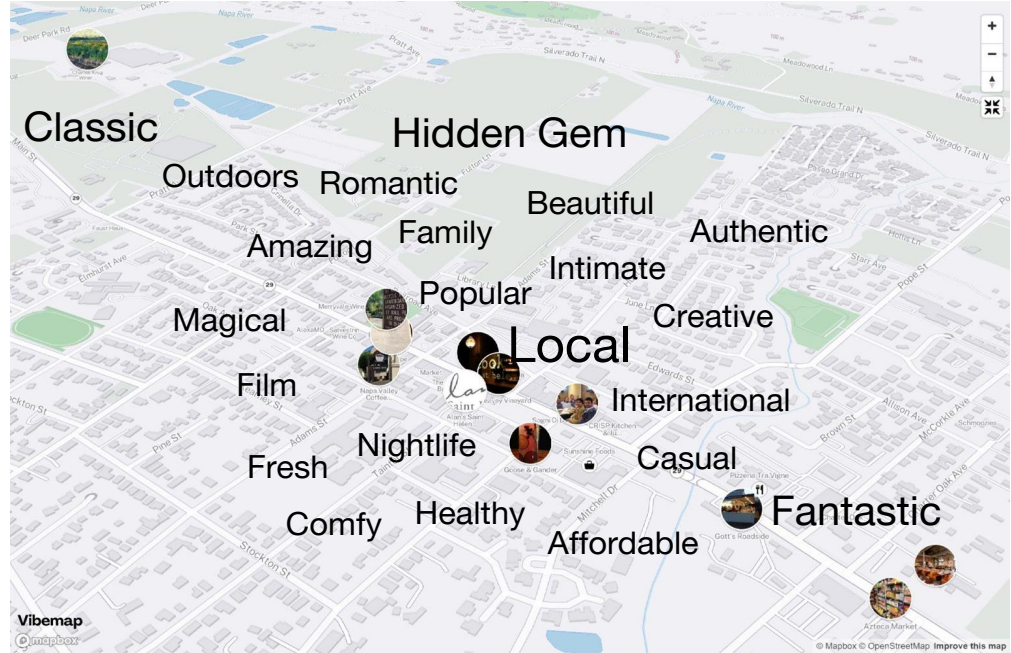
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What's the Vibe?

Beyond Main Street

- More to St Helena than just Main St.
- Expand sense of place beyond Main St. (East, West, South)
- Complete, healthy small town.
- Many St Helenas, not just one.



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St Helena is...

Build the brand together

- Engage residents to help identify the identity, character, and brand of St. Helena.
- Ask residents what they want St. Helena to be in the future?
 - Optimistic
 - Future oriented
 - Inclusive



Culture

Culture is made by working together to achieve something greater than ourselves.

True identity leads to real authenticity.



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Connectivity Opportunities



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You See A Main Street



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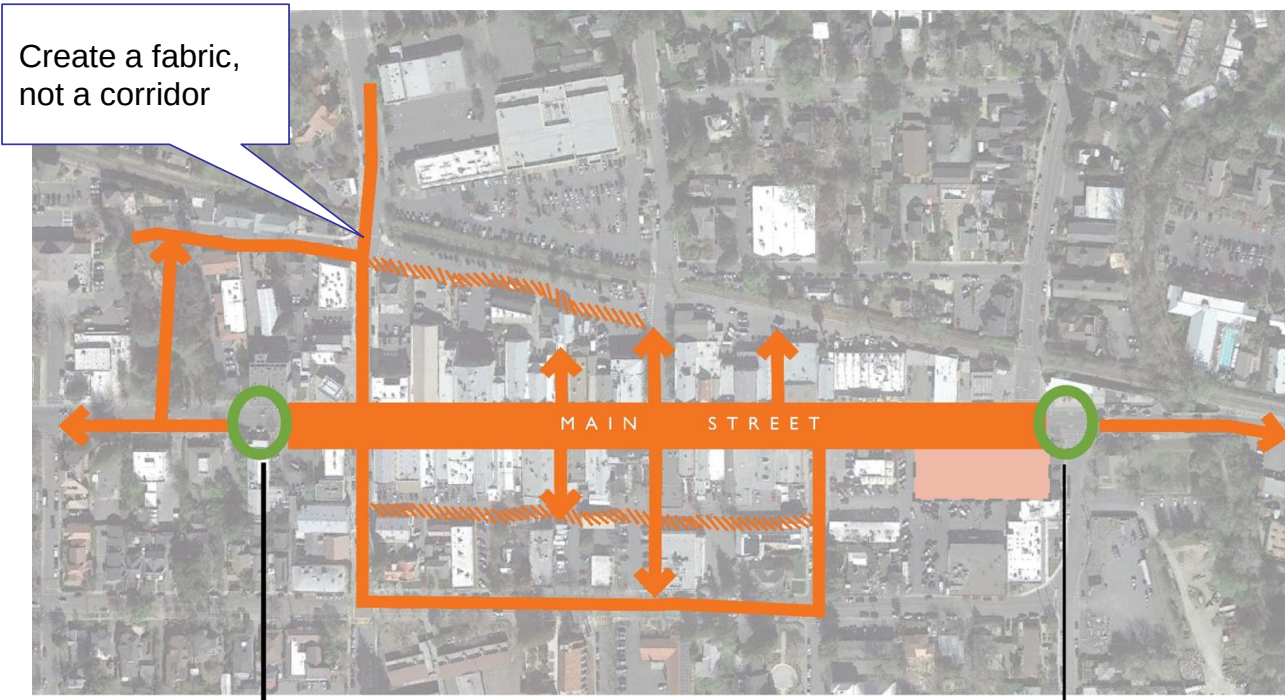


500 - 600 ft. Block Lengths

You See A Main Street



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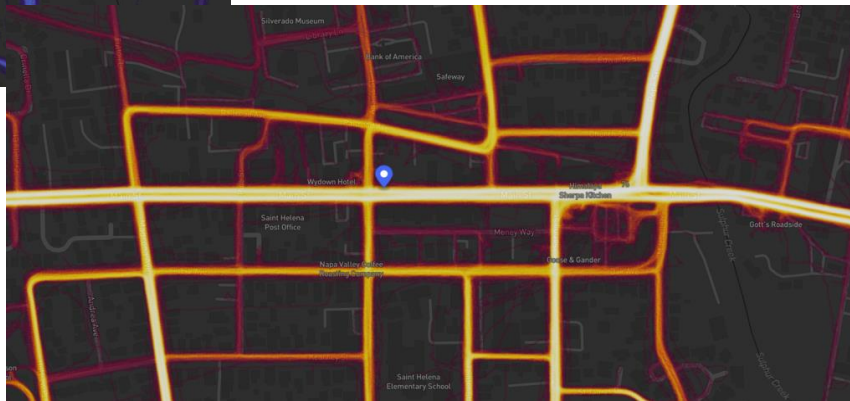


We See A Downtown

Walking Heatmap



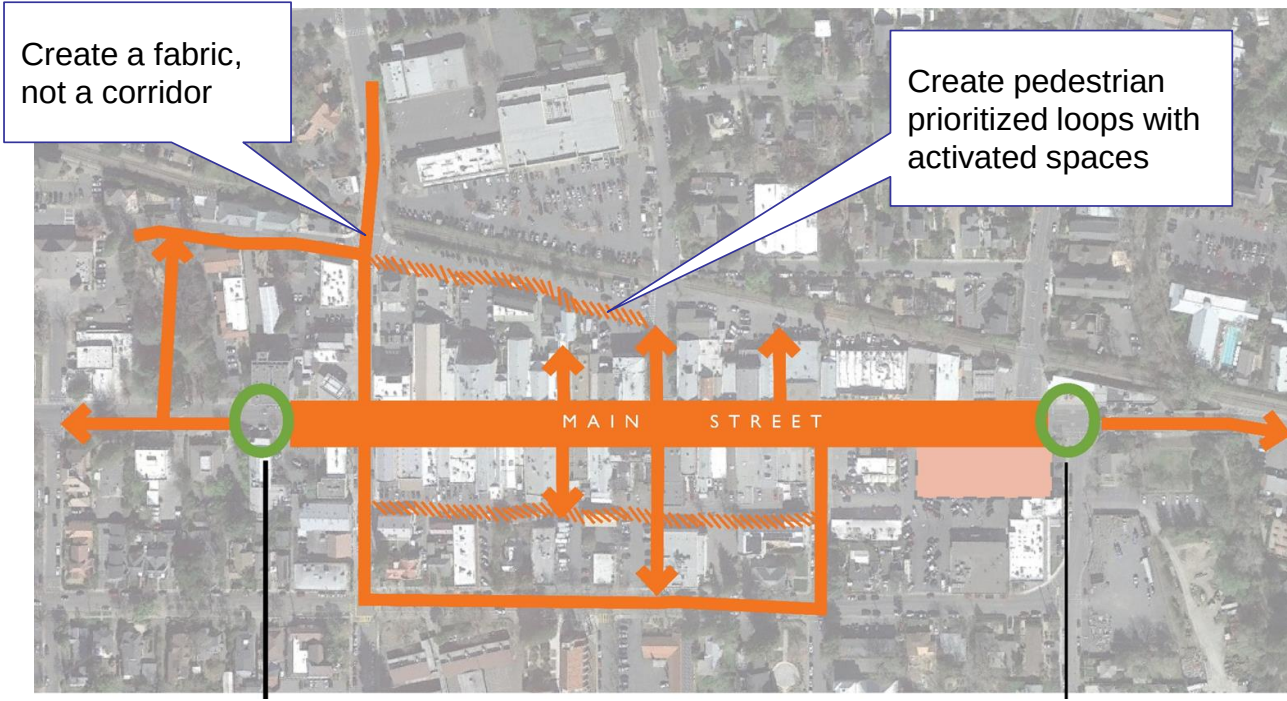
Biking Heatmap



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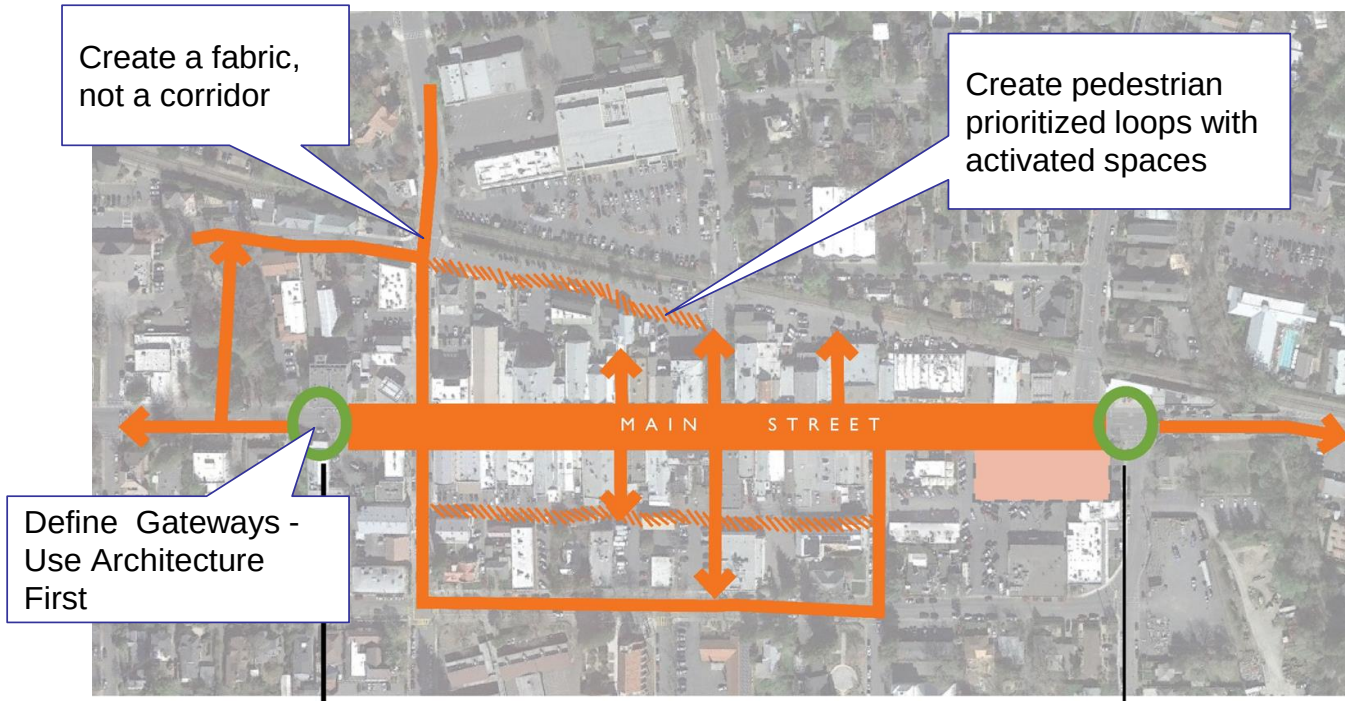
San Francisco



We See A Downtown

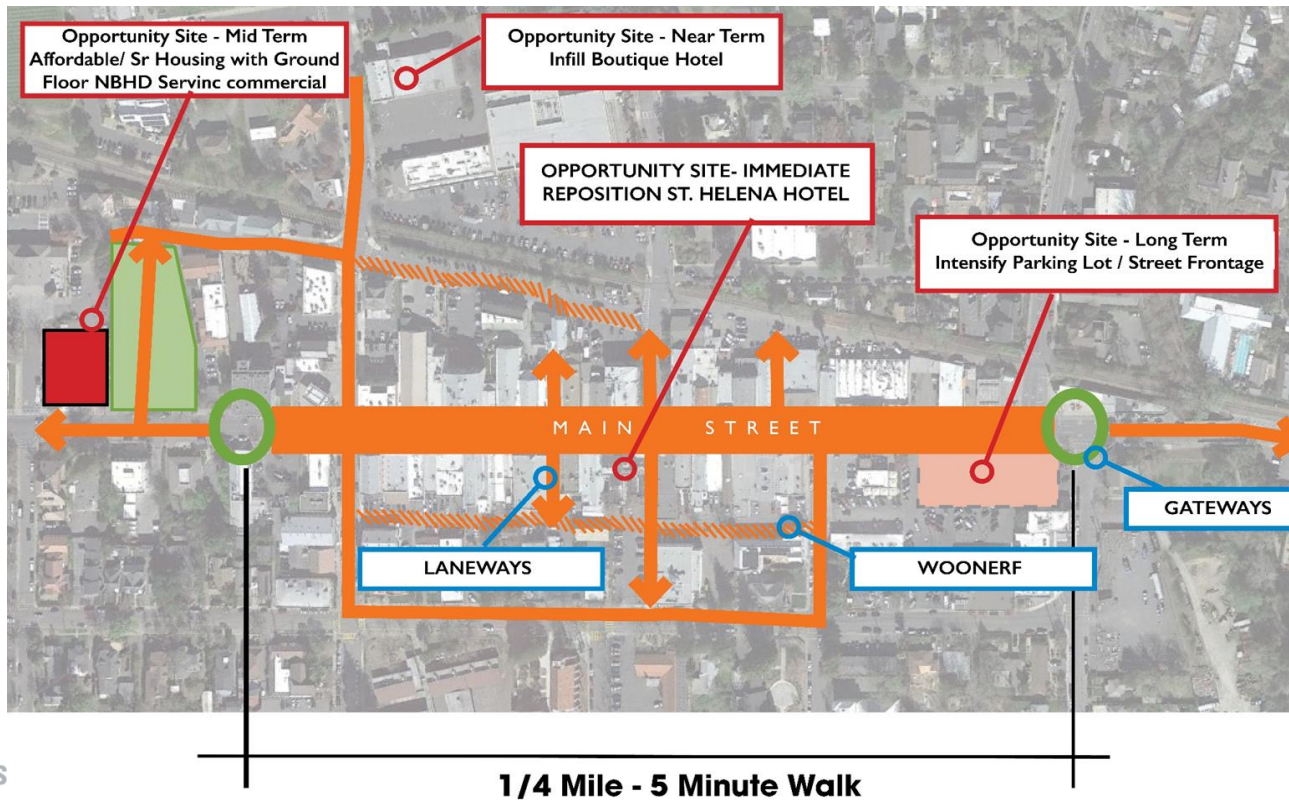


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We See A Downtown

Concentrate, Connect and Catalyze



PLACEMAKING Opportunity Sites

#1. IMMEDIATE - St. Helena Hotel



**Refresh and
Reposition**



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The Madrona, Healdsburg

Historic property, deep retrofit 24 rooms

Acclaimed, loved by locals, high ADR+TOT

#2. Near Term - Bank of America Site



Piazza Hospitality Infill Hotels

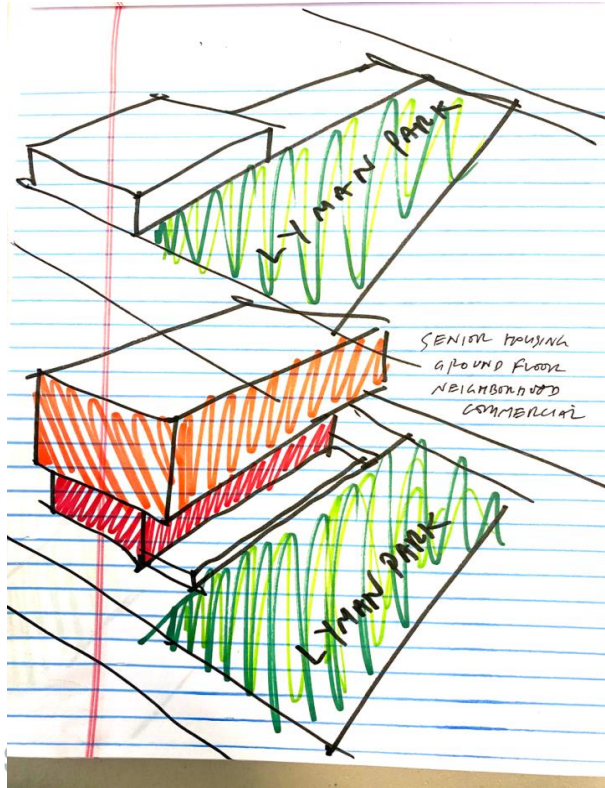
Three hotels work together to create a smaller scale appropriate for towns and activate the street



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#3. Mid Term - 1480 Main Former Old City Hall Site



- **Mixed Use with Housing**
- **Ground Floor Neighborhood Serving Retail**
- **And other possibilities!**

#4. Near Term - Site Search Incubator Kitchen

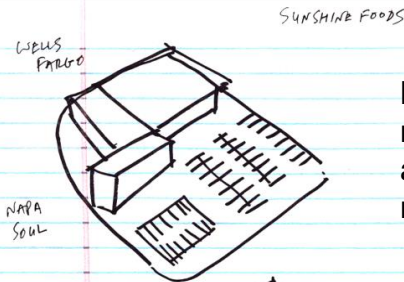


- Build on CIA Icon
- Create lower priced food options
- Incubate New Jobs
- Create Resident Reason to Come Downtown

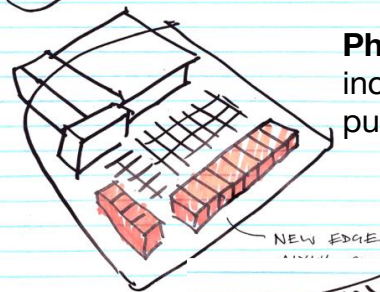


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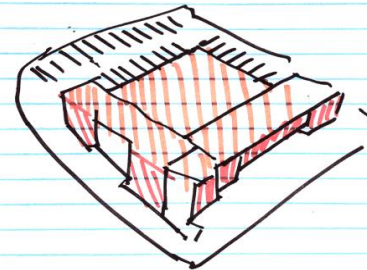
#5. Two Stage - Sunshine Foods / Wells Fargo Site



Existing Site: Excellent mix of neighborhood serving commerce and retail, but urban form does not contribute to downtown



Phase 1: Interim Use: incubator kitchen, retail, public art, events



Long Term - Define the gateway, redesign, incorporate existing and new uses with rear parking or parking deck



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#5. Sunshine Foods / Wells Fargo Site: Interim Use



Proxy SF, The Yard at Mission Rock
Activation of under-utilized parking lot to become community hub



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PLACEMAKING

Streets, Parklets, Woonerfs, Laneways



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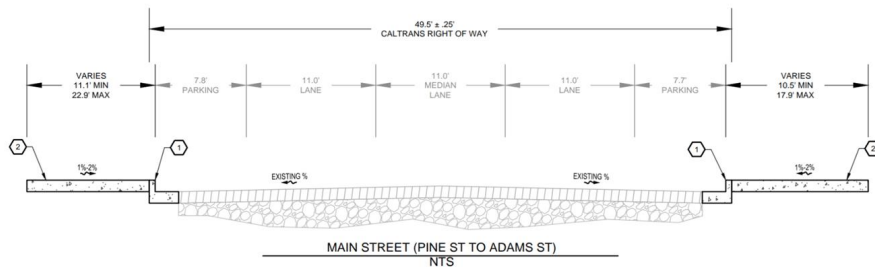
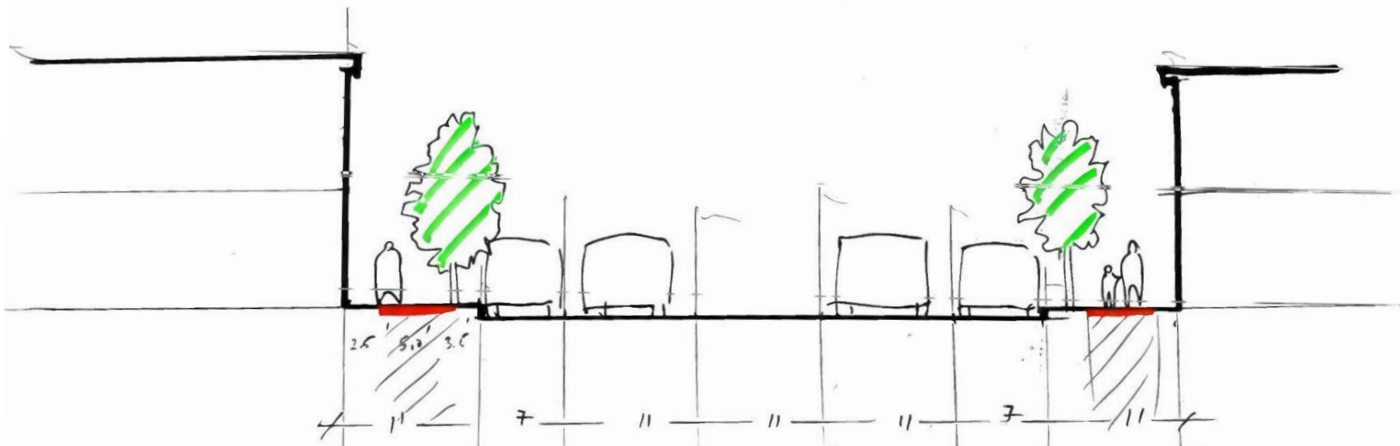


Reimagining Main Street





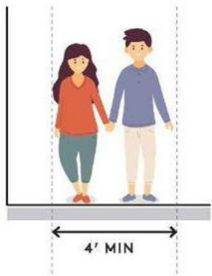
Main Street (Existing Condition between Adam and Spring)



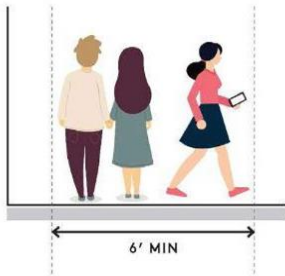
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OUTZONES FRAMEWORK - PEDESTRIAN CLEARANCES

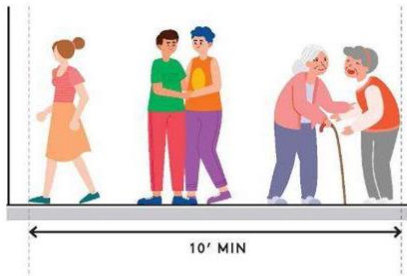
A PAIR WALKING



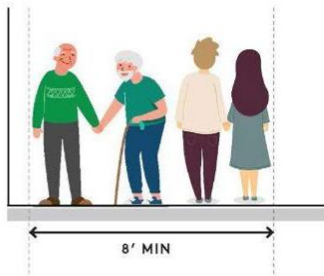
ONE PAIR WALKING + INDIVIDUAL PASSING



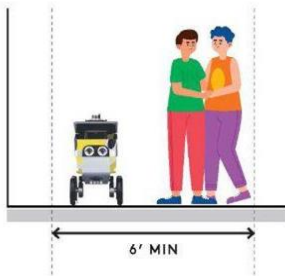
TWO PAIRS PASSING + SOMEBODY STANDING



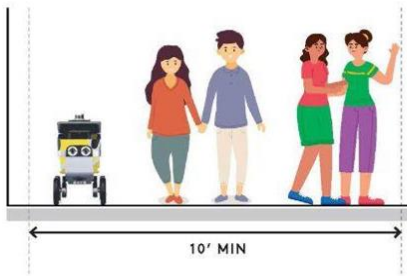
TWO PAIRS PASSING



ONE PAIR WALKING + DELIVERY ROBOT

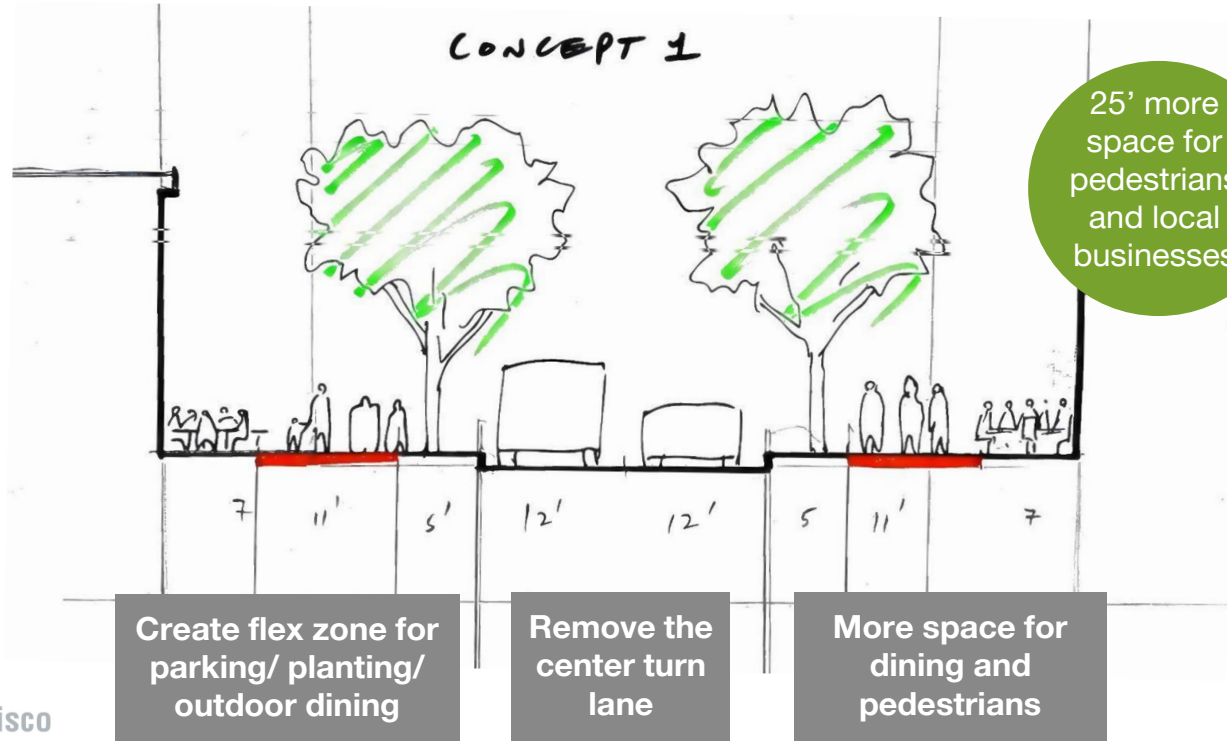


TWO PAIRS PASSING + DELIVERY ROBOT PASSING



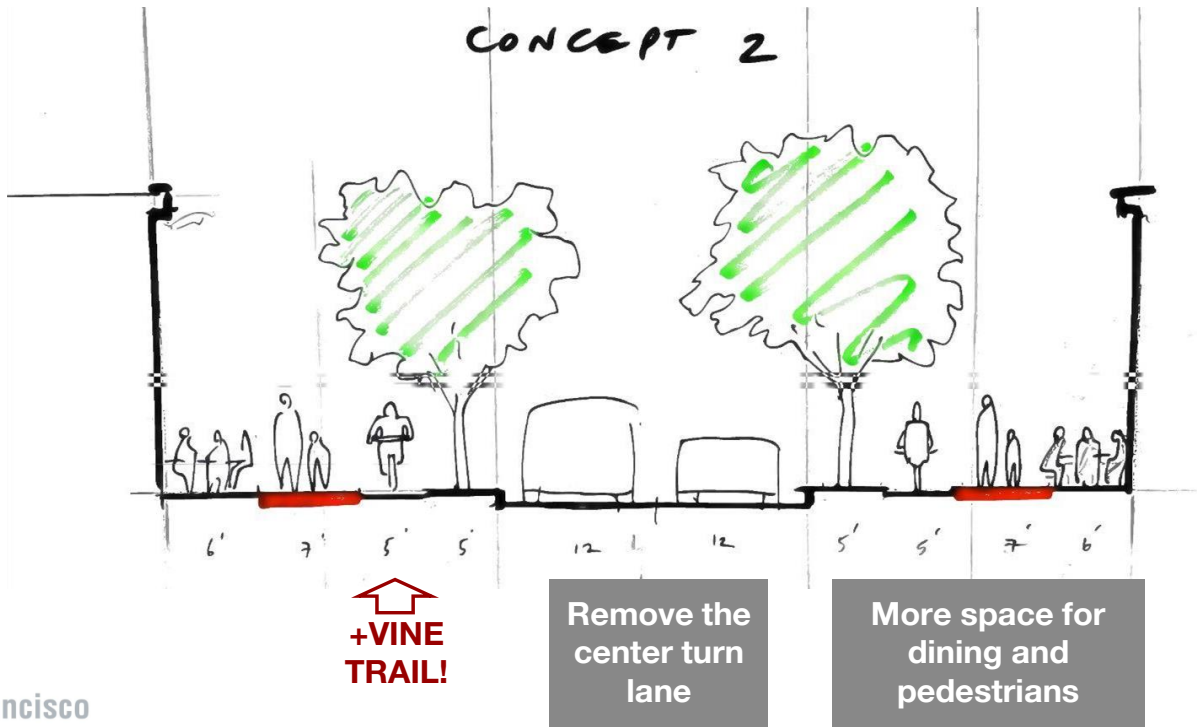
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Main Street (between Adam and Spring)



San Francisco

Main Street (between Adam and Spring)



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Reimagining Main Street



Larimer Sq, Denver, CO



Reimagining Main Street



Twinkle Lights

Larimer Sq, Denver, CO



Main Street between Adam and Strand

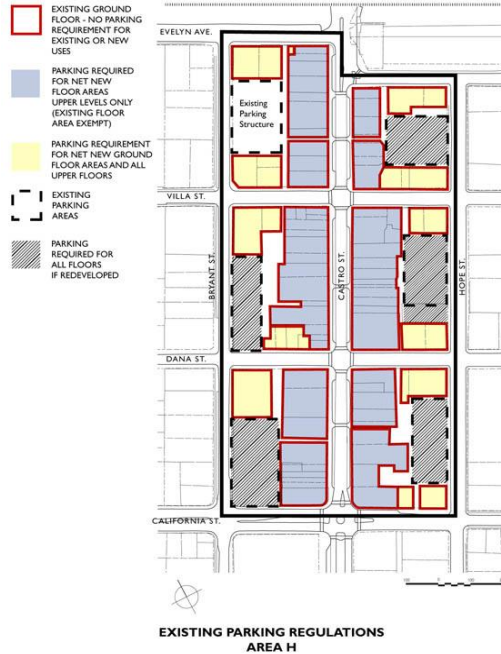
Reimagining Main Street

Eating in the Parking Lane

Castro Street, Mountain View



Precedent: Castro Street, Mountain View

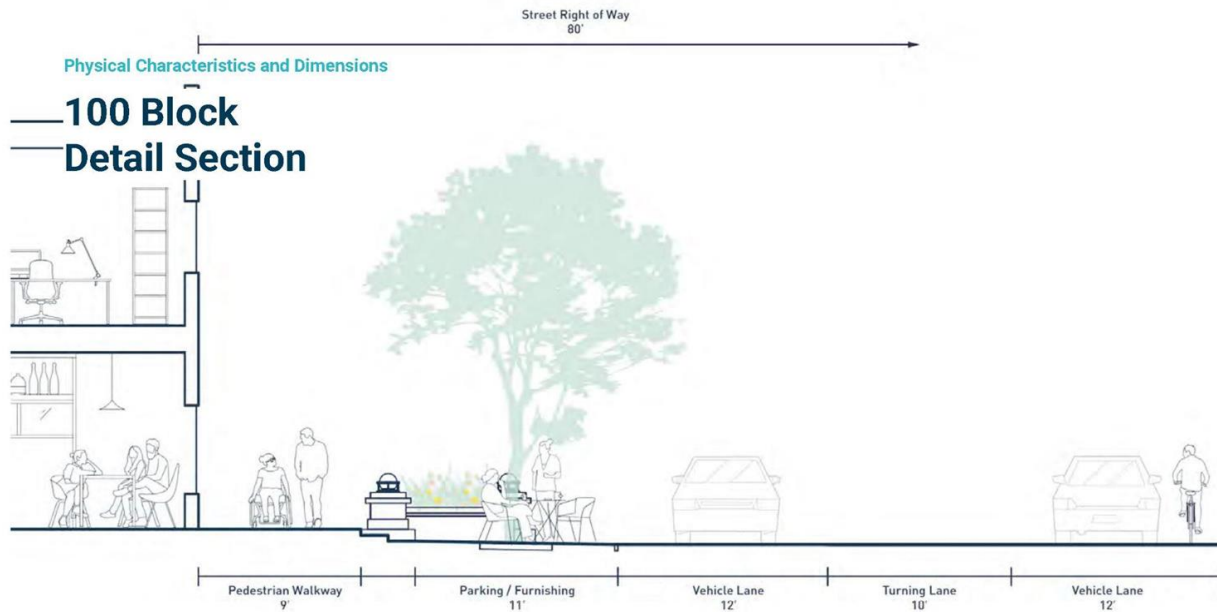


1. Start with consolidating parking off Main
 - a. City owned
 - b. Surface parking
2. Enhancing alleyways to Main
3. Maximizes sidewalks for visitors and residents
4. **Creates the ability to rethink the main street**



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Precedent: Castro Street, Mountain View

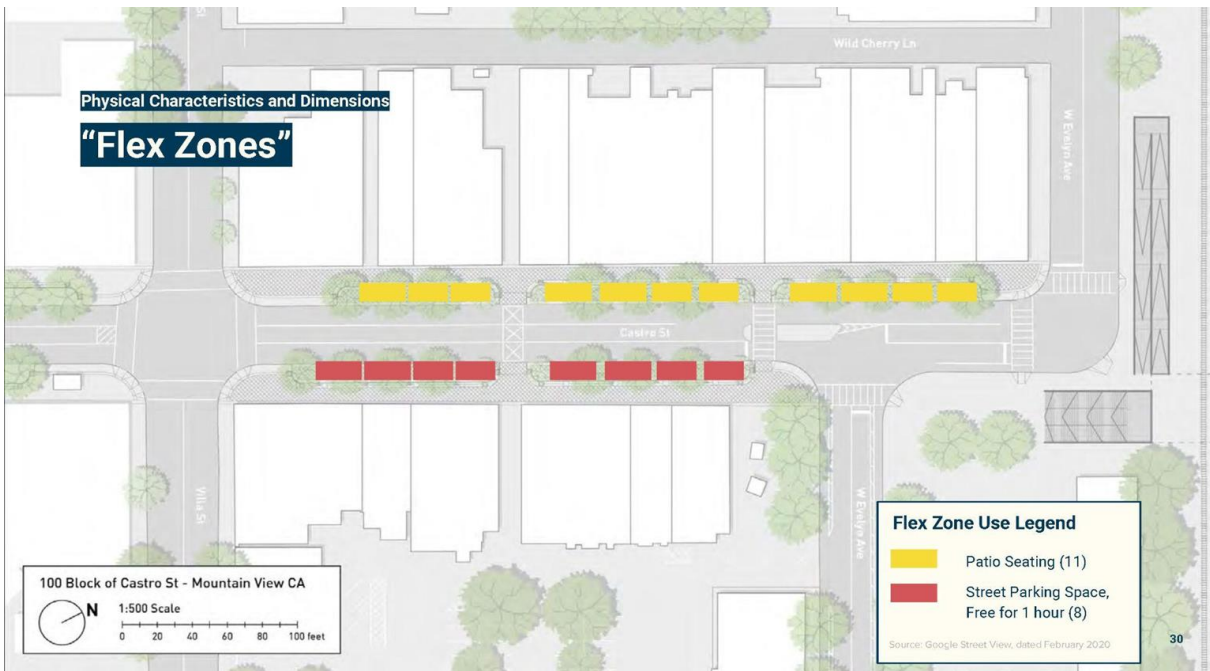


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Precedent: Castro Street, Mountain View



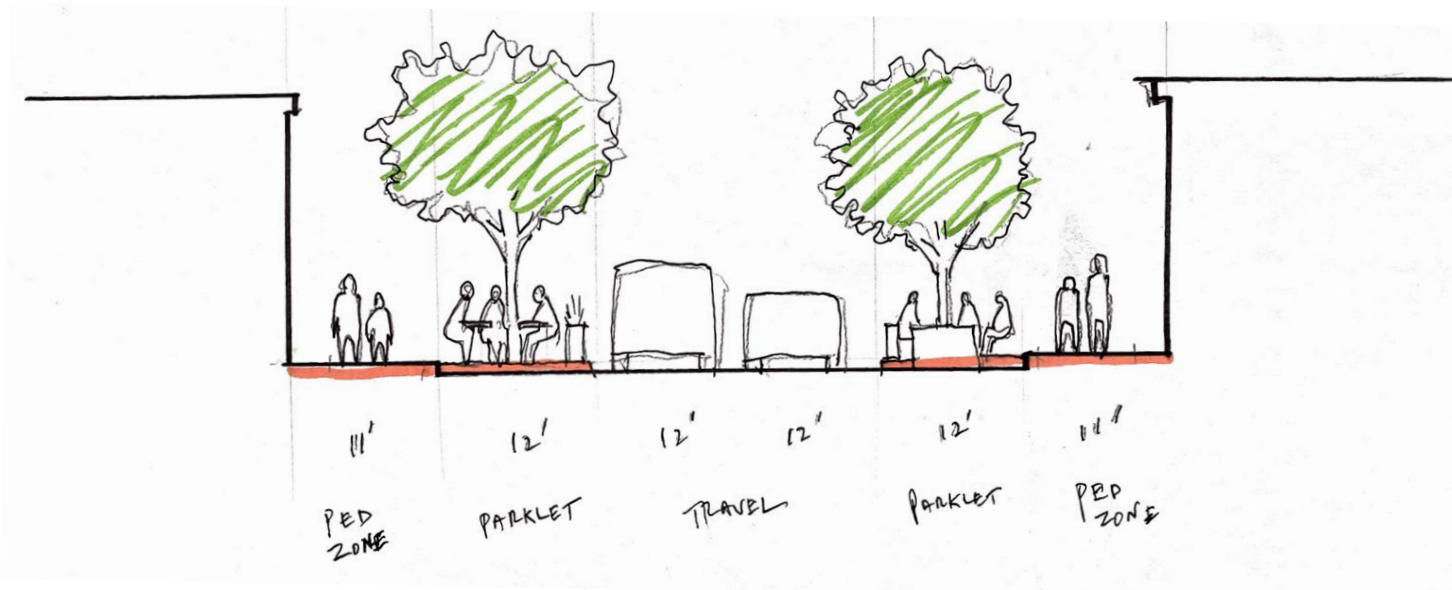
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Parklets, Patios, and Curblane Extensions



Main Street (between Adam and Spring) Start Now!



Pedestrian Thru Zone

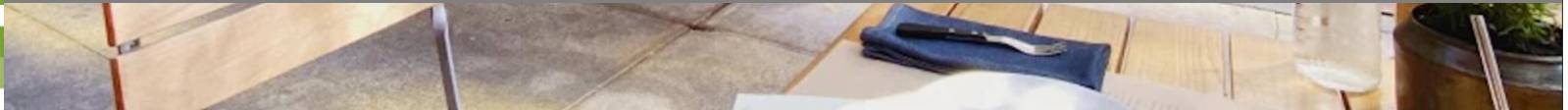
Tree Planters / Parklet in curb lane



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Parklets, Patios and Curblane Extensions





Parklets, Patios, and Curblane Extensions





PLACEMAKING

Laneways, Murals, Art



Laneway Activation, Public Art



Laneway Activation





Laneway Activation

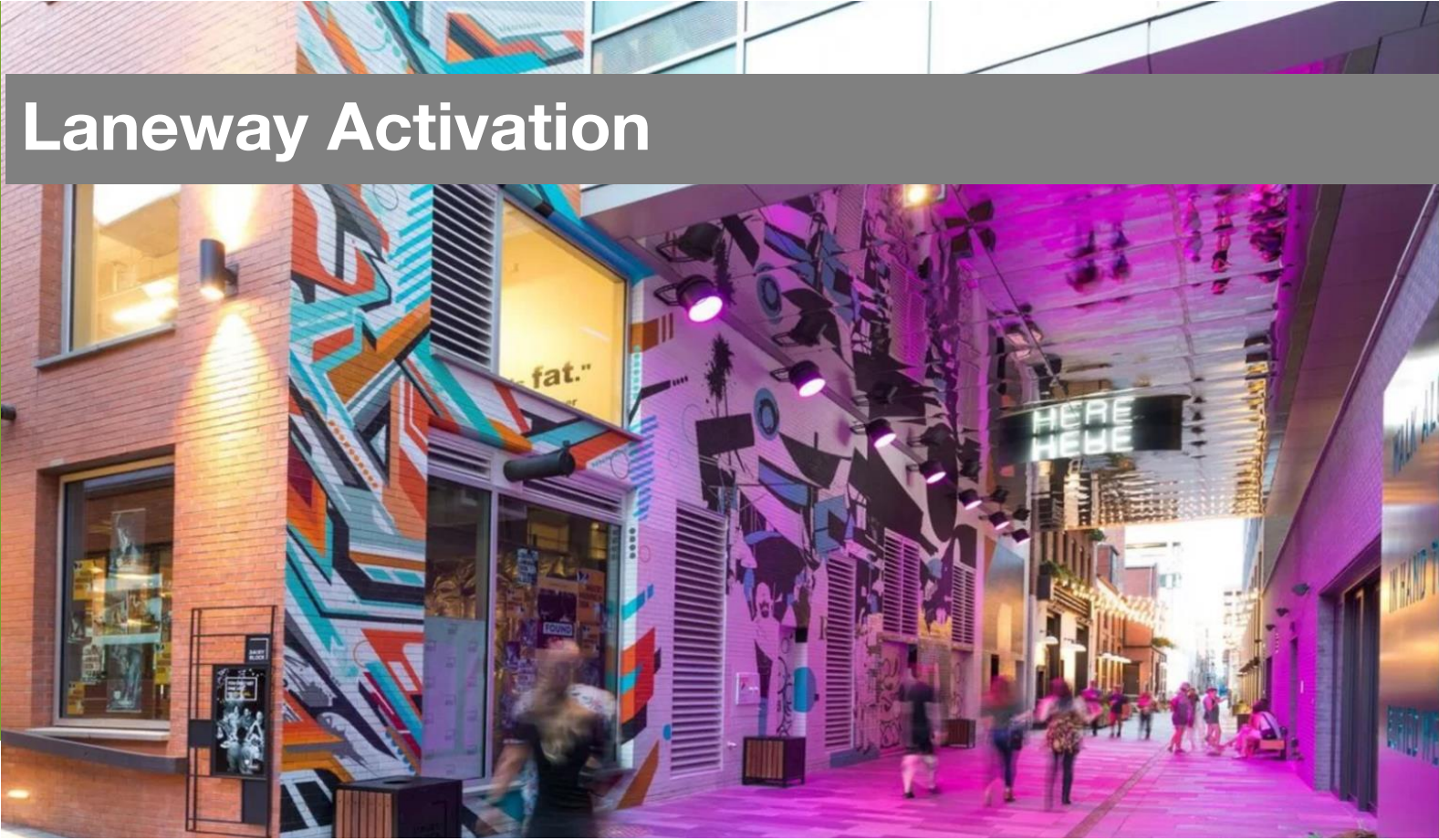


Laneway Activation





Laneway Activation





Mural Programs





Mural Programs



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DECISION MAKING

Process, Choices, Actions





What is a potential decision-making framework that can guide City officials in implementing the placemaking and branding recommendations?

Every City Faces Fiscal Constraints



Mounting costs and projected budget shortfalls related to staffing and infrastructure needs.



Community with robust retail market and significant resources that can be leveraged for investment needs.

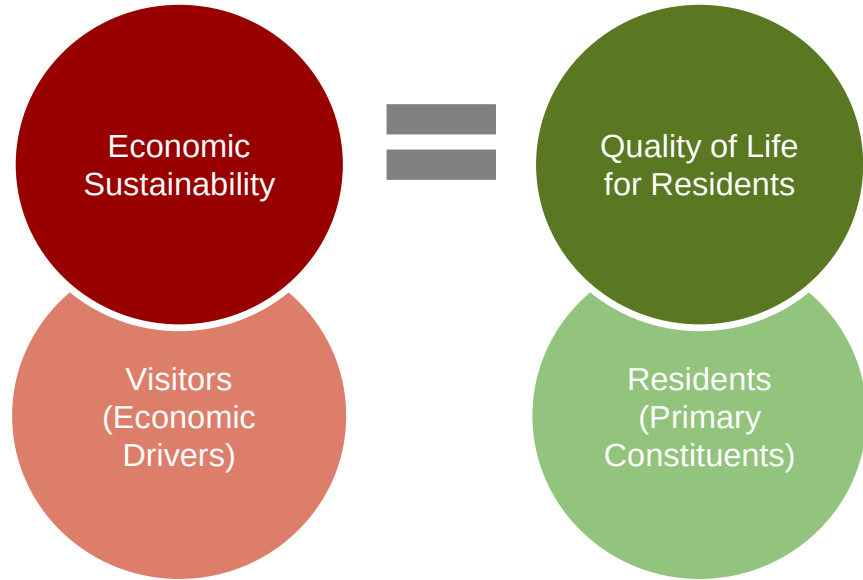


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How to Evaluate: Focus on Enhancing Quality of Life & Achieving Economic Sustainability

Creating a sustainable community and stable economy requires meeting basic needs and providing opportunities for current and future residents.

General Plan Update 2040



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Decision Making Criteria and Ranking

- Is it a real or perceived problem?
- Does it support the residents?
- Does it generate revenue?
- Does it leverage outside resources?
- Is it sustainable—can we maintain in the long run?
- **Do you have the capacity to implement?**
 - Budget
 - Staff

Impact	High
Timeframe	6 Months
Cost	Low
Leverages Outside Resources	Yes
Generates Revenue	High
Supports Residents	Yes
Sustainable	Yes



Separate Projects by Level of Effort

Big Deals

- Downtown Specific Plan
- Development Opportunity Sites
- Streetscape Improvements

Make Mid- to Long-Term Gains

Small Wonders

- Twinkle Lights
- Uplighting
- Signage
- Parklets
- Maintenance

Short-Term Quick Wins



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Process Tools: You need a North Star Economic Blueprint

- Identify Opportunities
- Have Clear Intentions
- Develop Implementation Strategies
- Foster Partnerships
- Use Economic Indicators to Evaluate Progress
- Remove Unnecessary Barriers



Example from Morgan Hill, CA

- **Attract Investment through Make Land Use and Policy Decisions**



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Implementation Strategy - Action Plan



INDUSTRY	STRATEGY AND CITY ACTIONS	TIMEFRAME				CITY LEAD
		Current/In Process	Near Term 2017-2018	Mid-Term 2018-2019	Long Term 2019-2021	
TOURISM	ENHANCE FACILITY UTILIZATION AND GROW SPORTS/RECREATION FACILITIES					
	23 Upgrade the Outdoor Sports Center & Aquatics Center (Infrastructure & Amenities)					ED/CS
	24 Develop a Financing Plan to Construct and Operate New Sports/Recreation Facilities					ED/CS
	SUPPORT LODGING					
	25 Ensure General Plan and Zoning Code Address Bed & Breakfasts, Air B&B and Hotel Development					ED/Planning
	26 Develop Plan to Help Upgrade or Transition Aging Hotel Facilities					ED/Planning/Housing/Finance
	27 Identify Pre-zoned Lodging Sites					ED/Planning
	LEVERAGE RESOURCES THROUGH PROFESSIONAL LINKAGES AND PARTNERSHIPS					
	28 Work with Hotels to Develop a Tourism Based Improvement District (TBID) to help Finance Capital Improvements to Sports Recreation Facilities and to Promote and Market the Region					ED/Finance/CS
	29 Collaborate with Regional Partners to Enhance Branding, Marketing and Promotions or Regional Assets					ED/CS
	SUPPORT A TOURISM ENVIRONMENT					
	30 Target Retail Attraction Towards Sport Recreation, Entertainment, Boutique and Food Retailers					ED/Planning
	31 Continue to Create A Lively Downtown with Entertainment Offerings					ED/Planning/CS/PD

Example from Morgan Hill, CA



San Francisco

Measures of Success

- **Quality of Life:** Unemployment rate, jobs/housing ratio, number of retail businesses
- **Fiscal Sustainability:** Sales Tax, Property Tax, TOT, Commercial Vacancy Rate
- **Job Growth:** Number of jobs, Business to Business Revenue, Number of companies
- **Tourism:** Number of Hotel Rooms, TOT, Occupancy Rate



San Francisco

Economic Indicators

The City will evaluate the success of the Economic Blueprint through different measures of success that are based upon the four economic pillars.



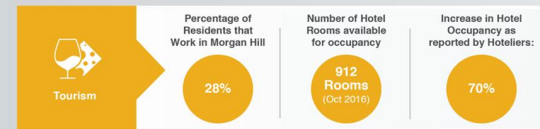
Sources: State of California Employment Development Department, California Department of Education, Census Bureau



Sources: Santa Clara County Assessor's Office, State of California Board of Equalization, Colliers International



Sources: State of California Employment Development Department, U.S. Census



Source: Individual Hoteliers

How can existing City tools and measures be leveraged, modified, or updated to support implementation?



Financial Tools: Leverage Funding Sources the City can Control

- **Update developer, impact, and user fees**
 - New projects should pay their fair share
- **Apply for grants**
 - Tie infrastructure to affordable housing
- **Seek private-sector support**
 - Donations, public private partnerships
- **Ensure contracts are aligned with today's priorities**



Financial Tools: Earn Trust to Win that Vote

Show value through small wonders/quick wins before considering:

- Raising TOT
- A new local sales tax measure
- Assessing a business license tax
- Proposing general obligation bonds
- CFDs, EIFDs, and PBIDs

Table 1. Potential Budget Strategy Scenarios

Scenario	Budget Strategies	Ongoing Financial Impact	One-time Financial Impact	Service Level Impact
1	Implement a gross receipts-based business license tax at 0.8%.	\$2.5 million	N/A	Maintains current service levels while providing additional capacity in future years
2	- Implement a gross receipts-based business license tax at 1%. - Increase the local transactions and use (sales) tax by 0.5%.	\$5.5 million	N/A	- Maintains current service levels while providing additional capacity in future years - Provides capacity to address unfunded/underfunded needs
3	- Implement a gross receipts-based business license tax model at 1%. - Implement a real property transfer tax of 1.5% and create a City Charter. - Sell surplus property.	\$4.7 million	\$8 million	- Maintains current service levels while providing additional capacity in future years - Provides capacity to address unfunded/underfunded needs
4	- Increase the transient occupancy tax by 1%. - Increase the local transactions and use (sales) tax by 0.5%. - Implement a library parcel tax of \$313. - Sell surplus property.	\$4 million	\$8 million	- Maintains current service levels while providing additional capacity in future years - Provides capacity to address unfunded/underfunded needs

Source: *bakertilly*

Long Range Financial Forecast Budget Strategies (2023)



San Francisco

RECOMMENDATIONS

Start Tomorrow



RECOMMENDATION 1:

Invest in (and grow) your City Team

Positions Needed

Permanent Staff

Address deficiencies that impact resident quality of life

Temporary Staff

Focus on a few heavy lifts that need an **internal champion** to work **externally**

Interns & Fellows

Partner with local business community to fund positions to grow capacity

Consultants & Contractors

Hire experts when specific, hard-to-find skills are needed to realize goals





RECOMMENDATION 2: Shake the Money Tree

New Funding and Financing Strategies

Ongoing Funding Sources

- Taxes
- Fees
- Charges for services
- Long-term leases of City-owned properties

One-time Funding Sources

- Federal, State, Local Grants
- Private/Foundation Grants
- Land Sales

Financing Tools (require voter and/or business and property owner approval)

- General obligation and revenue bonds
- Special Financing Districts (e.g. Community Facilities Districts)



RECOMMENDATION 3: Short Term Wins and Actions *(no more plans)*



San Francisco

Short-term Wins and Actions that have a District-wide Impact

- **Quick Wins!**
 - Earn trust and gain buy-in
- **Improve more than Main Street**
 - This is your once in a generation opportunity to get it right
 - Don't just replace, enhance, remake, reimagine
 - Think of the district as a whole and solving more than one problem



Make a Marketing Map

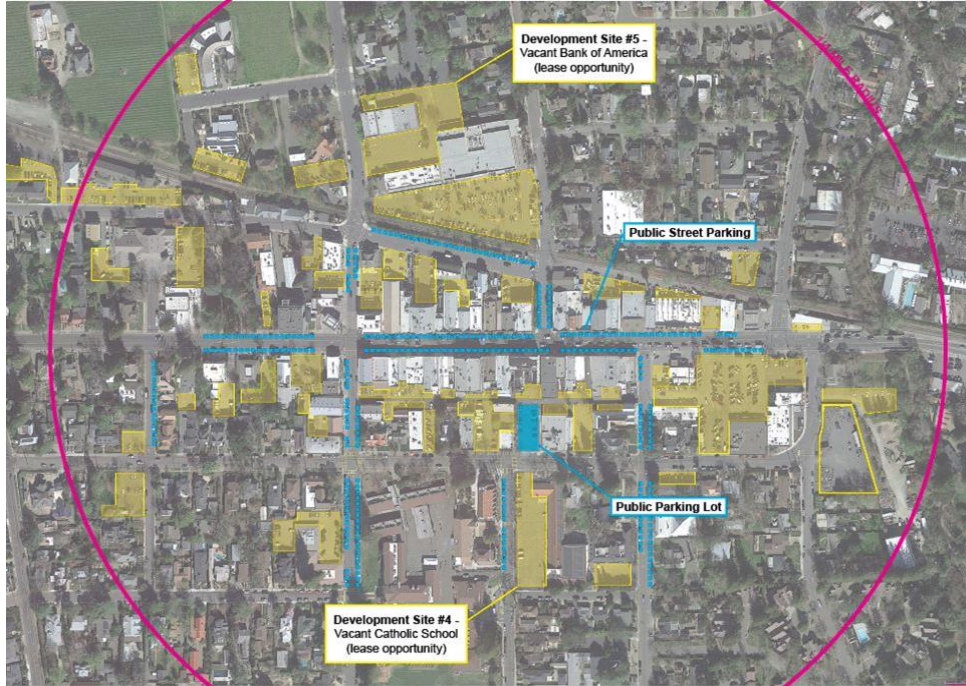
Articulate the value proposition

- Restaurants
- Shops
- Galleries
- Kids
- Public Art
- Historic Buildings
- Walking Map
- Identify Opportunity sites (lease, sale, development)



San Francisco

Direct People to Existing Parking



There are enough parking spaces:

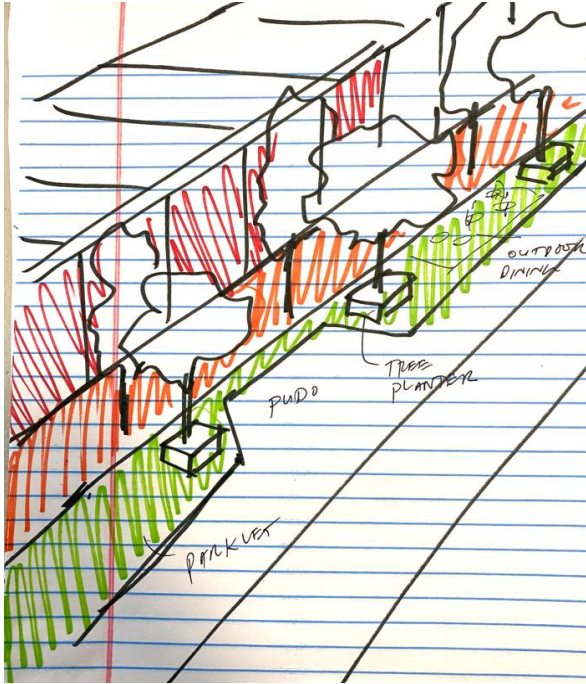
- Count them
- Direct people to them
- Encourage shared parking
- Parking management will unlock more of it

Avoid building a parking structure or requiring underground parking



San Francisco

Hold and Rethink the Streetscape Project



- **Change More than Just Sidewalks**
- **increase the public realm**
 - Remove center turn lane in core
 - Widen sidewalk with parklets
- **Short Term - Small Wonders:** *Put boxes of trees in the parking areas and parklets on Main Street as a temporary move*



San Francisco

District Actions (In-lieu of a Full-blown Plan)

Independent Timeline (could happen any time)

1. Alley Activation with murals
2. Temporary Activation for Money Lane or Railroad Avenue

Big Deal:

Main Street Improvements

- Minimize Interruption to Businesses
- Ask for an extension to the grant deadline for Phase 1
- Wait for more funding capacity to be available

Get more bang for your buck, more impact for your time, and a significant change for the public realm.



San Francisco

“

**Any action is better
than inaction.**

- St. Helena Resident

”

Questions?

Technical Assistance Panel • City of St. Helena

