City of St. Helena
Regular City Council Meeting
Tuesday, April 11, 2017 @ 6:00 PM
Vintage Hall Board Room - Second Floor
465 Main Street, St. Helena

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 <u>please observe the time limit of three minutes.</u>

Page

1. CALL TO ORDER

2. PLEDGE OF ALLEGIANCE

3. ROLL CALL
   Mayor: Alan Galbraith
   Vice Mayor: Peter White
   City Council: Paul Dohring
   Geoff Ellsworth
   Mary Koberstein

4. PUBLIC FORUM:
   Members of the public are entitled to speak on matters of municipal concern not on the agenda during Public Forum. Each person's comments shall be limited to <u>3 minutes</u>. Each person is entitled to speak on any non-agendized item only once at any meeting. Brief questions by Councilmembers for clarifications may be posed and answered, and Councilmembers may make requests that items be placed on future agendas, but in accordance with state law, no substantive discussion or action may take place unless and until the matter properly appears on the agenda.

5. REPORTS BY STAFF AND CITY COUNCIL, FUTURE AGENDA ITEMS, AND AB 1234 REPORTS:
   Reports by staff and/or Councilmembers on items of general interest. Brief questions for clarification may be posed and answered, and Councilmembers 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 City Council.

   5.1. Closed Session - announce actions taken if any from April 11, 2017 - City Attorney Thomas B. Brown

   5.2. Committee update by Active Transportation/Sustainability Committee Chair Michael Chisek

6. STAFF BRIEFING

   6.1. None

7. PRESENTATIONS AND PUBLIC RECOGNITIONS

   7.1. Proclamation - Community Statement on Immigration — 7
   Item 7.1

7.2. Proclamation - Bike to Work Day Proclamation presented to Napa County Bicycle Coalition Board Member Emily Cocks and Active Transportation/Sustainability Committee Chair Michael Chisek 9

Item 7.2

7.3. Proclamation - Declaring April as Arts Month presented to Arts Council Napa Valley President & CEO Olivia (Everett) Dodd 11

Item 7.3

7.4. Proclamation - National Library Week 2017 presented to St. Helena Library Director Chris Kreiden and Outreach Services Librarian Mari Martiinez 13 - 14

Item 7.4

8. CONSENT ITEMS

Members of the Council 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, one motion may be used to adopt all recommended actions. (Roll Call Vote)

8.1. Consideration and proposed approval of Regular Meeting Minutes of February 28, 2017 15 - 19

CEQA Determination: Not a CEQA project
Prepared By: Cindy Black, City Clerk
Recommendation: Approve

Item 8.1

8.2. Consideration and proposed approval of a resolution to temporary street closures on April 14, 2017 for the RLS Parent Group and St Helena Public Schools Foundation Run Big! St Helena event, waiving the Encroachment Permit Fee of $200.00, and authorizing City staff to assist with road closures. 21 - 28

CEQA Determination: Categorically Exempt 15061, General Rule
Prepared By: Christina Cook, Administrative Assistant
Erica Ahmann Smithies PE, Acting Director of Public Works/City Engineer
Recommendation: Approve

Item 8.2

8.3. Approve Letter of Support for the City of Calistoga's Transportation Development Act Article 3 (TDA-3) Grant Application for Bicycle Education for the Lodging and Wine Industries and Up Valley Communities, including the Greater Calistoga and St. Helena Areas 29 - 31

CEQA Determination: Not a CEQA project
Prepared By: Tracey Perkosky, Grants and Finance Manager
Recommendation: Approve

Item 8.3

8.4. Consideration and proposed approval of a resolution adopting a revised conflict of interest code for the City of St. Helena and rescinding Resolution 2015-34 33 - 38

CEQA Determination: Not a CEQA project
Prepared By: Cindy Black, City Clerk
Recommendation: Adopt

Item 8.4

8.5. Consideration of resolution approving the use of the Fire Station parking lot for Earth Day activities by the St. Helena Chamber of Commerce and waiver of the Encroachment Fee in the amount of $200 — 39 - 42

CEQA Determination: Not a CEQA project
Prepared By: Jennifer Tuell, Water Conservation
Erica Smithies, PE, Acting Public Works Director/City Engineer
Recommendation: Adopt

Item 8.5

8.6. Consideration of a resolution approving a contract /Consultant Services Agreement with Interwest to provide professional Building Official, Building Permit Plan-Check and Building Inspection services for a total contract amount not to exceed $75,000. — 43 - 56

CEQA Determination: Not a CEQA project
Prepared By: Noah Housh, Planning and Community Improvement Director
Recommendation: Adopt

Item 8.6

8.7. Consideration of a resolution approving Amendment #2 for a Consultant Services Agreement with M-Group to provide professional planning services for an additional amount of $100,000, and for a total contract amount not to exceed $200,000. — 57 - 77

CEQA Determination: Not a CEQA project
Prepared By: Noah Housh, Planning and Community Improvement Director
Recommendation: Adopt

Item 8.7

8.8. Resolution authorizing use of General Fund Reserves in the amount of $34,300 and approval of a budget adjustment $34,300 to account 101-4900-2145 for parking citation amount due to the County of Napa Auditor-Controller's Office for monies due from FY 2011 through FY 2016 for parking citation revenue. — 79 - 84

CEQA Determination: Not a CEQA project
Prepared By: April Mitts, Finance Director
Recommendation: Adopt

Item 8.8

8.9. Consideration of a resolution approving the Arts Council Napa Valley to host Arts in the Streets at Lyman Park on Saturday, April 15, 2017 from 12:00 pm to 3:00 pm; and waive the encroachment permit fee of $200.00, and the noise permit fee of $25.00 — 85 - 87

CEQA Determination: Not a CEQA project
Prepared By: Haidi Arias, Recreation Director
Recommendation: Adopt

Item 8.9

8.10. Consider a Resolution for the Approval of a Budget Adjustment Using Water and Wastewater Net Position in an Amount Not to Exceed $5,400 for Fiscal Year 16/17 for the Recording and Televising of the Ad Hoc Utility Rate Meetings — 89 - 92

CEQA Determination: Not a CEQA project
Prepared By: April Mitts, Finance Director
Recommendation: Adopt

Item 8.10

8.11. Consideration and proposed approval of a resolution approving the City Manager to execute a Production Agreement with Zambelli Fireworks in the amount of $40,000 for a City-Sponsored Firework show located in Crane Park on July 4th and encumbering $19,020 from the General Fund FY 17/18 Operating Budget — 93 - 95

CEQA Determination: Not a CEQA project
Prepared By: April Mitts, Finance Director
Haidi Arias, Recreation Manager
Recommendation: Adopt

Item 8.11

8.12. Resolution authorizing a budget adjustment amount of $1,000 to Fund 286 (Bocce) for FY 2016/17 to be split between accounts #286-4728-2215 and #286-4728-2330 for additional Bocce expenses — 97 - 99

CEQA Determination: Not a CEQA project
Prepared By: Haidi Arias, Recreation Director
Recommendation: Adopt

Item 8.12

9. NEW BUSINESS

9.1. Consideration and proposed approval of a resolution authorizing amendment to Unrepresented Compensation Resolution to duly approve and adopt the publicly available pay schedules in accordance with the requirement of California Code of Regulations, Title 2, Section 570.5 to reflect the reclassification and compensation schedule for the Chief Building Official to same classification and salary range as Assistant Public Works Director — 101 - 105

CEQA Determination: Not a CEQA project
Prepared By: Noah Housh, Planning and Community Improvement Director
Recommendation: Adopt

Item 9.1

9.2. Consideration of Proposed Greater St. Helena Property and Business Improvement District (PBID): 107 - 281

1. City of St. Helena Consideration, Discussion and Comment on St. Helena Chamber of Commerce Draft Greater St. Helena Property and Business Improvement District Management District Plan and Engineer's Report; and

2. Proposed resolution of the City Council of the City of St. Helena requesting consent of the Board of Supervisors of the County of Napa to form the Greater St. Helena Property and Business Improvement District.

CEQA Determination: Not a CEQA project
Prepared By: Larry Pennell, Interim City Manager
Recommendation: Provide direction

Item 9.2 Staff Report
Item 9.2 Attachment 1
Item 9.2 Attachment 1a
Item 9.2 Attachment 1b
Item 9.2 Attachment 2
Item 9.2 Attachment 3

9.3. Discussion and appointment of two Councilmembers to represent the City of St. Helena at Napa County meetings to discuss marijuana policy within Napa County 283

Item 9.3

9.4. Discussion and direction regarding proposed correspondence to the Napa County Board of Supervisors regarding private heliport development within the County of Napa 285

CEQA Determination: Not a CEQA project
Prepared By: Noah Housh, Planning Director
Recommendation: Provide direction

Item 9.4

10. ADJOURNMENT

The next Regular City Council meeting is scheduled for April 25, 2017, at 6:00 p.m. in the Vintage Hall Board Room located at 465 Main Street.

This agenda was posted at City Hall, 1480 Main Street, and at Vintage Hall, 465 Main Street, St. Helena, California on April 7, 2017.

Cindy Black

Cindy Black, City Clerk

In Compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please call the City Clerk's Office

(707) 967-2792. Notification 72 hours prior to the meeting as required by Section 202 of the Americans with Disabilities Act will enable the City to make reasonable arrangements to ensure accessibility to this meeting

CHALLENGING DECISIONS OF CITY ENTITIES

The time limit within which to commence any lawsuit or legal challenge to any quasi-adjudicative decision made by the City of St. Helena is governed by Section 1094.6 of the Code of Civil Procedure, unless a shorter limitation period is specified by any other provision, including without limitation Government Code section 65009 applicable to many land use and zoning decisions, Government Code section 66499.37 applicable to the Subdivision Map Act, and Public Resources Code section 21167 applicable to the California Environmental Quality Act (CEQA). Under Section 1094.6, any lawsuit or legal challenge to any quasi-adjudicative decision made by the City must be filed no later than the 90th day following the date on which such decision becomes final. Any lawsuit or legal challenge, which is not filed within that 90-day period, will be barred. Government Code section 65009 and 66499.37, and Public Resources Code section 21167, impose shorter limitations periods and requirements, including timely service in addition to filing.

If a person wishes to challenge the above actions in court, they may be limited to raising only those issues they or someone else raised at the meeting described in this notice, or in written correspondence delivered to the City of St. Helena, at or prior to the meeting. In addition, judicial challenge may be limited or barred where the interested party has not sought and exhausted all available administrative remedies.

SUPPLEMENTAL MATERIAL RECEIVED AFTER THE POSTING OF THE AGENDA

Any supplemental writings or documents distributed to a majority of the City Council regarding any item on this Agenda, after the posting of the Agenda, will be available for public review in the City Clerk’s Office located at 1480 Main Street, St. Helena, California, during normal business hours. In addition, such writings or documents will be made available on the City’s web site at https://sthelena.civicweb.net and will be available for public review at the respective meeting.

City of St. Helena

PROCLAMATION

COMMUNITY STATEMENT ON IMMIGRATION

WHEREAS, the entire Napa County Community - County, Cities, and Town – as well as our law enforcement agencies, and business, non-profit, and faith communities, recognize the long and rich history of immigrants who have contributed to our local economy; they have become leaders in agriculture, tour- ism, education, business, healthcare, and other professions; and

WHEREAS, our county is a diverse one - with foreign-born residents comprising over 23% of the County's total population; they annually account for over $1 billion of the region's Gross Domestic Product; and

WHEREAS, the building of a welcoming community is fundamental to a vibrant and inclusive Napa County. We want to assure immigrants, refugees, and other newcomers opportunities for empowerment, civic engagement, safety, and freedom from discrimination, oppression and violence; and

WHEREAS, it is important for our leadership to make a statement of support to the immigrant community and for our county to be a place of trust and safety for immigrants who live and work in our communities; and

WHEREAS, a relationship of trust between California's immigrant residents and our local agencies, including law enforcement, and schools, is essential to effective execution of basic local functions; and

WHEREAS, ensuring the health, well-being and civil rights of all people -- regardless of their immigration status -- through a dynamic and responsive process that respects the community's diversity, is a shared responsibility of Napa County leadership.

NOW, THEREFORE, BE IT PROCLAIMED, that I, Alan Galbraith, Mayor of the City of St. Helena, proclaim that we aspire to be a model for inclusion and equity for all populations, including immigrants, refugees, and other newcomers and are committed to supporting the ongoing inclusion and long-term economic and social integration of newcomers, and to demonstrate values of unity and acceptance.

Dated: April 11, 2017

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Alan Galbraith, Mayor
City of St. Helena

City of St. Helena
PROCLAMATION

Proclaim May as Bike Month and May 11, 2017 as Bike to Work Day

WHEREAS, the City of St. Helena is committed to making our community safer and more convenient for bicycle commuters and encouraging increased bicycle use; and

WHEREAS, the City of St. Helena Bicycle Plan, adopted in 2012, identifies benefits of bicycle ridership including reduced congestion, reduced greenhouse gas emissions, and the public health benefits of active transportation; and

WHEREAS, riding a bicycle for transportation or recreation is a fun, endorphin-filled way to get around, and riding to work just three days a week can have significant health benefits, including improved cardiovascular strength and weight loss; and

WHEREAS, an increasing number of visitors to our community are using bicycles and other active transportation for trips to our local hotels, restaurants, tasting rooms, parks, and open spaces; and

WHEREAS, programs like Bike to Work Day and Bike to School Day are an important opportunity to both educate and encourage members of our community; and

WHEREAS, the City of St. Helena prioritizes the safety of all our residents and visitors, and encourages both bicycle riders and vehicle drivers to share the road and be respectful of other road users; and

WHEREAS, the City of St. Helena encourages everyone to participate in Bike to Work Day on May 11th, 2017 and Napa BikeFest on Saturday, May 6th, and to consider bicycling for short trips more often.

NOW, THEREFORE, BE IT RESOLVED that I, Alan Galbraith, Mayor of the City of St. Helena, do hereby proclaim the Month of May as Bike Month and May 11th, 2017 as Bike to Work Day in City of St. Helena.

Dated: April 11, 2017

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Alan Galbraith, Mayor
City of St. Helena

City of St. Helena

PROCLAMATION

APRIL ARTS MONTH
APRIL 2017

Whereas, the month of April has been recognized as a countywide celebration of the arts and local culture, known as Napa Valley Arts in April, by dozens of arts and cultural organizations, hundreds of individuals, and businesses across the county, as well as by the agencies of Visit Napa Valley and Arts Council Napa Valley for 7 years;

Whereas, the arts and culture embody much of the accumulated wisdom, intellect, and imagination of humankind;

Whereas, the arts and culture enhance and enrich the lives of every resident;

Whereas, hundreds of residents from each town and city came together in the creation of the County of Napa's adopted Community Cultural Plan, which has been in place since 2008, and endorsed the following cultural core values for all of Napa County:

Self-expression is everyone's birthright;

The arts serve as a common language;

The arts are critical to a healthy economy;

The arts allow us access to our past, to ourselves, and to each other;

And, the arts give us a sense of place and of home.

NOW, THEREFORE, BE IT RESOLVED, that I, Alan Galbraith, Mayor of the City of St. Helena, do hereby proclaim April as Arts Month in City of St. Helena and call upon our citizens to celebrate and promote arts and culture in our county and to specifically encourage the greater participation by those said citizens in taking action for arts and culture in their towns and cities.

Dated: April 11, 2017

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Alan Galbraith, Mayor
City of St. Helena

City of St. Helena
PROCLAMATION

National Library Week
April 9-15, 2017

WHEREAS, libraries are not just about what we have for people, but what we do for and with people;

WHEREAS, libraries have long served as trusted and treasured institutions, and library workers and librarians fuel efforts to better their communities, campuses and schools;

WHEREAS, libraries are evolving in order to serve their communities and to continue to fulfill their role in leveling the playing field for all who seek information and access to technologies;

WHEREAS, libraries and librarians open up a world of possibilities through assisting with technology and resources, innovative programing, and the power of reading and literacy;

WHEREAS, libraries and librarians are looking beyond their traditional roles and providing more opportunities for community engagement and to deliver new services that connect closely with patrons' needs;

WHEREAS, libraries support democracy and effect social change through their commitment to provide equitable access to information for all library users regardless of race, ethnicity, creed, ability, sexual orientation, gender identity or socio-economic status;

WHEREAS, libraries, librarians, library workers and supporters across America are celebrating National Library Week.

NOW, THEREFORE, be it resolved that I, Mayor Galbraith, proclaim National Library Week, April 9-15, 2017. I encourage all residents to visit the library this week and explore what's new at your library, and engage with your librarian because Libraries Transform.

Dated: April 11, 2017

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Alan Galbraith, Mayor
City of St. Helena

Minutes
City of St. Helena
Regular City Council
Regular Meeting
Tuesday, February 28, 2017 @ 6:00 PM
Vintage Hall Board Room - Second Floor
465 Main Street, St. Helena

A complete video recording of this meeting, except for closed session, can be found at https://sthelena.civicweb.net/Portal/ or by calling the City Clerk at (707) 967-2792. The City Council video is the official record of the Council meeting.

1. CALL TO ORDER

2. PLEDGE OF ALLEGIANCE

3. ROLL CALL

Present: Councilmembers Koberstein, Ellsworth, Dohring, White, Mayor Galbraith
Absent: None

4. PUBLIC FORUM:

Laura Beltran and George Caloyannidis addressed the City Council.

5. REPORTS BY STAFF AND CITY COUNCIL, FUTURE AGENDA ITEMS, AND AB 1234 REPORTS:

5.1. Closed Session - announce actions taken if any from February 28, 2017 - City Attorney Thomas B. Brown

City Attorney Thomas Brown noted no reportable action taken.

5.2. February 4, 2017 Goal Setting follow-up - Interim City Manager Larry Pennell

Interim City Manager Larry Pennell requested the Mayor call for a Special City Council meeting for each department to provide presentations on their budget related department needs.

Finance Director April Mitts announced upcoming budget hearings and provided an update on the CARE program.

City Clerk Cindy Black announced the City is accepting applications for the Ad Hoc Utility Rate Committee.

Acting public Works Director Erica Ahmann Smithies announced the upcoming Waste Water Treatment Plant feasibility study community workshop.

Councilmember Ellsworth noted that water is provided to the public.

Vice Mayor White announced an upcoming Napa County Watershed Symposium on May 24, 2017.

6. STAFF BRIEFING

6.1. None

7. CONSENT ITEMS

Members of the Council 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, one motion may be used to adopt all recommended actions. (Roll Call Vote)

7.1. Consideration and Proposed Approval of a Resolution to Award Purchase Order in the Amount of $29,449.22 to Folsom Ford for One (1) 2017 Ford Interceptor with Police Package Under Municipal Code Section 3.04.150 Cooperative Purchasing with Other Agencies

CEQA Determination: Not a CEQA Project
Prepared By: William Imboden, Chief of Police
Tracey Perkosky, Grants & Finance Manager
Recommendation: Adopt

7.2. Consideration and proposed adoption of a resolution awarding a construction contract for 2016 Pavement Overlay Project, R-78, to Team Ghilotti Inc. in the amount of $272,836.50, and authorizing the Director of Public Works to approve change orders not to exceed 15% of the contract amount.

CEQA Determination: Categorically Exempt, Section 15301, Existing Facilities Class I
Prepared By: Tobias Barr, Project Manager
Erica Smithies, PE, Assistant Director of Public Works
Recommendation: Adopt

Councilmember Dohring moved to approve Consent as presented. The motion was seconded by Vice Mayor White and on roll call carried by the following vote:

AYES: Councilmembers Dohring, White, Koberstein, Ellsworth and Mayor Galbraith
NOES: None
ABSENT: None

8. PUBLIC HEARING

8.1. Consideration and proposed approval of a resolution approving the Annexation of Territory into the St. Helena Municipal Sewer District No. 1, MSD Annexation No. 131 (1486 Sulphur Springs Ave., St Helena, CA. APN’s 009-362-024 & 025).

CEQA Determination: Categorically Exempt, CEQA Guidelines Section 15319, Annexations of Existing Facilities and Lots for Exempt Facilities, and Section 15061(b)(3), No Possibility of Significant Effect on the Environment
Prepared By: Christina Cook, Administrative Assistant
Steven Palmer, PE, Director of Public Works/City Engineer
Recommendation: Open/Close Public Hearing, Adopt

Acting public Works Director Erica Ahmann Smithies reported on this item.

Mayor Galbraith opened the public hearing.

No public comment was received.

Mayor Galbraith closed the public hearing.

Vice Mayor White moved to approve a resolution approving the Annexation of Territory into the St. Helena Municipal Sewer District No. 1, MSD Annexation No. 131 (1486 Sulphur Springs Ave., St Helena, CA. APN's 009-362-024 & 025). The motion was seconded by Councilmember Dohring and on roll call carried by the following vote:

AYES: Councilmembers White, Dohring, Koberstein, Ellsworth and Mayor Galbraith
NOES: None
ABSENT: None

9. NEW BUSINESS

9.1. Review proposal(s) submitted by executive recruitment firms for the recruitment of City Manager, and authorize the Interim City Manager to execute a professional services contract for the recruitment of a City Manager, or take other action relative to the recruitment of a City Manager

CEQA Determination: Not a CEQA project
Prepared By: Kathy Robinson, Director of HR & IT
Recommendation: Provide direction

Director of HR & IT Kathy Robinson reported on this item.

Ralph Anderson & Associates representative Gary Peterson and Bob Murray & Associates addressed the City Council.

No public comment was received.

Vice Mayor White moved to approve a resolution approving the proposal from Bob Murray & Associates for the recruitment of City Manager. The motion was seconded by Councilmember Ellsworth and on roll call carried by the following vote:

AYES: Councilmembers White, Ellsworth, Dohring, Koberstein and Mayor Galbraith
NOES: None
ABSENT: None

9.2. Presentation of Draft ADA Evaluation and Transition Plan Presentation to City Council by Theron Roschen, Interwest Consulting Group

CEQA Determination: Categorically Exempt, Section 15301, Existing Facilities Class I
Prepared By: Tobias Barr, Project Manager
Erica Smithies, PE, Assistant Director of Public Works
Recommendation: Provide comments

Project Manager Tobias Barr provided a presentation.

Bobbi Monnette addressed the City Council.

9.3. Report to City Council as Directed at the January 17, 2017 Special City Council Meeting of the Following Items:
1. Review of Bond Covenants
2. Summary Report on the Major Projects including Funding Assumptions for each Project
3. Overview of Various Financial Mechanisms with Details on Cost Assumptions
4. Review of Perceived Inequity in Allocation Between User Types and Between Base Rate and Usage Rate

Consideration and proposed approval of a resolution authorizing $45,000 to be taken from the water and wastewater reserves for contracts with bond counsel, municipal financial advisor, and Hansford Economic Consulting to provide additional analysis of the utility rate study dated October 31, 2016 and adopted on November 29, 2016; and

Consideration and proposed approval of a resolution authorizing a second amendment to the contract with Hansford Economic Consulting for an amount not to exceed $32,792 for additional technical support regarding the rate study dated October 31, 2016 and adopted on November 29, 2016.

Finance Director April Mitts reported on this item.

Bobbi Monnette and Tom Belt addressed the City Council.

Vice Mayor White moved to approve a resolution authorizing $45,000 to be taken from the water and wastewater reserves for contracts with bond counsel, municipal financial advisor, and Hansford Economic Consulting to provide additional analysis of the utility rate study dated October 31, 2016 and adopted on November 29, 2016; and

Approval of a resolution authorizing a second amendment to the contract with Hansford Economic Consulting for an amount not to exceed $32,792 for additional technical support regarding the rate study dated October 31, 2016 and adopted on November 29, 2016. The motion was seconded by Councilmember Ellsworth and on roll call carried by the following vote:

AYES: Councilmembers White, Ellsworth, Dohring, Koberstein and Mayor Galbraith
NOES: None
ABSENT: None

9.4. Councilmember Geoff Ellsworth – Discussion of York Creek Dam funding issue regarding more general water issues

Councilmember Ellsworth reported on this item.

Tom Belt addressed the City Council.

9.5. Councilmember Geoff Ellsworth - The city of St. Helena has been made aware that a private use helicopter permit (UP#000261UP) is being processed at the Napa County level. The City of St. Helena would like to register its objection to any and all private use helicopter landings in Napa County.

Mayor Galbraith recused himself due to a conflict of interest and left the meeting room.

Councilmember Ellsworth reported on this item.

George Caloyannidis, Robert Purcell and Bobbie Monnette addressed the City Council.

10. ADJOURNMENT

ADJOURNMENT

Mayor Galbraith adjourned the meeting at 9:26 p.m.

The February 28, 2017 minutes were approved at the April 11, 2017 City Council meeting.

APPROVED:	**ATTEST:**
______________________________	______________________________
Alan Galbraith, Mayor	Cindy Black, City Clerk

Report to the City Council
Council Meeting of April 11, 2017

Agenda Section: **Consent**

Subject: **Approving temporary street closures on April 14, 2017 for the St Helena Public Schools Foundation Run Big! St Helena event, waiving the Encroachment Permit Fee of $200.00, and authorizing City staff to assist with road closures.**

CEQA Status: **Categorically Exempt 15061, General Rule**

Prepared By: **Christina Cook, Administrative Assistant**
Erica Ahmann Smithies PE, Acting Director of Public Works/City Engineer

Approved By: **Larry Pennell, Interim City Manager**

BACKGROUND

The St Helena Public Schools Foundation are holding the annual Run Big! St Helena event on April 14, 2017. The event will start 9:30 am and end at 12:00 pm. The Run Big! St Helena event has taken place for the past 33 years. This event has raised hundreds of thousands of dollars over the past years for local schools.

DISCUSSION

The Run Big! St Helena event is a fundraising event that provides funds to schools in St Helena. The event requires temporary street closures of Kearney Street, Adams Street, Allyn Avenue, Valley View Street, Grayson Avenue, Spring Street, Hudson Avenue, Madrona Avenue, Stockton Avenue, and Hillview Place. The RLS Parent Group and St Helena Public Schools Foundation have submitted the required encroachment permit application. They are requesting the City to participate by waiving the encroachment permit fee of $200.00, and that the City provide City staff to assist with the road closures. This is an annual fundraiser and the The St Helena Public Schools Foundation Run Big! St Helena event coordinators have in the past years requested these fees be waived. City permit fees can be waived at the request of event coordinators and by City Council approval on a case by case basis.

City staff takes the safety of participants very seriously and believes that it is important to have an official City presence to enforce road closures and traffic control. Based on past experience with this event and the number of volunteers expected, City staff estimates that six staff members will be required for four hours on the day of the event.

At this time, staff anticipates that this will be four Public Works employees, one Police Sergeant, and one Police Officer. Additionally, temporary no parking zones will need to be delineated and signed 72 hours prior to the event. Establishing the temporary no parking zones will require one Public Works employee approximately one hour of time to provide assistance.

FISCAL IMPACT

A total of $200.00 of City fees will be waived; encroachment permit fee for road closures. Additionally, approximately six City staff will assist with temporary no parking zones and road closures before and during the event.

RECOMMENDED ACTION

Staff recommends adopting the attached resolution approving the temporary street closures on April 14, 2017 for the St Helena Public Schools Foundation Run Big! St Helena event, waiving the encroachment permit fee totaling $200.00, and authorizing City staff to assist with the road closures.

ATTACHMENTS

1. Encroachment permit application
2. Resolution

CITY OF ST. HELENA

RESOLUTION NO. 2017-

APPROVING TEMPORARY CLOSURE OF STREET INTERSECTIONS, WAIVING THE ENCROACHMENT PERMIT FEE FOR THE ST HELENA PUBLIC SCHOOLS FOUNDATION RUN BIG! ST HELENA EVENT, AND AUTHORIZING CITY STAFF TO ASSIST WITH ROAD CLOSURES ON APRIL 14, 2017.

RECITALS

A. The St Helena Public Schools Foundation Run Big! St Helena event has requested temporary closures of various streets for their April 14, 2017 event that will occur between the hours of 9:30 a.m. to 12:00 p.m.

B. In consideration for the benefits of this event to the students at the RLS Middle School, the City Council desires to waive the Encroachment Permit fee, $200 for the Run Big! St Helena event street closure but does not waive the permit requirements and the General Conditions applicable to said permit.

C. The St Helena Public Schools Foundation Run Big! St Helena event is requesting temporary street closures along the route of; Kearney Street, Adams Street, Allyn Avenue, Valley View Street, Grayson Avenue, Spring Street, Hudson Avenue, Madrona Avenue, Stockton Avenue, and Hillview Place.

D. Section 21101(e) of the California Vehicle Code provides the local authorities may, by resolutions, temporarily close a portion of any street for celebrations, parades, <u>local special events</u>, and other purposes when, in the opinion of local authorities having jurisdiction or a public officer of employee that the local authority designated by resolution, the closing is necessary for the safety and protection of persons who are to use that portion of the street during the temporary closing.

E. The St Helena Public Schools Foundation Run Big! St Helena event has submitted an encroachment permit application, and all permit requirements and General Conditions will be met.

RESOLUTION

The City Council of the City of St. Helena hereby resolves as follows:

1. The above recitals are incorporated herein by this reference

2. The encroachment permit fee of $200 is waived.

3. The City Council finds that the benefits derived from the temporary closing of street intersections for the The St Helena Public Schools Foundation Run Big! St Helena event outweigh the anticipated inconvenience and that the closing is necessary for the safety and protection of persons who are to use that portion of the street during the temporary closing.

4. The City Council authorizes closure of the following streets and intersections during the hours of the event:

- Kearney Street – RLS to Adams Street
- Adams Street – Kearney Street to Allyn Avenue
- Allyn Avenue – Adams Street to Spring Street
- Spring Street – Allyn Avenue to Valley View Street
- Valley View Street – Spring Street to Grayson Avenue
- Grayson Avenue – Valley View Street to High School
- Hudson Avenue – Spring Street to Madrona Avenue
- Madrona Avenue – Hudson Avenue to Stockton Street
- Stockton Street – Madrona Avenue to Hillview Place
- Hillview Place – Stockton Street to RLS

5. The City Manager is authorized to provide reasonable levels of City staff support to accomplish the closure of streets and related activities.

6. This is an annual fundraiser and the The St Helena Public Schools Foundation Run Big! St Helena event coordinators have in the past years requested these fees be waived. City permit fees can be waived at the request of event coordinators on a case by case basis.

Approved at a Regular Meeting of the St. Helena City Council on April 11, 2017 by the following vote:

AYES:
NOES:
ABSENT:
ABSTAIN:

APPROVED: ATTEST:

Alan Galbraith, Mayor

Cindy Black, City Clerk

PERMIT # ____

CITY OF ST. HELENA
ENCROACHMENT PERMIT
APPLICATION

RECEIVED
PLANNING DEPARTMENT
MAR 16 2017
City of St. Helena

TO: DEPARTMENT OF PUBLIC WORKS
1480 MAIN STREET
ST. HELENA, CA 94574

Applicant: RunBig! St. Helena
(Property Owner or Contractor)

Email: deborah@bromancellars.com

Phone: 707-337-4976

Job Location: Interior Streets of St. Helena

I (or we) hereby apply for an encroachment permit to carry out the following work:
A run/walk involving the students at all 4 St. Helena Unified School District Schools: Primary, Elementary, RLS Middle School, St. Helena High

Estimated Start Date April 14 2017 Estimated Completion Date April 14 2017

DIAGRAM OF LOCATION OF PROPOSED WORK
Attach diagram on separate sheet(s) if necessary

Please see attached.

Estimated Start: 10:15-10:30 am
Estimated End: 11:30am

Permittee agrees to comply with all ordinances, regulations, specifications and conditions which may apply or be required as a condition of this Permit/Contract. (See insurance requirements and general and special conditions pages).

Permittee shall indemnify, defend and hold harmless The City of St. Helena and its agents, officers, officials employees and volunteers in interest from and against all claims, damages, losses and expenses including attorney fees arising out of or in connection with work performed under this Permit/Contract, except where caused by the sole negligence or willful misconduct of The City of St. Helena. This obligation of Permittee to indemnify, defend and hold harmless shall continue in effect after the completion of the project authorized under this Permit/Contract.

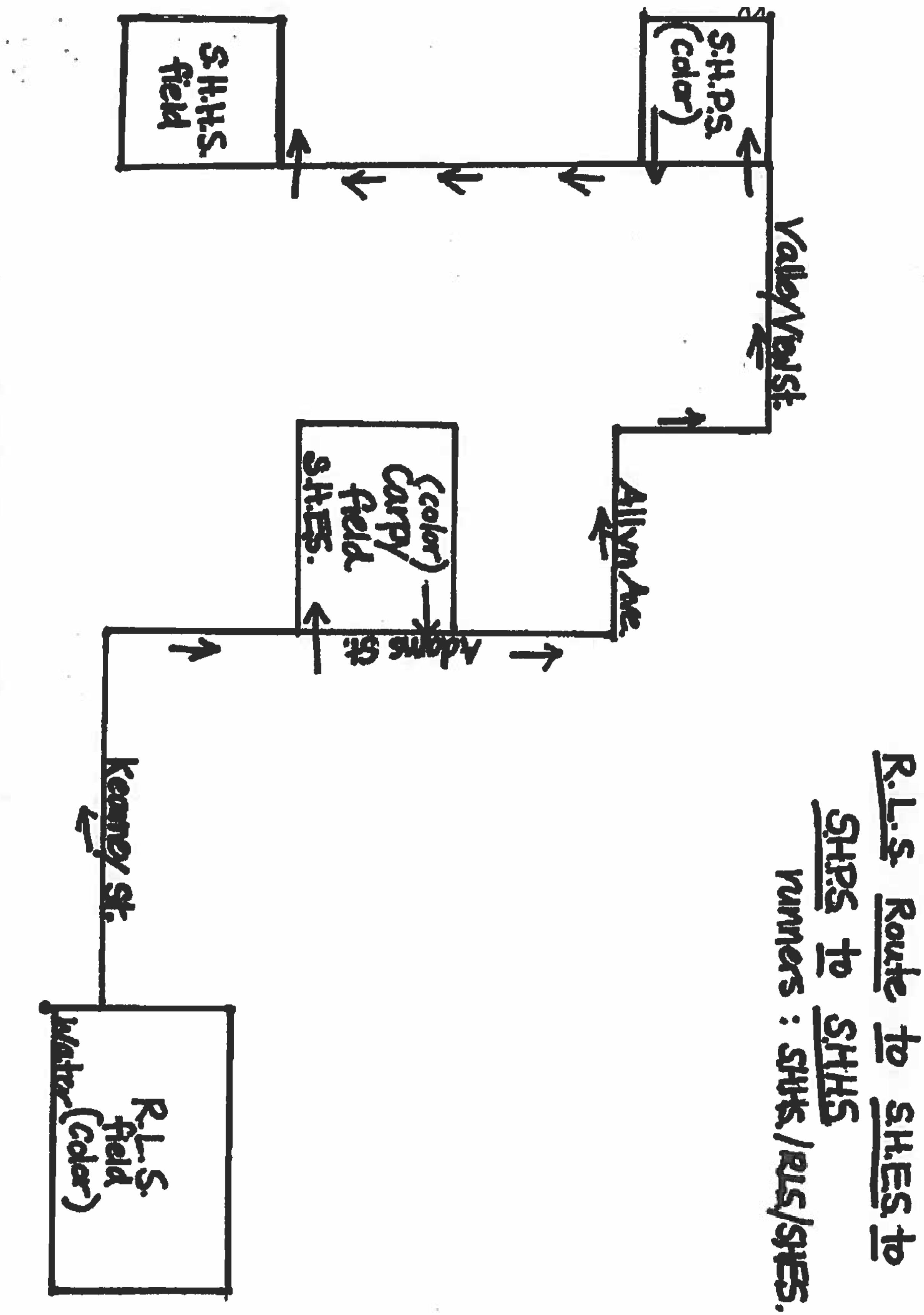
State Law required U.S.A. to be alerted for all underground work two (2) working days prior to start date

Applicant: Deborah Russell Broman / President RLS Parent Group
Signature Title Date

Conditions: ____

Approved By: ____
Public Works Staff Date

Encroachment Permit Application
[illegible]


R.L.S Route to S.H.E.S to
SHPS to SHHS
runners : SHHS/RLS/SHES.
S.H.P.S. (Color)
S.H.H.S. field
Valley View St.
Allyn Ave.
Adams St.
(color) Carpy field S.H.E.S.
Kearney St.
R.L.S. field (Color)
Water

CID: 277304 SID: 11617406 3/29/2017

CERTIFICATE OF LIABILITY COVERAGE

COVERAGE PROVIDER	NAMED COVERED MEMBER
BAY AREA SCHOOLS INSURANCE COOPERATIVE (BASIC) (a California Joint Powers Authority) 1750 Creekside Oaks Drive, Suite 200 Sacramento, CA 95833	North Bay Schools Insurance Authority St. Helena Unified School District 465 Main Street St. Helena, CA 94574

THE REFERENCED MEMORANDUM OF COVERAGE(S) ("MOC") AND/OR INSURANCE POLICY(IES) EXTEND INDEMNITY PROTECTION TO THE NAMED COVERED MEMBER, IN KEEPING WITH THE TERMS AND CONDITIONS OF THE COVERAGE AGREEMENTS/ POLICIES, FOR THE EFFECTIVE COVERAGE DATES, AND WITH THE STATED COVERAGE LIMITS. COVERAGE PROVIDED BY MOCS IS EXTENDED PURSUANT TO THE RIGHTS AND LIMITATIONS OF CALIFORNIA GOV'T CODE § 990 & 6500, ET SEQ.

TYPE OF COVERAGE	COVERAGE AFFORDED	MOC/POLICY NUMBER	EFFECTIVE DATE(S)	EXPIRATION DATE(S)	LIMITS	LIABILITY SELF INSURED RETENTION
GENERAL LIABILITY	General Liability Employment Practices Educators' Legal Liability Products Liability Completed Operations Liability	2016MOELC	07/01/2016	07/01/2017	$ 2,000,000	$500,000
AUTOMOBILE LIABILITY	Automobile Liability (All Owned, Hired, Leased, and Borrowed)				$	

THIS CERTIFICATE CONFERS NO RIGHT, BENEFIT, OR INTEREST IN THE REFERENCED MEMORANDUM(S) OF COVERAGE OR INSURANCE POLICY(IES), NOR DOES IT AMEND, MODIFY, ENLARGE OR ALTER THE COVERAGE AFFORDED BY SUCH DOCUMENTS. IF THE CERTIFICATE HOLDER IS CONTRACTUALLY ENTITLED TO BE NAMED AS AN ADDITIONAL COVERED MEMBER ("ACM") UNDER ANY COVERAGE AGREEMENT OR POLICY, THE CONTRACT IMPOSING THE OBLIGATION MUST BE PROVIDED TO THE NAMED COVERED MEMBER LISTED ABOVE FOR REVIEW AND APPROVAL BEFORE SUCH AN ENDORSEMENT WILL BE ISSUED; ACM COVERAGE IS NOT AUTOMATICALLY GRANTED.

Description and Date (s) of Event/Operations/Locations/Vehicle:
Additional remarks/schedule may be attached if more space is needed.

Additional Covered Member - Designated Person or Organization RE: St. Helena Unified School District Run Big event on the interior streets of St. Helena Friday April 14, 2017 8:00am-2:00pm.

The City of St. Helena, its officers, agents, employees and volunteers are included as an additional covered member under the general liability per the attached endorsement, but only as to the liability arising out of the negligent acts of the named insured.

CERTIFICATE HOLDER:	Cancellation of Coverage: If any of the policies described herein be cancelled before their expiration dates, notice will be delivered in accordance with policy provisions.
City of St. Helena Office of the Director of Public Works 1480 Main Street St. Helena, CA 94574	**Issuer of this Certificate:** Commercial Lines - (707) 769-2900 Wells Fargo Insurance Services USA, Inc. - CA Lic#: 0D08408 1039 N. McDowell Blvd. Petaluma, CA 94954-1173

(This certificate replaces certificate# 11580503 issued on 3/21/2017)

POLICY NUMBER: 2016MOELC

THIS ENDORSEMENT CHANGES THE MEMORANDUM OF COVERAGE.
PLEASE READ IT CAREFULLY.

ADDITIONAL COVERED MEMBER — DESIGNATED PERSON OR ORGANIZATION

This endorsement modifies coverage provided under the following:

GENERAL LIABILITY

SCHEDULE

Name of Additional Covered Person(s) or Organization(s)
City of St. Helena Office of the Director of Public Works 1480 Main Street St. Helena, CA 94574 Additional Covered Member - Designated Person or Organization RE: St. Helena Unified School District Run Big event on the interior streets of St. Helena Friday April 14, 2017 8:00am-2:00pm. The City of St. Helena, its officers, agents, employees and volunteers are included as an additional covered member under the general liability per the attached endorsement, but only as to the liability arising out of the negligent acts of the named insured.
Information required to complete this Schedule, if not shown above, will be shown in the Declarations

Section III – The Definition of a Covered Member is amended to include as an additional covered member the person(s) or organization(s) shown in the Schedule, but only with respect to liability for "bodily injury", "property damage" or "personal and advertising injury" caused, in whole or in part, by your acts or omissions or the acts or omissions of those acting on your behalf

A. In the performance of your ongoing operations or
B. In connection with your premises owned by or rented to you

Report to the City Council
Council Meeting of April 11, 2017

Agenda Section: **Consent**

Subject: **Approve Letter of Support for the City of Calistoga's Transportation Development Act Article 3 (TDA-3) Grant Application for Bicycle Education for the Lodging and Wine Industries and Up Valley Communities, including the Greater Calistoga and St. Helena Areas**

CEQA Status: **Not a CEQA project**

Prepared By: **Tracey Perkosky, Grants and Finance Manager**

Approved By: **Larry Pennell, Interim City Manager**

BACKGROUND

The Transportation Development Act Article 3 (TDA-3) is a grant program, funded by approximately 2% of the ¼ cent statewide sales tax. The TDA-3 program funds a wide range of projects such as the capital construction and design engineering of bicycle and pedestrian projects, maintenance of Class I bikeways, restriping of Class II bicycle lanes, development or support of a bicycle safety education program and development of a comprehensive bicycle and/or pedestrian facilities plan.

The Metropolitan Transportation Commission (MTC) administers TDA-3, which is distributed based on population. Funds are obtained by local jurisdictions via a three-step process: (1) apportionment, (2) allocation, and (3) payment or reimbursement. Eligible projects are submitted to the Napa County Transportation and Planning Agency (NCTPA) by March 18, 2016. NCTPA provides recommendations to the Metropolitan Transportation Commission (MTC) who awards the funding.

DISCUSSION

The City of Calistoga recently approached City staff about partnering for a TDA-3 grant application for bicycle safety. Calistoga will apply for the $12,000 grant and partner with the Napa County Bicycle Coalition to host two workshops, a community forum as well as offer direct education and ongoing resources to the wine and lodging community. The City of Saint Helena will host one workshop and provide staff time to help coordinate the meeting, secure a location and encourage local businesses to attend. Calistoga is the lead fiduciary agent on the grant and will provide all grants management including the required audit at no cost to Saint Helena.

There will be two Bicycle Amenity Workshops, one of which will be in St. Helena. The workshops will bring together local lodging facilities, wineries, bicycle tour companies, rental vendors, cycling groups, public safety agencies and City staff to learn about bicycle based tourism in the valley and encourage safe bicycling opportunities. One community forum will be held focused on Cycling in Calistoga. Finally, the Napa County Bicycle Coalition will also provide direct education and ongoing resources to the workshop participants. Interested tasting room operators and lodging facilities in Calistoga and St. Helena can schedule one-on-one conversations and education to increase the percentage of bicycle riding guest while addressing safety and accessibility challenges.

The staff of St. Helena and Calistoga will be begin working quickly on this project and anticipate hosting the workshops and forums this autumn.

This grant project is great example of partnering to provide needed services to both communities.

FISCAL IMPACT
There is no fiscal impact associated with the approval of this letter.

RECOMMENDED ACTION
Approve the attached letter of support for the City of Calistoga's TDA-3 application for bicycle safety activities.

ATTACHMENTS
Letter of Support

City of St. Helena
"We will conduct city affairs on behalf of our citizens using an open and creative process."

1480 Main Street
St. Helena, CA 94574
Phone: (707) 967-2792
Fax: (707) 963-7748

www.cityofsthelena.org

April 11, 2017

The Honorable Chris Canning
City of Calistoga
1232 Washington Street
Calistoga, CA 94515

Dear Mayor Canning:

The City of Saint Helena is pleased to support the City of Calistoga's TDA-3 grant application for Bicycle education for the lodging and wine industry and up valley communities, including the greater Calistoga and St. Helena areas.

The Bicycle Amenity Workshops with one in Saint Helena and one in Calistoga will help share the information on bicycle safety, bicycle based tourism and encouraging safe bicycling opportunities throughout the up valley area. The continued education and resources will offer one-on-one support to individual locations which can help address specific concerns of the local business community.

We appreciate Calistoga's leadership on the grant application including acting as the fiduciary agent and completing the audit requirement. We support this effort to bring regional bicycle safety education to the up valley!

Sincerely,

Alan Galbraith
Mayor

cc: Erik Lundquist, Senior Planner

Report to the City Council
Council Meeting of April 11, 2017

Agenda Section: **Consent**

Subject: **Consideration and proposed approval of a resolution adopting a revised conflict of interest code for the City of St. Helena and rescinding Resolution 2015-34**

CEQA Determination: **Not a project**

Prepared By: Cindy Black

Cindy Black, City Clerk

Reviewed By:

Approved By: for Larry F. Pennell

Larry Pennell, City Manager

BACKGROUND

The Political Reform Act of 1974 ("Act") (codified in Government Code Sections 8100 et seq.) requires the City to adopt and promulgate a Conflict of Interest Code ("Code") applicable to designated City employees and public officials.

The City Council is the code-reviewing body, and has regularly amended the Conflict of Interest Code to correspond to changes in the City. The last revision was completed in 2015, by Resolution No. 2015–34.

DISCUSSION

The Conflict of Interest Code as presented accurately designates all positions that make or participate in the making of governmental decisions. The disclosure categories assigned to these positions accurately require the disclosure of all investments, business positions, interests in real property and sources of income which may foreseeably be affected materially by the decisions made by those designated positions. The Code includes all other provisions required by Ca. Government Code Section 87302 and incorporates by reference FPPC Regulation 2 Cal. Admin. Code Section 18730.

Although the City Council, City Manager, City Attorney, City Treasurer and Planning Commissioners are Ca. Govt. Code Section 87200 filers, the City Clerk notifies each person in this group of his/her filing obligation, including local filing requirements for membership on other Napa County collaborative agencies. The Fair Political Practices Commission acts as the Filing Officer for 87200 filers, reviews statements for completeness and enforces penalties for any late filings.

FISCAL IMPACT

No fiscal impact.

RECOMMENDED ACTION

Adopt a resolution approving a revised Conflict of Interest Code for the City of St. Helena rescinding Resolution No. 2015–34.

ATTACHMENTS

St. Helena conflict of interest code resolution

CITY OF ST. HELENA

RESOLUTION NO. 2017-

RESOLUTION ADOPTING A REVISED CONFLICT OF INTEREST CODE FOR THE CITY OF ST. HELENA

RECITALS

A. The City if St. Helena is required to adopt a Conflict of Interest Code by the Political Reform Act of 1974 (Government Code section 81000 et. seq.) (hereinafter referred to as "Act").

B. The Fair Political Practices Commission (hereinafter referred to as "FPPC") has adopted a regulation (2 California Code of Regulations section 18730) containing a model Conflict of Interest Code ("Model Code"), which if adopted by reference along with a list of designated employees required to file Statements of Economic Interest and a list of what types of economic interests those designated employees are required to disclose, will constitute the Conflict of Interest Code required by the Act.

C. The City Council has adopted a Conflict of Interest Code for the City, which has been amended over time to incorporate changes in regulations, departmental organizational structure and changes in job classifications.

D. The current Conflict of Interest Code for the City was adopted by the City Council via Resolution No. 2015-34.

E. Resolution No. 2015-34 adopted the Model Code by reference, as it may be amended from time to time by the FPPC, and a list of designated employees and disclosure categories attached as Appendix "A" to the resolution.

F. The Council desires to revise the list of designated employees and disclosure categories required to file a Statement of Economic Interest contained in Appendix "A" to Resolution No. 2015-34.

RESOLUTION

The City Council of the City of St. Helena hereby resolves as follows:

1. The Recitals above are incorporated herein by this reference, and the adoption of the Model Code, as it may be amended from time to time by the FPPC, is hereby confirmed.
2. Appendix "A" to Resolution No. 2015-34 is hereby rescinded and replaced by Exhibit "A" to this Resolution.

OAK #4819-9431-6613 v1

3. The remainder of Resolution No. 2015-34 shall remain in full force and effect.

Approved at a Regular Meeting of the St. Helena City Council on April 11, 2017, by the following vote:

Mayor Galbraith: __________
Vice Mayor White: __________
Councilmember Crull: __________
Councilmember Dohring: __________
Councilmember Pitts: __________

APPROVED: ATTEST:

Alan Galbraith, Mayor

Cindy Black, City Clerk

OAK #4819-9431-6613 v1

APPENDIX A

The following positions make or participate in making governmental decisions which may foreseeably have a material effect on a financial interest. Persons holding such positions shall comply with the broadest possible disclosure category applicable under the then-current statement form and schedules, disclosing all reportable sources of income, interests in real property, and investments in business positions in business entities:

1. Administration
    a. Assistant City Attorney

2. Public Works Department
    a. Public Works Director/City Engineer
    b. Assistant Director of Public Works

3. Planning Department
    a. Planning Director
    b. Senior Planner
    c. Associate Planner
    d. Building Official

4. Fire Department
    a. Fire Chief

5. Police Department
    a. Police Chief

6. City Clerk
    a. City Clerk

7. Parks and Recreation Department
    a. Parks and Recreation Director
    b. Recreation Manager

8. Library Department
    a. Library Director

Consultants. Contract consultants shall disclose their material financial interests in regard to all of the disclosure categories, subject to the following limitation:

OAK #4819-9431-6613 v1

The City Manager may determine in writing on a case-by-case basis that a particular consultant, although a "designated position" is hired to perform a range of duties that is limited in scope and thus not required to fully comply with the disclosure requirements described in this Appendix. Such written determination shall include a description of the consultant's duties and, based upon that description, a statement of the extent of disclosure requirements. The City Manager's determination is a public record and shall be retained for public inspection in the same manner and location as this conflict of interest code.

Note: Original Statements of Economic Interest for the following are sent to the Fair Political Practice Commission: City Manager, City Attorney, City Treasurer, Economic Vitality Director/Assistant City Manager, Finance Director, Mayor and City Council, and Planning Commissioners.

Report to the City Council
Meeting of April 11, 2017

Agenda Section: **Consent**

Subject: **Consideration of resolution approving the use of the Fire Station parking lot for Earth Day activities by the St. Helena Chamber of Commerce and waiver of the Encroachment Fee in the amount of $200**

CEQA Status: **Not a CEQA project**

Prepared By: **Jennifer Tuell, Water Conservation**
Erica Smithies, PE, Acting Public Works Director/City Engineer

Approved By: **Larry Pennell, City Manager**

BACKGROUND
This is an annual event the St. Helena Chamber of Commerce has hosted for the community.

DISCUSSION
The St. Helena Chamber of Commerce has requested permission to host the annual Earth Day activities at the Fire Station parking lot on Saturday, April 22, 2017 between the hours of 8:30pm and 1:30pm.

This event will be open to the general community and will include an e-waste collection, battery disposal and paper shredding opportunity. Chamber members' Upper Valley Disposal conducts the "anything with a cord" electrical waste disposal, and battery disposal and Umpqua Bank sponsors the Shredder. This coordinated effort highlights the Chamber's commitment to recycling, repurposing and proper disposal. Pharmaceutical Collection will be done under the direction of the St. Helena Police Department according to all state and local laws.

FISCAL IMPACT
Waiver of the encroachment permit fee in the amount of $200.

RECOMMENDED ACTION
Staff recommends approving the attached resolution allowing the Fire Station parking lot to be used for Earth Day Activities by the Chamber of Commerce and waiver of the Encroachment Fee in the amount of $200.00.

ATTACHMENTS

Attachment 1 – Resolution

CITY OF ST. HELENA

RESOLUTION NO. 2017-

APPROVING THE USE OF FIRE STATION PARKING LOT FOR EARTH DAY ACTIVITIES BY THE ST. HELENA CHAMBER OF COMMERCE AND WAIVER OF THE ENCROACHMENT FEE IN THE AMOUNT OF $200

RECITALS

A. The St. Helena Chamber of Commerce has requested permission to host the annual Earth Day activities at the Fire Station parking lot on Saturday, April 22, 2017, between the hours of 8:30 am and 1:30 pm, with the actual event occurring from 8:00 am – 1:00 pm.

B. This event will be open to the general community and will include an e-waste collection, battery disposal and paper shredding opportunity. Chamber members' Upper Valley Disposal conducts the "anything with a cord" electrical waste disposal, and battery disposal and Umpqua Bank sponsors the Shredder. This coordinated effort highlights the Chamber's commitment to recycling, repurposing and proper disposal. Pharmaceutical Collection will be done under the direction of the St. Helena Police Department according to all state and local laws.

C. This event will be in partnership with the St. Helena Public Works Department, and city staff will be present at the event.

RESOLUTION

NOW, THEREFORE, the City Council of the City of St. Helena resolves as follows:

1. Permission is hereby granted to the St. Helena Chamber of Commerce to use the Fire Station parking lot for Earth Day activities with the conditions that an Encroachment Permit is obtained, conditions and requirements are met and required documents provided to the City Manager.
2. City Council waives encroachment permit fee of $200.00 for the use of the Fire Station parking lot.

I HEREBY CERTIFY that the this Resolution was adopted at a regular meeting of the City Council held on April 11, 2017 by the following roll call vote:

Mayor Galbraith: __________
Vice Mayor White: __________
Councilmember Dohring: __________
Councilmember Ellsworth: __________
Councilmember Koberstein: __________

APPROVED:

____
Alan Galbraith, Mayor

ATTEST:

____
Cindy Black, City Clerk

Report to the City Council
Council Meeting of April 11, 2017

Agenda Section: **Consent**

Subject: **Consideration of a resolution approving a contract /Consultant Services Agreement with Interwest to provide professional Building Official, Building Permit Plan-Check and Building Inspection services for a total contract amount not to exceed $75,000.**

CEQA Status: **Not a CEQA project**

Prepared By: **Noah Housh, Planning and Community Improvement Director**

Approved By: **Larry Pennell, Interim City Manager**

BACKGROUND

The City has the need for limited and "as needed" professional building official, building permit plan check and building inspection services to assist with the review and processing of building permit applications as well as the inspections of the construction permitted under these building permits. The existing contract with Interwest was last updated in 2013, and included building official, building permit plan check and building inspection services. However, the City hired a full time Building Official in 2015, limiting the need for outside plan check services and completely eliminating the need for consultant building inspection services.

DISCUSSION

The ongoing services provided by Interwest continue to meet the needs of the City. As of March 2017, the Building Official position for the City was unfilled, creating a temporary need for Building Official, building permit plan check and building inspection services. While the City anticipates recruiting for the Building Official position in the near term, it is still anticipated that Interwest would provide occasional plan check services after the position is filled (for temporary increases in application volume and/or to review complex construction designs).

To satisfy this need and to address the uncertainty as to when the Building Official position will be filled, the Planning and Community Improvement Department requests approval to enter into an updated contract with Interwest for an amount totaling $75,000 in April 2017.

FISCAL IMPACT

Due to the nature of the work anticipated to be undertaken by Interwest, a significant portion of the contract amount will be recovered from the collection of building permit application fees or, occasionally, direct pass thorough payments. For pass through payments staff will include an administration fee to the applicant based on the fully encumbered hourly rates for any administrative work to manage any pass through charges associated with building permit plan check and/or inspection services, to cover the costs of administering the contract with Interwest.

Portions of the funds for the proposed contract were previously budgeted and are available in the FY 16/17 adopted budget account, with the remaining portions of the contract to be budgeted into the 2017/2018 budget (Account #101-4500-2147).

RECOMMENDED ACTION

It is recommended by the Planning and Community Improvement Department, that the City Council approve a resolution approving the agreement/contract with Interwest for a total contract amount not to exceed $75, 000 and authorize the City Manager to execute the agreement on behalf of the City.

ATTACHMENTS

1. Attachment 1-Resolution 2017-___ Approving a Consultant Services Agreement with Interwest

2. Attachment 2-Consultant Services Agreement with Interwest

Attachment 1

CITY OF ST. HELENA

RESOLUTION NO. 2017-

RESOLUTON OF THE COUNCIL OF THE CITY OF ST. HELENA AUTHORIZING AN EXISTING AGREEEMENT FOR BUILDING OFFICIAL, BUILDING PERMIT PLAN CHECK AND BUILDING INSPECTION SERVICES WITH INTERWEST FOR A TOTAL NOT TO EXCEED $75,000

RECITALS

A. The City desires to employ Consultant to furnish professional services on a limited and "as needed" basis in connection with building official, building permit plan check and building permit inspection services;

B. In 2013, the City entered into an agreement with Interwest for these services on an "as needed" basis; and

C. In November 2015, the City hired a full time Building Official reducing the need to utilize this existing contract; and

D. Interwest has represented that they have the required experience, expertise and qualifications to perform the required duties.

RESOLUTION

The City Council of the City of St. Helena hereby resolves as follows:

1. The City Council approves the contract with Interwest for a total contract amount not to exceed $75,000, and

3. The City Council directs City staff to collect an administration fee based on the fully encumbered hourly rates for any administrative work to manage pass through charges associated with building services, for which there is a direct payment of the Interwest fees, to cover the costs of administering the contract with Interwest; and

2. The City Council authorizes the City Manager to execute the agreement on behalf of the City.

Approved at a Regular Meeting of the St. Helena City Council on April 11, 2017, by the following vote:

Mayor Galbraith: ___________

Vice Mayor White: ___________

Councilmember Ellsworth: ___________

Councilmember Dohring: __________

Councilmember Koberstein: __________

APPROVED:

____

Alan Galbraith, Mayor

ATTEST:

____

Cindy Black, City Clerk

Attachment 2

AGREEMENT FOR PROFESSIONAL SERVICES

THIS AGREEMENT, made and entered into on April 11, 2017 by and between the City of St. Helena, located in the County of Napa, State of California (City), and Interwest Consulting Services (Consultant).

RECITALS:

A. City desires to employ Consultant to furnish professional services in connection with the project described as Inspection and Plan Check Services.

B. Consultant has represented that Consultant has the necessary expertise, experience, and qualifications to perform the required duties.

NOW, THEREFORE, in consideration of the mutual premises, covenants, and conditions herein contained, the parties agree as follows:

SECTION 1 – BASIC SERVICES

Consultant agrees to perform the services set forth in **Exhibit A, "Scope of Services"** and made part of this Agreement.

SECTION 2 – ADDITIONAL SERVICES

Consultant shall not be compensated for any services rendered in connection with its performance of this Agreement which are in addition to or outside of those set forth in this Agreement or **Exhibit A, "Scope of Services"**, unless such additional services and compensation are authorized in advance and in writing by the City Council or City Manager of the City.

SECTION 3 – TIME FOR COMPLETION

The time for completion of services shall be as identified in **Exhibit A, "Scope of Services"**.

SECTION 4 – COMPENSATION AND METHOD OF PAYMENT

A. Subject to any limitations set forth in this Agreement, City agrees to pay consultant the amount specified in Exhibit A, "Scope of Services", attached hereto and made a part hereof. Total compensation shall not exceed $75,000 unless additional compensation is approved in accordance with Section 2.

B. Consultant shall furnish to City an original invoice for all work performed and expenses incurred during the preceding month. The invoice shall detail charges by the following categories if applicable: labor (by sub-category), travel, materials, equipment, supplies, subconsultant contracts, and miscellaneous expenses. City shall independently review each invoice submitted to determine whether the work performed and expenses incurred are in compliance with the provisions of this Agreement. If no charges or expenses are disputed, the invoice shall be approved and City will use its best efforts to cause Consultant to be paid within

30 days of receipt of invoice. If any charges or expenses are disputed by City, the original invoice shall be returned by City to Consultant for correction and resubmission. If the City reasonably determines, in its sole judgment, that the invoiced charges and expenses exceed the value of the services performed to date and that it is probable that the Agreement will not be completed satisfactorily within the contract price, City may retain all or a portion of the invoiced charges and expenses. Within thirty (30) days of satisfactory completion of the project, City shall pay the retained amount, if any, to Consultant.

C. Payment to the Consultant for work performed pursuant to this Agreement shall not be deemed to waive any defects in work performed by Consultant.

SECTION 5 – STANDARD OF PERFORMANCE

Consultant represents and warrants that it has the qualifications, experience and facilities necessary to properly perform the services required under this Agreement in a thorough, competent and professional manner. Consultant shall at all times faithfully, competently and to the best of its ability, experience and talent, perform all services described herein. In meeting its obligations under this Agreement, Consultant shall employ, at a minimum, generally accepted standards and practices utilized by persons engaged in providing services similar to those required of Consultant under this Agreement.

SECTION 6 – INSPECTION AND FINAL ACCEPTANCE

City may inspect and accept or reject any of Consultant's work under this Agreement, either during performance or when completed. City shall reject or finally accept Consultant's work within sixty (60) days after submitted to City, unless the parties mutually agree to extend such deadline. City shall reject work by a timely written explanation, otherwise Consultant's work shall be deemed to have been accepted. City's acceptance shall be conclusive as to such work except with respect to latent defects and fraud. Acceptance of any of Consultant's work by City shall not constitute a waiver of any of the provisions of this Agreement including, but not limited to, the sections pertaining to indemnification and insurance.

SECTION 7 – INSURANCE REQUIRED

Consultant shall procure and maintain for the duration of the contract insurance against claims for injuries to persons or damages to property which may arise from or in connection with the performance of the work hereunder by the Consultant, its agents, representatives, or employees, as indicated:

A. Minimum Scope of Insurance. Coverage shall be at least as broad as:
   1. Insurance Services Office Commercial General Liability coverage (occurrence form CG 0001).
   2. Insurance Services Office form number CA 0001 (Ed. 1/87) covering Automobile Liability, code 1 (any auto).
   3. Workers' Compensation insurance as required by the State of California and Employer's Liability Insurance.

B. Minimum Limits of Insurance. Consultant shall maintain limits no less than:

Attachment 2

1. General Liability: $2,000,000 per occurrence for bodily injury, personal injury and property damage including operations, products and completed operations, as applicable. If Commercial General Liability Insurance or other form with a General Liability Insurance or other form with a general aggregate limit is used, either the general aggregate limit shall apply separately to this project/location or the general aggregate limit shall be twice the required occurrence limit.
2. Automobile Liability: $2,000,000 per accident for bodily injury and property damage.
3. Employer's Liability: $2,000,000 per accident for bodily injury or disease.

C. Professional Liability Insurance. When Consultant under this Agreement is duly licensed under California Business and Professions Code as an architect, landscape architect, professional engineer, or land surveyor ("design professional"), Consultant shall maintain at least $2,000,000 of professional liability insurance.

D. Excess Limits. If Consultant maintains higher limits than the minimums shown above, City requires and shall be entitled to coverage for the higher limits maintained by Consultant. Any available insurance proceeds in excess of the specified minimum limits of insurance and coverage shall be available to the City.

E. Primary Coverage. For any claims related to this contract the Consultants insurance coverage shall be primary insurance as respects to City, its officers, officials, employees and volunteers. Any insurance or self-insurance maintained by the City, its officers, officials, employees, or volunteers shall be excess of Consultants insurance and shall not contribute with it.

F. Deductibles and Self-Insured Retentions. Any deductibles or self-insured retentions of $25,000 or greater must be declared to and approved by the City.

G. Other Insurance Provisions. The commercial general liability and automobile liability policies are to contain, or be endorsed to contain, the following provisions:

1. The City, its agent, officers, officials, employees, and volunteers are to be covered as additional insured as respects: liability arising out of work or operations performed by the Consultant or Consultant's subconsultants; or automobile owned, leased, hired or borrowed by the Consultant.
2. For any claims related to Consultant's conduct while performing the work of this project, the Consultant's insurance coverage shall be primary insurance as respects the City, its agents, officers, officials, employees and volunteers. Any insurance or self-insurance maintained by the City, its agents, officers, officials, employees or volunteers shall be excess of the Consultant's insurance and shall not contribute with it.
3. Each insurance policy required by this clause shall be endorsed to state that coverage shall not be cancelled by either party, except after thirty (30) days prior written notice by certified mail, return receipt requested, has been given to the City.
4. Coverage shall not extend to any indemnity coverage for the active negligence of the additional insured in any case where an agreement to indemnify the additional insured would be invalid under Subsection (b) of Section 2782 of the Civil Code.

H. Waiver of Subrogation. The workers compensation policy is to be endorsed with a waiver of subrogation. The insurance company, in its endorsement, agrees to waive all rights of subrogation against the City, its agents, officers, officials, employees and volunteers for losses paid under the terms of this policy which arises from the work performed by the named insured for the City.

I. The Acceptability of Insurers. Insurance is to be placed with insurers with a current A.M. Best's rating of no less than A: VII, unless otherwise acceptable to the City.

J. Verification of Coverage. Consultant shall furnish the City with original certificates and amendatory endorsements effecting coverage required by this clause. The endorsements should be on forms provided by the City or on forms that conform to City requirements. All certificates and endorsements are to be received and approved by the City before work commences. The City reserves the right to require complete, certified copies of all required insurance policies, including endorsements effecting the coverage required by these specifications at any time.

SECTION 8 – INDEMNIFICATION

A. Consultant shall indemnify and hold harmless City, its agents, officers, officials, employees, and volunteers from any and all claims, demands, suits, loss, damages, injury, and/or liability (including any and all costs and expenses in connection therewith), incurred by reason of any negligent or otherwise wrongful act or omission of Consultant, its officers, agents, employees and subcontractors, or any of them, under or in connection with this Agreement; and Consultant agrees at its own cost, expense and risk to defend any and all claims, actions, suits, or other legal proceedings brought or instituted against City, its agents, officers, officials, employees and volunteers, or any of them, arising out of such negligent or otherwise wrongful act or omission, and to pay and satisfy any resulting judgments.

B. When Consultant under this Agreement is duly licensed under California Business and Professions Code as an architect, landscape architect, professional engineer, or land surveyor ("design professional"), the provisions of this section regarding Consultant's duty to defend and indemnify apply only to claims that arise out of or relate to the negligence, recklessness, or willful misconduct of the design professional.

C. If any action or proceeding is brought against Indemnitees by reason of any of the matters against which Consultant has agreed to indemnify Indemnitees as provided above, Consultant, upon notice from City, shall defend Indemnitees at Consultant's expense by counsel acceptable to City, such acceptance not to be unreasonably withheld. Indemnitees need not have first paid for any of the matters to which Indemnitees are entitled to Indemnification in order to be so indemnified. The insurance required to be maintained by Consultant shall ensure Consultant's obligations under this section, but the limits of such insurance shall not limit the liability of Consultant hereunder. The provisions of this section shall survive the expiration or earlier termination of this Agreement.

D. The provisions of this section do not apply to claims to the extent occurring as a result of the City's sole negligence or willful acts or misconduct.

SECTION 9 – INDEPENDENT CONTRACTOR STATUS

A. Consultant is and shall at all times remain a wholly independent contactor and not an officer, employee or agent of City. Consultant shall have no authority to bind City in any manner, nor to incur an obligation, debt or liability of any kind on behalf of or against City, whether by contract or otherwise, unless such authority is expressly conferred under this Agreement or is otherwise expressly conferred in writing by City.

B. The personnel performing the services under this Agreement on behalf of Consultant shall at all times be under Consultant's exclusive direction and control. Neither City, nor any elected or appointed boards, officers, officials, employees or agents of City, shall have control over the conduct of Consultant or any of Consultant's officers, employees or agents, except as set forth in this Agreement. Consultant shall not at any time or in any manner represent that Consultant or any of Consultant's officers, employees or agents are in any manner officials, officers, employees or agents of City.

C. Neither Consultant, nor any of Consultant's officers, employees or agents, shall obtain any rights to retirement, health care or any other benefits which may otherwise accrue to City's employees. Consultant expressly waives any claim Consultant may have to any such rights.

SECTION 10 – CONFLICTS OF INTEREST

A. Consultant covenants that neither it, nor any officer or principal of its firm, has or shall acquire any interest, directly or indirectly, which would conflict in any manner with the interests of City or which would in any way hinder Consultant's performance of services under this Agreement. Consultant further covenants that in the performance of this Agreement, no person having any such interest shall be employed by it as an officer, employee, agent, or subcontractor without the express written consent of the City Manager. Consultant agrees to at all times avoid conflicts with the interests of City in the performance of this Agreement.

B. City understands and acknowledges that Consultant is, as of the date of execution of this Agreement, independently involved in the performance of non-related services for other governmental agencies and private parties. Consultant is aware of any stated position of City relative to such projects. Any future position of City on such projects shall not be considered a conflict of interest for purposes of this section.

SECTION 11 – OWNERSHIP OF DOCUMENTS

A. All original maps, models, designs, drawings, photographs, studies, surveys, reports, data, notes, computer files, files and other documents prepared, developed or discovered by Consultant in the course of providing any services pursuant to this Agreement shall become the sole property of City and may be used, reused or otherwise disposed of by City without the permission of the Consultant. When requested by City, but no later than three years after project completion, Consultant shall deliver to City all such original maps, models, designs, drawings, photographs, studies, surveys, reports, data, notes, computer files, files and other documents.

B. All copyrights, patents, trade secrets, or other intellectual property rights associated with any ideas, concepts, techniques, inventions, processes, improvements, developments, works of authorship, or other products developed or created by Consultant during the course of providing services (collectively the "Work Product") shall belong exclusively to City. The Work Product shall be considered a "work made for hire" within the meaning of Title 17 of the United States Code. Without reservation, limitation, or condition, Consultant hereby assigns, at the time of creation of the Work Products, without any requirement of further consideration, exclusively and perpetually, any and all right, title, and interest Consultant may have in the Work Product throughout the world, including without limitation any copyrights, patents, trade secrets, or other intellectual property rights, all rights of reproduction, all rights to create derivative works, and the right to secure registrations, renewals, reissues, and extensions thereof.

SECTION 12 – CONFIDENTIAL INFORMATION; RELEASE OF INFORMATION

A. All information gained or work product produced by Consultant in performance of this Agreement shall be considered confidential, unless such information is in the public domain or already known to Consultant. Consultant shall not release or disclose any such information or work product to persons or entities other than City without prior written authorization from the City Manager, except as may be required by law.

B. Consultant, its officers, employees, agents or subcontractors, shall not, without prior written authorization from the City Manager or unless requested by the City Attorney of City, voluntarily provide declarations, letters of support, testimony at depositions, response to interrogatories or other information concerning the work performed under this Agreement. Response to a subpoena or court order shall not be considered "voluntary" provided consultant gives City notice of such court order or subpoena.

C. If Consultant, or any officer, employee, agent or subcontractor of Consultant, provides any information or work product in violation of this Agreement, then City shall have the right to reimbursement and indemnity from Consultant for any damages, costs and fees, including attorneys fees, caused by or incurred as a result of Consultant's conduct.

D. Consultant shall promptly notify City should Consultant, its officers, employees, agents or subcontractors be served with any summons, complaint, subpoena, notice of deposition, request for documents, interrogatories, request for admissions or other discovery request, court order or subpoena from any party regarding this Agreement and the work performed thereunder. City retains the right, but has no obligation, to represent Consultant or be present at any deposition, hearing or similar proceeding. Consultant agrees to cooperate fully with City and to provide City with the opportunity to review any response to discovery requests provided by Consultant. However, this right to review any such response does not imply or mean the right by City to control, direct, or rewrite such response.

SECTION 13 – SUSPENSION OF WORK

City may, at any time, by ten (10) days written notice suspend further performance by Consultant. All suspensions shall extend the time schedule for performance in a mutually satisfactory manner and Consultant shall be paid for services performed and reimbursable expenses incurred prior to the suspension date.

SECTION 14 – COMPLIANCE WITH LAW

Consultant shall keep itself informed of and comply with all applicable federal, state and local laws, statutes, codes, ordinances, regulations and rules in effect during the term of this Agreement. Consultant shall obtain any and all licenses, permits and authorizations necessary to perform the services set forth in this Agreement. Neither City, nor any elected or appointed boards, officers, officials, employees or agents of City, shall be liable, at law or in equity, as a result of any failure of Consultant to comply with this section.

SECTION 15 – COMPLIANCE WITH CIVIL RIGHTS

During the performance of this contract, Consultant agrees as follows:

A. Equal Employment Opportunity. In connection with the execution of this Agreement, Consultant shall not discriminate against any employee or applicant for employment because of race, religion, color, ancestry, age, sexual orientation, physical handicap, medical condition, marital status, sex, or national origin. Such actions shall include, but not be limited to, the following: employment, promotion, upgrading, demotion, or transfer; recruitment or recruitment advertising; layoff or termination; rate of pay or other forms of compensation; and selection for training including apprenticeship.

B. Nondiscrimination Civil Rights Act of 1964. Consultant will comply with all federal regulations relative to nondiscrimination to federally-assisted programs.

C. Solicitations for Subcontractors including Procurement of Materials and Equipment. In all solicitations, either by competitive bidding or negotiations, made by Consultant for work to be performed under a subcontract, including procurement of materials or leases of equipment, each potential subcontractor, supplier, or lessor shall be notified by Consultant of Consultant's obligations under this Agreement and the regulations relative to nondiscrimination.

SECTION 16 – RECORDS

A. Records of Consultant's direct labor costs, payroll costs, and reimbursable expenses pertaining to this project covered by this Agreement will be kept on a generally recognized accounting basis and made available to City if and when required for a period of up to 3 years from the date of Consultant's final invoice.

B. Consultant's records and design calculations will be available for examination and audit if and as required. The cost of any reproductions shall be paid by City.

SECTION 17 – COOPERATION BY CITY

All public information, data, reports, records, and maps as are existing and available to City as public records, and which are necessary for carrying out the work as outlined in the Exhibit A, "Scope of Services", shall be furnished to Consultant in every reasonable way to facilitate, without undue delay, the work to be performed under this Agreement.

SECTION 18 – NOTICES

All notices required or permitted to be given under this Agreement shall be in writing and shall be personally delivered, or sent by facsimile or first class mail, addressed as follows:

To City:	City Manager 1480 Main Street St. Helena, California 94574
To Consultant:	Interwest Consulting Group 1613 Santa Clara Drive, Suite 100 Roseville, CA 95661

Notice shall be deemed effective on the date personally delivered or transmitted by facsimile, or, if mailed, three (3) days after deposit in the custody of the U.S. Postal Service.

SECTION 19 – TERMINATION

A. City may terminate this Agreement, with or without cause, at any time by giving ten (10) days written notice of termination to Consultant. If such notice is given, Consultant shall cease immediately all work in progress.

B. If either Consultant or City fail to perform any material obligation under this Agreement, then, in addition to any other remedies, either Consultant, or City may terminate this Agreement immediately upon written notice.

C. Upon termination of this Agreement by either Consultant or City, all property belonging to City which is in Consultant's possession shall be delivered to City. Consultant shall furnish to City a final invoice for work performed and expenses incurred by Consultant, prepared as set forth in this Agreement.

SECTION 20 – ATTORNEY FEES

If litigation or other proceeding is required to enforce or interpret any provision of this Agreement, the prevailing party in such litigation or other proceeding shall be entitled to an award of reasonable attorneys' fees, costs and expenses, in addition to any other relief to which it may be entitled. In addition, any legal fees, costs and expenses incurred to enforce the provisions of this Agreement shall be reimbursed to the prevailing party.

SECTION 21 – ENTIRE AGREEMENT

This Agreement, including the attached Exhibits, is the entire, complete, final and exclusive expression of the parties with respect to the matters addressed therein and supersedes all other agreements or understandings, whether oral or written, or entered into between Consultant and City prior to the execution of this Agreement. No statements, representations or other agreements, whether oral or written, made by any party which are not embodied herein shall be valid and binding unless in writing duly executed by the parties or their authorized representatives.

Attachment 2

SECTION 22 – SUCCESSORS AND ASSIGNS

This Agreement shall be binding on the heirs, executors, administrators, successors and assigns of the parties. However, this Agreement shall not be assigned by Consultant without written consent of the City.

SECTION 23 – CONTINUITY OF PERSONNEL

Consultant shall make every reasonable effort to maintain the stability and continuity of Consultant's staff assigned to perform the services required under this Agreement. Consultant shall notify City of any changes in Consultant's staff assigned to perform the services required under this Agreement, prior to any such performance.

SECTION 24 – DEFAULT

In the event that Consultant is in default under the terms of this Agreement, the City shall not have any obligation or duty to continue compensating Consultant for any work performed after the date of default and may terminate this Agreement immediately by written notice to Consultant.

SECTION 25 – WAIVER

Waiver by any party to this Agreement of any term, condition, or covenant of this Agreement shall not constitute a waiver of any other term, condition, or covenant. Waiver by any party of any breach of the provisions of this Agreement shall not constitute a waiver of any other provision, nor a waiver of any subsequent breach or violation of any provision of this Agreement. Acceptance by City of any work or services by Consultant shall not constitute a wavier of any of the provisions of this Agreement.

SECTION 26 – LAW TO GOVERN; VENUE

This Agreement shall be interpreted, construed and governed according to the laws of the State of California. In the event of litigation between the parties, venue in state trial courts shall lie exclusively in the County of Napa. In the event of litigation in a U.S. District Court, venue shall lie exclusively in the Northern District of California, in San Francisco.

SECTION 27 – SEVERABILITY

If any term, condition or covenant of this Agreement is declared or determined by any court of competent jurisdiction to be invalid, void or unenforceable, the remaining provisions of this Agreement shall not be affected thereby and the Agreement shall be read and construed without the invalid, void or unenforceable provision(s).

Attachment 2

SECTION 28 – SPECIAL PROVISIONS

This Agreement is subject to the following special provisions: none.

IN WITNESS WHEREOF, the parties hereto have accepted, made, and executed this Agreement upon the terms, conditions, and provisions above stated, the day and year first above written.

Consultant:

By: ______________________________
Name: ____________________________
Title:_____________________________

City:

By: ________________________
Name: Larry Pennell
Title: Interim City Manager

Approved as to Form:

By: ______________________________
Name: Thomas B. Brown
Title: City Attorney

Report to the City Council
Council Meeting of April 11, 2017

Agenda Section: **Consent**

Subject: **Consideration of a resolution approving Amendment #2 for a Consultant Services Agreement with M-Group to provide professional planning services for an additional amount of $100,000, and for a total contract amount not to exceed $200,000.**

CEQA Status: **Not a CEQA project**

Prepared By: **Noah Housh, Planning and Community Improvement Director**

Approved By: **Larry Pennell, Interim City Manager**

BACKGROUND

The City has the need for limited and "as needed" professional planning services to assist with the preparation, review and processing of specific planning projects, including the General Plan and environmental documents required under the California Environmental Quality Act (CEQA). To satisfy this need, the City entered into a contract with M-Group for an amount totaling $25,000 in August 2016 (Attachment 1) and amended this contract for an amount not to exceed 100,000 on November 29, 2016 (Attachment 2).

DISCUSSION

The ongoing services provided by M-Group continue to meet the needs of the City. The initial contract with M-Group was for a total not to exceed $25,000, revised once to a not-to-exceed amount of $100,000. As of April 2017, the contract amount of $100,000 is anticipated be expended to cover the contract work of Lilly Bianco and additional contract work conducted by M-Group in the preparation of environmental documents for individual projects (which is full cost recovery and not an impact to the Department or City budget).

Due to the continued need for planning services (primarily related to current development and CEQA analysis) and the excellent performance by M-Group staff, the department is recommending an additional contract extension of $100,000 to assist with the ongoing current development workload and assist Department staff with finalization of the Draft St Helena 2035 General Plan, the General Plan EIR and with other ongoing projects assigned by the City Council.

FISCAL IMPACT

Due to the nature of the work anticipated to be undertaken by M-Group, a portion of the contract amount will be appropriated from the Planning (Discretionary) application fees while the balance of the amount is direct pass thorough payments from developers to cover the costs of their environmental documents. For pass through payments staff will include a an administration fee (paid by the applicant and based on fully encumbered hourly rates) for any administrative work needed to manage pass through charges associated with planning services provided by M-Group.

Funds for the agreement were partially (previously) budgeted and are available in the FY 16/17 adopted budget, and the remainder will be included into the 2017/2018 Department budget (Account #101-4500-2145).

RECOMMENDED ACTION

It is recommended that the City Council approve a resolution approving Amendment #2 with M-Group for an additional $100,000, for a total contract amount not to exceed $200,000 and authorize the City Manager to execute the agreement on behalf of the City.

ATTACHMENTS

1. Attachment 1 – Original Contract with M-Group
2. Attachment 2 – Amendment #1 with M-Group
3. Attachment 3 – Resolution No. 2017-____ Approving Amendment #2 for Consulting Services with M-Group
4. Attachment 4 – Amendment #2 with M-Group

Attachment 1

AGREEMENT FOR PROFESSIONAL SERVICES

THIS AGREEMENT, made and entered into on August 23, 2016 by and between the City of St. Helena, located in the County of Napa, State of California (City), and M-Group (Consultant).

RECITALS:

A. City desires to employ Consultant to furnish professional services in connection with the project described as Associate Planning Services

B. Consultant has represented that Consultant has the necessary expertise, experience, and qualifications to perform the required duties.

NOW, THEREFORE, in consideration of the mutual premises, covenants, and conditions herein contained, the parties agree as follows:

SECTION 1 – BASIC SERVICES

Consultant agrees to perform the services set forth in **Exhibit A, "Scope of Services"** and made part of this Agreement.

SECTION 2 – ADDITIONAL SERVICES

Consultant shall not be compensated for any services rendered in connection with its performance of this Agreement which are in addition to or outside of those set forth in this Agreement or **Exhibit A, "Scope of Services"**, unless such additional services and compensation are authorized in advance and in writing by the City Council or City Manager of the City.

SECTION 3 – TIME FOR COMPLETION

The time for completion of services shall be as identified in **Exhibit A, "Scope of Services"**.

SECTION 4 – COMPENSATION AND METHOD OF PAYMENT

A. Subject to any limitations set forth in this Agreement, City agrees to pay consultant the amount specified in Exhibit A, "Scope of Services", attached hereto and made a part hereof. Total compensation shall not exceed $25,000 unless additional compensation is approved in accordance with Section 2.

B. Consultant shall furnish to City an original invoice for all work performed and expenses incurred during the preceding month. The invoice shall detail charges by the following categories if applicable: labor (by sub-category), travel, materials, equipment, supplies, subconsultant contracts, and miscellaneous expenses. City shall independently review each invoice submitted to determine whether the work performed and expenses incurred are in compliance with the provisions of this Agreement. If no charges or expenses are disputed, the invoice shall be approved and City will use its best efforts to cause Consultant to be paid within

30 days of receipt of invoice. If any charges or expenses are disputed by City, the original invoice shall be returned by City to Consultant for correction and resubmission. If the City reasonably determines, in its sole judgment, that the invoiced charges and expenses exceed the value of the services performed to date and that it is probable that the Agreement will not be completed satisfactorily within the contract price, City may retain all or a portion of the invoiced charges and expenses. Within thirty (30) days of satisfactory completion of the project, City shall pay the retained amount, if any, to Consultant.

C. Payment to the Consultant for work performed pursuant to this Agreement shall not be deemed to waive any defects in work performed by Consultant.

SECTION 5 – STANDARD OF PERFORMANCE

Consultant represents and warrants that it has the qualifications, experience and facilities necessary to properly perform the services required under this Agreement in a thorough, competent and professional manner. Consultant shall at all times faithfully, competently and to the best of its ability, experience and talent, perform all services described herein. In meeting its obligations under this Agreement, Consultant shall employ, at a minimum, generally accepted standards and practices utilized by persons engaged in providing services similar to those required of Consultant under this Agreement.

SECTION 6 – INSPECTION AND FINAL ACCEPTANCE

City may inspect and accept or reject any of Consultant's work under this Agreement, either during performance or when completed. City shall reject or finally accept Consultant's work within sixty (60) days after submitted to City, unless the parties mutually agree to extend such deadline. City shall reject work by a timely written explanation, otherwise Consultant's work shall be deemed to have been accepted. City's acceptance shall be conclusive as to such work except with respect to latent defects and fraud. Acceptance of any of Consultant's work by City shall not constitute a waiver of any of the provisions of this Agreement including, but not limited to, the sections pertaining to indemnification and insurance.

SECTION 7 – INSURANCE REQUIRED

Consultant shall procure and maintain for the duration of the contract insurance against claims for injuries to persons or damages to property which may arise from or in connection with the performance of the work hereunder by the Consultant, its agents, representatives, or employees, as indicated:

A. Minimum Scope of Insurance. Coverage shall be at least as broad as:
   1. Insurance Services Office Commercial General Liability coverage (occurrence form CG 0001).
   2. Insurance Services Office form number CA 0001 (Ed. 1/87) covering Automobile Liability, code 1 (any auto).
   3. Workers' Compensation insurance as required by the State of California and Employer's Liability Insurance.

B. Minimum Limits of Insurance. Consultant shall maintain limits no less than:

1. General Liability: $2,000,000 per occurrence for bodily injury, personal injury and property damage including operations, products and completed operations, as applicable. If Commercial General Liability Insurance or other form with a General Liability Insurance or other form with a general aggregate limit is used, either the general aggregate limit shall apply separately to this project/location or the general aggregate limit shall be twice the required occurrence limit.
2. Automobile Liability: $2,000,000 per accident for bodily injury and property damage.
3. Employer's Liability: $2,000,000 per accident for bodily injury or disease.

C. Professional Liability Insurance. When Consultant under this Agreement is duly licensed under California Business and Professions Code as an architect, landscape architect, professional engineer, or land surveyor ("design professional"), Consultant shall maintain at least $2,000,000 of professional liability insurance.

D. Excess Limits. If Consultant maintains higher limits than the minimums shown above, City requires and shall be entitled to coverage for the higher limits maintained by Consultant. Any available insurance proceeds in excess of the specified minimum limits of insurance and coverage shall be available to the City.

E. Primary Coverage. For any claims related to this contract the Consultants insurance coverage shall be primary insurance as respects to City, its officers, officials, employees and volunteers. Any insurance or self-insurance maintained by the City, its officers, officials, employees, or volunteers shall be excess of Consultants insurance and shall not contribute with it.

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1. The City, its agent, officers, officials, employees, and volunteers are to be covered as additional insured as respects: liability arising out of work or operations performed by the Consultant or Consultant's subconsultants; or automobile owned, leased, hired or borrowed by the Consultant.
2. For any claims related to Consultant's conduct while performing the work of this project, the Consultant's insurance coverage shall be primary insurance as respects the City, its agents, officers, officials, employees and volunteers. Any insurance or self-insurance maintained by the City, its agents, officers, officials, employees or volunteers shall be excess of the Consultant's insurance and shall not contribute with it.
3. Each insurance policy required by this clause shall be endorsed to state that coverage shall not be cancelled by either party, except after thirty (30) days prior written notice by certified mail, return receipt requested, has been given to the City.
4. Coverage shall not extend to any indemnity coverage for the active negligence of the additional insured in any case where an agreement to indemnify the additional insured would be invalid under Subsection (b) of Section 2782 of the Civil Code.

H. Waiver of Subrogation. The workers compensation policy is to be endorsed with a waiver of subrogation. The insurance company, in its endorsement, agrees to waive all rights of subrogation against the City, its agents, officers, officials, employees and volunteers for losses paid under the terms of this policy which arises from the work performed by the named insured for the City.

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J. Verification of Coverage. Consultant shall furnish the City with original certificates and amendatory endorsements effecting coverage required by this clause. The endorsements should be on forms provided by the City or on forms that conform to City requirements. All certificates and endorsements are to be received and approved by the City before work commences. The City reserves the right to require complete, certified copies of all required insurance policies, including endorsements effecting the coverage required by these specifications at any time.

SECTION 8 – INDEMNIFICATION

A. Consultant shall indemnify and hold harmless City, its agents, officers, officials, employees, and volunteers from any and all claims, demands, suits, loss, damages, injury, and/or liability (including any and all costs and expenses in connection therewith), incurred by reason of any negligent or otherwise wrongful act or omission of Consultant, its officers, agents, employees and subcontractors, or any of them, under or in connection with this Agreement; and Consultant agrees at its own cost, expense and risk to defend any and all claims, actions, suits, or other legal proceedings brought or instituted against City, its agents, officers, officials, employees and volunteers, or any of them, arising out of such negligent or otherwise wrongful act or omission, and to pay and satisfy any resulting judgments.

B. When Consultant under this Agreement is duly licensed under California Business and Professions Code as an architect, landscape architect, professional engineer, or land surveyor ("design professional"), the provisions of this section regarding Consultant's duty to defend and indemnify apply only to claims that arise out of or relate to the negligence, recklessness, or willful misconduct of the design professional.

C. If any action or proceeding is brought against Indemnitees by reason of any of the matters against which Consultant has agreed to indemnify Indemnitees as provided above, Consultant, upon notice from City, shall defend Indemnitees at Consultant's expense by counsel acceptable to City, such acceptance not to be unreasonably withheld. Indemnitees need not have first paid for any of the matters to which Indemnitees are entitled to Indemnification in order to be so indemnified. The insurance required to be maintained by Consultant shall ensure Consultant's obligations under this section, but the limits of such insurance shall not limit the liability of Consultant hereunder. The provisions of this section shall survive the expiration or earlier termination of this Agreement.

D. The provisions of this section do not apply to claims to the extent occurring as a result of the City's sole negligence or willful acts or misconduct.

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B. The personnel performing the services under this Agreement on behalf of Consultant shall at all times be under Consultant's exclusive direction and control. Neither City, nor any elected or appointed boards, officers, officials, employees or agents of City, shall have control over the conduct of Consultant or any of Consultant's officers, employees or agents, except as set forth in this Agreement. Consultant shall not at any time or in any manner represent that Consultant or any of Consultant's officers, employees or agents are in any manner officials, officers, employees or agents of City.

C. Neither Consultant, nor any of Consultant's officers, employees or agents, shall obtain any rights to retirement, health care or any other benefits which may otherwise accrue to City's employees. Consultant expressly waives any claim Consultant may have to any such rights.

SECTION 10 – CONFLICTS OF INTEREST

A. Consultant covenants that neither it, nor any officer or principal of its firm, has or shall acquire any interest, directly or indirectly, which would conflict in any manner with the interests of City or which would in any way hinder Consultant's performance of services under this Agreement. Consultant further covenants that in the performance of this Agreement, no person having any such interest shall be employed by it as an officer, employee, agent, or subcontractor without the express written consent of the City Manager. Consultant agrees to at all times avoid conflicts with the interests of City in the performance of this Agreement.

B. City understands and acknowledges that Consultant is, as of the date of execution of this Agreement, independently involved in the performance of non-related services for other governmental agencies and private parties. Consultant is aware of any stated position of City relative to such projects. Any future position of City on such projects shall not be considered a conflict of interest for purposes of this section.

SECTION 11 – OWNERSHIP OF DOCUMENTS

A. All original maps, models, designs, drawings, photographs, studies, surveys, reports, data, notes, computer files, files and other documents prepared, developed or discovered by Consultant in the course of providing any services pursuant to this Agreement shall become the sole property of City and may be used, reused or otherwise disposed of by City without the permission of the Consultant. When requested by City, but no later than three years after project completion, Consultant shall deliver to City all such original maps, models, designs, drawings, photographs, studies, surveys, reports, data, notes, computer files, files and other documents.

B. All copyrights, patents, trade secrets, or other intellectual property rights associated with any ideas, concepts, techniques, inventions, processes, improvements, developments, works of authorship, or other products developed or created by Consultant during the course of providing services (collectively the "Work Product") shall belong exclusively to City. The Work Product shall be considered a "work made for hire" within the meaning of Title 17 of the United States Code. Without reservation, limitation, or condition, Consultant hereby assigns, at the time of creation of the Work Products, without any requirement of further consideration, exclusively and perpetually, any and all right, title, and interest Consultant may have in the Work Product throughout the world, including without limitation any copyrights, patents, trade secrets, or other intellectual property rights, all rights of reproduction, all rights to create derivative works, and the right to secure registrations, renewals, reissues, and extensions thereof.

SECTION 12 – CONFIDENTIAL INFORMATION; RELEASE OF INFORMATION

A. All information gained or work product produced by Consultant in performance of this Agreement shall be considered confidential, unless such information is in the public domain or already known to Consultant. Consultant shall not release or disclose any such information or work product to persons or entities other than City without prior written authorization from the City Manager, except as may be required by law.

B. Consultant, its officers, employees, agents or subcontractors, shall not, without prior written authorization from the City Manager or unless requested by the City Attorney of City, voluntarily provide declarations, letters of support, testimony at depositions, response to interrogatories or other information concerning the work performed under this Agreement. Response to a subpoena or court order shall not be considered "voluntary" provided consultant gives City notice of such court order or subpoena.

C. If Consultant, or any officer, employee, agent or subcontractor of Consultant, provides any information or work product in violation of this Agreement, then City shall have the right to reimbursement and indemnity from Consultant for any damages, costs and fees, including attorneys fees, caused by or incurred as a result of Consultant's conduct.

D. Consultant shall promptly notify City should Consultant, its officers, employees, agents or subcontractors be served with any summons, complaint, subpoena, notice of deposition, request for documents, interrogatories, request for admissions or other discovery request, court order or subpoena from any party regarding this Agreement and the work performed thereunder. City retains the right, but has no obligation, to represent Consultant or be present at any deposition, hearing or similar proceeding. Consultant agrees to cooperate fully with City and to provide City with the opportunity to review any response to discovery requests provided by Consultant. However, this right to review any such response does not imply or mean the right by City to control, direct, or rewrite such response.

SECTION 13 – SUSPENSION OF WORK

City may, at any time, by ten (10) days written notice suspend further performance by Consultant. All suspensions shall extend the time schedule for performance in a mutually satisfactory manner and Consultant shall be paid for services performed and reimbursable expenses incurred prior to the suspension date.

Attachment 1

SECTION 14 – COMPLIANCE WITH LAW

Consultant shall keep itself informed of and comply with all applicable federal, state and local laws, statutes, codes, ordinances, regulations and rules in effect during the term of this Agreement. Consultant shall obtain any and all licenses, permits and authorizations necessary to perform the services set forth in this Agreement. Neither City, nor any elected or appointed boards, officers, officials, employees or agents of City, shall be liable, at law or in equity, as a result of any failure of Consultant to comply with this section.

SECTION 15 – COMPLIANCE WITH CIVIL RIGHTS

During the performance of this contract, Consultant agrees as follows:

A. Equal Employment Opportunity. In connection with the execution of this Agreement, Consultant shall not discriminate against any employee or applicant for employment because of race, religion, color, ancestry, age, sexual orientation, physical handicap, medical condition, marital status, sex, or national origin. Such actions shall include, but not be limited to, the following: employment, promotion, upgrading, demotion, or transfer; recruitment or recruitment advertising; layoff or termination; rate of pay or other forms of compensation; and selection for training including apprenticeship.

B. Nondiscrimination Civil Rights Act of 1964. Consultant will comply with all federal regulations relative to nondiscrimination to federally-assisted programs.

C. Solicitations for Subcontractors including Procurement of Materials and Equipment. In all solicitations, either by competitive bidding or negotiations, made by Consultant for work to be performed under a subcontract, including procurement of materials or leases of equipment, each potential subcontractor, supplier, or lessor shall be notified by Consultant of Consultant's obligations under this Agreement and the regulations relative to nondiscrimination.

SECTION 16 – RECORDS

A. Records of Consultant's direct labor costs, payroll costs, and reimbursable expenses pertaining to this project covered by this Agreement will be kept on a generally recognized accounting basis and made available to City if and when required for a period of up to 3 years from the date of Consultant's final invoice.

B. Consultant's records and design calculations will be available for examination and audit if and as required. The cost of any reproductions shall be paid by City.

SECTION 17 – COOPERATION BY CITY

All public information, data, reports, records, and maps as are existing and available to City as public records, and which are necessary for carrying out the work as outlined in the Exhibit A, "Scope of Services", shall be furnished to Consultant in every reasonable way to facilitate, without undue delay, the work to be performed under this Agreement.

SECTION 18 – NOTICES

All notices required or permitted to be given under this Agreement shall be in writing and shall be personally delivered, or sent by facsimile or first class mail, addressed as follows:

To City:	City Manager 1480 Main Street St. Helena, California 94574
To Consultant:	M-Group Attn: Heather Hines, Principal 499 Humboldt Street Santa Rosa, CA 95404 707-540-0723

Notice shall be deemed effective on the date personally delivered or transmitted by facsimile, or, if mailed, three (3) days after deposit in the custody of the U.S. Postal Service.

SECTION 19 – TERMINATION

A. City may terminate this Agreement, with or without cause, at any time by giving ten (10) days written notice of termination to Consultant. If such notice is given, Consultant shall cease immediately all work in progress.

B. If either Consultant or City fail to perform any material obligation under this Agreement, then, in addition to any other remedies, either Consultant, or City may terminate this Agreement immediately upon written notice.

C. Upon termination of this Agreement by either Consultant or City, all property belonging to City which is in Consultant's possession shall be delivered to City. Consultant shall furnish to City a final invoice for work performed and expenses incurred by Consultant, prepared as set forth in this Agreement.

SECTION 20 – ATTORNEY FEES

If litigation or other proceeding is required to enforce or interpret any provision of this Agreement, the prevailing party in such litigation or other proceeding shall be entitled to an award of reasonable attorneys' fees, costs and expenses, in addition to any other relief to which it may be entitled. In addition, any legal fees, costs and expenses incurred to enforce the provisions of this Agreement shall be reimbursed to the prevailing party.

SECTION 21 – ENTIRE AGREEMENT

This Agreement, including the attached Exhibits, is the entire, complete, final and exclusive expression of the parties with respect to the matters addressed therein and supersedes all other agreements or understandings, whether oral or written, or entered into between Consultant and City prior to the execution of this Agreement. No statements, representations or other agreements, whether oral or written, made by any party which are not embodied herein shall be valid and binding unless in writing duly executed by the parties or their authorized representatives.

SECTION 22 – SUCCESSORS AND ASSIGNS

This Agreement shall be binding on the heirs, executors, administrators, successors and assigns of the parties. However, this Agreement shall not be assigned by Consultant without written consent of the City.

SECTION 23 – CONTINUITY OF PERSONNEL

Consultant shall make every reasonable effort to maintain the stability and continuity of Consultant's staff assigned to perform the services required under this Agreement. Consultant shall notify City of any changes in Consultant's staff assigned to perform the services required under this Agreement, prior to any such performance.

SECTION 24 – DEFAULT

In the event that Consultant is in default under the terms of this Agreement, the City shall not have any obligation or duty to continue compensating Consultant for any work performed after the date of default and may terminate this Agreement immediately by written notice to Consultant.

SECTION 25 – WAIVER

Waiver by any party to this Agreement of any term, condition, or covenant of this Agreement shall not constitute a waiver of any other term, condition, or covenant. Waiver by any party of any breach of the provisions of this Agreement shall not constitute a waiver of any other provision, nor a waiver of any subsequent breach or violation of any provision of this Agreement. Acceptance by City of any work or services by Consultant shall not constitute a wavier of any of the provisions of this Agreement.

SECTION 26 – LAW TO GOVERN; VENUE

This Agreement shall be interpreted, construed and governed according to the laws of the State of California. In the event of litigation between the parties, venue in state trial courts shall lie exclusively in the County of Napa. In the event of litigation in a U.S. District Court, venue shall lie exclusively in the Northern District of California, in San Francisco.

SECTION 27 – SEVERABILITY

If any term, condition or covenant of this Agreement is declared or determined by any court of competent jurisdiction to be invalid, void or unenforceable, the remaining provisions of this Agreement shall not be affected thereby and the Agreement shall be read and construed without the invalid, void or unenforceable provision(s).

Attachment 1

SECTION 28 – SPECIAL PROVISIONS

This Agreement is subject to the following special provisions: none.

IN WITNESS WHEREOF, the parties hereto have accepted, made, and executed this Agreement upon the terms, conditions, and provisions above stated, the day and year first above written.

Consultant:

By: ______________________
Name: HEATHER HINES
Title: PRINCIPAL

City:

By: ______________________
Name: Jennifer Phillips
Title: City Manager

Approved as to Form:

By: ______________________
Name: Thomas B. Brown
Title: City Attorney

Page 10 of 10
M-Group 082316

Attachment 1
Attachment A

August 18, 2016

Mr. Noah Housh
Planning and Community Improvement Director
City of St. Helena
1480 Main Street
St. Helena, CA 94574

RE: Staffing Assignment

Dear Noah,

Thank you for the opportunity to provide a staffing solution for the City of St. Helena. My understanding from our communication over the last few days is that the City's immediate need is for an Associate Planner to fill existing staffing demands.

As we have discussed, M-Group Associate Planner, Lilly Bianco is an ideal candidate for the assignment. Lilly has been part M-Group's North Bay team for three years and has worked on a wide range of assignments. Lilly has been essential in M-Group's expanding historic preservation and environmental review service areas, working on a number of high profile cases in these disciplines. Additionally, Lilly has assisted in counter coverage in M-Group's capacity as the in-house planning staff in Petaluma and has processed a range of development review applications. Lilly has excellent writing skills and uses her strong analytical skills to review applications for code compliance and conformance with adopted policy. As you will see from Lilly's resume she has a broad range of experience and I am confident that she will seamlessly provide the staffing support that is needed in St. Helena. Lilly is based in M-Group's Napa office.

As discussed, Lilly's primary assignment will be development review staffing to include all processing from application intake to issuance of building permit as applicable. Lilly is a strong public speaker and is available to present her projects to the Planning Commission and City Council as applicable to individual project assignments. Additionally, Lilly will be available to provide planning support as needed to cover the public counter and other customer service tasks within the department.

Lilly is available to begin staffing for St. Helena on Wednesday, August 24th and is immediately available up to 30 hours per week for the next six months to meet the staffing needs as I understand them. An hourly rate of $100 is typical for placement of an Associate Planner. I understand that you have initial approval for a starting budget of $25,000 which would provide staffing 30 hours per week for approximately eight weeks (through the third week of October). In that time we can enter into a budget amendment to provide funding for an additional four months or longer as needed.

Lilly will work on site with a more defined schedule of days of the weeks and office hours to be negotiated directly as will best fit the needs of the department and allow Lilly adequate time in the Napa office to coordinate on other projects that she is working on.

I have reviewed the standard Professional Services Agreement that you forwarded earlier in the day and have no objections to the terms of that agreement. I will ask my assistant to

Attachment 1
Attachment A

forward insurance certificates to you as outlined in the PSA. Please let me know if you need anything additional from me to move forward with the necessary contract.

Sincerely,

HEATHER HINES
Principal
hhines@m-group.us

Attachment 1
Attachment A

Lilly Bianco, MHP
Associate Planner + Preservation Specialist

EXPERIENCE

M-Group
Associate Planner +
Preservation Specialist
2016 – Present

M-Group
Assistant Planner +
Preservation Specialist
2013 – Present

University of Georgia College of Environment & Design
Research Assistant
2012 – 2013
Athens, GA

EDUCATION

Master of Historic Preservation
College of Environment & Design
University of Georgia
Athens, GA

Bachelor of Arts International Relations
University of California at Davis
Davis, CA

MEMBERSHIPS

California Preservation Foundation

International Council on Monuments and Sites (ICOMOS)

CERTIFICATIONS & ACCREDITATIONS

Qualified Architectural Historian pursuant to Code of Federal Regulations, 36 CFR Part 61

Lilly Bianco has a robust background in development review, historic preservation, and environmental review. She brings a broad range of expertise and is adept at working in interdisciplinary environments. Her background in historic preservation has allowed her the opportunity to contribute to the preparation of historic preservation-based community revitalization plans, policy documents and a variety of historic resource reports including historic resource evaluations, historic structure reports, and cultural landscape reports. Lilly also has contributed her expertise to environmental and development review projects of varying size and scope. Her knowledge of the built and natural environments complimented by strong analytical and communication skills ensures an effective and thorough final product.

AREAS OF EXPERTISE

Historic Preservation
Environmental Review
Development Review
Land Use Planning
Technical Writing

DEVELOPMENT REVIEW

SILK MILL HOTEL | *CITY OF PETALUMA, CA*
Processed site plan and architectural review for an adaptive re-use project to rehabilitate and re-use the National Register Listed Silk Mill as a 76 room hotel. The entitlement was further supported by a CEQA addendum to update the previously approved IS/MND prepared for an earlier iteration of the project. Key considerations were centered on balancing the requirements of historic preservation with the modern needs of a hotel.

CADER CORPORATE CENTER | *CITY OF PETALUMA, CA*
Performed review and facilitated processing of an application to construct approximately 280,000 square feet of light industrial development on a formerly vacant lot in Petaluma. Identified and worked with applicant team to resolve key issues and modify project to meet the City's requirements while achieving developer's goals. Also prepared IS/MND and oversaw preparation of technical reports to comply with CEQA requirements. Development review and preparation of the environmental document were all performed and successfully completed on an abbreviated timeline.

MISCELLANEOUS ADMIN REVIEW | *CITY OF PETALUMA, CA*
Processed multiple administrative entitlements such as Site Plan and Architectural Review, Conditional Use Permit, Historic Design Review, Building Height Exceptions, and similar applications in Petaluma. Including completeness review, code consistency analysis, public noticing, and drafting approval letters.

Attachment 1
Attachment A

Lilly Bianco, MHP
Associate Planner + Preservation Specialist

Qualified Architectural Historian on CHRIS list of qualified professionals

Section 106 Essentials Certificate, Awarded by The Advisory Council on Historic Preservation (ACHP)

Successful CEQA Compliance: A 2 Day Seminar.by UC Davis Extension

PUBLICATIONS

"The Confluence of Social Equity and Historic Preservation: A look at Amsterdam," April 2015, M-LAB, M-Group

"Certified Local Historic District: What is it and why you should consider it," August 2014, M-LAB,M-Group"

"A Very Brief Primer on Cultural Landscapes," March 2014, M-LAB,M-Group

ENVIRONMENTAL REVIEW

COTATI STATION APARTMENTS | *CITY OF COTATI, CA*
M-Group was asked to prepare an environmental document for a 155 multi-family residential development proposed for vacant lots located in the Santero Way Specific Plan Area in Cotati. Key considerations relate to land use, consistency with applicable plans, utilities, and public services.

KELLER COURT COMMONS | *CITY OF PETALUMA, CA*
Drafted Mitigated Negative Declaration analyzing the impacts related to the introduction on of an 8 unit Housing Development located in an established neighborhood and subject to the Hillside Development Ordinance. Key Considerations involved impacts to biological resources, aesthetic impacts and geotechnical considerations.

CARMAX AUTO DEALERSHIP | *CITY OF SANTA ROSA, CA*
Co-authored a mitigated negative declaration for a proposed auto dealership located on "dealership row" in Santa Rosa, CA. The proposal involved a lot merger and vacation of easements. Primary considerations when drafting the report largely centered on the existence of hazardous materials and potentially contaminated areas associated with past uses. Informed review of site conditions allowed adequate evaluation and mitigation of all concerns related to re-use of the site.

RIVERFRONT DEVELOPMENT | *CITY OF PETALUMA, CA*
Drafted cultural resource section of DEIR for Riverfront Development, a large multi-use complex proposed for Petaluma. Reviewed project parameters and potential impacts to cultural resources. Drafted appropriate mitigation measures.

HISTORIC PRESERVATION

YORK HOUSE NATIONAL REGISTER NOMINATION | *CITY OF NAPA, CA*
Prepared a National Register Nomination for an 1892 Queen Anne residence in the City of Napa, constructed by prolific Napa architect, Luther Turton. Performed archival research, photographic documentation, and evaluation of significance and integrity in compliance with the requirements set forth by the NPS.

NAPA HP ORDINANCE UPDATE | *CITY OF NAPA, CA*
Performed targeted update to the existing Napa Ordinance in order to improve usability, efficacy and consistency with accepted standards and practice. Key considerations involved expansion of resources considered, clarification of preservation processes and authority, as well as streamlining to improve usability and ensure consistency with CLG requirements.

OLD REDWOOD HWY SECTION106 | *CITY OF COTATI, CA*
Facilitated Section 106 process for Caltrans road rehabilitation project and prepared requisite Historic Property Survey Report and Historic Resource Evaluation for Cotati hexagonal town Plan. During the process oversaw preparation of the Archeological Survey Report and facilitated Tribal consultation. Coordinated and managed project on an abbreviated timeline.

Attachment 2

AMENDMENT #1 TO AGREEMENT FOR CONSULTANT SERVICES WITH M-GROUP FOR PROFESSIONAL PLANNING SERVICES

A. Pursuant to the terms of the written Agreement between City of Consultant, approved on August 23, 2016, the City entered into a Professional Services Agreement with M-Group (Consultant) for professional services in connection with the General Plan and other planning related projects not to exceed $25,000.00; and

B. The Consultant has represented they have the necessary expertise, experience, and qualifications to assist with various planning projects; and

C. City and Consultant desire to amend the Agreement to provide additional "as needed" planning services; and

D. Amendment No. 1 in the amount of $75,000.00 to the Agreement for Consultant Services with M-Group is hereby approved; and

E. The total amended contract not to exceed $100,000.00

IN WITNESS WHEREOF, the parties hereto have accepted, made, and executed this Agreement upon the terms, conditions, and provisions above stated, the day and year first above written.

Consultant:

By: Heather Hines

Name: HEATHER HINES

Title: PRINCIPAL

City:

By: for JP

Name: ~~Jennifer Phillips~~ STEVE DALMER

Title: City Manager, ACTING

Approved as to Form:

By:

Name: Thomas B. Brown

Title: City Attorney

Page 1 of 1

Attachment 3

CITY OF ST. HELENA

RESOLUTION NO. 2017-

RESOLUTON OF THE COUNCIL OF THE CITY OF ST. HELENA AUTHORIZING AMENDMENT #2 TO THE EXISTING AGREEEMENT FOR PROFESSIONAL PLANNING SERVICES WITH M-GROUP FOR A TOTAL NOT TO EXCEED $200,000

RECITALS

A. The City desires to employ Consultant to furnish professional services on a limited and "as needed" basis in connection with current development applications, the General Plan and other planning related projects;

B. In August 2016, the City entered into an agreement with M-Group for an amount totaling $25,000 to provide "as needed" professional planning services; and

C. In November 2016, the City amended this agreement to increase the amount for a total not to exceed $200,000; and

D. M-Group has represented that they have the required experience, expertise and qualifications to perform the required duties.

RESOLUTION

The City Council of the City of St. Helena hereby resolves as follows:

1. The City Council approves Amendment #2 with M-Group for an additional $100,000, for a total contract amount not to exceed $200,000, and

3. The City Council directs City staff to collect an administration fee based on the fully encumbered hourly rates for any administrative work to manage pass through charges associated with planning services, for which there is a direct payment of the M-Group fees, to cover the costs of administering the contract with M-Group; and

2. The City Council authorizes the City Manager to execute the agreement on behalf of the City.

Approved at a Regular Meeting of the St. Helena City Council on April 11, 2017, by the following vote:

Mayor Galbraith: ___________

Vice Mayor White: ___________

Councilmember Ellsworth: ___________

Councilmember Dohring: ___________

Councilmember Koberstein: ________

APPROVED:

ATTEST:

____
Alan Galbraith, Mayor

____
Cindy Black, City Clerk

Attachment 4

AMENDMENT #2 TO AGREEMENT FOR CONSULTANT SERVICES WITH M-GROUP FOR PROFESSIONAL PLANNING SERVICES

A. Pursuant to the terms of the written Agreement between City of Consultant, approved on August 23, 2016, the City entered into a Professional Services Agreement with M-Group (Consultant) for professional services in connection with the General Plan and other planning related projects not to exceed $25,000; and

B. On November 29, 2016 City Council approved Amendment #1 authorizing an additional $75,000 for a not to exceed amount of $100,000; and

C. The Consultant has represented they have the necessary expertise, experience, and qualifications to assist with various planning projects; and

D. City and Consultant desire to amend the Agreement to provide additional "as needed" planning services; and

E. Amendment No. 2 in the amount of $100,000 to the Agreement for Consultant Services with M-Group is hereby approved; and

F. The total amended contract not to exceed $200,000.

IN WITNESS WHEREOF, the parties hereto have accepted, made, and executed this Agreement upon the terms, conditions, and provisions above stated, the day and year first above written.

Consultant:	City:
By: ____________________	By: Larry Pennell
Title: ____________________	Title: Interim City Manager

Approved as to Form:

By: ____________________
Name: Thomas B. Brown
Title: City Attorney

m-group a new design on urban planning

policy planning • urban design • environmental review • historic preservation • community engagement • staffing solutions

March 29, 2017

Mr. Noah Housh
Planning and Community Improvement Director
City of St. Helena
1480 Main Street
St. Helena, CA 94574

RE: Contract Extension for Staffing Assignment

Dear Noah,

Thank you for the continued opportunity to provide staffing solutions and CEQA support for the City of St. Helena. Based on our communication we are pleased to extend our current contract and increase the existing budget to allow M-Group to continue to work with the City and support your in-house planning staff.

As we have discussed, M-Group Associate Planner, Lilly Bianco will continue in her current role providing staffing assistance to your department, approximately 30 hours per week onsite at City Hall. Since August of 2016 Lilly has worked in concert with you and your staff to process development applications, provide counter assistance, review building permits, and work on special projects as needed to support the department. We anticipate Lilly's continued involvement in terms of hours and range of assignments through approximately June 2017.

In addition to Lilly's staffing work, our environmental team out of our Napa office has provided analysis and CEQA documentation for private development projects through our existing staffing contract. Examples of CEQA projects that we have worked on have been the Culinary Institute of America and more recently the Custom Crush Facility. Olivia Ervin, Principal Environmental Planner and Lisa Davison, Environmental Planner, have both provided additional expertise in the preparation of these documents. Additionally, we will soon begin work on the CEQA analysis for the York Creek Pedestrian Bridge. All of the CEQA projects include my oversight as Principal in Charge of all of our North Bay projects.

We have no requested modifications to the City's standard Professional Services Agreement. I will ask my assistant to forward an updated insurance certificate in line with all provisions outlined in the PSA. Please let me know if you need anything additional from me to move forward with the contract amendment.

Sincerely,

Heather Hines

HEATHER HINES
Principal
hhines@m-group.us
707.540.0723

m-group.us
707.540.0723

499 Humboldt Street, Santa Rosa, CA 95404

Report to the City Council
Council Meeting of April 11, 2017

Agenda Section: **Consent**

Subject: **Resolution authorizing use of General Fund Reserves in the amount of $34,300 and approval of a budget adjustment $34,300 to account 101-4900-2145 for parking citation amount due to the County of Napa Auditor-Controller's Office for monies due from FY 2011 through FY 2016 for parking citation revenue.**

CEQA Determination: **Not a CEQA project**

Prepared By:

April Mitts, Director of Finance

William Imboden, Chief of Police

Reviewed By:

Approved By:

Larry Pennell, City Manager

BACKGROUND

The City of St. Helena collects $55.00 for parking citations issued by the City of St. Helena Police Department. Jurisdictions are required to send the County of Napa Auditor-Controller's Office a check in the amount of $12.50 per parking citation per Government Code Sections GC70372(b); GC76000 (b), (c), (d); GC76100; and GC76101. The $12.50 is then distributed where $7.50 is given to the State for ICNA, Court Facilities Construction Fund, and Trial Court Trust Fund and $5.00 is distributed to the County for the General Fund, Local Courthouse Construction, and Criminal Justice Facilities.

DISCUSSION

Recently it was discovered payments to the County of Napa have not been made since 2011. Finance staff has worked with the Police Department and the County of Napa and determined the last payment to the County of Napa for parking citation bail was April 2011 for citations issued in March 2011.

Table 1 offers a breakdown by Fiscal Year of the amounts owed and Attachment 1 provides a detailed breakdown by month and year.

Table 1

Fiscal Year	Number of Citations	Amount Due
FY 2011 – Q4	71	$887.50
FY 2012	280	$3,500
FY 2013	420	$5,250
FY 2014	689	$8,612.50
FY 2015	802	$10,025
FY 2016	482	$6,025
TOTAL	**2,744**	**$34,300**

To make the payment to the County of Napa, a budget adjustment in Fiscal Year 2017 to account #101-4900-2145 in the amount of $34,300 is necessary. The adjustment is necessary as the revenues were collected in previous Fiscal Years and the payments will be made in FY 2017.

Following the discovery of this error, Finance staff has developed and put in place procedures to ensure this error does not occur again.

FISCAL IMPACT

The fiscal impact would be use of General Fund Reserves in the amount of $34,300 and a budget adjustment in FY 16/17 of $34,300 to account #101-4900-2145.

RECOMMENDED ACTION

Staff recommends the City Council adopt the resolution authorizing the use of General Fund Reserves and approving a budget adjustment of $34,300 to account #101-4900-2145 for outstanding payments due to the County of Napa for Parking Citation revenues.

ATTACHMENTS

Attachment 1 Parking bail by Fiscal Year

Attachment 2 - Resolution for use general fund reserves

Attachment 1

Fiscal Year	Month	# of Citations	Amount Due
2010/2011	April 2011	43	$ 537.50
	May 2011	5	$ 62.50
	June 2011	23	$ 287.50
	4th Quarter 2010/2011	**71**	**$ 887.50**
2011/2012	July 2011	44	$ 550.00
	August 2011	28	$ 350.00
	September 2011	22	$ 275.00
	October 2011	46	$ 575.00
	November 2011	9	$ 112.50
	December 2011	7	$ 87.50
	January 2012	13	$ 162.50
	February 2012	8	$ 100.00
	March 2012	9	$ 112.50
	April 2012	38	$ 475.00
	May 2012	39	$ 487.50
	June 2012	17	$ 212.50
	FY 2011/2012	**280**	**$ 3,500.00**
2012/2013	July 2012	4	$ 50.00
	August 2012	10	$ 125.00
	September 2012	26	$ 325.00
	October 2012	49	$ 612.50
	November 2012	7	$ 87.50
	December 2012	36	$ 450.00
	January 2013	81	$ 1,012.50
	February 2013	61	$ 762.50
	March 2013	69	$ 862.50
	April 2013	42	$ 525.00
	May 2013	22	$ 275.00
	June 2013	13	$ 162.50
	FY 2012/2013	**420**	**$ 5,250.00**
2013/2014	July 2013	19	$ 237.50
	August 2013	32	$ 400.00
	September 2013	63	$ 787.50
	October 2013	83	$ 1,037.50
	November 2013	98	$ 1,225.00
	December 2013	70	$ 875.00
	January 2014	42	$ 525.00

Attachment 1

	February 2014	60	$	750.00
	March 2014	86	$	1,075.00
	April 2014	50	$	625.00
	May 2014	40	$	500.00
	June 2014	46	$	575.00
	FY 2013/2014	**689**	**$**	**8,612.50**
2014/2015	July 2014	78	$	975.00
	August 2014	97	$	1,212.50
	September 2014	58	$	725.00
	October 2014	88	$	1,100.00
	November 2014	57	$	712.50
	December 2014	16	$	200.00
	January 2015	30	$	375.00
	February 2015	51	$	637.50
	March 2015	87	$	1,087.50
	April 2015	97	$	1,212.50
	May 2015	62	$	775.00
	June 2015	81	$	1,012.50
	FY 2014/2015	**802**	**$**	**10,025.00**
2015/2016	July 2015	68	$	850.00
	August 2015	73	$	912.50
	September 2015	41	$	512.50
	October 2015	63	$	787.50
	November 2015	58	$	725.00
	December 2015	25	$	312.50
	January 2016	5	$	62.50
	February 2016	18	$	225.00
	March 2016	32	$	400.00
	April 2016	53	$	662.50
	May 2016	27	$	337.50
	June 2016	19	$	237.50
	FY2015/2016	**482**	**$**	**6,025.00**
	TOTAL AMOUNT DUE		**$**	**34,300.00**

Attachment 2

CITY OF ST. HELENA

RESOLUTION NO. 2017-____

RESOLUTION AUTHORIZING USE OF GENERAL FUND RESERVES IN THE AMOUNT OF $34,300 AND A BUDGET ADJUSTMENT OF $34,300 TO ACCOUNT 101-4900-2145 FOR PAYMENT TO THE COUNTY OF NAPA AUDITOR-CONROLLER'S OFFICE FOR MONIES DUE FROM FY 2011 THROUGH FY 2016 FOR PARKING CITATION REVENUE

RECITALS

WHEREAS, The City of St. Helena collects $55.00 for parking citations issued by the City of St. Helena Police Department; and

WHEREAS, Jurisdictions are required to send the County of Napa Auditor-Controller's Office $12.50 per parking citation per Government Code Sections GC70372(b); GC76000 (b), (c), (d); GC76100; and GC76101; and

WHEREAS, It was discovered payments to the County of Napa Auditor-Controller's Office have not been made since April 2011; and

WHEREAS, The total amount owed to the County of Napa is $34,300; and

WHEREAS, Use of General Fund Reserves of $34,300 is necessary as the revenues were received in previous fiscal years; and

WHEREAS, A budget adjustment of $34,300 in FY 16/17 to Account #101-4900-2145 is necessary to make this payment.

RESOLUTION

The City Council of the City of St. Helena hereby resolves as follows:

1. Use of $34,300 from the General Fund reserves; and
2. Authorize a budget adjustment in FY 16/17 to Account #101-4900-2145 in the amount of $34,300 for payment of past parking citations.

Approved at a Regular Meeting of the St. Helena City Council on April 11, 2017, by the following vote:

Mayor Galbraith: __________

Vice Mayor White: __________

Councilmember Dohring: __________

Councilmember Koberstein: __________

Councilmember Ellsworth: __________

APPROVED:

____
Alan Galbraith, Mayor

ATTEST:

____
Cindy Black, City Clerk

Report to the City Council
Meeting of April 11, 2017

Agenda Section: **Consent**

Subject: **Consideration of a resolution approving the Arts Council Napa Valley to host Arts in the Streets at Lyman Park on Saturday, April 15, 2017 from 12:00 pm to 3:00 pm; and waive the park reservation fee of $100.00, encroachment permit fee of $200.00, and the noise permit fee of $25.00**

CEQA Status: **Not a CEQA project**

Prepared By: **Haidi Arias, Recreation Director**

Approved By: **Larry Pennell, City Manager**

BACKGROUND

Art in the Streets in Lyman Park is a first time event and may become an annual event. It is a free event for the community on Saturday, April 15, 2017 from 12:00-3:00 pm.

DISCUSSION

Current City municipal code does not include provisions for reserving Lyman Park, or allow staff to waive fees. Staff is requesting City Council approve these items.

The Arts Council Napa Valley has requested permission to host musical entertainment and art activities at Lyman Park on April 15, between the hours of 12:00 pm and 3:00 pm. This is a family friendly event open to the general community. This event will feature art activities provided by Nimbus Arts, live music featuring the Bluewind Jazz Band, solo Cello works performed by Jeffrey Johnson, a pop trio known as Chef McJaye and the New Era Beats Brigade (a modern Brass Band).

The Napa Valley Writers will read poetry and short works between music programming. The Robert Louis Stevenson Museum will showcase local student artwork that is part of their art exhibition for Arts in April. The Napa Valley College Culinary Department will be passing appetizers during the event.

The Arts Council would like to have the park reservation fee of $100.00, $200.00 encroachment permit for using Lyman Park, and $25.00 noise permit issued by the St Helena Police Department waived.

FISCAL IMPACT

Waiver of the park reservation fee of $100.00, encroachment permit fee in the amount of $200.00, and the waiver of the noise permit fee of $25.00.

RECOMMENDED ACTION

Adopt the attached resolution allowing use of Lyman Park subject to a park reservation, City encroachment permit, and waiving the encroachment and noise permit fees.

ATTACHMENTS

Attachment 1 – Resolution

CITY OF ST. HELENA

RESOLUTION NO. 2017-

**APPROVING THE USE OF LYMAN PARK
FOR ARTS IN THE STREETS EVENT BY
ARTS COUNCIL NAPA VALLEY**

RECITALS

A. The St. Helena City Council has the authority to regulate the use of public property; and

B. This event will be open to the general community; and

C. The Arts Council Napa Valley has requested permission to host the "Arts in the Streets" event at Lyman Park on April 15, 2017 from 12:00 pm to 3:00 pm.

D. This event, will be open to the general community; it will include food from the Napa Valley College Culinary Department, music and art.

RESOLUTION

NOW, THEREFORE, the City Council of the City of St. Helena resolves as follows:

1. Permission is hereby granted to the Arts Council Napa Valley to use Lyman Park for the Arts in the Streets event for the Arts in April program.

2. The park reservation fee of $100.00, encroachment permit fee of $200.00 and noise permit fee of $25.00 are waived.

Approved at a Regular Meeting of the St. Helena City Council on April 11, 2017 by the following vote:

Mayor Galbraith: ___________

Vice Mayor White: ___________

Councilmember Dohring: ___________

Councilmember Koberstein: ___________

Councilmember Ellsworth: ___________

APPROVED: ATTEST:

______________________ ______________________

Alan Galbraith, Mayor Cindy Black, City Clerk

Report to the City Council
Council Meeting of April 11, 2017

Agenda Section: **Consent**

Subject: **Consider a Resolution for the Approval of a Budget Adjustment Using Water and Wastewater Net Position in an Amount Not to Exceed $5,400 for Fiscal Year 16/17 for the Recording and Televising of the Ad Hoc Utility Rate Meetings**

CEQA Determination: **Not a CEQA Project**

Prepared By:

April Mitts, Director of Finance

Reviewed By:

Approved By: Larry P. Pennell

Larry Pennell, City Manager

BACKGROUND

During the February 14, 2017 City Council meeting the Ad Hoc Utility Rate Committee was created with the intent to review the Water and Wastewater Rate Study. The meeting times and locations have been determined by committee availability, staff availability, and meeting location availability.

DISCUSSION

To allow individuals who cannot attend the meetings due to work or family obligations, the meetings can be videotaped and available on the City's website or through a public records request.

With the current schedule, Vintage Hall is available for seven (7) of the meetings. It costs $300 per meeting for the taping at this location. An additional three (3) meetings will be held at an alternative location when Vintage Hall is not available. These have a cost of

$1,100 for videotaping. The total cost for 10 meetings is $5,400. This was not budgeted in the Water and Wastewater Funds and, if approved, would be funded through the net position.

The costs will be divided equally between the funds, $2,700 from Water and $2,700 from Wastewater.

FISCAL IMPACT
A budget adjustment is necessary of $2,700 to account #561-4100-2110 and a budget adjustment of $2,700 to account #571-4100-2110. Amounts will be taken from the Water and Wastewater net positions.

RECOMMENDED ACTION
A budget adjustment is necessary of $2,700 to account #561-4100-2110 and a budget adjustment of $2,700 to account #571-4100-2110. Amounts will be taken from the Water and Wastewater net positions.

ATTACHMENTS
Attachment 1 - Ad Hoc Meeting Resolution

CITY OF ST. HELENA

RESOLUTION NO. 2017-____

Budget Adjustment Authorizing the Use of Water and Wastewater Net Position in an Amount Not to Exceed $5,400 for the Recording of the Ad Hoc Utility Rate Committee Meetings in Fiscal Year 16/17

RECITALS

A. As City Council created the Ad Hoc Utility Rate Committee on February 14, 2017; and

B. The meeting times and locations vary due to committee, staff, and facility availability; and

C. To share the content of the meetings with as many interested parties as possible, videotaping is desired at a cost of $5,400.

RESOLUTION

The City Council of the City of St. Helena hereby resolves as follows:

1. Approves use of Water and Wastewater net positions for a total of $5,400 split equally between each fund; and
2. Approves the Budget Adjustment of $2,700 to account #561-4100-2110 and $2,700 to Account #571-4100-2110 for expenses in fiscal year 16/17.

Approved at a Regular Meeting of the St. Helena City Council on April 11, 2017, by the following vote:

Mayor Galbraith: ___________

Vice Mayor White: ___________

Councilmember Dohring: ___________

Councilmember Ellsworth: ___________

Councilmember Koberstein: ___________

APPROVED:

____
Alan Galbraith, Mayor

ATTEST:

____
Cindy Black, City Clerk

Report to the City Council
Council Meeting of April 11, 2017

Agenda Section: **Consent**

Subject: **Consideration and proposed approval of a resolution approving the City Manager to execute a Production Agreement with Zambelli Fireworks in the amount of $40,000 for a City-Sponsored Firework show located in Crane Park on July 4th and encumbering $19,020 from the General Fund FY 17/18 Operating Budget**

CEQA Determination: **Not a CEQA Project**

Prepared By:

April Mitts, Director of Finance

Haidi Arias, Recreation Manager

Reviewed By:

Approved By:

Larry Pennell, City Manager

BACKGROUND

In 2015 and 2016, the Recreation Department was proud to host the 4th of July Fireworks at Crane Park. In the past two years the Parks & Recreation Commission the group was able to raise over $100,000 thanks to the generosity of our citizens and businesses. There is currently $19,020 remaining from last year's fundraising efforts. We are looking forward to working once again with Zambelli Fireworks who has been producing the show for over 21 years. After extensive and exhaustive fundraising efforts for the past two years, the Parks and Recreation Commission has requested that the City contribute approximately

50% of the fireworks contract amount. This is because the fundraising was intended to be a temporary funding solution during tough balanced budgets.

DISCUSSION

For the 2017 show, City staff will work with Zambelli Fireworks for a proposal similar in scope to the 2016 event. This includes a manually fired show that will last approximately 15 – 18 minutes with a total of 1500 elements fired. The show will use the display shells that are 2.5 inches which have a smaller fallout zone than larger shells to reduce the impact to nearby properties and clean-up costs.

Zambelli will provide licensed pyrotechnic operators, insurance coverage, and obtain the necessary city permit for the show.

Since Independence Day is four days into the new fiscal year, the contract must be signed during the City's budget process. By approving this resolution, the City is committing to encumbering $20,980 from the FY 17/18 General Fund Operating Budget to pay for the contract. If the resolution is not approved or it is delayed for further research, it may or may not be possible to host a July 4th Fireworks show in 2017.

FISCAL IMPACT

The Zambelli Fireworks agreement will not exceed $40,000 with $19,020 from previous year's fundraising and $20,980 will be transferred from the FY 17/18 General Fund to 288-4728-2145 to complete the contract balance.

RECOMMENDED ACTION

Staff recommends the City Council authorize the City Manager to execute a Production Agreement with Zambelli Fireworks in the amount of $40,000.00 for the City-sponsored July 4, 2017 fireworks show and encumber $20,980 from the FY 2017/18 General Fund Operating Budget.

ATTACHMENTS

Attachment 1 - Resolution Zambelli Fireworks

CITY OF ST. HELENA

RESOLUTION NO. 2017-____

Authorizing the City Manager to Execute a Production Agreement with Zambelli Fireworks in the Amount of $40,000 for the 2017 July 4th Fireworks Show and Encumber $20,980 from the FY 17/18 General Fund Operating Budget

RECITALS

A. In 2015 and 2016 the City of St. Helena has partnered with the Parks and Recreation Commission to organize the July 4, 2016 firework show; and
B. The Parks & Recreation Commission raised a substantial amount of donations so that $19,020 remains held over from 2016; and
C. The fundraising was a temporary solution to help with City's budget;
D. The City will encumber $20,980 from the FY 17/18 General Fund Operating Budget which will be combined with the remaining donation amount of $19,020 to pay for the $40,000 Zambelli Fireworks agreement.

RESOLUTION

The City Council of the City of St. Helena hereby resolves as follows:

1. Authorize the City Manager to execute the agreement with Zambelli Fireworks in the amount of $40,000.00; and
2. Approve the expenditure of $20,980 from the General Fund in FY 17/18 for this event.

Approved at a Regular Meeting of the St. Helena City Council on April 11, 2017 by the following vote:

Mayor Galbraith: ____________

Vice Mayor White: ____________

Councilmember Dohring: ____________

Councilmember Ellsworth: ____________

Councilmember Koberstein: ____________

APPROVED: ATTEST:

______________________ ______________________

Alan Galbraith, Mayor Cindy Black, City Clerk

Report to the City Council
Council Meeting of April 11, 2017

Agenda Section: **Consent**

Subject: **Resolution authorizing a budget adjustment amount of $1,000 to Fund 286 (Bocce) for FY 2016/17 to be split between accounts #286-4728-2215 and #286-4728-2330 for additional Bocce expenses**

CEQA Status: **Not a CEQA project**

Prepared By: **Haidi Arias, Recreation Director**

Approved By: **Larry Pennell, Interim City Manager**

BACKGROUND

The City of St. Helena has a designated fund for its annual Bocce program designated as Fund 286. In preparing for the summer Bocce program additional expenses in FY 16/17 are necessary for court preparation.

DISCUSSION

In preparation for the summer Bocce program the Recreation department will need to purchase two additional light kits as well as decomposed granite and wood. In order to pay for these items a budget adjustment is necessary to the Bocce Fund. The total additional costs to the fund is $1,000.

FISCAL IMPACT

The fiscal impact would be use of the Bocce fund balance in the amount of $1,000 and a budget adjustment in FY 16/17 of $1,000 to split equally between accounts #286-4728-2215 and #286-4728-2330. The current balance to the Bocce fund is approximately $80,000; therefore, sufficient funds are available to cover the additional expenses.

RECOMMENDED ACTION

Staff recommends the City Council adopt the resolution authorizing a budget adjustment of $1,000 in FY 16/17 to be split equally between accounts #286-4728-2215 and #286-4728-2330 for additional Bocce costs.

ATTACHMENTS

1. Attachment 1 – Resolution 2017-___

Attachment 1

CITY OF ST. HELENA

RESOLUTION NO. 2017-____

RESOLUTION AUTHORIZING A BUDGET ADJUSTMENT OF $1,000 TO FUND 286 (BOCCE) FOR FY 2016/17 TO BE SPLIT BETWEEN ACCOUNTS #286-4728-2215 AND #286-4728-2330 FOR ADDITONAL BOCCE EXPENSES

RECITALS

WHEREAS, Through its Recreation Department, the City of St. Helena offers a Bocce recreation program; and

WHEREAS, It is necessary to prepare and maintain the City's bocce courts; and

WHEREAS, Additional expenses are necessary in FY 2016/17 to prepare the bocce courts for the summer season; and

WHEREAS, The total additional amount requested is $1,000 for lighting and ground materials; and

WHEREAS, Use of Bocce Funds of $1,000 is necessary and is available; and

WHEREAS, A budget total adjustment of $1,000 in FY 16/17 split between accounts #286-4728-2215 and #286-4728-2330 is necessary to cover these expenses.

RESOLUTION

The City Council of the City of St. Helena hereby resolves as follows:

1. Use of $1,000 from the Bocce fund; and
2. Authorize a budget adjustment in FY 16/17 to account #286-4728-2215 for $500 and to account #286-4728-2330 for $500.

Approved at a Regular Meeting of the St. Helena City Council on April 11, 2017, by the following vote:

Mayor Galbraith: __________
Vice Mayor White: __________
Councilmember Dohring: __________
Councilmember Koberstein: __________
Councilmember Ellsworth: __________

APPROVED:

Alan Galbraith, Mayor

ATTEST:

Cindy Black, City Clerk

Report to the City Council
Council Meeting of April 11, 2017

Agenda Section: **New Business**

Subject: **Consideration and proposed approval of a resolution authorizing amendment to Unrepresented Compensation Resolution to duly approve and adopt the publicly available pay schedules in accordance with the requirement of California Code of Regulations, Title 2, Section 570.5 to reflect the reclassification and compensation schedule for the Chief Building Official to same classification and salary range as Assistant Public Works Director**

CEQA Status: **Not a CEQA project**

Prepared By: **Noah Housh, Planning and Community Improvement Director**

Approved By: **Larry Pennell, Interim City Manager**

BACKGROUND

Prior to 2012, the City of St. Helena contracted for Building Services which included plan check, building inspections and building official duties. On March 22, 2012, the City Council authorized staff to make necessary organizational and budget adjustments to create a City staffed Building Official to provide a substantial reduction in costs. The position was filled April of 2012.

In January of 2013, the position was vacated and was left unfilled. At the time, the City chose to reinstate contracted services for part-time building and building official services.

On October 13, 2015, City Council approved Resolution 2015-128 authorizing the reinstatement of a City staffed Chief Building Official. The position was filled in November of 2015 and the building department was successfully provided much needed services to the public since.

In February of 2017, the Building Official resigned his position having accepted a position with another local municipality.

On March 28, 2017, the Planning and Community Improvement Director requested the City Council authorize an increase in the existing Building Official salary (from a maximum of $111,411 to a maximum of $128,010) in order to improve the competitiveness of the recruitment for the vacant position. At this time, the Council denied the request, asking that staff expand the information provided about the neighboring Town of Yountville's use of contract Building Department staffing as a means of comparison.

DISCUSSION

In response to the request from the City Council for more information regarding other surrounding communities use of contract building department services, City staff reached out to the Town of Yountville Planning and Building Director for information on their level of permit activity, the use of contract staff to provide building department services and the costs associated with the use of contract staff.

In fiscal year 2016/17, the Town of Yountville (1.53 square miles of jurisdiction) processed approximately 92 building permits for a total valuation of $6.2 million (Sandra Liston, Planning and Building Director). No data was available on the amount of fees generated from these permits. The costs of their part-time Building Official, Plan Check and Inspection services came to a total of approximately $87,000 (or approximately $945.65 per permit). In addition, the Town contracts with the City of Napa for a part-time (4-hours per week) Code Enforcement Officer for an approximate cost of $16,000 per year. Interestingly, the Town of Yountville has a population of 3,933 people (2010 census) however about 1,200 of their citizens live in the State Veterans Home, rather than in individual, privately maintained structures.

As means of comparison, the City of St Helena (5.03 square miles of jurisdiction) processed approximately 600 building permit applications with a valuation of $19.5 million, in fiscal year 2016/2017. These permits generated approximately $850k in fees (combination of plan check, inspection and impact fees) to the City. The projected costs to provide these levels of services under the proposed salary increase would be approximately $163,549 (total compensation for the Building Official) plus any needed supplemental plan check services (achieved through a contract not expected to exceed $50,000 in any one year). St Helena has a population of approximately 5,814 (2010) with few large institutional residential structures.

FISCAL IMPACT

In the Adopted FY 2016/2017 budget, the Building Official position was budgeted at $143,626 (full compensation, including benefits). The proposed new classification would result in total compensation of $163,549, for a total on-going budget increase of approximately $20k. However, the City previously budgeted $220,000 for full time consultant Building Division services, when permanent staff was not used to staff the Building Division.

Staff finds that the ongoing costs for these services are reduced through the use of a full time building official, and the community gets the benefit of improved and expanded services (including limited Code Enforcement) under this model.

The proposed budget for FY 2017/18 would include the classification of the Chief Building Official in the new compensation schedule, should the Council chose to approve it.

RECOMMENDED ACTION

Staff recommends the City Council adopt the draft resolution to amend the Unrepresented Compensation Schedule accordance with the requirement of California Code of Regulations, Title 2, Section 570.5 to reflect the reclassification and compensation schedule for the Chief Building Official to same classification and salary range as Assistant Public Works Director.

ATTACHMENTS

1. Resolution to Amend the Building Official Pay Schedule

Attachment 1

CITY OF ST. HELENA
RESOLUTION No. 2017-

Authorizing amendment to the Unrepresented Compensation Resolution to duly approve and adopt the publicly available pay schedules in accordance with the requirement of California Code of Regulations, Title 2, Section 570.5 to reflect the reclassification and compensation schedule for the Chief Building Official to same classification and salary range as Assistant Public Works Director classification classification

RECITALS

A. Prior to 2012, the City of St. Helena contracted out for Building Services which included plan checks, building inspections and building official; and

B. On March 22, 2012, the City Council authorized staff to make necessary organizational and budget adjustments to create a City staffed Building Official to provide substantial reduction in costs and filled to position; and

C. In January of 2013, the position was vacated and was left unfilled at which time the City chose to reinstate contracted services for part-time building and building official services; and

D. On October 13, 2015, City Council approved Resolution 2015-128 authorizing the reinstatement of a City staffed Chief Building Official and the positon was filled November of 2015; and

E. In February of 2017, the Building Official resigned his position having accepted another offer from another local municipality; and

F. The City has established that the Chief Building Official's salary to be 13% lower than the average at Step A (lowest) and 14% lower than the average at Step E (highest); and

G. Staff recommends that the Building Official position be classified as the same classification and salary range as Assistant Public Works Director bringing the Chief Building Official to at least closer to par with the comparable agencies average; and

H. The City of St. Helena contracts with the California Public Employee' Retirement System ("CalPERS") to provide retirement benefits for its employees; and

I. Pursuant to California Code of Regulations, Title 2, Section 570.5, CalPERS requires governing bodies of local agencies contracting with CalPERS to approve and adopt a publicly available pay schedule in accordance with public meeting laws; and

J. The pay schedule must identify the position title for every employee position, the pay rate for each position title, and the applicable time base for the pay rate; and

K. The City Council of the City of St. Helena desires to approve and adopt a publicly available pay schedule, showing all established employee positions and pay rates, in accordance with the requirement of California Code of Regulations, Title 2, Section 570.5.

Now, therefore, the City Council of the City of St. Helena resolves as follows:

1. Approves the reclassification and compensation schedule for the Chief Building Official to same classification and salary range as Assistant Public Works Director classification; and

2. That the City of St. Helena Publicly Available Salary Schedule which includes the amendment to the salary schedule for the Chief Building Official contained in Exhibit A is hereby approved and adopted in accordance with the requirements of California Code of Regulations, Title 2, Section 570.5; and

3. That the City of St. Helena Publicly Available Salary Schedule will be posted on the City's website, and will be made available for public inspection for not less than five years.

Approved at a regular meeting of the St. Helena City Council on April 11, 2017 by the following vote:

Mayor Galbraith: ________

Vice Mayor White: ________

Councilmember Koberstein: ________

Councilmember Dohring: ________

Councilmember Ellsworth: ________

APPROVED: ATTEST:

________________ ________________

Alan Galbraith, Mayor Cindy Black, City Clerk

Report to the City Council
Council Meeting of April 11, 2017

Agenda Section: **New Business**

Subject: **Consideration of Proposed Greater St. Helena Property and Business Improvement District:**

1. **City of St. Helena Consideration, Discussion and Comment on St. Helena Chamber of Commerce Draft Greater St. Helena Property and Business Improvement District Management District Plan and Engineer's Report; and**

2. **Proposed resolution of the City Council of the City of St. Helena requesting consent of the Board of Supervisors of the County of Napa to form the Greater St. Helena Property and Business Improvement District.**

CEQA Status: **Not a CEQA project**

Prepared By: **Larry Pennell, Interim City Manager**

BACKGROUND

The St. Helena Chamber of Commerce ("**Chamber**") has commenced the process of establishing a property and business improvement district ("**PBID**") in the greater St. Helena area in order assess parcels of real property to generate funds for maintenance, beautification and infrastructure improvements, marketing activities and the promotion of business development activities in and around the City and portions of unincorporated Napa County. In connection with the formation of the PBID, the City Council is presented with the opportunity to consider, discuss and comment on the draft Greater St. Helena Property and Business Improvement District Management District Plan and Engineer's Report (the "**Report**"), as well as one resolution for its consideration. The draft Report is attached to this staff report as Attachment 1.

In order to legally form the PBID, the City Council will be required, at a public hearing to be held later in the process, to formally approve the final Report in connection with the approval of the levy of assessments on real property within the PBID boundaries, but only if property owners representing a majority of the annual assessment levy do not protest the formation of the PBID. The purpose of this evening's discussion, therefore, is for the City Council to share any comments it may have on the draft Report with the Chamber and its consultant, Civitas Advisors ("**Civitas**"), before it pursues the next step in the PBID formation process.

The resolution that is presented relates to the boundaries of the proposed PBID and whether it should include property located within unincorporated Napa County. If the City Council is amendable to including property located within unincorporated Napa County, then it is requested that the enclosed resolution seeking the consent of the Board of Supervisors of Napa County to do so be adopted. The Board of Supervisors will need to consider and adopt a resolution granting its consent at a point in time before the City Council considers the actual formation of the PBID. Be aware that the draft Report is based upon the inclusion of property located within unincorporated Napa County. Therefore, if the City Council is not in support of including property from unincorporated Napa County within the proposed PBID and thus does not approve the resolution to seek the consent of the Board of Supervisors to do so, then the draft Report would need to be revised in order to proceed with formation of a PBID within the City of St. Helena only.

DISCUSSION

Consent of Napa County

The proposed Greater St. Helena PBID would be formed pursuant to the Property and Business Improvement District Law of 1994, Streets and Highways Code §§36600 *et.seq* (the "**PBID Law**").[1] A copy of the PBID Law is attached as Appendix 2 to the draft Report.

As noted, the property to be included in the proposed PBID includes property within the City of St. Helena and in unincorporated Napa County. A map showing the boundaries of the proposed Greater St. Helena PBID with the city limits of the City of St. Helena superimposed is included on page 5 of the draft Report. Section 36620.5 provides in part that a city may not form a district within the unincorporated territory of a county without the consent of the board of supervisors of that county. Accordingly, in order to proceed with the PBID as currently proposed, the consent of the Board of Supervisors of Napa County is required and thus the attached resolution is presented for the Council's consideration. Note that of the anticipated annual assessment for the entire PBID of $687,997.56, $160,550.63 is generated from properties located within the unincorporated territory of Napa County, representing approximately 23.34% of the total annual assessment.

A decision from the City Council regarding inclusion of properties located within the unincorporated territory of Napa County is a critical first step. The attached draft Report assumes those parcels are included in the proposed PBID. If these parcels are not included, then the draft Report will need to be revised and hence the amount of

[1] Unless otherwise noted, all further statutory references are to the California Streets and Highways Code.

annual assessment to be generated from the remaining area and the amount proposed to be levied on each parcel reevaluated.

Draft Greater St. Helena Property and Business Improvement District Management District Plan and Engineer's Report

Assuming the City Council adopts the aforementioned resolution seeking the Board of Supervisors' consent to include properties located within the unincorporated territory of Napa County within the proposed PBID, then the next step is for the City Council to consider, discuss and provide comment on the contents of the draft Report. Section 36622 sets forth the required contents to be included in a PBID management district plan and supporting engineer's report and the draft Report prepared by Civitas complies with these requirements. While it is important that the draft Report conforms to all of the numerous requirements of the PBID Law, the key element is that the draft Report may only assess the reasonable cost of the proportional special benefit conferred on each parcel. Only special benefits are assessable and a property based district, such as the proposed Greater St. Helena PBID, must separate the general benefits, if any, from the special benefits conferred on a parcel.

Before discussing the issue of special and general benefits, it must be noted at the outset that the boundaries of the proposed Greater St. Helena PBID include parcels used for residential and agricultural use. However, Section 36632(c) provides that "[p]roperties zoned solely for residential use, or that are zoned for agricultural use, are conclusively presumed not to benefit from the improvements and service funded through these assessments, and shall not be subject to any assessment pursuant to this part". Nevertheless, any PBID is also subject to the substantive and procedural requirements for assessments established by Proposition 218, adopted by the voters of the State of California on November 6, 1996, and contained in the California Constitution, article XIIID, section 4. While the legislature may declare that in the context of formation of a PBID that parcels used for residential and agricultural purposes "shall not be subject to any assessment," it does not necessarily follow that said parcels may conclusively be presumed not to benefit. It is one thing whether a parcel benefits and quite another whether they are required by statute to pay for the benefit received.

Acknowledging that only "special benefits" are assessable and that costs associated with "general benefit" must be paid from other resources of the local agency, the most prudent position is to treat any benefit received by non-assessed parcels, such as those used for residential and agricultural purposes, as a "general benefit". Accordingly, the costs associated with "general benefit", including those benefits received by non-assessed parcels must be paid from other resources of the local agency. It should be noted that the draft Report does indeed take this prudent approach and identifies $64,034.52 of general benefit conferred that must be funded from other sources of the local agency. The draft Report identifies grants, corporate sponsorships, event income and other miscellaneous funds to fund the general benefits. However, it must be noted that if these funding sources are not forthcoming in the amount needed, then it would become an obligation of the City's general fund to make up any difference, up to the full annual amount of $64,034.52. This amount would be in addition to the special assessment of $93,290.25 identified in the draft Report for City owned parcels.

Proposed PBID Improvements and Activities

The PBID Law allows for the levy of assessments for the purpose of acquiring, constructing, installing or maintaining "improvements"[2] and providing "activities"[3] that will provide "special benefit"[4] to real property in the PBID boundaries. The draft Report generally describes certain improvements and activities proposed to be provided to assessed properties that conform to the PBID Law. The draft Report proposes three (3) major categories of improvements and activities to be provided by the proposed PBID. The three categories are identified in the draft Report as follows:

- Maintenance, Beautification & Infrastructure
- Marketing
- Business Development

Ancillary to these three major categories of improvements and activities, the proposed PBID also provides for Administration/Public Outreach and a Contingency/Reserve.

The draft Report identifies a total budget for the initial year at $752,032.08. However, the total annual assessment budget (i.e. the amount which can be traced to special benefits conferred on parcels within the PBID area) is $687,997.56. Thus, the cost of the general benefit is $64,034.52 as noted above. Of the total annual assessment budget, initially set at $687,997.56 in the first year, 35% ($240,799.15) is allocated to Maintenance, Beautification & Infrastructure, 25% ($171,999.39) is allocated to Marketing, 25% ($171,999.39) is allocated to Business Development, 10% ($68,799.75) is allocated to Administration/Public Outreach, and 5% ($34,399.88) is allocated to a Contingency/Reserve.

The funds for these improvements and activities would then be spread across four different benefit zones, identified as Zone 1 through Zone 4[5]; $377,904.10 is allocated annually to Zone 1, $172,805.69 to Zone 2, $116,969.49 to Zone 3 and $20,318.28 to Zone 4. The annual Zone Assessment Budget for these four benefit zones showing the annual amount allocated for each of the aforementioned improvements and activities is provided in Section V.D. of the draft Report and copied below. As an example, $132,266.44 would be spent in Zone 1 each year for Maintenance, Beautification & Infrastructure, whereas $29,242.37 would be spent in Zone 3 each year for Business Development.

[2] Defined at Section 36610.
[3] Defined at Section 36606.
[4] Defined at Section 36615.5.
[5] Please see the map on Page 5 of the draft Report which highlights and identifies the various benefit zones.

Zone	Maint. Beaut. & Infra.	Marketing	Business Development	Admin. / P.A.O.	Contingency / Reserve	Total
1	$132,266.44	$94,476.03	$94,476.03	$37,790.41	$18,895.21	**$377,904.10**
2	$60,481.99	$43,201.42	$43,201.42	$17,280.57	$8,640.28	**$172,805.69**
3	$40,939.32	$29,242.37	$29,242.37	$11,696.95	$5,848.47	**$116,969.49**
4	$7,111.40	$5,079.57	$5,079.57	$2,031.83	$1,015.91	**$20,318.28**
Total	**$240,799.15**	**$171,999.39**	**$171,999.39**	**$68,799.75**	**$34,399.88**	**$687,997.56**

Maintenance, Beautification & Infrastructure

As noted, the budget allocation to the Maintenance, Beautification & Infrastructure program is 35% of the total annual assessment budget, or $240,799.15; of this amount $132,266.44 will be expended in Zone 1, $60,481.99 in Zone 2, $40,939.32 in Zone 3, and $7,111.40 in Zone 4. The Maintenance, Beautification & Infrastructure program is to be comprised of 2 distinct components – maintenance and beautification on one hand and infrastructure on the other. The purpose of the maintenance and beautification program is to ensure the Greater St. Helena PBID area is clean, attractive, and actively maintained. The maintenance and beautification program may include: art, signage, landscape installation and maintenance, installation of decorative lighting and seasonal decorations. The maintenance and beautification program will be provided to all benefit zones.

The infrastructure program, consisting of small-scale infrastructure improvements, will be installed in Zones 1 and 2 and strategically placed to maximize the benefit to assessed parcels in those Zones. The purpose of the infrastructure program is to facilitate pedestrian traffic and make Zones 1 and 2 more user-friendly for tenants and customers. Infrastructure improvements may include sidewalk improvements, pedestrian safety improvements, street lights, trash receptacles, art works, and benches. Because infrastructure improvements will only be installed in Zones 1 and 2, only those parcels in Zones 1 and 2 will specially benefit from and be assessed for infrastructure improvements. Zones 3 and 4 will not receive or be assessed for infrastructure improvements.

Marketing

The budget allocation to the Marketing program is 25% of the total annual assessment budget, or $171,999.39; of this amount $94,476.03 will be spent in Zone 1, $43,201.42 in Zone 2, $29,242.37 in Zone 3, and $5,079.37 in Zone 4. The marketing program includes expanded marketing of Greater St. Helena as a destination, as its own brand and place. This may include creation and maintenance of microsites featuring the PBID's appellations, areas and amenities; social media and other Internet marketing; development of collateral materials for visitors; and sponsorship of events.

The overriding strategic priority of the marketing program is to market Greater St. Helena to targeted consumers to build revenue and implement a marketing plan that culminates in an effort to improve the economic stability of the PBID area.

Business Development

The budget allocation to the Business Development program is 25% of the total annual assessment budget, or $171,999.39; of this amount $94,476.03 will be spent in Zone 1, $43,201.42 in Zone 2, $29,242.37 in Zone 3, and $5,079.37 in Zone 4. The business development program will create and implement programs that focus on growing a healthy economy in the PBID area. The business development program will seek to attract and retain tenants and customers to the assessed parcels. The majority of business development efforts will focus on the highly concentrated commercial area encapsulated in Zone 1; the remaining Zones, will however, also receive some business development. The program will also provide services to businesses seeking to start, relocate, and grow in the PBID area. Services may include navigating the permitting process through City and County departments, troubleshooting business challenges, connecting businesses with key contacts, resources, financing and training opportunities, and collaborating on issues affecting the PBID area such as housing, workforce development, transportation and commuting.

Administration/Public Outreach

The budget allocation to Administration/Public Outreach is 10% of the total annual assessment budget, or $68,799.75; of this amount $37,790.14 is attributable to activities in Zone 1, $17,280.57 in Zone 2, $11,696.95 in Zone 3, and $2,031.83 in Zone 4. The administration portion of the budget will be utilized for administrative costs associated with providing the services. Those costs may include rent, telephone charges, legal fees, accounting fees, postage, administrative staff, insurance, other general office expenses, and City and County administrative costs. City Administrative costs will be one percent (1%) of the total amount of assessment collected and paid for out of the Administration/Public Outreach budget allocation.

Contingency/Reserve

The budget allocation to Contingency/Reserve is 5% of the total annual assessment budget, or $34,399.88; of this amount $18,895.21 is available as a reserve for activities and improvements in Zone 1, $8,640.28 in Zone 2, $5,848.47 in Zone 3, and $1,015.91 in Zone 4. The budget includes a contingency/reserve line item to account for unanticipated program costs and uncollected assessments, if any. If there are contingency funds collected, they may be held in a reserve fund or utilized for other program, administration or renewal costs at the discretion of the Owners Association. Reserve funds allocated within each benefit zone may be used for program costs in that benefit zone in any proportion deemed appropriate by the Owners Association. Subject to the terms of the draft Report (i.e. percentage of total assessment budget allocated to Contingency/Reserve and allocation to benefit zones), policies relating to contributions to the reserve fund, the target amount of the reserve fund, and expenditure of money from the reserve fund shall be set by the Owners Association.

Engineer's Report: Separation of General and Special Benefits

Beginning on page 11 of the draft Report through page 23 is a very detailed description of the method by which the assessment district engineer identified and separated general benefits accruing to the general public and non-assessed parcels within and adjacent to the proposed PBID area, as well as the special benefit accruing to assessed parcels. The following is an overall summary of the methodology.

First the Engineer's Report notes that the programs have been narrowly drawn and designed to provide special benefits and the activities and improvements will only be provided directly to the assessed parcels. Nevertheless, it is acknowledged that there will be general benefits as a result of the PBID activities and improvements. To quantify the general benefit to the public at large a survey was conducted of pedestrian traffic within the proposed PBID boundaries. A copy of the survey questions and results are attached as Appendix 5 to the draft Report. The survey found that 99.34% of the pedestrian traffic was engaged in some form of business activity on parcels within the proposed PBID boundaries and that 0.66% were simply passing through. Thus, rounding up, 1% of the proposed PBID services is provided to the public at large. Hence, the value of the general benefit to the public at large is 1% of the total initial year budget of $752,032.08, or $7,520.32.

Next, with respect to the major categories of improvements and activities to be provided by the PBID, the Engineer needs to quantify the amount of general benefit provided to non-assessed parcels, such as the previously mentioned residential and agricultural parcels located within the PBID boundaries and parcels adjacent to and outside the PBID boundaries.

In relation to the Maintenance, Beautification & Infrastructure program, the draft Report notes that while these services are not being provided directly to the non-assessed parcels, they nevertheless receive benefit due to their proximity to the areas which are directly served as well as, to a lesser degree, benefit from the actual service intended to improve cleanliness and beautification. Accordingly, non-assessed parcels (e.g. residential and agricultural) within the PBID boundaries receive a partial benefit (identified as 0.375 benefit factor), as do parcels adjacent to and outside the PBID boundaries (identified as 0.125 benefit factor). As a result, the Maintenance, Beautification & Infrastructure program generates a general benefit to non-assessed parcels within and those adjacent to and outside of the PBID boundaries in the amount of $31,107.61.

Marketing and Business Development activities again are not provided to non-assessed parcels. However, the draft Report notes that these parcels arguably receive some benefit due to incidental exposure resulting from these activities. Thus, non-assessed parcels (e.g. residential and agricultural) and parcels adjacent to and outside the PBID boundaries receive a partial benefit (identified as 0.10 benefit factor), as a result of the Marketing and Business Development programs in the amount of $8,464.73.

Finally, proportional amounts of the Administration/Public Outreach ($5,651.42) and the Contingency/Reserve ($2,825.71) are assigned as general benefit. In total, the table on page 18 of the draft Report identifies general benefits equal to $64,034.52.

As noted previously the total PBID annual budget is $752,032.08, of which $64,034.52 is the cost of the general benefit conferred by the PBID activities and improvements and the difference of $687,997.56 may be assessed on parcels within the PBID boundaries based on the proportional special benefits received. To spread these costs the assessment formula methodology relies on the benefit zones, parcel use type, parcel size and length of parcel frontage along Highway 128 to arrive at an assessment formula found on page 20/21 of the draft Report and copied here.

<table>
<tr><th></th><th>Zone</th><th>Assessment Basis</th><th>Commercial</th><th>Railroad</th></tr>
<tr><td rowspan="8">Initial Parcel Assessment Rates</td><td rowspan="2">Zone 1</td><td>Parcel Size (sq. ft.)</td><td>$0.19900</td><td>$0.04975</td></tr>
<tr><td>Parcel Linear Frontage (Hwy 128)</td><td>$14.6800</td><td>N/A</td></tr>
<tr><td rowspan="2">Zone 2</td><td>Parcel Size (sq. ft.)</td><td>$0.00400</td><td>$0.00100</td></tr>
<tr><td>Parcel Linear Frontage (Hwy 128)</td><td>$6.7500</td><td>$1.6875</td></tr>
<tr><td rowspan="2">Zone 3</td><td>Parcel Size (sq. ft.)</td><td>$0.00100</td><td>$0.00025</td></tr>
<tr><td>Parcel Linear Frontage (Hwy 128)</td><td>$4.500</td><td>$1.125</td></tr>
<tr><td rowspan="2">Zone 4</td><td>Parcel Size (sq. ft.)</td><td>$0.00420</td><td>N/A</td></tr>
<tr><td>Parcel Linear Frontage (Hwy 128)</td><td>N/A</td><td>N/A</td></tr>
</table>

As an example, a commercial parcel in Zone 2 will pay an annual assessment equal to $0.004 per square foot of land *plus* $6.75 per linear foot of frontage along Highway 128. Similarly, a commercial parcel in Zone 4 will pay an annual assessment equal to $0.0042 per square foot of land with no additional cost for frontage along Highway 128 as Zone 4 does not abut Highway 128.

PBID Term/Assessment Cap

The proposed PBID has an initial term of 5 years commencing January 1, 2018 and expiring December 31, 2022, and may be subsequently renewed for up to 10 years through the same process.[6] The City Council or property owners may proceed to disestablish the PBID under certain circumstances.[7] The proposed PBID also includes a current annual 3% cap on future assessment levies.

Governance

In accordance with PBID Law and as provided in the draft Report, an Owners Association, as defined in Section 36614.5, will be formed to administer the PBID through an agreement with the City of St. Helena. The Owners Association may contract out the management of the PBID and the draft Report identifies that the Owners Association may in fact contract with the Chamber to undertake that responsibility.

PROCESS/NEXT STEPS

In order to formally initiate proceedings, Section 36621 requires the Chamber to present the City with petitions signed by property owners within the proposed PBID area who will pay 50% or more of the assessments proposed to be levied as set forth in the draft Report. As previously noted, the City Council is not required to approve the draft Report at this juncture. However, since the petitions that will be sought from property owners within the proposed PBID will be based on the assessments set forth in the draft Report, the City Council is being asked to consider, discuss and comment on the draft Report so that the Chamber will have a sense whether the City is generally comfortable with the content of the draft Report.

Following the April 11th meeting, if the resolution presented is approved and the City Council's comments on the draft Report are generally favorable, then the Chamber would embark on a process to secure signed petitions from property owners within the proposed PBID boundaries. The Chamber's goal would be to secure petitions representing 50% or more of the total annual assessment indicating that they are in favor of proceeding with the formation process. In order to be able to place an assessment on the upcoming tax roll for 2017/2018, the formation of the PBID would need to be completed by the end of July 2017. A Greater St. Helena PBID Formation Timeline is attached to this report as Attachment 2. Accordingly, based on the timeline, the Chamber would have approximately 30 calendar days to secure and present the necessary petitions to the City in order for the City Council to consider a resolution at their regular meeting of May 23, 2017 to formally initiate proceedings to establish the proposed PBID.

At some point after the April 11th regular meeting, the City, as an owner of property within the PBID boundaries, would itself receive a petition seeking its support to form the PBID. Accordingly, staff would need to present the City Council with an agenda item at its regular meeting of April 25th or May 9th to obtain direction whether to execute the petition on behalf of the City. Note the anticipated annual assessment for

[6] Section 36622(h).
[7] Section 36670.

the entire PBID is $687,997.56 and the annual assessment on City owned property is $93,290.25, representing approximately 13.56% of the total annual assessment.

If sufficient petitions have been presented to the City in advance of the May 23, 2017 regular meeting, then the City Council would be presented with a resolution initiating procedures to establish the PBID for a term of five (5) years, as described in the proposed draft Report, at its regular meeting of May 23, 2017. The resolution would contain findings that the proposed draft Report has been prepared with and contains matters required by the PBID Law. The resolution would also establish either July 11, 2017 or July 25, 2017 as the date for the PBID public hearing (to be conducted after the ballots are counted) as required by the PBID Law and direct the City Clerk to prepare and mail a public hearing notice and a property owner assessment ballot in accordance with the requirements of the PBID Law and Proposition 218. Note that Civitas would work directly with the City Clerk to provide the services necessary to complete the required mailings.

The public hearing notice and property owner assessment ballot would be sent to all assessable property owners in the proposed PBID area by first class mail, with return postage prepaid. The mailing must be completed not later than Friday, May 26, 2017, to assure compliance with the requirement that such mailing be completed not less than 45 days prior to the date of the public hearing, if the public hearing is scheduled for July 11, 2017. A more manageable timeline would suggest that the public hearing be scheduled for July 25, 2017. In either case, upon completion of the mailing, a certificate of mailing certifying compliance with such requirements will be prepared and filed with the City Clerk for submission to the Council at the commencement of the public hearing.

Again, at some point after the May 23rd regular meeting, the City, as an owner of property within the PBID boundaries, would itself receive a ballot related to formation of the PBID. Accordingly, staff would need to present the City Council with an agenda item at a regular meeting in June or July in advance of the scheduled public hearing of July 11th or 25th to obtain direction whether to execute the ballot on behalf of the City.

The proposed PBID is subject to a Proposition 218 ballot by mail process, with every property owner having the opportunity to cast a ballot in favor of or against the proposed special assessment district. Under Proposition 218, ballots are weighted according to the proposed assessment to be paid by each parcel. If property owners disapprove the proposed PBID, then the assessment proceeding is over. If property owners uphold the proposed PBID, the Council then convenes the public hearing to obtain additional community input. After the public hearing, the City Council may take action to approve or disapprove the PBID; note that the City Council has no obligation to approve the formation of the PBID at that point even if it is approved by a majority of the property owners as weighted by assessment value.

If the City Council were to approve the proposed PBID and act to levy the assessment, then the assessment amounts identified in Appendix 3 of the draft report would be levied and added to the property tax bill for those parcels. These amounts would be collected by the Napa County Tax Collector/Assessor with the property tax bills and then remitted to the City twice per year. The City would thereafter transfer the funds to the Owners Association in accordance with the contract with the City to administer the proposed PBID. The Owners Association is required to prepare a report each fiscal year, the first being due after the first year of operation of the proposed PBID.[8] The annual report is required to contain any proposed changes in the boundaries of the district or in any benefit zones; the improvements planned for that fiscal year; the cost of providing the improvements, maintenance and activities; the method and basis of levying the assessment for the coming year; the estimated amount of any surplus from a previous fiscal year; and the estimated amount of contributions from other sources. The City Council then considers and must approve the annual report in connection with the levy of the assessment for the upcoming year. Again, this annual process must be completed by July 31st of each year in order to ensure that the assessments are included in each year's tax bill. Note that PBID Law does not provide for any audit of the expenditures made by the Owners Association; however, the City can require that an annual audit of the expenditures in relation to the PBID plan be required as a component of the contract between the City and the Owners Association.

LEGAL REVIEW

The City Attorney has reviewed the draft Report for compliance with applicable PBID Law and Proposition 218 and has provided comment and revisions to the Chamber's consultant, Civitas, which have been incorporated into the draft Report presented this evening.

NAPA VALLEY TOURISM IMPROVEMENT DISTRICT

In 2010 the Napa Valley Tourism Improvement District ("**NVTID**"), a business based improvement district, was formed within Napa County pursuant to the PBID Law. Under the NVTID, each municipality in the district, including the City of St. Helena, has created their own Tourist Improvement District Committee ("**TID Committee**"). The proposed PBID under discussion this evening is a property based improvement district. The last sentence in Section 36622(c) provides that "[t]his part does not prohibit the boundaries of a business assessment district created pursuant to this part to overlap with a property assessment district created pursuant to this part." Accordingly, the proposed PBID can move ahead notwithstanding the existence of the NVTID.

The NVTID provides for a 2% assessment on the gross room rentals of eligible lodging establishments within each municipality in the district. Of the total amount collected from within each municipality, 74% is submitted to the County and they, in turn, remit that amount to the Napa Valley Tourism Corporation. Of the amount generated within the City of St. Helena, the City retains 1% for administrative fees and the remaining 25% is paid to the St. Helena TID Committee for expenditures related to

[8] Section 36650.

individual destination marketing. During FY 15/16 approximately $304,000 was collected from eligible lodging establishments within the City of St. Helena and of that amount $76,000 was provided to the St. Helena TID. In FY 16/17 it is anticipated that approximately $350,000 will be collected from eligible lodging establishments within the City of St. Helena and of that amount $88,000 will be provided to the St. Helena TID Committee. The Chamber, along with representatives from lodging industries, and the City serve on the Board of Directors of the St. Helena TID Committee. A portion of the funding provided to the St. Helena TID Committee is in turn provided to the Chamber for its marketing efforts. In FY 15/16 $75,000 was provided to the Chamber for these services.

Finally, while not an aspect of the NVTID funding, the City and the Chamber entered into a contract for the Chamber to provide marketing and promotional services on behalf of the City from July 1, 2015 through June 30, 2017. The contract provides for payment by the City of $210,000 to the Chamber each year. If the proposed PBID were formed, approximately $172,000 would then be available for marketing services plus an additional $172,000 for business development.

FISCAL IMPACT

Based on the draft Report, the City will experience an annual increase in general fund expenditures in the form of an assessment on its property of $93,290.25 in FY17/18, subject to increases up to 3% per year (i.e. $96,088.96; $98,971.63; $101,940.78; $104,999.00) in the following four fiscal years. Additionally, it is possible that the City general fund could be called upon to fund the cost of “general benefits” which are not covered by anticipated grants, corporate sponsorships, event income and other miscellaneous funds. Again, the amount of the general benefit identified in the draft Report is $64,034.52.

It is unknown what amount, if any, may be generated to the City’s general fund by way of increased business license tax, sales tax and/or transient occupancy tax because of the marketing and business development aspects of the proposed PBID. Additionally, it is unknown what impact the levy of the PBID assessment may have on the appetite of property owner’s for other taxes or assessments that the City may itself explore in the future for other governmental purposes.

RECOMMENDED ACTION

Staff recommends that the City Council consider, discuss and provide comment and feedback to City staff, the Chamber and its consultant, Civitas, on the draft Report regarding the proposed Greater St. Helena PBID, as well as any other issues identified in this staff report. Further, if the Council is in favor of proceeding with the aforementioned PBID and is supportive of including property within unincorporated Napa County with the PBID boundaries, then it is recommended that the City Council adopt the attached resolution seeking the consent of the Board of Supervisors to include property within unincorporated Napa County within the PBID boundaries.

ATTACHMENTS:

1. Draft Greater St. Helena Property and Business Improvement District Management District Plan and Engineer's Report.
2. Greater St. Helena PBID Formation Timeline.
3. Resolution of the City Council of the City of St. Helena Requesting Consent of the Board of Supervisors of the County of Napa to Form the Greater St. Helena Property and Business Improvement District.

2018-2022

GREATER ST. HELENA PROPERTY AND BUSINESS IMPROVEMENT DISTRICT

MANAGEMENT DISTRICT PLAN AND ENGINEER'S REPORT

Prepared pursuant to the Property and Business Improvement District Law of 1994, Streets and Highways Code section 36600 et seq.

April 6, 2017

CONTENTS

Prepared by Civitas

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I. OVERVIEW

Developed by a growing coalition of property owners, the Greater St. Helena Property and Business Improvement District (GSHPBID) is a benefit assessment district whose purpose is to provide improvements and activities which constitute and convey a special benefit to assessed parcels. As required by state law, property owners have created this Management District Plan (Plan) to form the GSHPBID.

Location: The GSHPBID generally includes parcels in the greater St. Helena area, including portions of the City of St. Helena and unincorporated Napa County along Highway 128 and adjacent streets, as detailed on the map in Section IV.

Purpose: The purpose of the GSHPBID is to provide activities and improvements which constitute and convey a special benefit to assessed parcels. The GSHPBID will provide Maintenance, Beautification and Infrastructure; Marketing; Business Development; and related administration and public agency outreach directly and only to assessed parcels within its boundaries.

Budget: The GSHPBID annual assessment budget for the initial year of its five (5) year operation is anticipated to be $687,997.56. The annual budget may be subject to an increase in assessment rates of no more than three percent (3%) per year. The assessment funds will be supplemented by non-assessment funds (such as grants and event income), so that the total budget for the initial year is estimated at $752,032.08.

Cost: The assessment rate (cost to the parcel owner) is based on benefit zone, parcel type, parcel size, and parcel frontage along Highway 128. The initial annual rate applied to each parcel is shown in the table below. Assessment rates may be subject to an increase of no more than three percent (3%) per year.

<table>
<tr><th></th><th>Zone</th><th>Assessment Basis</th><th>Commercial</th><th>Railroad</th></tr>
<tr><td rowspan="8">Initial Parcel Assessment Rates</td><td rowspan="2">Zone 1</td><td>Parcel Size (sq. ft.)</td><td>$0.19900</td><td>$0.04975</td></tr>
<tr><td>Parcel Linear Frontage (Hwy 128)</td><td>$14.6800</td><td>$3.6700</td></tr>
<tr><td rowspan="2">Zone 2</td><td>Parcel Size (sq. ft.)</td><td>$0.00400</td><td>$0.00100</td></tr>
<tr><td>Parcel Linear Frontage (Hwy 128)</td><td>$6.7500</td><td>$1.6875</td></tr>
<tr><td rowspan="2">Zone 3</td><td>Parcel Size (sq. ft.)</td><td>$0.00100</td><td>$0.00025</td></tr>
<tr><td>Parcel Linear Frontage (Hwy 128)</td><td>$4.500</td><td>$1.125</td></tr>
<tr><td rowspan="2">Zone 4</td><td>Parcel Size (sq. ft.)</td><td>$0.00420</td><td>N/A</td></tr>
<tr><td>Parcel Linear Frontage (Hwy 128)</td><td>N/A</td><td>N/A</td></tr>
</table>

Formation: GSHPBID formation requires submittal of petitions from property owners representing more than 50% of the total assessment. Although there are no property owners that would pay more than 40% of the total amount of assessment, the amount of assessment attributable to a property owned by the same property owner that is in excess of 40 percent of the amount of all assessments proposed to be levied shall not be included in determining whether the petition is signed by property owners who will pay more than 50% of the total assessment. The California Constitution also requires a ballot vote in which more than 50% of ballots returned, weighted by assessment, support the GSHPBID.

Because the GSHPBID boundaries include parcels in the City of St. Helena and unincorporated Napa County, the St. Helena City Council adopted a resolution requesting the consent of the Board of Supervisors of the County of Napa to form the GSHPBID. The Board of Supervisor of the County of Napa adopted a resolution granting its consent to the City of St. Helena to form the GSHPBID.

Duration: The GSHPBID will have a five (5)-year-life beginning on January 1, 2018 and ending December 31, 2022. Near the end of the term, the petition, ballot, and City Council hearing processes must be repeated for the GSHPBID to be renewed.

Management: A new nonprofit corporation, the Greater St. Helena Area Improvement Corporation (GSHAIC), will be formed to serve as the Owners' Association for the GSHPBID. The City of St. Helena and GSHAIC will enter into a contract governing the management of the GSHPBID activities by GSHAIC.

II. IMPETUS

There are several reasons why now is the time to form the GSHPBID. The most compelling reasons are as follows.

1. **The Need to be Proactive in Determining the Future of Greater St. Helena.**
In order to protect their investment, parcel owners must be partners in the process that determines the level and frequency of services, and how new improvements are implemented. The GSHPBID will allow these owners to lead and shape future services and improvements through the GSHPBID.

2. **The Need to Attract New Business and Investment Throughout Greater St. Helena.**
If Greater St. Helena is to compete as a successful commercial district it must develop its own well-financed, proactive strategy to retain businesses and tenants as well as attract new business and investment. The GSHPBID provides the financial resources to develop and implement a focused strategy that will work to prevent and fill vacancies and attract new tenants to all areas of Greater St. Helena.

3. **An Opportunity to Create a Private/Public Partnership with a Unified Voice for Greater St. Helena.**
Because parcel owners would be investing financial resources through the GSHPBID, they will be looked upon as a strong partner in negotiations with the City. This partnership will have the ability to leverage the parcel owner's investment with additional investment from various public agencies in Greater St. Helena.

4. **An Opportunity to Establish Private Sector Management and Accountability.**
A non-profit, private organization formed for the sole purpose of improving Greater St. Helena will manage the services provided and the GSHPBID. Annual GSHPBID work plans and budgets are developed by a board composed of stakeholders that own property in the GSHPBID. Improvements and activities provided by the GSHPBID are subject to private sector performance standards, controls, and accountability. The foregoing notwithstanding, annual GSHPBID budgets are subject to approval by the City of St. Helena City Council as part of its consideration and approval of the Annual Report.

III. BACKGROUND

The International Downtown Association estimates that more than 1,500 Property and Business Improvement Districts (PBIDs) currently operate throughout the United States and Canada. PBIDs are a time-tested tool for property owners who wish to come together and obtain collective services which benefit their properties.

PBIDs provide supplemental services in addition to those provided by local government. They may also finance physical and capital improvements. These improvements and activities are concentrated within a distinct geographic area and are funded by a special parcel assessment. Services and improvements are only provided to those who pay the assessment.

Although funds are collected by the local government, they are then directed to a private nonprofit. The nonprofit implements services and provides day-to-day oversight. The nonprofit is managed by a Board of Directors representing those who pay the assessment, to help ensure the services meet the needs of property owners and are responsive to changing conditions within the PBID.

PBIDs all over the globe have been proven to work by providing services that improve the overall viability of commercial districts, resulting in higher property values, lease rates, occupancy rates, and sales volumes.

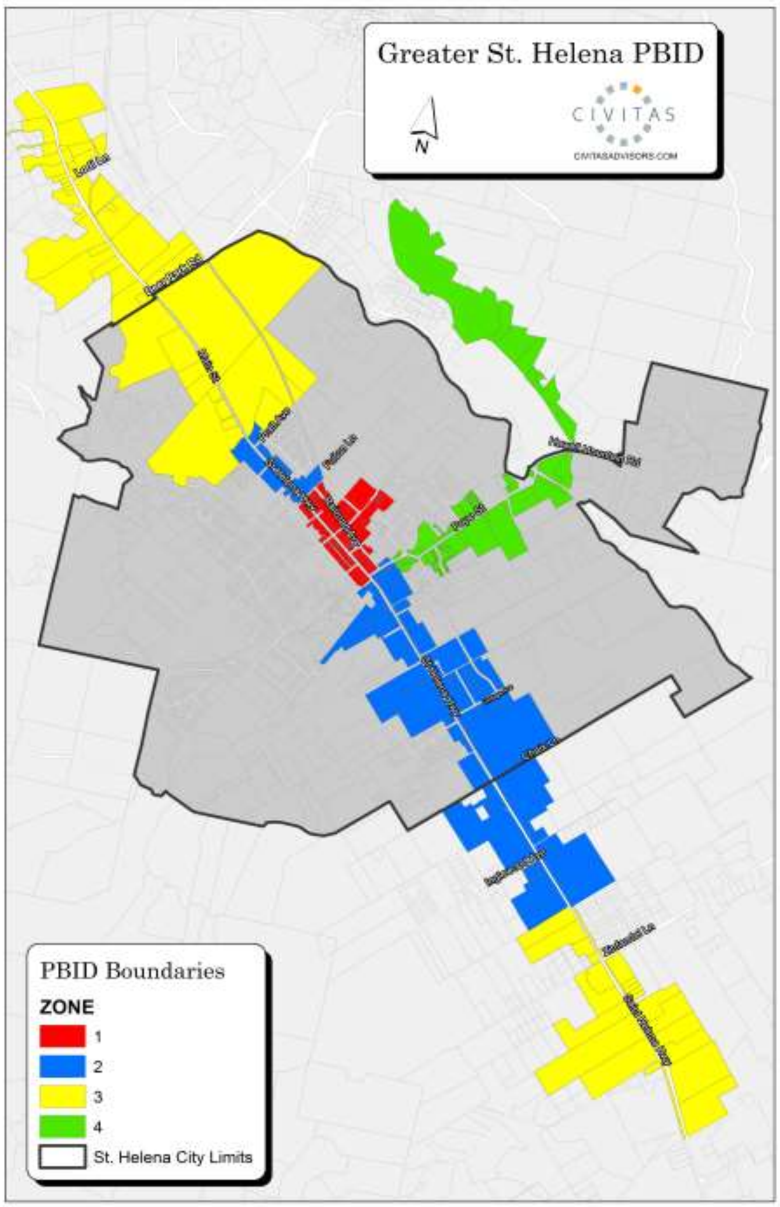
The GSHPBID will be formed pursuant to a state law that took effect in January of 1995. The "Property and Business Improvement District Law of 1994," which was signed into law by Governor Pete Wilson, ushered in a new generation of Property and Business Improvement Districts in California. Key provisions of the law include:

- Allows a wide variety of services which are tailored to meet specific needs of assessed properties in each individual PBID;
- Requires property owner input and support throughout the formation process;
- Requires written support from property owners on both a petition and ballot;
- Allows for a designated, private nonprofit corporation to manage funds and implement programs, with oversight from property owners and the City;
- Requires limits for assessment rates to ensure that they do not exceed the amount owners are willing to pay; and
- Requires the PBID expire after a certain time period, upon which it can be renewed - making it accountable to property owners.

The "Property and Business Improvement Business District Law of 1994" is provided in Appendix 2 of this document.

IV. BOUNDARIES

The district includes approximately 515 parcels with 318 parcel owners. The GSHPBID boundary is illustrated by the map below. A larger map is available on request by calling (916)437-4300 or (800)999-7781. A more detailed map is provided in Appendix 6.



V. SERVICE PLAN & BUDGET

A. Establishment

A service plan to provide special benefits to assessed properties was developed using several methods. A series of property owner meetings, a survey of property owners, an analysis of current property conditions and needs, and an intercept survey of visitors were all conducted. The primary needs identified were: cleanliness, beautification, maintenance of existing improvements, additional infrastructure, improving business conditions, additional marketing, and a united voice to represent Greater St. Helena property owners. To meet those needs, the GSHPBID will provide Maintenance, Beautification and Infrastructure; Marketing; Business Development; and related administration and public agency outreach to assessed parcels within its boundaries.

B. Improvements and Activities

The GSHPBID will provide supplemental improvements and activities that are above and beyond those provided by the City, County, and other government agencies. The improvements and activities will be provided directly and only to assessed parcels; they will not be provided to parcels that are not assessed. Each and every service is unique to the GSHPBID, thus the benefits provided are particular and distinct to each assessed parcel.

1. Maintenance, Beautification & Infrastructure

The purpose of the maintenance and beautification program will be to ensure the GSHPBID is clean, attractive, and actively maintained. The maintenance and beautification program may include: art, signage, landscape installation and maintenance, installation of decorative lighting and seasonal decorations. The maintenance and beautification program will be provided to all zones in the GSHPBID.

Small-scale infrastructure improvements will be installed in Zones 1 and 2, strategically placed to maximize the benefit to assessed parcels in those Zones. The purpose of the infrastructure program is to facilitate pedestrian traffic and make Zones 1 and 2 more user-friendly for tenants and customers. Infrastructure improvements may include sidewalk improvements, pedestrian safety improvements, street lights, trash receptacles, art works, and benches. Because infrastructure improvements will only be installed in Zones 1 and 2, only those parcels in Zones 1 and 2 will specially benefit from and be assessed for infrastructure improvements. Zones 3 and 4 will not receive or be assessed for infrastructure improvements.

2. Marketing

The marketing program includes expanded marketing of Greater St. Helena as a destination, as its own brand and place. This may include creation and maintenance of microsites featuring the GSHPBID's appellations, areas and amenities; social media and other Internet marketing; development of collateral materials for visitors; and sponsorship of events. The overriding strategic priority of the marketing program is to market Greater St. Helena to targeted consumers to build revenue and implement a marketing plan that culminates in an effort to improve the economic stability of the GSHPBID.

3. Business Development

The business development program will create and implement programs that focus on growing a healthy economy in the GSHPBID. The business development program will seek to attract and retain tenants and customers to the assessed parcels. The majority of business development efforts will focus on the highly concentrated commercial area encapsulated in Zone 1; the remaining Zones, will however, also receive some business development. The program will also provide services to businesses seeking to start, relocate, and grow in Greater St. Helena. Services may include navigating the permitting process through City and County departments, troubleshooting business challenges, connecting businesses with key contacts, resources, financing and training opportunities, and collaborating on issues affecting the GSHPBID such as housing, workforce development, transportation and commuting.

4. Administration/Public Agency Outreach

The administration portion of the budget will be utilized for administrative costs associated with providing the services. Those costs may include rent, telephone charges, legal fees, accounting fees, postage, administrative staff, insurance, other general office expenses, and City and County administrative costs. City Administrative costs will be one percent (1%) of the amount of assessment collected. The GSHPBID's public agency outreach efforts will provide a unified voice to represent the best interests of assessed properties with various agencies, including the City and County.

5. Contingency/Reserve

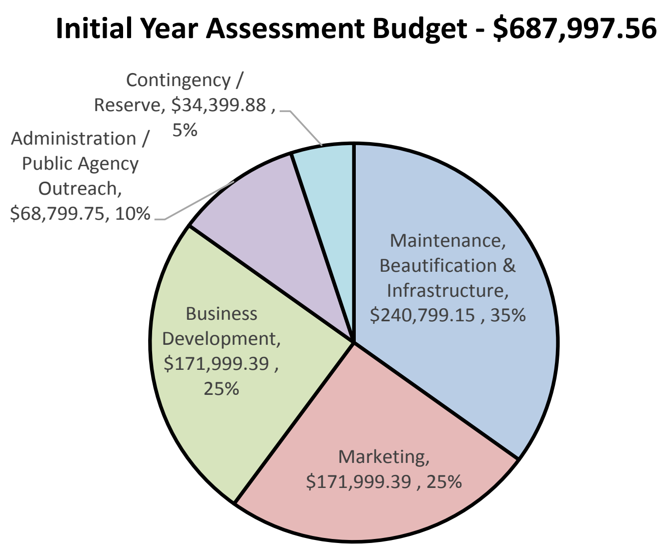
The budget includes a contingency line item to account for unanticipated program costs and uncollected assessments, if any. If there are contingency funds collected, they may be held in a reserve fund or utilized for other program, administration or renewal costs at the discretion of the GSHAIC. Reserve funds may be used for program costs in any proportion deemed appropriate by the GSHAIC. Policies relating to contributions to the reserve fund, the target amount of the reserve fund, and expenditure of money from the reserve fund shall be set by the GSHAIC.

C. Budget Guidelines

A projected five (5) year budget for the GSHPBID follows. The overall budget shall remain consistent with this Plan. In the event of a legal challenge, any and all assessment funds may be used to defend the GSHPBID. The annual budget prepared by the GSHAIC shall be included as part of the Annual Report to be approved by the City Council each year and is based on the following assumptions and guidelines:

1. The cost of providing improvements and activities may vary depending upon the market cost for those improvements and activities. Expenditures may require adjustment up or down to continue the intended level of improvements and activities. The GSHAIC shall annually have the ability to re-allocate up to fifteen percent (15%) of the budget allocation by line item within the budgeted categories of Maintenance, Beautification & Infrastructure, Marketing, Business Development, and Administration/Public Agency Outreach. The budget allocation for Contingency/Reserve may be re-allocated to any of the aforementioned budgeted categories as needed. Any change will be approved by the GSHAIC and submitted with the Annual Report.
2. Funds not spent in any given fiscal year shall be rolled over to the next fiscal year.

3. The assessment rate may be subject to annual increases that will not exceed three percent (3%) per year. Increases will be determined by the GSHAIC and will vary each year subject to City Council approval.
4. Each budget category includes all costs related to providing that service, in accordance with Generally Accepted Accounting Procedures (GAAP). For example, the marketing budget includes the cost of staff time dedicated to overseeing and implementing the marketing program. Staff time dedicated purely to administrative tasks is allocated to the administration portion of the budget. The costs of an individual staff member may be allocated to multiple budget categories, as appropriate in accordance with GAAP. The staffing levels necessary to provide the services below will be determined by the GSHAIC on an as-needed basis.



D. Zone Assessment Budgets

Other than funds spent on district-wide services that cannot be allocated to a specific zone, assessment funds collected in each benefit zone may only be used to provide services to parcels in that particular benefit zone, they may not be used to provide services in other benefit zones. There will be services provided to the district at-large; those services will be paid for by revenue provided from each zone. The budget for 2018, broken down by zone, follows. The activities and improvements to be provided in each zone vary within each category, as shown in Appendix 4. The assessment for each zone is based on the varying level of activities and improvements to be provided and special benefit received therefrom.

Zone	Maint. Beaut. & Infra.	Marketing	Business Development	Admin. / P.A.O.	Contingency / Reserve	Total
1	$132,266.44	$94,476.03	$94,476.03	$37,790.41	$18,895.21	**$377,904.10**
2	$60,481.99	$43,201.42	$43,201.42	$17,280.57	$8,640.28	**$172,805.69**
3	$40,939.32	$29,242.37	$29,242.37	$11,696.95	$5,848.47	**$116,969.49**
4	$7,111.40	$5,079.57	$5,079.57	$2,031.83	$1,015.91	**$20,318.28**

Total	**$240,799.15**	**$171,999.39**	**$171,999.39**	**$68,799.75**	**$34,399.88**	**$687,997.56**

E. Annual Maximum Assessment Budget

The budget on the following page assumes the maximum annual increase of three percent (3%) is enacted and that there are no changes to the categorical budget allocations.

Year	Maintenance Beautification & Infrastructure	Marketing	Business Development	Administration / P.A.O.	Contingency / Reserve	Total
%	**35.00%**	**25.00%**	**25.00%**	**10.00%**	**5.00%**	**100.00%**
2018	$240,799.15	$171,999.39	$171,999.39	$68,799.75	$34,399.88	**$687,997.56**
2019	$248,023.12	$177,159.37	$177,159.37	$70,863.74	$35,431.88	**$708,637.49**
2020	$255,463.82	$182,474.15	$182,474.15	$72,989.65	$36,494.83	**$729,896.61**
2021	$263,127.73	$187,948.38	$187,948.38	$75,179.34	$37,589.68	**$751,793.51**
2022	$271,021.56	$193,586.83	$193,586.83	$77,434.72	$38,717.37	**$774,347.32**
Total	**$1,278,435.39**	**$913,168.12**	**$913,168.12**	**$365,267.22**	**$182,633.63**	**$3,652,672.48**

F. Assessment by Jurisdiction

For informational purposes, the initial year's amount of assessment funds collected in the City of St. Helena and the County of Napa are shown below:

Jurisdiction	Assessment
City of St. Helena	$527,446.93
County of Napa	$160,550.63

VI. GOVERNANCE

A. Owners' Association

The City Council, through adoption of this Management District Plan, has the right, pursuant to Streets and Highways Code §36651, to identify the body that shall implement the proposed program, which shall be the Owners' Association of the GSHPBID as defined in Streets and Highways Code §36614.5. The City Council has determined that a new nonprofit corporation, the Greater St. Helena Area Improvement Corporation (GSHAIC), will be formed to serve as the Owners' Association for the GSHPBID.

All of the Board of Directors of the GSHAIC must be parcel owners paying the assessment. In addition, the Board of Directors must represent a variety of interests from the various zones within the GSHPBID and respond to the needs of all properties within the GSHPBID. GSHAIC may contract with a third party, such as the St. Helena Chamber of Commerce, for the provision of GSHPBID activities and improvements.

B. Brown Act & Public Records Act Compliance

An Owners' Association is a private entity and may not be considered a public entity for any purpose, nor may its board members or staff be considered to be public officials for any purpose. The Owners' Association is, however, subject to government regulations relating to transparency, namely the Ralph M. Brown Act and the California Public Records Act. These regulations are designed to promote public accountability. The Owners' Association must act as a legislative body under the Ralph M. Brown Act (Government Code §54950 et seq.). Thus, meetings of the GSHAIC Board of Directors and certain committees must be held in compliance with the public notice and other requirements of the Brown Act. The Owners' Association is also subject to the record keeping and disclosure requirements of the California Public Records Act.

C. Annual Report

The GSHAIC shall present an annual report at the end of each fiscal year of operation to the City Council pursuant to Streets and Highways Code §36650 (see Appendix 2). The annual report is a prospective report for the upcoming year and must include the GSHAIC's proposed budget and the following:

1. Any proposed changes in the boundaries of the GSHPBID or in any benefit zones or classification of property within the district;
2. The improvements, maintenance, and activities to be provided for that fiscal year;
3. The estimated cost of providing the improvements, maintenance, and activities to be provided for that fiscal year;
4. The method and basis of levying the assessment in sufficient detail to allow each real property owner to estimate the amount of the assessment to be levied against his or her property for that fiscal year;
5. The estimated amount of any surplus or deficit revenues to be carried over from a previous fiscal year; and
6. The estimated amount of any contributions to be made from sources other than assessments levied pursuant to this Plan.

VII. ENGINEER'S REPORT

The District's parcel assessments will be imposed in accordance with the provisions of Article XIIID of the California Constitution. Article XIIID provides that "only special benefits are assessable,"[1] and requires the City "separate the general benefits from the special benefits conferred on a parcel."[2] Special benefits are a "particular and distinct benefit over and above general benefits conferred on real property located in the district or to the public-at-large."[3] Conversely, a general benefit is "conferred on real property located in the district or to the public-at-large."[4] Assessment law also mandates that "no assessment shall be imposed on any parcel which exceeds the reasonable cost of the proportional special benefit conferred on that parcel."[5]

The Engineer determined the total cost of the improvements and activities, quantified the general benefit accruing to the public-at-large and parcels adjacent to and within the District, and separated that amount from the special benefit accruing to the assessed parcels. Then, the Engineer determined the proportionate special benefit derived by each parcel and allocated the cost of the improvements and services accordingly. The Engineer's determinations and detailed calculations are summarized in this report.

A. Separation of General and Special Benefits

Each of the improvements and activities, and the associated costs and assessments within the District, were reviewed, identified, and allocated based on special and general benefits pursuant to Article XIIID of the California Constitution. The assessment has been apportioned based on the proportional special benefits conferred to the assessed parcels located within the District boundaries as determined below.

1. General Benefits

Unlike special benefits, which are conferred directly and only upon assessed parcels, a general benefit is conferred on the general public or non-assessed parcels. Existing City and other public services, which are provided to every person and parcel, everywhere within the City, are an example of a general benefit. Although the District's boundaries have been narrowly drawn and programs have been carefully designed to provide special benefits, and activities and improvements will only be provided directly to assessed parcels, it is acknowledged that there will be general benefits as a result of the District's activities and improvements.

The California Constitution mandates that "only special benefits are assessable, and an agency shall separate the general benefits from the special benefits."[6] "Generally, this separation and quantification of general and special benefits must be accomplished by apportioning the cost of a service or improvement between the two and assessing property owners only for the portion of the cost representing special benefits."[7] The first step that must be undertaken to separate general and special benefits provided by the District's activities and improvements is to identify and quantify the general benefits. There are two bodies who can receive general benefits: the public-at-large within the District, and non-assessed parcels within and surrounding the District.

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[1] Cal. Const., art. XIII D, §4(a)
[2] Cal. Const., art. XIII D, §4(a)
[3] Id, §2(i)
[4] Cal Const., art XIII D §2(i)
[5] Cal. Const., art. XIII D, §4(a)
[6] Cal. Const., art XIII D §4(a)
[7] Golden Hill Neighborhood Association v. City of San Diego (2011) 199 Cal.App.4th 416

General Benefit to the Public-at-Large

Although the programs are narrowly designed and carefully implemented to benefit the assessed parcels, and only provided directly to assessed parcels, they will generate a general benefit to the public-at-large within the District. State law indicates that "Activities undertaken for the purpose of conferring special benefits upon property to be assessed inherently produce incidental or collateral effects that benefit property or persons not assessed."[8] However, "the mere fact that special benefits produce incidental or collateral effects that benefit property or persons not assessed does not convert any portion of those special benefits or their incidental or collateral effects into general benefits."[9] Further, "the value of any incidental or collateral effects that arise from the improvements, maintenance or activities of a property-based district and that benefit property or persons not assessed shall not be deducted from the entirety of the cost of any special benefit or affect the proportionate special benefit derived by each identified parcel."[10] Thus, although there may be some incidental benefit to persons using the assessed parcels, that incidental benefit is not considered general benefit because it is inherently produced by activities that provide special benefits to the assessed parcels.

To quantify the general benefit to the public-at-large, an intercept survey was conducted of pedestrian traffic within the proposed GSHPBID boundaries. The survey asked pedestrians in the proposed GSHPBID boundaries a series of questions designed to determine their link to parcels and the relative general benefit to the public-at-large. The survey was based on the various parties' expertise and a review of surveys conducted in similar districts. To obtain a representative sample, the survey was conducted throughout the proposed GSHPBID boundaries, in all benefit zones and on several days at different times of day. The total target sample of 250 was stratified to ensure representation across all benefit zones.

The survey found that 99.34% of pedestrian traffic is engaged in business on assessed parcels within the District, while approximately 0.66% is simply passing through. Survey questions measured whether pedestrians were conducting business, or likely to conduct business, on assessed parcels by presenting a series of activities in which the individuals could engage in on the parcels. The survey also gave respondents the option of indicating that they were not doing, or likely to do, any business on the assessed parcels, and rather were only strolling or walking through for leisure. As indicated on the final page of the attached Intercept Survey Report, the survey found that 2 out of 304 respondents indicated that they were "definitely not" or "not likely" to engage in any activity except stroll or walk around the district for leisure. The 0.66% (2/304 = .066) of pedestrians who indicated that they were only passing through does not have any connection to the assessed parcels, and therefore does not represent a special benefit to the assessed parcels. The 0.66% will, however, receive a derivative and indirect general benefit as a result of the activities, improvements and maintenance being provided in the District that they are passing through. To ensure the estimated general benefit to the public-at-large is prudent, the engineer has rounded the survey results up to 1%. Therefore, it is estimated that 1% of the benefit created by the District's services is provided to the public-at-large. To ensure that the assessment dollars do not fund general benefits to the public-at-large, that portion of the cost of activities and improvements will be paid for with funds not obtained through assessments. Using the 1% figure, based on the initial year budget, the value of this general benefit to the public-at-large is $7,520.32 ($752,032.08*0.01).

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[8] Streets and Highways Code section 36601(h)(2)

[9] Ibid

[10] Streets and Highways Code Section 36622(k)(2)

Total General Benefit to the Public at Large

To ensure that the assessment dollars do not fund general benefits to the public at large, that portion of the cost of activities and improvements attributable to general benefit to the public will be paid for with funds not obtained through assessments.

General Benefit to Non-Assessed Parcels

Although they are only provided directly to the assessed parcels, the District's activities and improvements may confer general benefits upon non-assessed parcels within and surrounding the District. One study examining property values in PBID areas found "no evidence of spill-over impacts (either good or bad) on commercial properties located just outside the BID's boundaries;"[11] however, the California Court of Appeals has stated that "services specifically intended for assessed parcels concomitantly confer collateral general benefits to surrounding properties."[12] It is reasonable to conclude that increased maintenance, beautification, and infrastructure, marketing, business development, and public agency outreach and related administration services within the District will have an impact on non-assessed parcels immediately adjacent to or within the District boundaries. Although the legislature has indicated that "the value of any incidental or collateral effects that arise from the improvements, maintenance, or activities of a property-based district and that benefit property or persons not assessed shall *not* be deducted from the entirety of the cost of any special benefit,"[13] the California Court of Appeals has noted that "the characterization of a benefit may depend on whether the parcel receives a direct advantage from the improvement…or receives an indirect, derivative advantage resulting from the overall public benefits of the improvement." Those derivative and indirect impacts are considered general benefits and will be quantified and separated.[14] In this Engineer's opinion, because activities and improvements are provided only within the District and on its perimeter, parcels separated from the District by at least one intervening parcel will not receive spill over benefits. Parcels separated by at least one intervening parcel will not benefit because they are physically removed from the actual location of services provided, and do not face serviced parcels.

As mentioned above, the total District service budget for the first year is $752,032.08. After reducing the budget by the general benefit to the public ($7,520.32), the remaining benefit to parcels is $744,511.76. All parcels within and adjacent to the District have been assigned a benefit factor to mathematically represent the proportional special and general benefit and quantify the value of each. Since all assessed parcels within the District benefit from and receive all of the District's services, they have been assigned a benefit factor of 1.0. Parcels adjacent to the District have been assigned benefit factors as described in detail below. Because the activities and improvements are provided along streets throughout the District, parcel front footage is an appropriate measure of the relative general benefit received by adjacent parcels and will be used in the below calculations by category for all parcels.

There are 198 parcels within the District boundaries that are not assessed. Non-assessed parcels are described in Section B paragraph 5. These parcels have been assigned a benefit factor as defined in each category below.

Maintenance, Beautification & Infrastructure

Maintenance, beautification and infrastructure generate three types of special benefits:

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11 Furman Center for Real Estate & Urban Policy; The Impact of Business Improvement Districts on Property Values: Evidence from New York City (2007) p. 4
12 Beutz v. Riverside (2010) 184 Cal.App.4th 1516
13 Streets and Highways Code section 36622(k)(2)
14 Tiburon v. Bonander (2009) 180 Cal.App.4th 1057, 1077

Service – The primary special benefit provided by the District's physical activities is the actual service. That is, the actual cleanliness and beautification created by personnel and the actual infrastructure improvements.
Presence – The activities also provide the special benefit of an individual's presence on the assessed parcel as the activities are provided, which can have a deterrent effect and creates a positive impression that the area is well-maintained and safe. The "Disneyland effect" is the benefit the parcels receive from the observation that parcels are being maintained.
Proximity – The activities also provide the special benefit of being in proximity to a cleaner, more attractive parcel. Neighboring parcels enjoy the spillover benefits of being adjacent to increased cleanliness.

The majority of the benefit received by the parcels is the results of the district's services; onsite presence and proximity are lesser benefits. It is this Engineer's estimation that seventy-five percent (75%) of the special benefit from the District's physical activities is the service, while the presence and proximity benefits each account for twelve and one-half percent (12.5% presence, 12.5% proximity) of the special benefit. Assessed parcels will receive all three benefits.

Non-assessed parcels will receive the full benefit of proximity, and will also benefit from the service, but to a lesser degree than assessed parcels. The non-assessed parcels will not receive the benefit of presence, as maintenance, beautification and infrastructure will not be directly provided to these parcels. The non-assessed parcels are residential and agricultural parcels that are distinct in nature. The maintenance, beautification and infrastructure services are designed to increase foot traffic and commerce on the assessed parcels. Residential and agricultural parcels do not benefit from increased commercial foot traffic. Residential and agricultural parcels will, however, receive some benefit from the availability and visibility of infrastructure for their use, such as street light improvements and benches. The benefit associated with the service can be divided into three categories: the service or improvement itself, the increased commerce as a result of the service or improvement, and the increased foot traffic as a result of the service or improvement. The residential and agricultural parcels will benefit from the service, but not the increased commerce and foot traffic. It is, therefore, this Engineers' estimation that the residential and agricultural parcels will receive one-third of the benefit generated by the services and improvements. Thus, the general benefit to non-assessed parcels from maintenance, beautification, and infrastructure is 37.5% of the special benefit received by assessed parcels (12.5% + 25%).

The following table calculates the amount of benefit provided to parcels by the District maintenance, beautification, and infrastructure activities and improvements and separates that benefit value between special benefits provided to the assessed parcels and general benefits indirectly received by adjacent parcels.

Maintenance, Beautification & Infrastructure

Location & Use	Parcel Front Footage[1]	Benefit Factor[2]	Benefit Units[3]	Benefit Percent[4]	Benefit Value[5]	Special Benefit	General Benefit
Inside Commercial	71,217	1.000	71,217.00	73.04%	$198,594.05	$198,594.05	$0.00
Inside Railroad	15,135	1.000	15,135.00	15.52%	$42,205.10	$42,205.10	$0.00
Inside Non-Assessed*	23,373	0.375	8,764.88	8.99%	$24,441.52	$0.00	$24,441.52
Adjacent Commercial	7,036	0.125	879.50	0.90%	$2,452.55	$0.00	$2,452.55
Adjacent Railroad	0	0.125	0.00	0.00%	$0.00	$0.00	$0.00

Adjacent Non-Assessed*	12,088	0.125	1,511.00	1.55%	$4,213.54	$0.00	$4,213.54
Subtotal	128,849		97,507.38	100.00%	$271,906.77	**$240,799.15**	**$31,107.61**

[1] Parcel Front Footage = The total front footage for each parcel location & use fronting a serviced street.
[2] Benefit Factor = The benefit ratio described in the paragraph above for each parcel location & use
[3] Benefit Units = The linear feet multiplied by the benefit factor for each parcel location & use
[4] Benefit Percentage = The benefit units for each parcel location & use divided by the total benefit units for the District
[5] Benefit Value = The total Maintenance, Beautification & Infrastructure budget less General Benefit to the Public-at-Large multiplied by the benefit percentage for each parcel location & use
*Residential, agricultural

Marketing

The District's marketing is not provided to a targeted area within the District, rather via Internet, radio, and other forms of media and targeted at an audience outside the District in an effort to bring the audience into the District. Marketing provides two types of special benefits:

Direct Exposure – The primary special benefit provided by the District's marketing is exposure. The marketing increases awareness of the District as a commercial and business destination and leads to increased patronage.

Incidental Exposure – The District's marketing will also have a secondary special benefit of incidental exposure, such as word-of-mouth exposure, that results from the direct exposure and increases awareness of the District as a commercial and business destination.

The majority of the benefit from marketing is the direct exposure; the incidental exposure is a lesser benefit. It is this Engineer's estimation that ninety percent (90%) of the special benefit from the marketing is direct exposure, while ten percent (10%) is incidental exposure. Assessed parcels will receive both as special benefits; non-assessed parcels adjacent to the District will not be directly marketed and therefore only receive the general benefit of incidental exposure.

Marketing

Location & Use	Parcel Front Footage[1]	Benefit Factor[2]	Benefit Units[3]	Benefit Percent[4]	Benefit Value[5]	Special Benefit	General Benefit
Inside Commercial	71,217	1.00	71,217.00	78.60%	$141,852.89	$141,852.89	$0.00
Inside Railroad	15,135	1.00	15,135.00	16.70%	$30,146.50	$30,146.50	$0.00
Inside Non-Assessed*	23,373	0.10	2,337.30	2.58%	$4,655.53	$0.00	$4,655.53
Adjacent Commercial	7,036	0.10	703.60	0.78%	$1,401.46	$0.00	$1,401.46
Adjacent Railroad	0	0.10	0.00	0.00%	$0.00	$0.00	$0.00
Adjacent Non-Assessed*	12,088	0.10	1,208.80	1.33%	$2,407.74	$0.00	$2,407.74
Subtotal	128,849		90,601.70	100.00%	$180,464.12	**$171,999.39**	**$8,464.73**

Business Development

Like marketing, the majority of the benefit from business development activities is the direct exposure; the incidental exposure is a lesser benefit. It is this Engineer's estimation that ninety percent (90%) of the special benefit from the intangible activities is direct exposure, while ten percent (10%) is incidental exposure. Assessed parcels will receive both as special benefits; non-assessed parcels adjacent to the District will not be directly serviced and therefore only receive the general benefit of incidental exposure.

Business Development

Location & Use	Parcel Front Footage[1]	Benefit Factor[2]	Benefit Units[3]	Benefit Percent[4]	Benefit Value[5]	Special Benefit	General Benefit
Inside Commercial	71,217	1.00	71,217.00	78.60%	$141,852.89	$141,852.89	$0.00
Inside Railroad	15,135	1.00	15,135.00	16.70%	$30,146.50	$30,146.50	$0.00
Inside Non-Assessed*	23,373	0.10	2,337.30	2.58%	$4,655.53	$0.00	$4,655.53
Adjacent Commercial	7,036	0.10	703.60	0.78%	$1,401.46	$0.00	$1,401.46
Adjacent Railroad	0	0.10	0.00	0.00%	$0.00	$0.00	$0.00
Adjacent Non-Assessed*	12,088	0.10	1,208.80	1.33%	$2,407.74	$0.00	$2,407.74
Subtotal	128,849		90,601.70	100.00%	$180,464.12	**$171,999.39**	**$8,464.73**

Administration/Public Agency Outreach

The administration/public agency outreach budget item relates to the activities and improvements to be provided. These costs have been allocated proportionally based upon the special and general benefit provided by each category, as detailed in the table below.

Administration / Public Agency Outreach

Service Provided	Special Benefit Value to Parcels	General Benefit Value to Parcels	Total Benefit to Parcels
Maintenance Beautification & Infrastructure	$240,799.15	$31,107.61	$271,906.76
Marketing	$171,999.39	$8,464.73	$180,464.12
Business Development	$171,999.39	$8,464.73	$180,464.12
TOTAL	**$584,797.93**	**$48,037.07**	**$632,835.00**
% of Benefit to Parcels	92.41%	7.59%	100.00%
Administration / P.A.O. Budget	**$68,799.75**	**$5,651.42**	**$74,451.17**

Contingency/Reserve

The contingency/reserve budget item relates to the activities and improvements to be provided. These costs have been allocated proportionally based upon the special and general benefit provided by each category, as detailed in the table below.

Contingency / Reserve

Service Provided	Special Benefit Value to Parcels	General Benefit Value to Parcels	Total Benefit to Parcels
Maintenance Beautification & Infrastructure	$240,799.15	$31,107.61	$271,906.76
Marketing	$171,999.39	$8,464.73	$180,464.12
Business Development	$171,999.39	$8,464.73	$180,464.12
Administration / P.A.O.	$68,799.75	$5,651.42	$74,451.17
TOTAL	**$653,597.68**	**$53,688.49**	**$707,286.17**
% of Benefit to Parcels	92.41%	7.59%	100.00%
Contingency/Reserve Budget	**$34,399.88**	**$2,825.71**	**$37,225.59**

Total General Benefit to Parcels

Based upon the above evaluations, the total value of the general benefit provided to non-assessed parcels adjacent to and within the District is shown below.

TOTAL GENERAL BENEFITS TO PARCELS

Service Provided	General Benefit to Parcels
Maintenance Beautification & Infrastructure	$31,107.61
Marketing	$8,464.73
Business Development	$8,464.73
Administration / P.A.O.	$5,651.42
Contingency / Reserve	$2,825.71
TOTAL	**$56,514.20**

Total General Benefit

Based upon the previous evaluations, in this Engineer's professional estimation, the total value of the general benefit provided to the public-at-large, adjacent parcels, and non-assessed parcels within the District is shown below.

TOTAL BENEFITS

Service Provided	General Benefit to Public	General Benefit to Parcels	Total General Benefit
Maintenance Beautification & Infrastructure	**$2,746.53**	$31,107.61	$33,854.14

Marketing	**$1,822.87**	$8,464.73	$10,287.60
Business Development	**$1,822.87**	$8,464.73	$10,287.60
Administration / P.A.O.	$752.03	$5,651.42	$6,403.45
Contingency / Reserve	$376.02	$2,825.71	$3,201.73
TOTAL	**$7,520.32**	**$56,514.20**	**$64,034.52**

Non-Assessment Funding

The programs funded by the District receive additional non-assessment funding in the form of grants, corporate sponsorships, event income, and other miscellaneous funds. These funding sources are anticipated to equal or exceed the amount of general benefit conferred annually by the District's activities and improvements, $64,034.52. These non-assessment funds will be used to pay for the general benefit provided by the District's activities and improvements, ensuring that parcel assessments will only be used to provide special benefits and "any additional costs of providing general benefits [are] not included in the amounts assessed."[15]

2. Special Benefit

The activities and improvements to be provided by the District constitute and convey special benefits directly to the assessed parcels. Assessment law requires that "the proportionate special benefit derived by each identified parcel shall be determined in relationship to the entirety of the capital cost of a public improvement, the maintenance and operation expenses of a public improvement, or the cost of the property related service being provided."[16] Further, "no assessment shall be imposed on any parcel which exceeds the reasonable cost of the proportional special benefit conferred on that parcel."[17] Special benefit "includes incidental or collateral effects that arise from the improvements, maintenance, or activities of property-based districts even if those incidental or collateral effects benefit property or persons not assessed."[18]

To determine the total special benefit value to be conveyed to the assessed parcels, we deduct the general benefit value ($64,034.52) from the total value of the activities and improvements ($752,032.08). The remaining $687,997.56 is considered the special benefit to assessed parcels (the "Total Assessment"). The Total Assessment represents the total value of the special benefit to be provided by the activities and improvements. The Total Assessment has been proportionally divided among the assessed parcels so that no assessment exceeds the reasonable cost of the proportional special benefit conferred on a parcel. The assessment rate has been designed to ensure that "properties that receive the same proportionate special benefit pay the same assessment."[19]

Service Provided	Total Benefit Value	General Benefit Value to Public	Benefit Value to Parcels (Special & General)	Special Benefit to Assessed Parcels
Maintenance Beautification & Infrastructure	$274,653.29	**$2,746.53**	$271,906.76	$240,799.15

15 Streets and Highways Code section 36632(a)
16 Cal. Const., art XIII D §4(a)
17 Ibid
18 Streets and Highways Code section 36615.5
19 *Tiburon v. Bonander* (2009) 180 Cal.App.4th 1057

Marketing	$182,286.99	**$1,822.87**	$180,464.12	$171,999.39
Business Development	$182,286.99	**$1,822.87**	$180,464.12	$171,999.39
Administration / P.A.O.	$75,203.20	**$752.03**	$74,451.17	$68,799.75
Contingency/Reserve	$37,601.61	**$376.02**	$37,225.59	$34,399.88
TOTAL	**$752,032.08**	**$7,520.32**	**$744,511.76**	**$687,997.56**

B. Assessment Methodology

1. Base Formula

Each parcel will be assessed based on proportional special benefits received. The variables used for the annual assessment formula are benefit zone, parcel type, parcel size, and parcel frontage along Highway 128. These variables are appropriate measures of the proportional special benefit because the need for services, level of services, and quantity of services are all relative to these variables; thus the special benefit provided to each parcel by the services can be proportionally measured using these variables.

Determination of Assessment Rates

"Because not all parcels in the district are identical in size…some will receive more special benefit than others."[20] Each of the variables used relates directly to the service level and special benefit provided to each parcel. Parcel square footage is the size of the parcel, measured in square feet. Size is an appropriate measure of proportional special benefit because it relates directly to the quantity of services provided to the parcel and reflects the long-term value implications of the District. The larger a parcel, the more services and benefit the parcel will receive. Parcel front footage is the length of the parcel, measured in feet, along Highway 128. Front footage is an appropriate measure of proportional special benefit because it relates directly to the level of services that will be provided to parcels fronting Highway 128.

Because not all parcels in the District are identical in use, some will receive more special benefit than others. For example, a railroad parcel will benefit to a lesser degree than a commercial parcel because of the unique characteristics of railroad parcels. Further detail on the benefit to each parcel type is in the following pages. To determine the assessment rates, the assessed parcels were classified by the estimated benefit each type of parcel receives, the estimated special benefit value of the activities and improvements provided to each type was determined based on approximate cost of service provision, and an assessment rate that is proportional to the estimated proportional special benefit received by each parcel type was determined.

To determine the assessment rates, the estimated special benefit value for each parcel type was divided by the total assessable parcel square footage and front footage by parcel type, as shown in the tables below.

Parcel Type

Parcel types were categorized based on the typical amount of foot and vehicle traffic on the various commercial and railroad parcels. Parcels with heavy traffic, such as commercial parcels, will receive the highest level of services. Parcels with unique characteristics, such as railroad parcels, will receive the lowest level of services. The approximate cost of services by parcel type was determined. Then,

[20] *Dahms v. Downtown Pomona* (2009) 174 Cal.App.4th 708

the cost of services by type was divided by the square footage and front footage of those parcels to determine the assessment rates.

Lot Size

The District's services will benefit each assessed parcel as a whole. The service budget which, in this Engineer's estimation, represents special benefits to the parcels as a whole has been allocated based on parcel size and parcel front footage.

Parcel Group	Initial Parcel Size Budget		Parcel Square Footage		Initial Parcel Assessment Rate ($/sqft/yr)
Zone 1 Commercial	$332,515.21	÷	1,670,931	=	$0.19900
Zone 1 Railroad	$5,148.96	÷	103,497	=	$0.04975
Zone 2 Commercial	$54,450.56	÷	13,615,140	=	$0.00400
Zone 2 Railroad	$429.43	÷	429,425	=	$0.00100
Zone 3 Commercial	$27,398.86	÷	27,398,863	=	$0.00100
Zone 3 Railroad	$61.17	÷	244,681	=	$0.00025
Zone 4 Commercial	$20,318.28	÷	4,884,704	=	$0.00420
Zone 4 Railroad	$0.00	÷	0	=	$0.00000

Parcel Group	Initial Parcel Frontage Budget		Parcel Front Footage		Initial Parcel Assessment Rate ($/lnft/yr)
Zone 1 Commercial	$40,239.94	÷	2,741	=	$14.6800
Zone 1 Railroad	$0.00	÷	0	=	$0.0000
Zone 2 Commercial	$105,395.11	÷	15,614	=	$6.7500
Zone 2 Railroad	$12,520.59	÷	7,420	=	$1.6875
Zone 3 Commercial	$82,825.83	÷	18,406	=	$4.5000
Zone 3 Railroad	$6,683.63	÷	5,941	=	$1.1250
Zone 4 Commercial	$0.00	÷	0	=	$0.0000
Zone 4 Railroad	$0.00	÷	0	=	$0.0000

<u>Summary of Assessment Rates</u>

Therefore, for the initial year, the maximum annual assessment rates to parcels are as shown below and in Appendix 1. Maximum annual assessment rates may be subject to an increase of no more than three (3%) percent per year as shown in Appendix 1. If you would like more information about parcel assessments, please call Civitas at (916) 437-4300 or (800)999-7781.

	Zone	Assessment Basis	Commercial	Railroad
Initial Parcel Assessment Rates	**Zone 1**	Parcel Size (sq. ft.)	$0.19900	$0.04975
		Parcel Linear Frontage (Hwy 128)	$14.6800	N/A
	Zone 2	Parcel Size (sq. ft.)	$0.00400	$0.00100
		Parcel Linear Frontage (Hwy 128)	$6.7500	$1.6875
	Zone 3	Parcel Size (sq. ft.)	$0.00100	$0.00025
		Parcel Linear Frontage (Hwy 128)	$4.500	$1.125
	Zone 4	Parcel Size (sq. ft.)	$0.00420	N/A

		Parcel Linear Frontage (Hwy 128)	N/A	N/A

Sample assessment calculations are shown in Appendix 3.

2. Commercial

Commercial parcels will receive and benefit from all District services, which are aimed to attract and increase customers and visitors to assessed parcels. These parcels have a commercial component because their owners aim to benefit from tenant rents, increased customers, or increased use by visitors. As used herein, the term commercial also includes parcels owned by public agencies. The California Constitution, in Article XIII D, provides that "parcels within a district that are owned or used by any agency, the State of California or the United States shall not be exempt from assessment unless the agency can demonstrate by clear and convincing evidence that those publicly owned parcels in fact receive no special benefit." No public agency owning parcels in the district has made such a demonstration, therefor all public parcels will be assessed at the commercial rate.

3. Railroad

Railroad parcels will receive and benefit to a lesser degree from all District services, which are aimed to attract and increase customers and visitors to assessed parcels. The commercial activity on railroad parcels typically occurs at the station portion of the parcel and the remaining track portions of the parcel are not used by the public for commercial purposes. This rate was developed based on the estimated benefit to railroad parcels, which will benefit primarily from District marketing and business development services. These parcels will benefit in that they will be marketed and provided business development services, but they benefit to a lesser degree than parcels occupied by commercial businesses open to the general public.

4. Non-Assessed Parcels

There are 206 parcels within the District that will not be assessed. These parcels are neither commercial, or railroad parcels and will not specially benefit from or directly receive the District's activities, improvements and maintenance. These parcels are accounted for in the analysis of general benefit provided to non-assessed parcels within the District. These parcels have the following uses:

- Residential Parcels: The state legislature has determined that "properties zoned exclusively for residential use…are conclusively presumed not to benefit from the improvements and services funded through these assessments, and shall not be subject to any assessment."[21] The activities and improvements to be provided are designed to specially benefit commercial and railroad parcels via increased commerce, occupancy, and lease rates. None of these benefits apply to residential parcels, which will not be serviced or specially benefit from the District's activities. There is no zoning within the District, thus the actual use of each parcel was reviewed to identify residential parcels. Residential parcels are those parcels with Use Code 212, four family units or less, residential common areas, residential condos and planned unit development of single family residences. There are 182 residential parcels within the District that will not be assessed.
- Agricultural Parcels: The state legislature has determined that "properties…that are zoned for agricultural use, are conclusively presumed not to benefit from the improvements and services funded through these assessments, and shall not be subject to any assessment."[22] The activities

[21] Streets and Highways Code § 36632(c)
[22] Streets and Highways Code § 36632(c)

and improvements to be provided are designed to specially benefit commercial and railroad parcels via increased commerce, occupancy, and lease rates. None of these benefits apply to agricultural parcels, which will not be serviced or specially benefit from the District's activities. There is no zoning within the District, thus the actual use of each parcel was reviewed to identify agricultural parcels. Agricultural parcels are those parcels that are wholly devoted to agricultural purposes. There are 15 agricultural parcels within the District that will not be assessed.

- Commercial Condominium Common Area Parcels: Commercial condominium common area parcels will not receive or benefit from District services. There are 2 commercial condominium common area parcels within the District that will not be assessed.
- Irregular Parcels: Irregular parcels will not receive or benefit from District services. These parcels cannot be used for commercial or railroad purposes and will not be assessed. A description of the 4 irregular parcels is below:
    - APN 009770026000: This parcel is a road (cul-de-sac). Roads do not have a commercial component and will not be assessed. Typically, roads are not parcelized and any parcelized roads are not included in the District.
    - APN 022200002000: This parcel is a trail. Trails, like roads, are public rights of way that do not have a commercial component and will not be assessed.
    - APN 022200016000: This parcel is a trail. Trails, like roads, are public rights of way that do not have a commercial component and will not be assessed.
    - APN 022220025000: This parcel is a trail. Trails, like roads, are public rights of way that do not have a commercial component and will not be assessed.

5. Changes in Data

It is the intent of this Plan and Engineer's Report that each parcel included in the District can be clearly identified. Every effort has been made to ensure that all parcels included in the District are consistent in the boundary map and the assessment calculation table. However, if inconsistencies arise, the order of precedence shall be: 1) the assessment calculation table and 2) the boundary map.

If the parcel size or type of a parcel changes during the term of this District, the assessment calculation may be modified accordingly.

C. Assessment Notice

During the hearing process, an Assessment Ballot will be sent to owners of each parcel in the GSHPBID. The Assessment Ballot provides an estimated assessment. The final individual assessment for any particular parcel may change, up or down, if the parcel square footage, parcel front footage or use differ from those used to calculate the amount shown on the notice, which can be found in Appendix 3.

D. Time and Manner for Collecting Assessments

As provided by State Law, the GSHPBID assessment will appear as a separate line item on annual property tax bills prepared by the County of Napa. If any parcels do not receive property tax bills, those parcels will be handbilled by the City of St. Helena. Property tax bills are generally distributed in the fall, and payment is expected by lump sum or installment. The County of Napa and City of St. Helena shall distribute funds collected to the Owners' Association. Existing laws for enforcement and appeal of property taxes, including penalties and interest, apply to the GSHPBID assessments.

E. Engineer's Certification

I hereby certify, to the best of my knowledge and experience, that each of the identified assessed parcels located within the Greater St. Helena Property and Business Improvement District will receive a special benefit over and above the general benefits conferred and that the amount of the assessment is no greater than the proportional special benefits conferred on each parcel, as described in this Engineer's Report.

Review of this Greater St. Helena Property and Business Improvement District Management District Plan and preparation of the Engineer's Report was completed by:

____

Stacey Lynch
State of California

____

Date

This Engineer's Report is intended to be distributed as part of the Management District Plan in its entirety, including the Assessment Calculation Table (Appendix 3) and the Boundary Map. Reproduction and distribution of only Section VII of this Management District Plan violates the intent of this stamp and signature.

APPENDIX 1 – MAXIMUM ANNUAL ASSESSMENT RATES

The tables below illustrate the maximum annual assessment rates with the assumption that the rates will be increased annually by three percent (3%) with approval of the GSHAIC Board. The maximum rates listed are a required disclosure and not the anticipated course of action.

Zone 1 Parcel Assessment Rates				
	Commercial		Railroad	
Year	Parcel Size (Sq. ft.)	Parcel Linear Frontage (Hwy 128)	Parcel Size (Sq. ft.)	Parcel Linear Frontage (Hwy 128)
2018	$0.19900	$14.68000	$0.04975	N/A
2019	$0.20497	$15.12040	$0.05124	N/A
2020	$0.21112	$15.57401	$0.05278	N/A
2021	$0.21745	$16.04123	$0.05436	N/A
2022	$0.22398	$16.52247	$0.05599	N/A

Zone 2 Parcel Assessment Rates				
	Commercial		Railroad	
Year	Parcel Size (Sq. ft.)	Parcel Linear Frontage (Hwy 128)	Parcel Size (Sq. ft.)	Parcel Linear Frontage (Hwy 128)
2018	$0.00400	$6.75000	$0.00100	$1.68750
2019	$0.00412	$6.95250	$0.00103	$1.73813
2020	$0.00424	$7.16108	$0.00106	$1.79027
2021	$0.00437	$7.37591	$0.00109	$1.84398
2022	$0.00450	$7.59718	$0.00113	$1.89930

Zone 3 Parcel Assessment Rates				
	Commercial		Railroad	
Year	Parcel Size (Sq. ft.)	Parcel Linear Frontage (Hwy 128)	Parcel Size (Sq. ft.)	Parcel Linear Frontage (Hwy 128)
2018	$0.00100	$4.50000	$0.00025	$1.12500
2019	$0.00103	$4.63500	$0.00026	$1.15875
2020	$0.00106	$4.77405	$0.00027	$1.19351
2021	$0.00109	$4.91727	$0.00027	$1.22932
2022	$0.00113	$5.06479	$0.00028	$1.26620

Zone 4 Parcel Assessment Rates				
	Commercial		Railroad	
Year	Parcel Size (Sq. ft.)	Parcel Linear Frontage (Hwy 128)	Parcel Size (Sq. ft.)	Parcel Linear Frontage (Hwy 128)
2018	$0.00420	N/A	N/A	N/A
2019	$0.00433	N/A	N/A	N/A
2020	$0.00446	N/A	N/A	N/A
2021	$0.00459	N/A	N/A	N/A
2022	$0.00473	N/A	N/A	N/A

APPENDIX 2 – PBID LAW

*** This document is current through the 2017 Supplement ***
(All 2016 legislation)

STREETS AND HIGHWAYS CODE
Division 18. Parking
Part 7. Property and Business Improvement District Law of 1994

Cal Sts & Hy Code Div. 18, Pt. 7 (2017)

CHAPTER 1. General Provisions [36600 - 36617]

ARTICLE 1. Declarations [36600 - 36604]

36600. Citation of part
This part shall be known and may be cited as the "Property and Business Improvement District Law of 1994."

36601. Legislative findings and declarations; Legislative guidance
The Legislature finds and declares all of the following:

(a) Businesses located and operating within business districts in some of this state's communities are economically disadvantaged, are underutilized, and are unable to attract customers due to inadequate facilities, services, and activities in the business districts.

(b) It is in the public interest to promote the economic revitalization and physical maintenance of business districts in order to create jobs, attract new businesses, and prevent the erosion of the business districts.

(c) It is of particular local benefit to allow business districts to fund business related improvements, maintenance, and activities through the levy of assessments upon the businesses or real property that receive benefits from those improvements.

(d) Assessments levied for the purpose of conferring special benefit upon the real property or a specific benefit upon the businesses in a business district are not taxes for the general benefit of a city, even if property, businesses, or persons not assessed receive incidental or collateral effects that benefit them.

(e) Property and business improvement districts formed throughout this state have conferred special benefits upon properties and businesses within their districts and have made those properties and businesses more useful by providing the following benefits:

(1) Crime reduction. A study by the Rand Corporation has confirmed a 12-percent reduction in the incidence of robbery and an 8-percent reduction in the total incidence of violent crimes within the 30 districts studied.
(2) Job creation.
(3) Business attraction.
(4) Business retention.
(5) Economic growth.
(6) New investments.

(f) With the dissolution of redevelopment agencies throughout the state, property and business improvement districts have become even more important tools with which communities can combat blight, promote economic opportunities, and create a clean and safe environment.

(g) Since the enactment of this act, the people of California have adopted Proposition 218, which added Article XIII D to the Constitution in order to place certain requirements and restrictions on the formation of, and activities, expenditures, and assessments by property-based districts. Article XIII D of the Constitution provides that property-based districts may only levy assessments for special benefits.

(h) The act amending this section is intended to provide the Legislature's guidance with regard to this act, its interaction with the provisions of Article XIII D of the Constitution, and the determination of special benefits in property-based districts.

(1) The lack of legislative guidance has resulted in uncertainty and inconsistent application of this act, which discourages the use of assessments to fund needed improvements, maintenance, and activities in property-based districts, contributing to blight and other underutilization of property.
(2) Activities undertaken for the purpose of conferring special benefits upon property to be assessed inherently produce incidental or collateral effects that benefit property or persons not assessed. Therefore, for special benefits to exist as a separate and distinct category from general benefits, the incidental or collateral effects of those special benefits are inherently part of those special benefits. The mere fact that special benefits produce incidental or collateral effects that benefit property or persons not assessed does not convert any portion of those special benefits or their incidental or collateral effects into general benefits.
(3) It is of the utmost importance that property-based districts created under this act have clarity regarding restrictions on assessments they may levy and the proper determination of special benefits. Legislative clarity with regard to this act will provide districts with clear instructions and courts with legislative intent regarding restrictions on property-based assessments, and the manner in which special benefits should be determined.

36602. Purpose of part
The purpose of this part is to supplement previously enacted provisions of law that authorize cities to levy assessments within property and business improvement districts, to ensure that those assessments conform to all constitutional requirements and are determined and assessed in accordance with the guidance set forth in this act. This part does not affect or limit any other provisions of law authorizing or providing for the furnishing of improvements or activities or the raising of revenue for these purposes.

36603. Preemption of authority or charter city to adopt ordinances levying assessments
Nothing in this part is intended to preempt the authority of a charter city to adopt ordinances providing for a different method of levying assessments for similar or additional purposes from those set forth in this part. A property and business improvement district created pursuant to this part is expressly exempt from the provisions of the Special Assessment Investigation, Limitation and Majority Protest Act of 1931 (Division 4 (commencing with Section 2800)).

36603.5. Part prevails over conflicting provisions
Any provision of this part that conflicts with any other provision of law shall prevail over the other provision of law, as to districts created under this part.

36604. Severability
This part is intended to be construed liberally and, if any provision is held invalid, the remaining provisions shall remain in full force and effect. Assessments levied under this part are not special taxes.

ARTICLE 2. Definitions [36606 - 36616]

36606. "Activities"
"Activities" means, but is not limited to, all of the following that benefit businesses or real property in the district:
(a) Promotion of public events.
(b) Furnishing of music in any public place.
(c) Promotion of tourism within the district.
(d) Marketing and economic development, including retail retention and recruitment.
(e) Providing security, sanitation, graffiti removal, street and sidewalk cleaning, and other municipal services supplemental to those normally provided by the municipality.
(f) Other services provided for the purpose of conferring special benefit upon assessed real property or specific benefits upon assessed businesses located in the district.

36606.5. "Assessment"
"Assessment" means a levy for the purpose of acquiring, constructing, installing, or maintaining improvements and providing activities that will provide certain benefits to properties or businesses located within a property and business improvement district.

36607. "Business"
"Business" means all types of businesses and includes financial institutions and professions.

36608. "City"
"City" means a city, county, city and county, or an agency or entity created pursuant to Article 1 (commencing with Section 6500) of Chapter 5 of Division 7 of Title 1 of the Government Code, the public member agencies of which includes only cities, counties, or a city and county, or the State of California.

36609. "City council"
"City council" means the city council of a city or the board of supervisors of a county, or the agency, commission, or board created pursuant to a joint powers agreement and which is a city within the meaning of this part.

36609.4. "Clerk"
"Clerk" means the clerk of the legislative body.

36609.5. "General benefit"
"General benefit" means, for purposes of a property-based district, any benefit that is not a "special benefit" as defined in Section 36615.5.

36610. "Improvement"
"Improvement" means the acquisition, construction, installation, or maintenance of any tangible property with an estimated useful life of five years or more including, but not limited to, the following:

- **(a)** Parking facilities.
- **(b)** Benches, booths, kiosks, display cases, pedestrian shelters and signs.
- **(c)** Trash receptacles and public restrooms.
- **(d)** Lighting and heating facilities.
- **(e)** Decorations.
- **(f)** Parks.
- **(g)** Fountains.
- **(h)** Planting areas.
- **(i)** Closing, opening, widening, or narrowing of existing streets.
- **(j)** Facilities or equipment, or both, to enhance security of persons and property within the district.
- **(k)** Ramps, sidewalks, plazas, and pedestrian malls.
- **(l)** Rehabilitation or removal of existing structures.

36611. "Management district plan"; "Plan"
"Management district plan" or "plan" means a proposal as defined in Section 36622.

36612. "Owners' association"
"Owners' association" means a private nonprofit entity that is under contract with a city to administer or implement improvements, maintenance, and activities specified in the management district plan. An owners' association may be an existing nonprofit entity or a newly formed nonprofit entity. An owners' association is a private entity and may not be considered a public entity for any purpose, nor may its board members or staff be considered to be public officials for any purpose. Notwithstanding this section, an owners' association shall comply with the Ralph M. Brown Act (Chapter 9 (commencing with Section 54950) of Part 1 of Division 2 of Title 5 of the Government Code), at all times when matters within the subject matter of the district are heard, discussed, or deliberated, and with the California Public Records Act (Chapter 3.5 (commencing with Section 6250) of Division 7 of Title 1 of the Government Code), for all records relating to activities of the district.

36614. "Property"
"Property" means real property situated within a district.

36614.5. "Property and business improvement district"; "District"
"Property and business improvement district," or "district," means a property and business improvement district established pursuant to this part.

36614.6. "Property-based assessment"
"Property-based assessment" means any assessment made pursuant to this part upon real property.

36614.7. "Property-based district"
"Property-based district" means any district in which a city levies a property-based assessment.

36615. "Property owner"; "Business owner"; "Owner"
"Property owner" means any person shown as the owner of land on the last equalized assessment roll or otherwise known to be the owner of land by the city council. "Business owner" means any person recognized by the city as the owner of the business. "Owner" means either a business owner or a property owner. The city council has no obligation to obtain other information as to the ownership of land or businesses, and its determination of ownership shall be final and conclusive for the purposes of this part. Wherever this part requires the signature of the property owner, the signature of the authorized agent of the property owner shall be sufficient. Wherever this part requires the signature of the business owner, the signature of the authorized agent of the business owner shall be sufficient.

36615.5. "Special benefit"
"Special benefit" means, for purposes of a property-based district, a particular and distinct benefit over and above general benefits conferred on real property located in a district or to the public at large. Special benefit includes incidental or collateral effects that arise from the improvements, maintenance, or activities of property-based districts even if those incidental or collateral effects benefit property or persons not assessed. Special benefit excludes general enhancement of property value.

36616. "Tenant"
"Tenant" means an occupant pursuant to a lease of commercial space or a dwelling unit, other than an owner.

ARTICLE 3. Prior Law [36617- 36617.]

36617. Alternate method of financing certain improvements and activities; Effect on other provision
This part provides an alternative method of financing certain improvements and activities. The provisions of this part shall not affect or limit any other provisions of law authorizing or providing for the furnishing of improvements or activities or the raising of revenue for these purposes. Every improvement area established pursuant to the Parking and Business Improvement Area Law of 1989 (Part 6 (commencing with Section 36500) of this division) is valid and effective and is unaffected by this part.

CHAPTER 2. Establishment [36620 - 36630]

36620. Establishment of property and business improvement district
A property and business improvement district may be established as provided in this chapter.

36620.5. Requirement of consent of city council
A county may not form a district within the territorial jurisdiction of a city without the consent of the city council of that city. A city may not form a district within the unincorporated territory of a county without the consent of the board of supervisors of that county. A city may not form a district within the territorial jurisdiction of another city without the consent of the city council of the other city.

36621. Initiation of proceeding; Petition of property or business owners in proposed district

(a) Upon the submission of a written petition, signed by the property or business owners in the proposed district who will pay more than 50 percent of the assessments proposed to be levied, the city council may initiate proceedings to form a district by the adoption of a resolution expressing its intention to form a district. The amount of assessment attributable to property or a business owned by the same property or business owner that is in excess of 40 percent of the amount of all assessments proposed to be levied, shall not be included in determining whether the petition is signed by property or business owners who will pay more than 50 percent of the total amount of assessments proposed to be levied.

(b) The petition of property or business owners required under subdivision (a) shall include a summary of the management district plan. That summary shall include all of the following:

(1) A map showing the boundaries of the district.

(2) Information specifying where the complete management district plan can be obtained.

(3) Information specifying that the complete management district plan shall be furnished upon request.

(c) The resolution of intention described in subdivision (a) shall contain all of the following:

(1) A brief description of the proposed improvements, maintenance, and activities, the amount of the proposed assessment, a statement as to whether the assessment will be levied on property or businesses within the district, a statement as to whether bonds will be issued, and a description of the exterior boundaries of the proposed district, which may be made by reference to any plan or map that is on file with the clerk. The descriptions and statements do not need to be detailed and shall be sufficient if they enable an owner to generally identify the nature and extent of the improvements, maintenance, and activities, and the location and extent of the proposed district.

(2) A time and place for a public hearing on the establishment of the property and business improvement district and the levy of assessments, which shall be consistent with the requirements of Section 36623.

36622. Contents of management district plan

The management district plan shall include, but is not limited to, all of the following:

(a) If the assessment will be levied on property, a map of the district in sufficient detail to locate each parcel of property and, if businesses are to be assessed, each business within the district. If the assessment will be levied on businesses, a map that identifies the district boundaries in sufficient detail to allow a business owner to reasonably determine whether a business is located within the district boundaries. If the assessment will be levied on property and businesses, a map of the district in sufficient detail to locate each parcel of property and to allow a business owner to reasonably determine whether a business is located within the district boundaries.

(b) The name of the proposed district.

(c) A description of the boundaries of the district, including the boundaries of benefit zones, proposed for establishment or extension in a manner sufficient to identify the affected property and businesses included, which may be made by reference to any plan or map that is on file with the clerk. The boundaries of a proposed property assessment district shall not overlap with the boundaries of another existing property assessment district created pursuant to this part. This part does not prohibit the boundaries of a district created pursuant to this part to overlap with other assessment districts established pursuant to other provisions of law, including, but not limited to, the Parking and Business Improvement Area Law of 1989 (Part 6 (commencing with Section 36500)). This part does not prohibit the boundaries of a business assessment district created pursuant to this part to overlap with another business assessment district created pursuant to this part. This part does not prohibit the boundaries of a business assessment district created pursuant to this part to overlap with a property assessment district created pursuant to this part.

(d) The improvements, maintenance, and activities proposed for each year of operation of the district and the maximum cost thereof. If the improvements, maintenance, and activities proposed for each year of operation are the same, a description of the first year's proposed improvements, maintenance, and activities and a statement that the same improvements, maintenance, and activities are proposed for subsequent years shall satisfy the requirements of this subdivision.

(e) The total annual amount proposed to be expended for improvements, maintenance, or activities, and debt service in each year of operation of the district. If the assessment is levied on businesses, this amount may be estimated based upon the assessment rate. If the total annual amount proposed to be expended in each year of operation of the district is not significantly different, the amount proposed to be expended in the initial year and a statement that a similar amount applies to subsequent years shall satisfy the requirements of this subdivision.

(f) The proposed source or sources of financing, including the proposed method and basis of levying the assessment in sufficient detail to allow each property or business owner to calculate the amount of the assessment to be levied against his or her property or business. The plan also shall state whether bonds will be issued to finance improvements.

(g) The time and manner of collecting the assessments.

(h) The specific number of years in which assessments will be levied. In a new district, the maximum number of years shall be five. Upon renewal, a district shall have a term not to exceed 10 years. Notwithstanding these limitations, a district created pursuant to this part to finance capital improvements with bonds may levy

assessments until the maximum maturity of the bonds. The management district plan may set forth specific increases in assessments for each year of operation of the district.
(i) The proposed time for implementation and completion of the management district plan.
(j) Any proposed rules and regulations to be applicable to the district.
(k) **(1)** A list of the properties or businesses to be assessed, including the assessor's parcel numbers for properties to be assessed, and a statement of the method or methods by which the expenses of a district will be imposed upon benefited real property or businesses, in proportion to the benefit received by the property or business, to defray the cost thereof.
(2) In a property-based district, the proportionate special benefit derived by each identified parcel shall be determined exclusively in relationship to the entirety of the capital cost of a public improvement, the maintenance and operation expenses of a public improvement, or the cost of the activities. An assessment shall not be imposed on any parcel that exceeds the reasonable cost of the proportional special benefit conferred on that parcel. Only special benefits are assessable, and a property-based district shall separate the general benefits, if any, from the special benefits conferred on a parcel. Parcels within a property-based district that are owned or used by any city, public agency, the State of California, or the United States shall not be exempt from assessment unless the governmental entity can demonstrate by clear and convincing evidence that those publicly owned parcels in fact receive no special benefit. The value of any incidental, secondary, or collateral effects that arise from the improvements, maintenance, or activities of a property-based district and that benefit property or persons not assessed shall not be deducted from the entirety of the cost of any special benefit or affect the proportionate special benefit derived by each identified parcel.
(l) In a property-based district, the total amount of all special benefits to be conferred upon the properties located within the property-based district.
(m) In a property-based district, the total amount of general benefits, if any.
(n) In a property-based district, a detailed engineer's report prepared by a registered professional engineer certified by the State of California supporting all assessments contemplated by the management district plan.
(o) Any other item or matter required to be incorporated therein by the city council.

36623. Procedure to levy assessment

(a) If a city council proposes to levy a new or increased property assessment, the notice and protest and hearing procedure shall comply with Section 53753 of the Government Code.
(b) If a city council proposes to levy a new or increased business assessment, the notice and protest and hearing procedure shall comply with Section 54954.6 of the Government Code, except that notice shall be mailed to the owners of the businesses proposed to be assessed. A protest may be made orally or in writing by any interested person. Every written protest shall be filed with the clerk at or before the time fixed for the public hearing. The city council may waive any irregularity in the form or content of any written protest. A written protest may be withdrawn in writing at any time before the conclusion of the public hearing. Each written protest shall contain a description of the business in which the person subscribing the protest is interested sufficient to identify the business and, if a person subscribing is not shown on the official records of the city as the owner of the business, the protest shall contain or be accompanied by written evidence that the person subscribing is the owner of the business or the authorized representative. A written protest that does not comply with this section shall not be counted in determining a majority protest. If written protests are received from the owners or authorized representatives of businesses in the proposed district that will pay 50 percent or more of the assessments proposed to be levied and protests are not withdrawn so as to reduce the protests to less than 50 percent, no further proceedings to levy the proposed assessment against such businesses, as contained in the resolution of intention, shall be taken for a period of one year from the date of the finding of a majority protest by the city council.
(c) If a city council proposes to conduct a single proceeding to levy both a new or increased property assessment and a new or increased business assessment, the notice and protest and hearing procedure for the property assessment shall comply with subdivision (a), and the notice and protest and hearing procedure for the business assessment shall comply with subdivision (b). If a majority protest is received from either the property or business owners, that respective portion of the assessment shall not be levied. The remaining portion of the assessment may be levied unless the improvement or other special benefit was proposed to be funded by assessing both property and business owners.

36624. Changes to proposed assessments

At the conclusion of the public hearing to establish the district, the city council may adopt, revise, change, reduce, or modify the proposed assessment or the type or types of improvements, maintenance, and activities to be funded with the revenues from the assessments. Proposed assessments may only be revised by reducing any or all of them. At the public hearing, the city council may only make changes in, to, or from the boundaries of the proposed property and business improvement district that will exclude territory that will not benefit from the proposed improvements, maintenance, and activities. Any modifications, revisions, reductions, or changes to the proposed assessment district shall be reflected in the notice and map recorded pursuant to Section 36627.

36625. Resolution of formation

(a) If the city council, following the public hearing, decides to establish a proposed property and business improvement district, the city council shall adopt a resolution of formation that shall include, but is not limited to, all of the following:

(1) A brief description of the proposed improvements, maintenance, and activities, the amount of the proposed assessment, a statement as to whether the assessment will be levied on property, businesses, or both within the district, a statement on whether bonds will be issued, and a description of the exterior boundaries of the proposed district, which may be made by reference to any plan or map that is on file with the clerk. The descriptions and statements need not be detailed and shall be sufficient if they enable an owner to generally identify the nature and extent of the improvements, maintenance, and activities and the location and extent of the proposed district.

(2) The number, date of adoption, and title of the resolution of intention.

(3) The time and place where the public hearing was held concerning the establishment of the district.

(4) A determination regarding any protests received. The city shall not establish the district or levy assessments if a majority protest was received.

(5) A statement that the properties, businesses, or properties and businesses in the district established by the resolution shall be subject to any amendments to this part.

(6) A statement that the improvements, maintenance, and activities to be conferred on businesses and properties in the district will be funded by the levy of the assessments. The revenue from the levy of assessments within a district shall not be used to provide improvements, maintenance, or activities outside the district or for any purpose other than the purposes specified in the resolution of intention, as modified by the city council at the hearing concerning establishment of the district. Notwithstanding the foregoing, improvements and activities that must be provided outside the district boundaries to create a special or specific benefit to the assessed parcels or businesses may be provided, but shall be limited to marketing or signage pointing to the district.

(7) A finding that the property or businesses within the area of the property and business improvement district will be benefited by the improvements, maintenance, and activities funded by the proposed assessments, and, for a property-based district, that property within the district will receive a special benefit.

(8) In a property-based district, the total amount of all special benefits to be conferred on the properties within the property-based district.

(b) The adoption of the resolution of formation and, if required, recordation of the notice and map pursuant to Section 36627 shall constitute the levy of an assessment in each of the fiscal years referred to in the management district plan.

36626. Resolution establishing district

If the city council, following the public hearing, desires to establish the proposed property and business improvement district, and the city council has not made changes pursuant to Section 36624, or has made changes that do not substantially change the proposed assessment, the city council shall adopt a resolution establishing the district. The resolution shall contain all of the information specified in Section 36625.

36627. Notice and assessment diagram

Following adoption of the resolution establishing district assessments on properties pursuant to Section 36625 or Section 36626, the clerk shall record a notice and an assessment diagram pursuant to Section 3114. No other provision of Division 4.5 (commencing with Section 3100) applies to an assessment district created pursuant to this part.

36628. Establishment of separate benefit zones within district; Categories of businesses

The city council may establish one or more separate benefit zones within the district based upon the degree of benefit derived from the improvements or activities to be provided within the benefit zone and may impose a different assessment within each benefit zone. If the assessment is to be levied on businesses, the city council may also define categories of businesses based upon the degree of benefit that each will derive from the improvements or activities to be provided within the district and may impose a different assessment or rate of assessment on each category of business, or on each category of business within each zone.

36628.5. Assessments on businesses or property owners
The city council may levy assessments on businesses or on property owners, or a combination of the two, pursuant to this part. The city council shall structure the assessments in whatever manner it determines corresponds with the distribution of benefits from the proposed improvements, maintenance, and activities, provided that any property-based assessment conforms with the requirements set forth in paragraph (2) of subdivision (k) of Section 36622.

36629. Provisions and procedures applicable to benefit zones and business categories
All provisions of this part applicable to the establishment, modification, or disestablishment of a property and business improvement district apply to the establishment, modification, or disestablishment of benefit zones or categories of business. The city council shall, to establish, modify, or disestablish a benefit zone or category of business, follow the procedure to establish, modify, or disestablish a property and business improvement district.

36630. Expiration of district; Creation of new district
If a property and business improvement district expires due to the time limit set pursuant to subdivision (h) of Section 36622, a new management district plan may be created and the district may be renewed pursuant to this part.

CHAPTER 3. Assessments [36631 - 36637]

36631. Time and manner of collection of assessment; Delinquent payments
The collection of the assessments levied pursuant to this part shall be made at the time and in the manner set forth by the city council in the resolution levying the assessment. Assessments levied on real property may be collected at the same time and in the same manner as for the ad valorem property tax, and may provide for the same lien priority and penalties for delinquent payment. All delinquent payments for assessments levied pursuant to this part may be charged interest and penalties.

36632. Assessments to be based on estimated benefit; Classification of real property and businesses; Exclusion of residential and agricultural property

(a) The assessments levied on real property pursuant to this part shall be levied on the basis of the estimated benefit to the real property within the property and business improvement district. The city council may classify properties for purposes of determining the benefit to property of the improvements and activities provided pursuant to this part.

(b) Assessments levied on businesses pursuant to this part shall be levied on the basis of the estimated benefit to the businesses within the property and business improvement district. The city council may classify businesses for purposes of determining the benefit to the businesses of the improvements and activities provided pursuant to this part.

(c) Properties zoned solely for residential use, or that are zoned for agricultural use, are conclusively presumed not to benefit from the improvements and service funded through these assessments, and shall not be subject to any assessment pursuant to this part.

36633. Time for contesting validity of assessment
The validity of an assessment levied under this part shall not be contested in any action or proceeding unless the action or proceeding is commenced within 30 days after the resolution levying the assessment is adopted pursuant to Section 36626. Any appeal from a final judgment in an action or proceeding shall be perfected within 30 days after the entry of judgment.

36634. Service contracts authorized to establish levels of city services
The city council may execute baseline service contracts that would establish levels of city services that would continue after a property and business improvement district has been formed.

36635. Request to modify management district plan
The owners' association may, at any time, request that the city council modify the management district plan. Any modification of the management district plan shall be made pursuant to this chapter.

36636. Modification of plan by resolution after public hearing; Adopting of resolution of intention

(a) Upon the written request of the owners' association, the city council may modify the management district plan after conducting one public hearing on the proposed modifications. The city council may modify the improvements and activities to be funded with the revenue derived from the levy of the assessments by adopting a resolution determining to make the modifications after holding a public hearing on the proposed modifications. If the modification includes the levy of a new or increased assessment, the city council shall comply with Section 36623. Notice of all other public hearings pursuant to this section shall comply with both of the following:

(1) The resolution of intention shall be published in a newspaper of general circulation in the city once at least seven days before the public hearing.

(2) A complete copy of the resolution of intention shall be mailed by first class mail, at least 10 days before the public hearing, to each business owner or property owner affected by the proposed modification.

(b) The city council shall adopt a resolution of intention which states the proposed modification prior to the public hearing required by this section. The public hearing shall be held not more than 90 days after the adoption of the resolution of intention.

36637. Reflection of modification in notices recorded and maps
Any subsequent modification of the resolution shall be reflected in subsequent notices and maps recorded pursuant to Division 4.5 (commencing with Section 3100), in a manner consistent with the provisions of Section 36627.

CHAPTER 3.5. Financing [36640- 36640.]

36640. Bonds authorized; Procedure; Restriction on reduction or termination of assessments

(a) The city council may, by resolution, determine and declare that bonds shall be issued to finance the estimated cost of some or all of the proposed improvements described in the resolution of formation adopted pursuant to Section 36625, if the resolution of formation adopted pursuant to that section provides for the issuance of bonds, under the Improvement Bond Act of 1915 (Division 10 (commencing with Section 8500)) or in conjunction with Marks-Roos Local Bond Pooling Act of 1985 (Article 4 (commencing with Section 6584) of Chapter 5 of Division 7 of Title 1 of the Government Code). Either act, as the case may be, shall govern the proceedings relating to the issuance of bonds, although proceedings under the Bond Act of 1915 may be modified by the city council as necessary to accommodate assessments levied upon business pursuant to this part.

(b) The resolution adopted pursuant to subdivision (a) shall generally describe the proposed improvements specified in the resolution of formation adopted pursuant to Section 36625, set forth the estimated cost of those improvements, specify the number of annual installments and the fiscal years during which they are to be collected. The amount of debt service to retire the bonds shall not exceed the amount of revenue estimated to be raised from assessments over 30 years.

(c) Notwithstanding any other provision of this part, assessments levied to pay the principal and interest on any bond issued pursuant to this section shall not be reduced or terminated if doing so would interfere with the timely retirement of the debt.

CHAPTER 4. Governance [36650 - 36651]

36650. Report by owners' association; Approval or modification by city council

(a) The owners' association shall cause to be prepared a report for each fiscal year, except the first year, for which assessments are to be levied and collected to pay the costs of the improvements, maintenance, and activities described in the report. The owners' association's first report shall be due after the first year of operation of the district. The report may propose changes, including, but not limited to, the boundaries of the property and business improvement district or any benefit zones within the district, the basis and method of levying the assessments, and any changes in the classification of property, including any categories of business, if a classification is used.

(b) The report shall be filed with the clerk and shall refer to the property and business improvement district by name, specify the fiscal year to which the report applies, and, with respect to that fiscal year, shall contain all of the following information:

(1) Any proposed changes in the boundaries of the property and business improvement district or in any benefit zones or classification of property or businesses within the district.
(2) The improvements, maintenance, and activities to be provided for that fiscal year.
(3) An estimate of the cost of providing the improvements, maintenance, and activities for that fiscal year.
(4) The method and basis of levying the assessment in sufficient detail to allow each real property or business owner, as appropriate, to estimate the amount of the assessment to be levied against his or her property or business for that fiscal year.
(5) The estimated amount of any surplus or deficit revenues to be carried over from a previous fiscal year.
(6) The estimated amount of any contributions to be made from sources other than assessments levied pursuant to this part.

(c) The city council may approve the report as filed by the owners' association or may modify any particular contained in the report and approve it as modified. Any modification shall be made pursuant to Sections 36635 and 36636.
The city council shall not approve a change in the basis and method of levying assessments that would impair an authorized or executed contract to be paid from the revenues derived from the levy of assessments, including any commitment to pay principal and interest on any bonds issued on behalf of the district.

36651. Designation of owners' association to provide improvements, maintenance, and activities
The management district plan may, but is not required to, state that an owners' association will provide the improvements, maintenance, and activities described in the management district plan. If the management district plan designates an owners' association, the city shall contract with the designated nonprofit corporation to provide services.

CHAPTER 5. Renewal [36660- 36660.]

36660. Renewal of district; Transfer or refund of remaining revenues; District term limit
(a) Any district previously established whose term has expired, or will expire, may be renewed by following the procedures for establishment as provided in this chapter.
(b) Upon renewal, any remaining revenues derived from the levy of assessments, or any revenues derived from the sale of assets acquired with the revenues, shall be transferred to the renewed district. If the renewed district includes additional parcels or businesses not included in the prior district, the remaining revenues shall be spent to benefit only the parcels or businesses in the prior district. If the renewed district does not include parcels or businesses included in the prior district, the remaining revenues attributable to these parcels shall be refunded to the owners of these parcels or businesses.
(c) Upon renewal, a district shall have a term not to exceed 10 years, or, if the district is authorized to issue bonds, until the maximum maturity of those bonds. There is no requirement that the boundaries, assessments, improvements, or activities of a renewed district be the same as the original or prior district.

CHAPTER 6. Disestablishment [36670 - 36671]

36670. Circumstances permitting disestablishment of district; Procedure
(a) Any district established or extended pursuant to the provisions of this part, where there is no indebtedness, outstanding and unpaid, incurred to accomplish any of the purposes of the district, may be disestablished by resolution by the city council in either of the following circumstances:

(1) If the city council finds there has been misappropriation of funds, malfeasance, or a violation of law in connection with the management of the district, it shall notice a hearing on disestablishment.
(2) During the operation of the district, there shall be a 30-day period each year in which assessees may request disestablishment of the district. The first such period shall begin one year after the date of establishment of the district and shall continue for 30 days. The next such 30-day period shall begin two years after the date of the establishment of the district. Each successive year of operation of the district shall have such a 30-day period. Upon the written petition of the owners or authorized representatives

of real property or the owners or authorized representatives of businesses in the district who pay 50 percent or more of the assessments levied, the city council shall pass a resolution of intention to disestablish the district. The city council shall notice a hearing on disestablishment.

(b) The city council shall adopt a resolution of intention to disestablish the district prior to the public hearing required by this section. The resolution shall state the reason for the disestablishment, shall state the time and place of the public hearing, and shall contain a proposal to dispose of any assets acquired with the revenues of the assessments levied within the property and business improvement district. The notice of the hearing on disestablishment required by this section shall be given by mail to the property owner of each parcel or to the owner of each business subject to assessment in the district, as appropriate. The city shall conduct the public hearing not less than 30 days after mailing the notice to the property or business owners. The public hearing shall be held not more than 60 days after the adoption of the resolution of intention.

36671. Refund of remaining revenues upon disestablishment or expiration without renewal of district; Calculation of refund; Use of outstanding revenue collected after disestablishment of district

(a) Upon the disestablishment or expiration without renewal of a district, any remaining revenues, after all outstanding debts are paid, derived from the levy of assessments, or derived from the sale of assets acquired with the revenues, or from bond reserve or construction funds, shall be refunded to the owners of the property or businesses then located and operating within the district in which assessments were levied by applying the same method and basis that was used to calculate the assessments levied in the fiscal year in which the district is disestablished or expires. All outstanding assessment revenue collected after disestablishment shall be spent on improvements and activities specified in the management district plan.

(b) If the disestablishment occurs before an assessment is levied for the fiscal year, the method and basis that was used to calculate the assessments levied in the immediate prior fiscal year shall be used to calculate the amount of any refund.

APPENDIX 3 – PARCEL ASSESSMENT CALCULATIONS

MAP KEY	ASMT	FRONTAGE	LOT SIZE	ZONE	LOT_RATE	FRT_RATE	LOT$	FR$	ASSESSMENT	TYPE
1	009010022000	2417	6,106,029.56	3	0.001	4.5	$6,106.03	$10,876.50	$16,982.53	COM
2	009010024000	0	103,609.81	3	0.001	4.5	$103.61	$0.00	$103.61	COM
3	009010025000	0	420,215.11	3	0.001	4.5	$420.22	$0.00	$420.22	COM
4	009010026000	0	2,364,583.21	3	0.001	4.5	$2,364.58	$0.00	$2,364.58	COM
5	009010027000	242.88	90,493.89	2	0	0	$0.00	$0.00	$0.00	NARES
6	009030027000	0	13,948.37	4	0	0	$0.00	$0.00	$0.00	NARES
7	009030038000	0	25,808.02	4	0	0	$0.00	$0.00	$0.00	NARES
8	009030039000	0	49,960.41	4	0	0	$0.00	$0.00	$0.00	NARES
10	009070002000	0	429,331.74	4	0	0	$0.00	$0.00	$0.00	NARES
11	009070021000	0	24,816.54	4	0.0042	0	$104.23	$0.00	$104.23	COM
12	009070026000	0	288,178.20	4	0.0042	0	$1,210.35	$0.00	$1,210.35	COM
14	009070032000	0	236,288.22	4	0.0042	0	$992.41	$0.00	$992.41	COM
15	009070034000	456.02	173,724.57	2	0	0	$0.00	$0.00	$0.00	NAAG
16	009070035000	0	274,039.89	4	0.0042	0	$1,150.97	$0.00	$1,150.97	COM
17	009070039000	0	21,861.97	4	0	0	$0.00	$0.00	$0.00	NARES
18	009070040000	0	630,569.06	4	0	0	$0.00	$0.00	$0.00	NAAG
19	009070049000	184	70,357.74	2	0.004	6.75	$281.43	$1,242.00	$1,523.43	COM
20	009081001000	0	11,495.48	4	0	0	$0.00	$0.00	$0.00	NARES
21	009082009000	0	8,389.12	2	0	0	$0.00	$0.00	$0.00	NARES
22	009082010000	0	4,926.01	2	0	0	$0.00	$0.00	$0.00	NARES
23	009082011000	0	4,000.86	2	0	0	$0.00	$0.00	$0.00	NARES
24	009082012000	0	5,658.72	2	0	0	$0.00	$0.00	$0.00	NARES
25	009082013000	0	5,819.54	2	0	0	$0.00	$0.00	$0.00	NARES
26	009083001000	0	4,584.57	1	0.04975	3.67	$228.08	$0.00	$228.08	RR
27	009083003000	0	31,804.33	1	0.04975	3.67	$1,582.27	$0.00	$1,582.27	RR
28	009083004000	0	2,449.08	1	0	0	$0.00	$0.00	$0.00	NARES
29	009083005000	0	1,066.17	1	0	0	$0.00	$0.00	$0.00	NARES
30	009083006000	0	7,367.48	1	0	0	$0.00	$0.00	$0.00	NARES
31	009083007000	0	6,201.42	1	0	0	$0.00	$0.00	$0.00	NARES
32	009083008000	0	12,663.69	1	0.199	14.68	$2,520.07	$0.00	$2,520.07	COM
33	009083009000	136	11,768.79	1	0.199	14.68	$2,341.99	$1,996.48	$4,338.47	COM
34	009083010000	55	5,746.06	1	0.199	14.68	$1,143.47	$807.40	$1,950.87	COM
35	009083013000	30	4,064.44	1	0.199	14.68	$808.82	$440.40	$1,249.22	COM
36	009083014000	70	9,527.00	1	0.199	14.68	$1,895.87	$1,027.60	$2,923.47	COM
37	009083015000	34.2	5,741.78	1	0.199	14.68	$1,142.61	$502.06	$1,644.67	COM
38	009083016000	41.8	6,100.07	1	0.199	14.68	$1,213.91	$613.62	$1,827.54	COM
39	009083017000	30.33	3,298.03	1	0.199	14.68	$656.31	$445.24	$1,101.55	COM
40	009083018000	44.66	5,453.75	1	0.199	14.68	$1,085.30	$655.61	$1,740.91	COM
41	009083019000	39.75	4,178.55	1	0.199	14.68	$831.53	$583.53	$1,415.06	COM
42	009083020000	0	7,031.87	1	0.199	14.68	$1,399.34	$0.00	$1,399.34	COM
43	009083021000	135.21	14,809.34	1	0.199	14.68	$2,947.06	$1,984.88	$4,931.94	COM
44	009090001000	120	5,535.50	2	0.004	6.75	$22.14	$810.00	$832.14	COM
45	009090002000	0	25,806.80	2	0.004	6.75	$103.23	$0.00	$103.23	COM

46	009090003000	0	9,524.44	2	0.004	6.75	$38.10	$0.00	$38.10	COM
47	009090004000	0	8,344.92	2	0	0	$0.00	$0.00	$0.00	NARES
48	009090005000	0	7,800.09	2	0.004	6.75	$31.20	$0.00	$31.20	COM
49	009090006000	0	7,251.64	2	0.004	6.75	$29.01	$0.00	$29.01	COM
50	009090008000	0	7,234.03	2	0.004	6.75	$28.94	$0.00	$28.94	COM
51	009090009000	0	6,131.69	2	0	0	$0.00	$0.00	$0.00	NARES
52	009090010000	0	21,982.88	2	0.004	6.75	$87.93	$0.00	$87.93	COM
53	009090011000	0	53,801.80	4	0.0042	0	$225.97	$0.00	$225.97	COM
54	009090012000	0	4,945.89	4	0	0	$0.00	$0.00	$0.00	NARES
55	009090013000	0	8,216.15	4	0	0	$0.00	$0.00	$0.00	NARES
56	009090014000	0	7,698.59	4	0	0	$0.00	$0.00	$0.00	NARES
57	009090015000	0	7,390.00	4	0	0	$0.00	$0.00	$0.00	NARES
58	009090016000	0	7,228.18	4	0	0	$0.00	$0.00	$0.00	NARES
59	009090017000	0	15,399.98	4	0.0042	0	$64.68	$0.00	$64.68	COM
60	009090018000	0	12,094.65	4	0	0	$0.00	$0.00	$0.00	NARES
61	009090039000	475	19,324.58	2	0.001	1.6875	$19.32	$801.56	$820.89	RR
62	009090042000	86	17,402.80	2	0.001	1.6875	$17.40	$145.13	$162.53	RR
63	009090043000	107	3,649.60	2	0.004	6.75	$14.60	$722.25	$736.85	COM
64	009090047000	215.03	140,532.09	2	0.004	6.75	$562.13	$1,451.45	$2,013.58	COM
65	009090049000	183	71,427.78	2	0.004	6.75	$285.71	$1,235.25	$1,520.96	COM
66	009090050000	217.84	53,605.05	2	0.004	6.75	$214.42	$1,470.42	$1,684.84	COM
67	009090051000	0	71,306.93	2	0.004	6.75	$285.23	$0.00	$285.23	COM
68	009110001000	1222	44,549.32	2	0.001	1.6875	$44.55	$2,062.13	$2,106.67	RR
69	009111002000	200	57,208.60	2	0.004	6.75	$228.83	$1,350.00	$1,578.83	COM
70	009111003000	0	10,001.54	2	0.004	6.75	$40.01	$0.00	$40.01	COM
71	009112016000	0	4,445.30	2	0.004	6.75	$17.78	$0.00	$17.78	COM
72	009112017000	400	99,763.00	2	0.004	6.75	$399.05	$2,700.00	$3,099.05	COM
73	009120002000	819	40,940.08	2	0.001	1.6875	$40.94	$1,382.06	$1,423.00	RR
74	009120027000	829.61	82,986.04	2	0.001	1.6875	$82.99	$1,399.97	$1,482.95	RR
75	009120062000	1300	2,155,322.25	2	0.004	6.75	$8,621.29	$8,775.00	$17,396.29	COM
76	009131003000	886.38	567,518.30	3	0.001	4.5	$567.52	$3,988.71	$4,556.23	COM
77	009131006000	357	85,033.37	3	0	0	$0.00	$0.00	$0.00	NARES
78	009131007000	459	113,540.23	3	0.001	4.5	$113.54	$2,065.50	$2,179.04	COM
79	009131008000	227.4	77,148.34	3	0.001	4.5	$77.15	$1,023.30	$1,100.45	COM
80	009131009000	401.83	2,537,212.33	3	0.001	4.5	$2,537.21	$1,808.24	$4,345.45	COM
81	009131027000	317.46	248,641.29	3	0	0	$0.00	$0.00	$0.00	NARES
82	009131028000	317.46	236,537.98	3	0.001	4.5	$236.54	$1,428.57	$1,665.11	COM
83	009131044000	868.8	1,768,768.33	3	0	0	$0.00	$0.00	$0.00	NARES
84	009141001000	50	6,066.37	2	0	0	$0.00	$0.00	$0.00	NARES
85	009141002000	50	9,388.60	2	0	0	$0.00	$0.00	$0.00	NARES
86	009141003000	50	7,015.68	2	0	0	$0.00	$0.00	$0.00	NARES
87	009141004000	100	17,819.43	2	0	0	$0.00	$0.00	$0.00	NARES
88	009141005000	50	7,621.20	2	0	0	$0.00	$0.00	$0.00	NARES
89	009141006000	47	7,709.61	2	0	0	$0.00	$0.00	$0.00	NARES
90	009141007000	74.95	11,116.15	2	0	0	$0.00	$0.00	$0.00	NARES
91	009150007000	0	47,835.65	1	0.199	14.68	$9,519.29	$0.00	$9,519.29	COM
92	009150009000	0	37,598.48	1	0.199	14.68	$7,482.10	$0.00	$7,482.10	COM

93	009150010000	0	9,644.71	1	0	0	$0.00	$0.00	$0.00	NARES
94	009150011000	0	18,889.68	1	0	0	$0.00	$0.00	$0.00	NARES
95	009164001000	271.08	81,055.09	2	0	0	$0.00	$0.00	$0.00	NARES
96	009164003000	103.89	19,735.92	2	0	0	$0.00	$0.00	$0.00	NARES
97	009164005000	67.8	7,309.14	2	0	0	$0.00	$0.00	$0.00	NARES
98	009164006000	80.64	10,927.62	2	0	0	$0.00	$0.00	$0.00	NARES
99	009164007000	69	10,697.06	2	0	0	$0.00	$0.00	$0.00	NARES
100	009164008000	69	7,645.08	2	0	0	$0.00	$0.00	$0.00	NARES
101	009164018000	100	8,130.52	2	0	0	$0.00	$0.00	$0.00	NARES
102	009180008000	85	10,801.12	2	0.004	6.75	$43.20	$573.75	$616.95	COM
103	009180012000	50	178,353.68	2	0.004	6.75	$713.41	$337.50	$1,050.91	COM
104	009180014000	130	19,279.00	2	0.004	6.75	$77.12	$877.50	$954.62	COM
105	009180017000	132	63,360.13	2	0.004	6.75	$253.44	$891.00	$1,144.44	COM
106	009180035000	199.97	111,024.05	2	0.004	6.75	$444.10	$1,349.80	$1,793.89	COM
107	009180036000	337.55	382,328.62	2	0.004	6.75	$1,529.31	$2,278.46	$3,807.78	COM
108	009180038000	148	9,011.19	2	0.004	6.75	$36.04	$999.00	$1,035.04	COM
109	009180039000	0	87,663.48	2	0.004	6.75	$350.65	$0.00	$350.65	COM
110	009180040000	131.57	74,118.68	2	0.004	6.75	$296.47	$888.10	$1,184.57	COM
111	009180041000	344.78	246,573.61	2	0.004	6.75	$986.29	$2,327.27	$3,313.56	COM
112	009180042000	244.79	49,672.95	2	0.004	6.75	$198.69	$1,652.33	$1,851.02	COM
113	009191006000	114.9	78,454.59	2	0.004	6.75	$313.82	$775.58	$1,089.39	COM
114	009191007000	49.5	5,720.60	2	0	0	$0.00	$0.00	$0.00	NARES
115	009191008000	50	6,084.84	2	0	0	$0.00	$0.00	$0.00	NARES
116	009191009000	50	6,539.92	2	0	0	$0.00	$0.00	$0.00	NARES
117	009192001000	50	8,868.39	1	0	0	$0.00	$0.00	$0.00	NARES
118	009192008000	100	31,343.18	1	0.199	14.68	$6,237.29	$1,468.00	$7,705.29	COM
119	009192009000	0	2,296.64	1	0.199	14.68	$457.03	$0.00	$457.03	COM
120	009192013000	67.34	9,493.36	1	0.199	14.68	$1,889.18	$988.55	$2,877.73	COM
121	009192014000	77.33	12,411.27	1	0	0	$0.00	$0.00	$0.00	NARES
122	009192015000	87	14,195.94	1	0	0	$0.00	$0.00	$0.00	NARES
123	009192016000	43	7,574.50	1	0	0	$0.00	$0.00	$0.00	NARES
124	009201012000	0	5,688.73	1	0.199	14.68	$1,132.06	$0.00	$1,132.06	COM
126	009201019000	0	11,259.72	1	0.199	14.68	$2,240.68	$0.00	$2,240.68	COM
127	009201022000	0	86,579.64	1	0.199	14.68	$17,229.35	$0.00	$17,229.35	COM
128	009201023000	0	29,318.53	1	0.199	14.68	$5,834.39	$0.00	$5,834.39	COM
129	009201028000	0	63,223.15	1	0.199	14.68	$12,581.41	$0.00	$12,581.41	COM
130	009201029000	0	30,941.42	1	0.199	14.68	$6,157.34	$0.00	$6,157.34	COM
131	009211003000	0	39,053.19	1	0.199	14.68	$7,771.58	$0.00	$7,771.58	COM
132	009211004000	0	20,657.60	1	0.199	14.68	$4,110.86	$0.00	$4,110.86	COM
133	009211005000	0	26,375.59	1	0.199	14.68	$5,248.74	$0.00	$5,248.74	COM
134	009211008000	0	7,389.78	1	0.199	14.68	$1,470.57	$0.00	$1,470.57	COM
135	009211009000	0	6,819.08	1	0.199	14.68	$1,357.00	$0.00	$1,357.00	COM
136	009211010000	0	3,603.82	1	0.199	14.68	$717.16	$0.00	$717.16	COM
137	009211016000	0	72,239.30	1	0.199	14.68	$14,375.62	$0.00	$14,375.62	COM
138	009211017000	0	5,909.06	1	0	0	$0.00	$0.00	$0.00	NARES
139	009211018000	0	5,644.70	1	0.199	14.68	$1,123.30	$0.00	$1,123.30	COM
140	009212001000	0	6,903.80	1	0.199	14.68	$1,373.86	$0.00	$1,373.86	COM

141	009212002000	0	8,946.95	1	0.199	14.68	$1,780.44	$0.00	$1,780.44	COM
142	009212003000	0	20,174.93	1	0.199	14.68	$4,014.81	$0.00	$4,014.81	COM
143	009212004000	0	14,691.74	1	0.199	14.68	$2,923.66	$0.00	$2,923.66	COM
144	009212005000	0	2,412.32	1	0.199	14.68	$480.05	$0.00	$480.05	COM
145	009212006000	0	4,619.65	1	0.199	14.68	$919.31	$0.00	$919.31	COM
146	009212007000	0	11,727.56	1	0.199	14.68	$2,333.78	$0.00	$2,333.78	COM
147	009212008000	0	2,508.49	1	0.199	14.68	$499.19	$0.00	$499.19	COM
148	009212009000	0	1,618.96	1	0.199	14.68	$322.17	$0.00	$322.17	COM
149	009212010000	0	5,013.14	1	0.199	14.68	$997.61	$0.00	$997.61	COM
150	009212011000	0	3,463.13	1	0.199	14.68	$689.16	$0.00	$689.16	COM
151	009212012000	0	12,938.45	1	0.199	14.68	$2,574.75	$0.00	$2,574.75	COM
152	009212015000	0	3,274.75	1	0.199	14.68	$651.68	$0.00	$651.68	COM
153	009212016000	0	1,064.87	1	0.199	14.68	$211.91	$0.00	$211.91	COM
154	009213002000	0	7,350.28	1	0.04975	3.67	$365.68	$0.00	$365.68	RR
155	009213003000	0	9,180.29	1	0.199	14.68	$1,826.88	$0.00	$1,826.88	COM
156	009213004000	0	24,678.67	1	0.04975	3.67	$1,227.76	$0.00	$1,227.76	RR
157	009213005000	0	22,144.81	1	0.04975	3.67	$1,101.70	$0.00	$1,101.70	RR
158	009213006000	0	7,500.56	1	0.04975	3.67	$373.15	$0.00	$373.15	RR
159	009213007000	0	5,433.37	1	0.04975	3.67	$270.31	$0.00	$270.31	RR
160	009221001000	88.97	13,233.97	1	0	0	$0.00	$0.00	$0.00	NARES
161	009221002000	79.16	11,094.45	1	0	0	$0.00	$0.00	$0.00	NARES
162	009221003000	75.77	11,407.53	1	0	0	$0.00	$0.00	$0.00	NARES
163	009221006000	64.65	5,892.00	1	0.199	14.68	$1,172.51	$949.06	$2,121.57	COM
164	009221017000	50	6,675.23	1	0.199	14.68	$1,328.37	$734.00	$2,062.37	COM
165	009221018000	56.98	7,390.26	1	0.199	14.68	$1,470.66	$836.47	$2,307.13	COM
166	009223001000	60	9,071.65	1	0.199	14.68	$1,805.26	$880.80	$2,686.06	COM
167	009223002000	60	9,869.91	1	0	0	$0.00	$0.00	$0.00	NARES
168	009223003000	110	20,630.61	1	0.199	14.68	$4,105.49	$1,614.80	$5,720.29	COM
169	009223006000	43	9,461.64	1	0.199	14.68	$1,882.87	$631.24	$2,514.11	COM
170	009223020000	145.55	16,965.73	1	0.199	14.68	$3,376.18	$2,136.67	$5,512.85	COM
171	009223023000	118.36	19,750.37	1	0.199	14.68	$3,930.32	$1,737.52	$5,667.85	COM
177	009240002000	30	4,025.08	1	0.199	14.68	$800.99	$440.40	$1,241.39	COM
178	009240003000	17	2,839.94	1	0.199	14.68	$565.15	$249.56	$814.71	COM
179	009240004000	45	6,186.63	1	0.199	14.68	$1,231.14	$660.60	$1,891.74	COM
180	009240005000	18	2,860.77	1	0.199	14.68	$569.29	$264.24	$833.53	COM
181	009240006000	25	3,197.89	1	0.199	14.68	$636.38	$367.00	$1,003.38	COM
182	009240007000	24	3,383.99	1	0.199	14.68	$673.41	$352.32	$1,025.73	COM
183	009240008000	26	3,362.79	1	0.199	14.68	$669.20	$381.68	$1,050.88	COM
184	009240009000	74	9,675.61	1	0.199	14.68	$1,925.45	$1,086.32	$3,011.77	COM
185	009240010000	42	5,556.15	1	0.199	14.68	$1,105.67	$616.56	$1,722.23	COM
186	009240011000	35	5,059.54	1	0.199	14.68	$1,006.85	$513.80	$1,520.65	COM
187	009240012000	75	10,208.60	1	0.199	14.68	$2,031.51	$1,101.00	$3,132.51	COM
188	009240013000	0	8,636.78	1	0.199	14.68	$1,718.72	$0.00	$1,718.72	COM
189	009240014000	0	21,804.29	1	0.199	14.68	$4,339.05	$0.00	$4,339.05	COM
190	009240015000	0	10,403.61	1	0	0	$0.00	$0.00	$0.00	NARES
191	009240016000	0	9,945.83	1	0.199	14.68	$1,979.22	$0.00	$1,979.22	COM
192	009240017000	0	4,522.71	1	0.199	14.68	$900.02	$0.00	$900.02	COM

193	009240018000	0	4,278.10	1	0.199	14.68	$851.34	$0.00	$851.34	COM
194	009240019000	0	5,574.55	1	0.199	14.68	$1,109.34	$0.00	$1,109.34	COM
195	009240021000	38	5,423.27	1	0.199	14.68	$1,079.23	$557.84	$1,637.07	COM
196	009240022000	45	6,110.05	1	0.199	14.68	$1,215.90	$660.60	$1,876.50	COM
197	009240023000	0	4,943.85	1	0.199	14.68	$983.83	$0.00	$983.83	COM
198	009240024000	0	1,971.22	1	0.199	14.68	$392.27	$0.00	$392.27	COM
199	009250002000	25.69	3,594.78	1	0.199	14.68	$715.36	$377.13	$1,092.49	COM
200	009250003000	29.6	2,685.24	1	0.199	14.68	$534.36	$434.53	$968.89	COM
201	009250004000	20.33	2,601.94	1	0.199	14.68	$517.79	$298.44	$816.23	COM
202	009250005000	76	7,344.65	1	0.199	14.68	$1,461.59	$1,115.68	$2,577.27	COM
203	009250006000	23.42	3,546.49	1	0.199	14.68	$705.75	$343.81	$1,049.56	COM
204	009250007000	0	888.08	1	0.199	14.68	$176.73	$0.00	$176.73	COM
205	009250008000	0	8,797.38	1	0.199	14.68	$1,750.68	$0.00	$1,750.68	COM
206	009250009000	0	8,767.33	1	0.199	14.68	$1,744.70	$0.00	$1,744.70	COM
207	009250010000	0	6,691.06	1	0.199	14.68	$1,331.52	$0.00	$1,331.52	COM
208	009250011000	0	4,401.61	1	0.199	14.68	$875.92	$0.00	$875.92	COM
209	009250013000	0	7,161.82	1	0.199	14.68	$1,425.20	$0.00	$1,425.20	COM
210	009250014000	25.58	3,477.03	1	0.199	14.68	$691.93	$375.51	$1,067.44	COM
211	009250015000	47.55	8,827.32	1	0.199	14.68	$1,756.64	$698.03	$2,454.67	COM
212	009250016000	26.7	6,251.01	1	0.199	14.68	$1,243.95	$391.96	$1,635.91	COM
213	009261001000	125.62	11,142.28	1	0.199	14.68	$2,217.31	$1,844.10	$4,061.42	COM
214	009261006000	75	16,523.82	1	0.199	14.68	$3,288.24	$1,101.00	$4,389.24	COM
215	009261007000	98.72	9,584.40	1	0.199	14.68	$1,907.30	$1,449.21	$3,356.51	COM
216	009261011000	0	11,979.26	1	0.199	14.68	$2,383.87	$0.00	$2,383.87	COM
217	009261014000	45	23,140.12	1	0.199	14.68	$4,604.88	$660.60	$5,265.48	COM
218	009261016000	91.95	39,587.61	1	0.199	14.68	$7,877.93	$1,349.83	$9,227.76	COM
219	009261017000	103.15	13,407.32	1	0.199	14.68	$2,668.06	$1,514.24	$4,182.30	COM
223	009263012000	228.01	12,070.75	2	0.004	6.75	$48.28	$1,539.07	$1,587.35	COM
224	009263013000	66	30,627.32	2	0.004	6.75	$122.51	$445.50	$568.01	COM
225	009350047000	619.96	555,696.61	2	0.004	6.75	$2,222.79	$4,184.73	$6,407.52	COM
226	009350048000	332.98	319,054.39	2	0	0	$0.00	$0.00	$0.00	NAAG
227	009350066000	408.3	634,298.67	2	0.004	6.75	$2,537.19	$2,756.03	$5,293.22	COM
228	009401039000	0	33,635.50	2	0.004	6.75	$134.54	$0.00	$134.54	COM
229	009401043000	0	18,160.52	2	0	0	$0.00	$0.00	$0.00	NARES
230	009403017000	60	14,169.09	2	0	0	$0.00	$0.00	$0.00	NARES
231	009403018000	52	11,890.91	2	0	0	$0.00	$0.00	$0.00	NARES
232	009403019000	52	11,703.59	2	0	0	$0.00	$0.00	$0.00	NARES
233	009403020000	50	11,318.03	2	0	0	$0.00	$0.00	$0.00	NARES
234	009403021000	50	11,569.75	2	0	0	$0.00	$0.00	$0.00	NARES
235	009403022000	50	12,088.87	2	0	0	$0.00	$0.00	$0.00	NARES
236	009403023000	47	10,606.86	2	0	0	$0.00	$0.00	$0.00	NARES
237	009403025000	60	13,532.86	2	0	0	$0.00	$0.00	$0.00	NARES
238	009403031000	107.93	13,947.28	2	0	0	$0.00	$0.00	$0.00	NARES
239	009403032000	20	15,365.53	2	0	0	$0.00	$0.00	$0.00	NARES
240	009403033000	42	6,735.93	2	0	0	$0.00	$0.00	$0.00	NARES
241	009432009000	139.85	41,937.84	2	0.004	6.75	$167.75	$943.99	$1,111.74	COM
242	009434010000	182.73	24,416.13	2	0.004	6.75	$97.66	$1,233.43	$1,331.09	COM

243	009434011000	105.92	17,658.98	2	0.004	6.75	$70.64	$714.96	$785.60	COM
244	009434012000	69.82	11,481.26	2	0.004	6.75	$45.93	$471.29	$517.21	COM
245	009434013000	290.1	86,823.79	2	0.004	6.75	$347.30	$1,958.18	$2,305.47	COM
246	009490006000	178.19	68,843.70	2	0	0	$0.00	$0.00	$0.00	NARES
247	009490007000	265.91	77,268.39	2	0.004	6.75	$309.07	$1,794.89	$2,103.97	COM
248	009490009000	402.56	165,655.10	2	0.004	6.75	$662.62	$2,717.28	$3,379.90	COM
249	009490016000	235.49	78,489.82	2	0	0	$0.00	$0.00	$0.00	NARES
250	009501001000	0	9,829.38	4	0	0	$0.00	$0.00	$0.00	NARES
251	009501002000	0	12,382.41	4	0	0	$0.00	$0.00	$0.00	NARES
252	009502002000	0	60,237.12	4	0	0	$0.00	$0.00	$0.00	NARES
253	009502011000	0	128,537.98	4	0.0042	0	$539.86	$0.00	$539.86	COM
254	009503001000	0	43,382.25	4	0	0	$0.00	$0.00	$0.00	NARES
255	009503002000	0	27,146.94	4	0.0042	0	$114.02	$0.00	$114.02	COM
256	009511019000	0	124,990.65	4	0	0	$0.00	$0.00	$0.00	NAC
257	009522014000	0	58,444.09	4	0	0	$0.00	$0.00	$0.00	NAC
258	009551004000	0	16,849.28	4	0	0	$0.00	$0.00	$0.00	NARES
259	009551005000	0	13,480.98	4	0	0	$0.00	$0.00	$0.00	NARES
260	009551006000	0	8,395.42	4	0	0	$0.00	$0.00	$0.00	NARES
261	009552004000	0	81,202.54	4	0.0042	0	$341.05	$0.00	$341.05	COM
262	009552005000	0	104,864.28	4	0	0	$0.00	$0.00	$0.00	NAAG
263	009570001000	0	11,012.21	4	0	0	$0.00	$0.00	$0.00	NARES
264	009570002000	0	59,920.67	4	0	0	$0.00	$0.00	$0.00	NAC
265	009580005000	0	43,635.63	2	0.004	6.75	$174.54	$0.00	$174.54	COM
266	009580006000	0	31,409.33	2	0	0	$0.00	$0.00	$0.00	NARES
267	009580008000	0	64,195.56	2	0.004	6.75	$256.78	$0.00	$256.78	COM
268	009580013000	0	46,515.71	2	0.004	6.75	$186.06	$0.00	$186.06	COM
269	009580014000	0	105,065.99	2	0.004	6.75	$420.26	$0.00	$420.26	COM
270	009580016000	336.89	59,196.14	2	0.004	6.75	$236.78	$2,274.01	$2,510.79	COM
271	009580017000	589.97	80,274.94	2	0.004	6.75	$321.10	$3,982.30	$4,303.40	COM
272	009580018000	0	170,725.48	2	0.004	6.75	$682.90	$0.00	$682.90	COM
273	009580019000	0	27,343.70	2	0.004	6.75	$109.37	$0.00	$109.37	COM
274	009580020000	0	37,710.04	2	0.004	6.75	$150.84	$0.00	$150.84	COM
275	009580021000	0	36,946.08	2	0.004	6.75	$147.78	$0.00	$147.78	COM
276	009580022000	0	25,093.01	2	0.004	6.75	$100.37	$0.00	$100.37	COM
277	009580024000	0	5,981.09	2	0.004	6.75	$23.92	$0.00	$23.92	COM
278	009580026000	0	40,905.09	2	0.004	6.75	$163.62	$0.00	$163.62	COM
279	009580027000	0	49,246.98	2	0.004	6.75	$196.99	$0.00	$196.99	COM
280	009580028000	0	48,144.33	2	0.004	6.75	$192.58	$0.00	$192.58	COM
281	009580031000	0	14,831.07	2	0.004	6.75	$59.32	$0.00	$59.32	COM
282	009580032000	0	15,153.36	2	0.004	6.75	$60.61	$0.00	$60.61	COM
283	009580033000	0	57,965.11	2	0.004	6.75	$231.86	$0.00	$231.86	COM
284	009580038000	0	49,569.30	2	0.004	6.75	$198.28	$0.00	$198.28	COM
285	009580039000	0	35,799.93	2	0.004	6.75	$143.20	$0.00	$143.20	COM
286	009580040000	0	71,054.07	2	0.004	6.75	$284.22	$0.00	$284.22	COM
287	009580043000	0	83,895.52	2	0.004	6.75	$335.58	$0.00	$335.58	COM
288	009580044000	0	68,190.98	2	0.004	6.75	$272.76	$0.00	$272.76	COM
289	009580045000	300.68	65,093.92	2	0.004	6.75	$260.38	$2,029.59	$2,289.97	COM

290	009580046000	0	40,111.54	2	0.004	6.75	$160.45	$0.00	$160.45	COM
291	009660001000	74.91	14,373.15	2	0.004	6.75	$57.49	$505.64	$563.14	COM
292	009660002000	0	124,298.80	2	0.004	6.75	$497.20	$0.00	$497.20	COM
293	009660004000	0	252,366.63	2	0.004	6.75	$1,009.47	$0.00	$1,009.47	COM
294	009660005000	515.13	87,665.80	2	0.004	6.75	$350.66	$3,477.13	$3,827.79	COM
295	009660006000	0	277,716.40	2	0.004	6.75	$1,110.87	$0.00	$1,110.87	COM
296	009660016000	625	32,306.43	2	0.001	1.6875	$32.31	$1,054.69	$1,086.99	RR
297	009751011000	0	9,363.81	4	0	0	$0.00	$0.00	$0.00	NARES
298	009770015000	0	12,067.92	4	0	0	$0.00	$0.00	$0.00	NARES
299	009770025000	0	10,362.79	4	0	0	$0.00	$0.00	$0.00	NARES
300	009770026000	0	17,611.63	4	0	0	$0.00	$0.00	$0.00	NAIRREG
301	022070025000	511.34	289,952.95	3	0.001	4.5	$289.95	$2,301.03	$2,590.98	COM
302	022090001000	637.11	289,488.81	3	0	0	$0.00	$0.00	$0.00	NARES
303	022090008000	252.37	87,374.70	3	0.001	4.5	$87.37	$1,135.67	$1,223.04	COM
304	022090009000	246.18	209,962.09	3	0.001	4.5	$209.96	$1,107.81	$1,317.77	COM
305	022090013000	223.32	140,082.99	3	0	0	$0.00	$0.00	$0.00	NAAG
306	022090019000	122.5	41,440.22	3	0.001	4.5	$41.44	$551.25	$592.69	COM
307	022100010000	718.63	909,598.43	3	0.001	4.5	$909.60	$3,233.84	$4,143.43	COM
308	022130014000	494.54	347,462.61	3	0.001	4.5	$347.46	$2,225.43	$2,572.89	COM
309	022130020000	312.16	64,168.13	3	0.001	4.5	$64.17	$1,404.72	$1,468.89	COM
310	022130021000	0	23,037.11	3	0.001	4.5	$23.04	$0.00	$23.04	COM
311	022130023000	112.86	140,287.52	3	0.001	4.5	$140.29	$507.87	$648.16	COM
312	022130024000	318.92	238,399.88	3	0.001	4.5	$238.40	$1,435.14	$1,673.54	COM
313	022200002000	964.22	34,468.59	3	0	0	$0.00	$0.00	$0.00	NAIRREG
314	022200003000	964.22	930,161.69	3	0.001	4.5	$930.16	$4,338.99	$5,269.15	COM
315	022200008000	264.95	417,596.88	3	0.001	4.5	$417.60	$1,192.28	$1,609.87	COM
316	022200013000	251.33	489,713.31	3	0	0	$0.00	$0.00	$0.00	NAAG
317	022200016000	230	5,236.78	3	0	0	$0.00	$0.00	$0.00	NAIRREG
318	022200027000	654	1,141,117.55	3	0.001	4.5	$1,141.12	$2,943.00	$4,084.12	COM
319	022200031000	471.35	460,800.82	3	0.001	4.5	$460.80	$2,121.08	$2,581.88	COM
320	022200032000	40	63,150.02	3	0.001	4.5	$63.15	$180.00	$243.15	COM
321	022210001000	100	20,691.75	3	0	0	$0.00	$0.00	$0.00	NARES
322	022210002000	100	20,006.71	3	0	0	$0.00	$0.00	$0.00	NARES
323	022210003000	100	20,820.52	3	0	0	$0.00	$0.00	$0.00	NARES
324	022210004000	100	20,501.75	3	0	0	$0.00	$0.00	$0.00	NARES
325	022210005000	307.78	154,678.86	3	0.001	4.5	$154.68	$1,385.01	$1,539.69	COM
326	022210013000	104.47	39,323.35	3	0	0	$0.00	$0.00	$0.00	NARES
327	022210014000	96.04	39,533.79	3	0	0	$0.00	$0.00	$0.00	NARES
328	022220003000	150	315,854.18	3	0.001	4.5	$315.85	$675.00	$990.85	COM
329	022220025000	840	63,976.29	3	0	0	$0.00	$0.00	$0.00	NAIRREG
330	022220028000	856.48	152,433.90	3	0.001	4.5	$152.43	$3,854.16	$4,006.59	COM
331	022220030000	648.75	476,732.33	3	0.001	4.5	$476.73	$2,919.38	$3,396.11	COM
332	022220031000	0	32,698.10	3	0	0	$0.00	$0.00	$0.00	NARES
333	022230004000	200	80,881.88	3	0.001	4.5	$80.88	$900.00	$980.88	COM
334	022230012000	280	1,030,247.67	3	0.001	4.5	$1,030.25	$1,260.00	$2,290.25	COM
335	022230013000	252.38	175,414.39	3	0.001	4.5	$175.41	$1,135.71	$1,311.12	COM
336	022230015000	504.83	267,290.30	3	0.001	4.5	$267.29	$2,271.74	$2,539.03	COM

337	025080036000	0	3,166,001.12	4	0.0042	0	$13,297.20	$0.00	$13,297.20	COM
338	025080041000	0	440,889.83	4	0.0042	0	$1,851.74	$0.00	$1,851.74	COM
339	025080042000	0	255,549.45	4	0	0	$0.00	$0.00	$0.00	NAAG
340	025110028000	0	264,671.47	4	0	0	$0.00	$0.00	$0.00	NARES
341	025110029000	0	177,100.23	4	0	0	$0.00	$0.00	$0.00	NARES
342	025110035000	0	38,335.26	4	0	0	$0.00	$0.00	$0.00	NARES
343	025110042000	0	68,096.68	4	0	0	$0.00	$0.00	$0.00	NARES
344	025110046000	0	57,044.19	4	0	0	$0.00	$0.00	$0.00	NARES
345	025110058000	0	167,943.56	4	0	0	$0.00	$0.00	$0.00	NARES
346	025110060000	0	41,860.79	4	0	0	$0.00	$0.00	$0.00	NARES
349	025120006000	0	24,184.96	4	0.0042	0	$101.58	$0.00	$101.58	COM
350	025140002000	0	75,617.55	4	0.0042	0	$317.59	$0.00	$317.59	COM
351	025140030000	0	204,787.00	4	0	0	$0.00	$0.00	$0.00	NARES
352	025140031000	0	194,188.14	4	0	0	$0.00	$0.00	$0.00	NARES
353	027100012000	634.57	1,065,896.55	3	0.001	4.5	$1,065.90	$2,855.57	$3,921.46	COM
354	027100039000	345.84	678,336.69	3	0	0	$0.00	$0.00	$0.00	NAAG
355	027100040000	619.74	1,592,793.63	3	0.001	4.5	$1,592.79	$2,788.83	$4,381.62	COM
356	027120018000	386.1	391,770.53	2	0.004	6.75	$1,567.08	$2,606.18	$4,173.26	COM
357	027120020000	423.74	448,722.30	2	0.004	6.75	$1,794.89	$2,860.25	$4,655.13	COM
358	027120025000	142.94	87,600.42	2	0.004	6.75	$350.40	$964.85	$1,315.25	COM
359	027120061000	630	1,486,645.60	2	0.004	6.75	$5,946.58	$4,252.50	$10,199.08	COM
360	027120062000	82	3,203.40	2	0.004	6.75	$12.81	$553.50	$566.31	COM
361	027120064000	150	21,304.41	2	0.004	6.75	$85.22	$1,012.50	$1,097.72	COM
362	027130005000	193.5	86,325.38	2	0.004	6.75	$345.30	$1,306.13	$1,651.43	COM
363	027130007000	124.43	22,915.43	2	0	0	$0.00	$0.00	$0.00	NARES
364	027130009000	20	43,397.79	2	0	0	$0.00	$0.00	$0.00	NARES
365	027130013000	224.22	58,045.55	2	0.004	6.75	$232.18	$1,513.49	$1,745.67	COM
366	027130014000	91.14	60,191.37	2	0.004	6.75	$240.77	$615.20	$855.96	COM
367	027150001000	310	64,740.44	2	0.004	6.75	$258.96	$2,092.50	$2,351.46	COM
368	027150005000	100	15,223.16	2	0.004	6.75	$60.89	$675.00	$735.89	COM
369	027150015000	200	41,540.57	2	0.004	6.75	$166.16	$1,350.00	$1,516.16	COM
370	027160001000	346.5	458,159.48	3	0.001	4.5	$458.16	$1,559.25	$2,017.41	COM
371	027160002000	280.5	541,588.97	3	0.001	4.5	$541.59	$1,262.25	$1,803.84	COM
372	027160059000	346.54	462,415.45	3	0.001	4.5	$462.42	$1,559.43	$2,021.85	COM
373	027160060000	682.36	285,355.96	3	0	0	$0.00	$0.00	$0.00	NARES
374	027170001000	372	146,767.77	3	0.001	4.5	$146.77	$1,674.00	$1,820.77	COM
375	027170002000	235	46,915.21	3	0	0	$0.00	$0.00	$0.00	NARES
376	027450008000	1469	79,532.18	3	0.00025	1.125	$19.88	$1,652.63	$1,672.51	RR
377	027450013000	87.16	59,783.98	3	0.001	4.5	$59.78	$392.22	$452.00	COM
378	027560008000	754.91	325,808.38	2	0.004	6.75	$1,303.23	$5,095.64	$6,398.88	COM
379	027590002000	0	4,029.99	2	0.004	6.75	$16.12	$0.00	$16.12	COM
380	027590003000	0	4,029.99	2	0.004	6.75	$16.12	$0.00	$16.12	COM
381	027590004000	0	4,900.01	2	0.004	6.75	$19.60	$0.00	$19.60	COM
382	027590005000	0	875.00	2	0.004	6.75	$3.50	$0.00	$3.50	COM
383	027590006000	0	1,315.97	2	0	0	$0.00	$0.00	$0.00	NAC
384	027590007000	0	1,675.96	2	0.004	6.75	$6.70	$0.00	$6.70	COM
385	027590008000	0	1,619.99	2	0.004	6.75	$6.48	$0.00	$6.48	COM

386	027590009000	0	3,762.02	2	0.004	6.75	$15.05	$0.00	$15.05	COM
387	027590010000	167	107,189.96	2	0	0	$0.00	$0.00	$0.00	NAC
388	027590011000	0	4,029.89	2	0.004	6.75	$16.12	$0.00	$16.12	COM
389	030020002000	549.12	347,441.88	2	0.004	6.75	$1,389.77	$3,706.56	$5,096.33	COM
390	030020003000	264	41,156.11	2	0.004	6.75	$164.62	$1,782.00	$1,946.62	COM
391	030020012000	1715	109,436.11	2	0.001	1.6875	$109.44	$2,894.06	$3,003.50	RR
392	030020013000	468	23,044.63	2	0.001	1.6875	$23.04	$789.75	$812.79	RR
393	030020022000	269	89,781.29	2	0	0	$0.00	$0.00	$0.00	NAAG
394	030020029000	330	63,395.40	2	0.004	6.75	$253.58	$2,227.50	$2,481.08	COM
395	030020032000	609.35	726,964.06	2	0.004	6.75	$2,907.86	$4,113.11	$7,020.97	COM
396	030030002000	1300	58,159.46	3	0.00025	1.125	$14.54	$1,462.50	$1,477.04	RR
397	030070009000	1001.9	873,391.86	3	0.001	4.5	$873.39	$4,508.55	$5,381.94	COM
398	030260001000	1180	59,435.31	2	0.001	1.6875	$59.44	$1,991.25	$2,050.69	RR
399	030260003000	574.6	587,432.73	2	0	0	$0.00	$0.00	$0.00	NAAG
400	030260035000	730.9	960,209.08	2	0.004	6.75	$3,840.84	$4,933.58	$8,774.41	COM
401	030270005000	676.8	258,120.77	3	0	0	$0.00	$0.00	$0.00	NAAG
402	030270006000	112.8	45,599.14	3	0	0	$0.00	$0.00	$0.00	NARES
403	030270007000	112.8	43,780.61	3	0	0	$0.00	$0.00	$0.00	NARES
404	030270008000	110	41,908.51	3	0	0	$0.00	$0.00	$0.00	NARES
405	030270009000	115.6	43,515.33	3	0	0	$0.00	$0.00	$0.00	NARES
406	030270011000	2730	84,693.26	3	0.00025	1.125	$21.17	$3,071.25	$3,092.42	RR
407	030270012000	889.82	1,093,078.79	3	0.001	4.5	$1,093.08	$4,004.19	$5,097.27	COM
408	030270021000	290.01	447,082.08	3	0	0	$0.00	$0.00	$0.00	NAAG
409	030270022000	310.96	445,739.43	3	0	0	$0.00	$0.00	$0.00	NAAG
410	030270023000	433.7	437,621.48	3	0.001	4.5	$437.62	$1,951.65	$2,389.27	COM
411	030270026000	525.28	415,246.02	3	0	0	$0.00	$0.00	$0.00	NAAG
412	009223011000	0	5,116.70	1	0.199	14.68	$1,018.22	$0.00	$1,018.22	COM
413	009223021000	0	5,292.40	1	0.199	14.68	$1,053.19	$0.00	$1,053.19	COM
414	009223022000	0	5,822.34	1	0.199	14.68	$1,158.65	$0.00	$1,158.65	COM
415	009191003000	0	9,807.32	2	0.004	6.75	$39.23	$0.00	$39.23	COM
416	009191002000	0	49,237.97	2	0.004	6.75	$196.95	$0.00	$196.95	COM
417	009191001000	0	29,971.86	2	0.004	6.75	$119.89	$0.00	$119.89	COM
418	009150006000	0	246,925.27	1	0.199	14.68	$49,138.13	$0.00	$49,138.13	COM
419	009150004000	0	40,143.37	1	0.199	14.68	$7,988.53	$0.00	$7,988.53	COM
420	009191010000	0	4,197.03	2	0.004	6.75	$16.79	$0.00	$16.79	COM
421	009223019000	0	8,624.65	1	0.199	14.68	$1,716.31	$0.00	$1,716.31	COM
422	009221016000	0	5,431.53	1	0.199	14.68	$1,080.87	$0.00	$1,080.87	COM
423	009180023000	0	25,568.38	2	0.004	6.75	$102.27	$0.00	$102.27	COM
424	009180022000	0	25,946.46	2	0.004	6.75	$103.79	$0.00	$103.79	COM
425	009082020000	0	9,542.33	1	0.199	14.68	$1,898.92	$0.00	$1,898.92	COM
426	009082019000	0	20,412.61	1	0.199	14.68	$4,062.11	$0.00	$4,062.11	COM
427	009350016000	0	119,151.90	2	0.004	6.75	$476.61	$0.00	$476.61	COM
428	009350019000	0	132,142.85	2	0.004	6.75	$528.57	$0.00	$528.57	COM
429	022130022000	0	122,925.71	3	0.001	4.5	$122.93	$0.00	$122.93	COM
430	009760004000	0	863.53	1	0.199	14.68	$171.84	$0.00	$171.84	COM
431	009193002000	0	34,811.10	1	0.199	14.68	$6,927.41	$0.00	$6,927.41	COM
432	009760008000	0	717.48	1	0.199	14.68	$142.78	$0.00	$142.78	COM

433	009263005000	0	39,873.64	2	0.004	6.75	$159.49	$0.00	$159.49	COM
434	009760003000	0	1,440.89	1	0.199	14.68	$286.74	$0.00	$286.74	COM
435	009760005000	0	1,963.50	1	0.199	14.68	$390.74	$0.00	$390.74	COM
436	009760001000	0	34,299.09	1	0.199	14.68	$6,825.52	$0.00	$6,825.52	COM
437	009760006000	0	1,152.27	1	0.199	14.68	$229.30	$0.00	$229.30	COM
438	009760002000	0	772.78	1	0.199	14.68	$153.78	$0.00	$153.78	COM
439	009760007000	0	475.90	1	0.199	14.68	$94.70	$0.00	$94.70	COM
440	025130006000	0	7,974.80	4	0	0	$0.00	$0.00	$0.00	NAAG
441	009740003000	0	3,751.09	1	0.199	14.68	$746.47	$0.00	$746.47	COM
441	009061043000	0	113,942.94	1	0	0	$0.00	$0.00	$0.00	NAC
441	009730002000	0	2,384.95	1	0.199	14.68	$474.61	$0.00	$474.61	COM
441	009730003000	0	2,672.52	1	0.199	14.68	$531.83	$0.00	$531.83	COM
441	009740002000	0	4,347.38	1	0.199	14.68	$865.13	$0.00	$865.13	COM
441	009730004000	0	5,193.57	1	0.199	14.68	$1,033.52	$0.00	$1,033.52	COM
441	009730001000	0	5,218.85	1	0.199	14.68	$1,038.55	$0.00	$1,038.55	COM
441	009730005000	0	5,400.54	1	0.199	14.68	$1,074.71	$0.00	$1,074.71	COM
441	009740001000	0	7,920.30	1	0.199	14.68	$1,576.14	$0.00	$1,576.14	COM
442	009191004000	0	4,413.86	2	0	0	$0.00	$0.00	$0.00	NARES
443	009191005000	0	4,278.12	2	0	0	$0.00	$0.00	$0.00	NARES
444	009192002000	0	3,402.07	1	0	0	$0.00	$0.00	$0.00	NARES
445	009192003000	0	8,739.98	1	0	0	$0.00	$0.00	$0.00	NARES
446	009192004000	0	6,174.48	1	0	0	$0.00	$0.00	$0.00	NARES
447	009192005000	0	2,552.77	1	0	0	$0.00	$0.00	$0.00	NARES
448	009192006000	0	4,652.42	1	0	0	$0.00	$0.00	$0.00	NARES
449	009192007000	0	7,673.03	1	0	0	$0.00	$0.00	$0.00	NARES
450	009522006000	0	1,131.99	4	0	0	$0.00	$0.00	$0.00	NARES
451	009521003000	0	1,142.24	4	0	0	$0.00	$0.00	$0.00	NARES
452	009511006000	0	1,137.82	4	0	0	$0.00	$0.00	$0.00	NARES
453	009570009000	0	2,472.76	4	0	0	$0.00	$0.00	$0.00	NARES
454	009511002000	0	1,147.93	4	0	0	$0.00	$0.00	$0.00	NARES
455	009511012000	0	993.23	4	0	0	$0.00	$0.00	$0.00	NARES
456	009512003000	0	1,134.82	4	0	0	$0.00	$0.00	$0.00	NARES
457	009521009000	0	1,154.18	4	0	0	$0.00	$0.00	$0.00	NARES
458	009522012000	0	1,260.28	4	0	0	$0.00	$0.00	$0.00	NARES
459	009511009000	0	1,001.65	4	0	0	$0.00	$0.00	$0.00	NARES
460	009521001000	0	1,280.56	4	0	0	$0.00	$0.00	$0.00	NARES
461	009570008000	0	2,180.75	4	0	0	$0.00	$0.00	$0.00	NARES
462	009511011000	0	993.23	4	0	0	$0.00	$0.00	$0.00	NARES
463	009570014000	0	2,510.32	4	0	0	$0.00	$0.00	$0.00	NARES
464	009570003000	0	2,510.64	4	0	0	$0.00	$0.00	$0.00	NARES
465	009570020000	0	2,224.27	4	0	0	$0.00	$0.00	$0.00	NARES
466	009570021000	0	2,415.56	4	0	0	$0.00	$0.00	$0.00	NARES
467	009521004000	0	1,111.80	4	0	0	$0.00	$0.00	$0.00	NARES
468	009522005000	0	1,056.70	4	0	0	$0.00	$0.00	$0.00	NARES
469	009522011000	0	1,275.59	4	0	0	$0.00	$0.00	$0.00	NARES
470	009570018000	0	2,223.24	4	0	0	$0.00	$0.00	$0.00	NARES
471	009521007000	0	1,111.03	4	0	0	$0.00	$0.00	$0.00	NARES

472	009570022000	0	2,159.24	4	0	0	$0.00	$0.00	$0.00	NARES
473	009570004000	0	2,387.48	4	0	0	$0.00	$0.00	$0.00	NARES
474	009511010000	0	1,001.65	4	0	0	$0.00	$0.00	$0.00	NARES
475	009511004000	0	1,148.91	4	0	0	$0.00	$0.00	$0.00	NARES
476	009522008000	0	1,269.79	4	0	0	$0.00	$0.00	$0.00	NARES
477	009511015000	0	1,008.72	4	0	0	$0.00	$0.00	$0.00	NARES
478	009522013000	0	1,262.44	4	0	0	$0.00	$0.00	$0.00	NARES
479	009570013000	0	2,387.96	4	0	0	$0.00	$0.00	$0.00	NARES
480	009511013000	0	1,010.45	4	0	0	$0.00	$0.00	$0.00	NARES
481	009522004000	0	1,131.99	4	0	0	$0.00	$0.00	$0.00	NARES
482	009521006000	0	1,291.16	4	0	0	$0.00	$0.00	$0.00	NARES
483	009521010000	0	1,120.79	4	0	0	$0.00	$0.00	$0.00	NARES
484	009521002000	0	1,276.01	4	0	0	$0.00	$0.00	$0.00	NARES
485	009511017000	0	1,134.79	4	0	0	$0.00	$0.00	$0.00	NARES
486	009570005000	0	2,180.94	4	0	0	$0.00	$0.00	$0.00	NARES
487	009512001000	0	1,131.46	4	0	0	$0.00	$0.00	$0.00	NARES
488	009570007000	0	2,180.00	4	0	0	$0.00	$0.00	$0.00	NARES
489	009511005000	0	1,137.82	4	0	0	$0.00	$0.00	$0.00	NARES
490	009570006000	0	2,180.44	4	0	0	$0.00	$0.00	$0.00	NARES
491	009522009000	0	1,280.40	4	0	0	$0.00	$0.00	$0.00	NARES
492	009512005000	0	1,137.06	4	0	0	$0.00	$0.00	$0.00	NARES
493	009522010000	0	1,256.73	4	0	0	$0.00	$0.00	$0.00	NARES
494	009511001000	0	1,146.27	4	0	0	$0.00	$0.00	$0.00	NARES
495	009522003000	0	1,072.89	4	0	0	$0.00	$0.00	$0.00	NARES
496	009521008000	0	1,105.48	4	0	0	$0.00	$0.00	$0.00	NARES
497	009570011000	0	2,214.95	4	0	0	$0.00	$0.00	$0.00	NARES
498	009570023000	0	2,159.48	4	0	0	$0.00	$0.00	$0.00	NARES
500	009570017000	0	2,212.64	4	0	0	$0.00	$0.00	$0.00	NARES
501	009570010000	0	2,510.93	4	0	0	$0.00	$0.00	$0.00	NARES
502	009511016000	0	1,008.72	4	0	0	$0.00	$0.00	$0.00	NARES
503	009511008000	0	1,139.97	4	0	0	$0.00	$0.00	$0.00	NARES
504	009570015000	0	2,510.64	4	0	0	$0.00	$0.00	$0.00	NARES
505	009570019000	0	2,212.95	4	0	0	$0.00	$0.00	$0.00	NARES
506	009511003000	0	1,149.49	4	0	0	$0.00	$0.00	$0.00	NARES
507	009511018000	0	1,135.02	4	0	0	$0.00	$0.00	$0.00	NARES
508	009522002000	0	1,071.43	4	0	0	$0.00	$0.00	$0.00	NARES
509	009511014000	0	1,010.45	4	0	0	$0.00	$0.00	$0.00	NARES
510	009522001000	0	1,137.93	4	0	0	$0.00	$0.00	$0.00	NARES
511	009511007000	0	1,139.97	4	0	0	$0.00	$0.00	$0.00	NARES
512	009512004000	0	1,164.97	4	0	0	$0.00	$0.00	$0.00	NARES
513	009512002000	0	1,133.69	4	0	0	$0.00	$0.00	$0.00	NARES
514	009570012000	0	2,215.38	4	0	0	$0.00	$0.00	$0.00	NARES
515	009521005000	0	1,298.26	4	0	0	$0.00	$0.00	$0.00	NARES
516	009522007000	0	1,056.70	4	0	0	$0.00	$0.00	$0.00	NARES
517	009570016000	0	2,427.55	4	0	0	$0.00	$0.00	$0.00	NARES
518	027450024000	442	22,296.25	3	0.00025	1.125	$5.57	$497.25	$502.82	RR
519	009201030000	0	45,340.09	1	0.199	14.68	$9,022.68	$0.00	$9,022.68	COM

520	009201031000	0	2,804.04	1	0.199	14.68	$558.00	$0.00	$558.00	COM
521	009070036000	0	1,579.98	4	0.0042	0	$6.64	$0.00	$6.64	COM
Total	**515**	**64014.39**	**60,098,293.93**				**$440,332.47**	**$247,665.09**	**$687,997.56**	

COM: Commercial
RR: Railroad
NARES: Non-Assessed Residential
AG: Agricultural

APPENDIX 4 – SERVICES BY ZONE

Zone	Maintenance, Beautification & Infrastructure	Marketing	Business Development	Administration / P.A.O.	Contingency / Reserve
1	• Sidewalk improvements. • Pedestrian safety improvements. • Street lights. • Trash cans. • Art works. • Benches. • Power-wash streets and windows. • Assist St. Helena Renaissance with their Streetscape Plan.	• Shop St. Helena campaign. • Sidewalk Sales. • Spring Fling. • Holiday Shopping. • Summer Sundays. • Street events. • Oktoberfest.	Develop a Downtown Attraction Plan.	Administrative costs related to providing activities and improvements. Advocate with a unified voice to represent best interests of assessed properties.	Funds held in contingency/ reserve to be used as determined by Board.
2	Improved sidewalk landscaping.	Increased marketing presence for lodging and other businesses in the zone.	Fast Track Permitting Process Development.	Administrative costs related to providing activities and improvements. Advocate with a unified voice to represent best interests of assessed properties.	Funds held in contingency/ reserve to be used as determined by Board.
3	• St. Helena sign and entrance to town at north and south end. • Litter clean up. • Tree tunnel improvement and maintenance.	Campaigns to engage visitors to visit businesses along South St. Helena Hwy and North St. Helena Hwy.	Workforce development programs such as job fairs to recruit qualified workers.	Administrative costs related to providing activities and improvements. Advocate with a unified voice to represent best interests of assessed properties.	Funds held in contingency/ reserve to be used as determined by Board.

4	Directional signs for businesses in the zone.	Dedicated luxury marketing campaign.	Assistance with County and City agreements for services.	Administrative costs related to providing activities and improvements. Advocate with a unified voice to represent best interests of assessed properties.	Funds held in contingency/ reserve to be used as determined by Board.

APPENDIX 5 – INTERCEPT SURVEY

APPENDIX 6 – MAP

Presented to

CIVITAS

St Helena PBID Intercept Survey

Summary of Results

Prepared by PMZ³ Research October 2016

Index: **Pages:**

Key

Location:	Street Name:
#1	St. Helena Hwy & Rockland Dr
#2	St. Helena Hwy & Elmhurst Ave
#3	St. Helena Hwy & Adams Street
#4	St. Helena Hwy & Mills Ln
#5	St. Helena Hwy & Inglewood Ave
#6	Pope St & College Ave
#7	Oak Ave & Spring St

Overview
Total Surveys: 304

Date:	10/01/2016	10/01/2016	10/01-10/02	10/20/2016	10/1-10/02	10/18-10/19	10/01-10/02	
Location:	**Location 1**	**Location 2**	**Location 3**	**Location 4**	**Location 5**	**Location 6**	**Location 7**	**Totals:**
Completed Surveys: 304								
Q4: Do you live and/or work in any of the zones shown on the map?								
Zone 1:								
Live	0	0	1	0	0	2	0	**3**
Work	0	0	2	0	0	0	0	**2**
Both	0	0	0	0	0	0	0	**0**
Zone 2:								
Live	0	0	1	2	0	1	2	**6**
Work	0	0	0	0	0	0	0	**0**
Both	0	0	0	0	0	0	0	**0**
Zone 3:								
Live	0	0	1	3	0	1	0	**5**
Work	0	0	0	0	0	1	0	**1**
Both	0	0	0	0	0	0	0	**0**
Zone 4:								
Live	0	1	3	2	0	3	0	**9**
Work	0	0	1	0	0	4	0	**5**
Both	0	0	0	0	0	0	0	**0**
Australia	0	0	0	1	0	0	0	**1**
Blank	0	1	1	2	1	2	2	**9**
Canada	0	0	0	1	0	0	0	**1**
Does not apply	0	0	0	0	0	0	1	**1**
Indiana	0	0	0	1	0	0	0	**1**
Live in Napa	0	0	0	1	0	0	0	**1**
Live Zone 2 Work Zone 1	0	0	0	0	0	0	1	**1**
Live Zone 4 Work Zone 3	0	0	0	0	0	1	0	**1**
Live Zone 5	0	2	0	0	1	0	0	**3**
Live Zone 7	0	0	0	0	0	0	1	**1**
Live & Work & Both Zone 1	0	0	1	0	0	0	0	**1**
Live & Work Zone 4	0	0	0	0	0	0	1	**1**
Live & Work & Both Zone 3	1	0	0	0	0	0	0	**1**
Live & Work & Both Zone 5	0	0	1	1	0	1	0	**3**
N/A	0	1	54	2	46	2	1	**106**
N/U	0	0	1	0	0	0	0	**1**
No	0	0	0	0	2	2	0	**4**
None	0	0	1	0	1	0	0	**2**
Not on map	0	0	0	0	0	0	1	**1**
Out of Town	3	0	0	5	0	0	1	**9**
From San Francisco	0	0	0	1	0	0	0	**1**
Temporary move for school	0	0	0	0	0	1	0	**1**
Tourist	2	0	0	1	0	0	0	**3**
Visiting	0	0	9	0	0	0	10	**19**
Visitor	0	0	32	28	11	1	22	**94**
Washington DC	0	0	0	2	0	0	0	**2**
Work Zone 1, 2, 3, & 4	0	0	0	0	2	2	0	**4**
	6	**5**	**109**	**53**	**64**	**24**	**43**	**304**

Q5: Are you a business owner, property owner, or representative of a property owner on this map of St. Helena?
(A representative means a person who is authorized to make decisions on behalf of the property owner.)

Date:	10/01/2016	10/01/2016	10/01-10/02	10/20/2016	10/1-10/02	10/18-10/19	10/01-10/02	
	Location 1	**Location 2**	**Location 3**	**Location 4**	**Location 5**	**Location 6**	**Location 7**	**Totals:**
Business owner	0	0	1	5	3	1	1	**11**
Property owner	1	1	6	3	1	1	3	**16**
Property owner representative	1	0	1	1	1	0	0	**4**
None of the above	4	0	94	41	57	20	37	**253**
Blank	0	0	3	3	1	0	0	**7**
No Answer	0	4	0	0	0	1	0	**5**
Business & property owner	0	0	4	0	1	1	2	**8**
	6	**5**	**109**	**53**	**64**	**24**	**43**	**304**

Q6: How often do you visit the part of St. Helena shown on this map?

Date:	10/01/2016	10/01/2016	10/01-10/02	10/20/2016	10/1-10/02	10/18-10/19	10/01-10/02	
	Location 1	**Location 2**	**Location 3**	**Location 4**	**Location 5**	**Location 6**	**Location 7**	**Totals:**
Daily	0	2	8	3	3	21	5	**42**
Weekly	1	1	6	4	2	3	2	**19**
Monthly	0	1	5	4	7	0	0	**17**
Quarterly	1	0	12	9	19	0	7	**48**
Yearly	3	1	61	18	25	0	21	**129**
Other	0	0	0	0	0	0	0	**0**
Blank	0	0	8	8	1	0	0	**17**
1 every 3-5 years	0	0	1	0	0	0	0	**1**
1st Time	1	0	2	2	3	0	1	**9**
1st time this weekend	0	0	0	0	1	0	0	**1**
2x-year	0	0	0	0	1	0	0	**1**
Daily & Weekly	0	0	0	0	1	0	0	**1**
Every few years	0	0	0	1	0	0	0	**1**
Every 20 years	0	0	1	0	0	0	0	**1**
Every Couple 5-10 yrs	0	0	0	0	0	0	1	**1**
Every other year	0	0	0	0	0	0	1	**1**
Life	0	0	1	0	0	0	0	**1**
Never	0	0	0	1	0	0	0	**1**
N/A	0	0	1	0	0	0	1	**2**
No answer	0	0	0	0	0	0	4	**4**
None of the above	0	0	2	0	0	0	0	**2**
Once every 30 years	0	0	0	1	0	0	0	**1**
Rarely	0	0	0	1	0	0	0	**1**
Visiting	0	0	0	1	0	0	0	**1**
Vacationing	0	0	1	0	0	0	0	**1**
Yearly, only once	0	0	0	0	1	0	0	**1**
	6	**5**	**109**	**53**	**64**	**24**	**43**	**304**

Q7: How do you get to the District?

Date:	10/01/2016	10/01/2016	10/01-10/02	10/20/2016	10/1-10/02	10/18-10/19	10/01-10/02	
	Location 1	**Location 2**	**Location 3**	**Location 4**	**Location 5**	**Location 6**	**Location 7**	**Totals:**
On foot	1	1	10	6	0	1	2	**21**
Bike	0	0	0	0	0	0	0	**0**
Car	5	3	87	35	57	20	36	**243**
Transit	0	1	0	3	0	0	0	**4**
Other	0	0	0	1	2	0	2	**5**
Other (Motorcycle) & Car	0	0	1	0	0	0	0	**1**
Transit & Other (Walk)	0	0	1	0	0	0	0	**1**
Bike & Car	0	0	0	1	0	0	0	**1**
Other (RV)	0	0	1	0	0	0	0	**1**
Uber	0	0	1	0	0	0	0	**1**
Car & Transit	0	0	0	0	1	1	0	**2**
N/A	0	0	1	0	0	0	1	**2**
Blank	0	0	2	3	1	1	0	**7**
Once every 5 years	0	0	0	2	0	0	0	**2**
Other (rental Car)	0	0	1	0	0	0	0	**1**
Taxi & N/A	0	0	1	0	0	0	0	**1**
On foot & Car	0	0	3	0	3	0	2	**8**
On foot & bike & car	0	0	0	2	0	1	0	**3**
	6	**5**	**109**	**53**	**64**	**24**	**43**	**304**

Q8: What is your primary reason for being in St. Helena today? (Choose only 1)								
Date:	10/01/2016	10/01/2016	10/01-10/02	10/20/2016	10/1-10/02	10/18-10/19	10/01-10/02	
	Location 1	Location 2	Location 3	Location 4	Location 5	Location 6	Location 7	Totals:
Conduct prof/personal busines	1	1	5	8	4	15	2	**36**
Eat or drink at a resturant…	0	1	20	16	33	0	14	**84**
Go shopping	1	2	24	3	4	0	9	**43**
Entertainment…	0	0	2	1	0	0	0	**3**
Attend and special event	0	0	3	1	1	0	1	**6**
Stay overnight in a hotel	0	0	4	1	3	0	1	**9**
Stroll or walk around for leisure	3	0	30	10	4	1	11	**59**
Use public transportation	0	0	0	0	0	0	0	**0**
Honeymoon	0	0	0	0	1	0	0	**1**
Wine Tasting	0	0	0	0	2	0	0	**2**
Blank	0	0	1	2	0	0	0	**3**
Business	0	0	2	0	0	0	0	**2**
Class	0	0	0	0	0	1	0	**1**
Class/Prof/Pers Bus.	0	0	0	0	0	1	0	**1**
For School	0	0	0	0	0	1	0	**1**
Visiting a friend	0	0	0	0	2	0	1	**3**
Conduct/Eat	0	0	0	0	3	0	1	**4**
Conduct/Eat/Stroll	0	0	0	1	0	0	0	**1**
Conduct/Eat/Shop	0	0	0	0	1	0	1	**2**
Eat/Shop	1	0	3	1	1	0	1	**7**
Eat/Shop/Ent./Event	0	0	0	0	0	1	0	**1**
Eat/Shop/Event/Stroll	0	0	2	0	0	0	0	**2**
Eat/Shop/Stay	0	0	2	0	0	0	0	**2**
Eat/Shop/Stay/Stroll	0	0	1	0	0	0	0	**1**
Eat/Shop/Stroll	0	0	3	4	0	1	0	**8**
Eat/Stay	0	0	0	1	1	0	0	**2**
Eat/Stay/Stroll	0	0	1	0	0	0	0	**1**
Eat/Stroll	0	0	2	1	2	0	1	**6**
Eat/Wine Tasting	0	0	0	0	1	0	0	**1**
Half Marathon Run	0	0	1	0	0	0	0	**1**
I live here	0	0	0	0	0	1	0	**1**
I live here/go to class	0	0	0	0	0	1	0	**1**
Live	0	1	0	0	0	0	0	**1**
School	0	0	0	0	0	1	0	**1**
Shop/Stroll	0	0	1	2	0	0	0	**3**
Shop/Wine Tasting	0	0	0	0	1	0	0	**1**
Winery	0	0	1	1	0	0	0	**2**
Works	0	0	1	0	0	0	0	**1**
	6	**5**	**109**	**53**	**64**	**24**	**43**	**304**

Q9: Next I am going to read a short list of activities. For each one, please tell me how likely it is that you will do that activity today or anytime this week while in St. Helena. Please answer either "Definitely", "Likely", "Not Likely", or Definitely Not".

Date:	10/01/2016	10/01/2016	10/01-10/02	10/20/2016	10/1-10/02	10/18-10/19	10/01-10/02	
	Location 1	**Location 2**	**Location 3**	**Location 4**	**Location 5**	**Location 6**	**Location 7**	**Totals:**
Conduct professional or personal business								
Definitely	1	1	10	11	7	12	5	**47**
Likely	0	1	6	5	11	5	8	**36**
Not Likely	0	1	23	9	20	2	8	**63**
Definitely not	1	2	61	27	22	3	21	**137**
Blank	4	0	9	1	4	2	1	**21**
	6	**5**	**109**	**53**	**64**	**24**	**43**	**304**
Eat or drink at at resturant, café, or bar								
Definitely	2	4	63	38	44	8	26	**185**
Likely	3	1	37	11	18	6	15	**91**
Not Likely	1	0	3	3	2	7	1	**17**
Definitely not	0	0	2	0	0	1	1	**4**
Blank	0	0	3	1	0	2	0	**6**
Likely/Not Likely	0	0	1	0	0	0	0	**1**
	6	**5**	**109**	**53**	**64**	**24**	**43**	**304**
Go shopping								
Definitely	2	3	56	20	23	3	16	**123**
Likely	2	1	41	16	25	6	17	**108**
Not Likely	1	0	6	13	13	10	7	**50**
Definitely not	1	1	2	4	0	4	2	**14**
Blank	0	0	4	0	3	1	1	**9**
	6	**5**	**109**	**53**	**64**	**24**	**43**	**304**
Entertainment (movie, theater, night club)								
Definitely	0	2	16	5	5	3	5	**36**
Likely	0	1	15	9	12	6	5	**48**
Not Likely	0	2	46	25	32	7	13	**125**
Definitely not	4	0	24	12	9	6	19	**74**
Blank	2	0	8	2	6	2	1	**21**
	6	**5**	**109**	**53**	**64**	**24**	**43**	**304**
Attend a special event								
Definitely	0	2	13	4	9	1	6	**35**
Likely	0	0	22	10	20	8	10	**70**
Not Likely	0	2	40	23	15	9	13	**102**
Definitely not	4	1	25	13	16	3	13	**75**
Blank	2	0	9	2	4	3	1	**21**
Between Likely/Not Likely	0	0	0	1	0	0	0	**1**
	6	**5**	**109**	**53**	**64**	**24**	**43**	**304**
Stay overnight in a hotel								
Definitely	2	2	20	12	13	0	8	**57**
Likely	0	1	19	7	10	1	4	**42**
Not Likely	0	0	25	14	19	6	11	**75**
Definitely not	4	2	37	17	19	14	17	**110**
Blank	0	0	8	3	3	3	3	**20**
	6	**5**	**109**	**53**	**64**	**24**	**43**	**304**
Stroll or walk around for leisure								
Definitely	6	2	72	29	28	5	27	**169**
Likely	0	1	29	19	24	9	12	**94**
Not Likely	0	2	1	2	8	8	2	**23**
Definitely not	0	0	2	1	3	0	1	**7**
Blank	0	0	5	2	0	2	1	**10**
Likely/Not Likely	0	0	0	0	1	0	0	**1**
	6	**5**	**109**	**53**	**64**	**24**	**43**	**304**
Use public transportation								
Definitely	0	1	5	1	3	0	2	**12**
Likely	0	1	7	4	4	2	3	**21**
Not Likely	1	1	28	17	19	5	14	**85**
Definitely not	3	2	55	28	21	14	22	**145**
Blank	2	0	14	3	17	3	2	**41**
	6	**5**	**109**	**53**	**64**	**24**	**43**	**304**

Q10: Please tell me how strong a priority each one if these is to you. Please answer either "Very Important", Important, "Neutral", "Somewhat Important", or "Not Important".

Date:	10/01/2016	10/01/2016	10/01-10/02	10/20/2016	10/1-10/02	10/18-10/19	10/01-10/02	
	Location 1	**Location 2**	**Location 3**	**Location 4**	**Location 5**	**Location 6**	**Location 7**	**Totals:**
New Business Attraction								
Very Important	0	3	9	8	3	4	6	**33**
Important	0	0	13	13	13	6	7	**52**
Neutral	3	1	37	7	28	9	19	**104**
Somewhat Important	0	0	6	3	3	1	1	**14**
Not Important	2	1	35	21	15	3	9	**86**
Blank	1	0	9	1	2	1	1	**15**
	6	**5**	**109**	**53**	**64**	**24**	**43**	**304**
Advertising and Marketing St. Helena								
Very Important	0	2	10	1	3	3	4	**23**
Important	0	1	9	8	7	8	8	**41**
Neutral	3	1	39	18	29	9	14	**113**
Somewhat Important	0	0	13	2	3	1	1	**20**
Not Important	2	1	32	21	20	2	16	**94**
Blank	1	0	6	3	2	1	0	**13**
	6	**5**	**109**	**53**	**64**	**24**	**43**	**304**
Helping Current Business Thrive								
Very Important	0	3	24	12	15	9	14	**77**
Important	3	1	30	23	25	7	12	**101**
Neutral	0	0	27	4	13	4	8	**56**
Somewhat Important	0	1	12	2	4	2	1	**22**
Not Important	1	0	10	9	5	1	8	**34**
Blank	1	0	6	3	2	1	0	**13**
Somewhat & Not Important	1	0	0	0	0	0	0	**1**
	6	**5**	**109**	**53**	**64**	**24**	**43**	**304**
Beautification and Maintenance								
Very Important	2	2	35	18	23	9	15	**104**
Important	3	2	43	22	26	8	17	**121**
Neutral	0	1	13	2	10	4	7	**37**
Somewhat Important	1	0	4	2	2	0	1	**10**
Not Important	0	0	9	8	3	1	3	**24**
Blank	0	0	5	1		2	0	**8**
	6	**5**	**109**	**53**	**64**	**24**	**43**	**304**
Visitor Center and Information								
Very Important	0	3	20	3	8	4	6	**44**
Important	3	1	30	23	22	10	13	**102**
Neutral	1	1	30	10	25	4	14	**85**
Somewhat Important	1	0	7	3	2	2	3	**18**
Not Important	0	0	16	13	6	3	7	**45**
Blank	1	0	5	1	1	1	0	**9**
Not Readily Available	0	0	1	0	0	0	0	**1**
	6	**5**	**109**	**53**	**64**	**24**	**43**	**304**
Workforce Development Programs								
Very Important	1	3	16	1	7	10	5	**43**
Important	1	2	23	17	22	6	10	**81**
Neutral	1	0	31	13	23	6	15	**89**
Somewhat Important	1	0	7	4	2	0	4	**18**
Not Important	1	0	25	16	8	1	9	**60**
Blank	1	0	7	2	2	1	0	**13**
	6	**5**	**109**	**53**	**64**	**24**	**43**	**304**
Cleanliness								
Very Important	2	5	60	33	34	15	28	**177**
Important	2	0	38	13	25	6	14	**98**
Neutral	0	0	3	1	5	1	1	**11**
Somewhat Important	1	0	3	0	0	1	0	**5**
Not Important	0	0	2	5	0	0	0	**7**
Blank	1	0	3	1	0	1	0	**6**
	6	**5**	**109**	**53**	**64**	**24**	**43**	**304**
Walkability								
Very Important	3	5	63	34	26	14	31	**176**
Important	1	0	37	11	29	6	10	**94**
Neutral	0	0	3	2	9	2	1	**17**
Somewhat Important	1	0	1	1	0	1	1	**5**
Not Important	0	0	3	4	0	0	0	**7**
Blank	1	0	2	1	0	1	0	**5**
	6	**5**	**109**	**53**	**64**	**24**	**43**	**304**

Total Percentages by Location
Total Surveys: 304

Date:	10/01/2016	10/01/2016	10/01-10/02	10/20/2016	10/1-10/02	10/18-10/19	10/01-10/02	
Location:	**Location 1**	**Location 2**	**Location 3**	**Location 4**	**Location 5**	**Location 6**	**Location 7**	**Totals:**
Completed Surveys: 304								
Q4: Do you live and/or work in any of the zones shown on the map?								
Zone 1:								
Live	0	0	1	0	0	2	0	**3**
Work	0	0	2	0	0	0	0	**2**
Both	0	0	0	0	0	0	0	**0**
Zone 2:								
Live	0	0	1	2	0	1	2	**6**
Work	0	0	0	0	0	0	0	**0**
Both	0	0	0	0	0	0	0	**0**
Zone 3:								
Live	0	0	1	3	0	1	0	**5**
Work	0	0	0	0	0	1	0	**1**
Both	0	0	0	0	0	0	0	**0**
Zone 4:								
Live	0	1	3	2	0	3	0	**9**
Work	0	0	1	0	0	4	0	**5**
Both	0	0	0	0	0	0	0	**0**
Australia	0	0	0	1	0	0	0	**1**
Blank	0	1	1	2	1	2	2	**9**
Canada	0	0	0	1	0	0	0	**1**
Does not apply	0	0	0	0	0	0	1	**1**
Indiana	0	0	0	1	0	0	0	**1**
Live in Napa	0	0	0	1	0	0	0	**1**
Live Zone 2 Work Zone 1	0	0	0	0	0	0	1	**1**
Live Zone 4 Work Zone 3	0	0	0	0	0	1	0	**1**
Live Zone 5	0	2	0	0	1	0	0	**3**
Live Zone 7	0	0	0	0	0	0	1	**1**
Live & Work & Both Zone 1	0	0	1	0	0	0	0	**1**
Live & Work Zone 4	0	0	0	0	0	0	1	**1**
Live & Work & Both Zone 3	1	0	0	0	0	0	0	**1**
Live & Work & Both Zone 5	0	0	1	1	0	1	0	**3**
N/A	0	1	54	2	46	2	1	**106**
N/U	0	0	1	0	0	0	0	**1**
No	0	0	0	0	2	2	0	**4**
None	0	0	1	0	1	0	0	**2**
Not on map	0	0	0	0	0	0	1	**1**
Out of Town	3	0	0	5	0	0	1	**9**
From San Francisco	0	0	0	1	0	0	0	**1**
Temporary move for school	0	0	0	0	0	1	0	**1**
Tourist	2	0	0	1	0	0	0	**3**
Visiting	0	0	9	0	0	0	10	**19**
Visitor	0	0	32	28	11	1	22	**94**
Washington DC	0	0	0	2	0	0	0	**2**
Work Zone 1, 2, 3, & 4	0	0	0	0	2	2	0	**4**
	6	**5**	**109**	**53**	**64**	**24**	**43**	**304**
Total Percentage by location:	**1.97%**	**1.64%**	**35.86%**	**17.43%**	**21.05%**	**7.89%**	**14.14%**	**100.00%**

Q5: Are you a business owner, property owner, or representative of a property owner on this map of St. Helena? (A representative means a person who is authorized to make decisions on behalf of the property owner.)

Date:	10/01/2016	10/01/2016	10/01-10/02	10/20/2016	10/1-10/02	10/18-10/19	10/01-10/02	
	Location 1	**Location 2**	**Location 3**	**Location 4**	**Location 5**	**Location 6**	**Location 7**	**Totals:**
Business owner	0	0	1	5	3	1	1	**11**
Property owner	1	1	6	3	1	1	3	**16**
Property owner representative	1	0	1	1	1	0	0	**4**
None of the above	4	0	94	41	57	20	37	**253**
Blank	0	0	3	3	1	0	0	**7**
No Answer	0	4	0	0	0	1	0	**5**
Business & property owner	0	0	4	0	1	1	2	**8**
	6	**5**	**109**	**53**	**64**	**24**	**43**	**304**
Total Percentage by location:	**1.97%**	**1.64%**	**35.86%**	**17.43%**	**21.05%**	**7.89%**	**14.14%**	**100.00%**

Q6: How often do you visit the part of St. Helena shown on this map?

Date:	10/01/2016	10/01/2016	10/01-10/02	10/20/2016	10/1-10/02	10/18-10/19	10/01-10/02	
	Location 1	Location 2	Location 3	Location 4	Location 5	Location 6	Location 7	Totals:
Daily	0	2	8	3	3	21	5	**42**
Weekly	1	1	6	4	2	3	2	**19**
Monthly	0	1	5	4	7	0	0	**17**
Quarterly	1	0	12	9	19	0	7	**48**
Yearly	3	1	61	18	25	0	21	**129**
Other	0	0	0	0	0	0	0	**0**
Blank	0	0	8	8	1	0	0	**17**
1 every 3-5 years	0	0	1	0	0	0	0	**1**
1st Time	1	0	2	2	3	0	1	**9**
1st time this weekend	0	0	0	0	1	0	0	**1**
2x-year	0	0	0	0	1	0	0	**1**
Daily & Weekly	0	0	0	0	1	0	0	**1**
Every few years	0	0	0	1	0	0	0	**1**
Every 20 years	0	0	1	0	0	0	0	**1**
Every Couple 5-10 yrs	0	0	0	0	0	0	1	**1**
Every other year	0	0	0	0	0	0	1	**1**
Life	0	0	1	0	0	0	0	**1**
Never	0	0	0	1	0	0	0	**1**
N/A	0	0	1	0	0	0	1	**2**
No answer	0	0	0	0	0	0	4	**4**
None of the above	0	0	2	0	0	0	0	**2**
Once every 30 years	0	0	0	1	0	0	0	**1**
Rarely	0	0	0	1	0	0	0	**1**
Visiting	0	0	0	1	0	0	0	**1**
Vacationing	0	0	1	0	0	0	0	**1**
Yearly, only once	0	0	0	0	1	0	0	**1**
	6	**5**	**109**	**53**	**64**	**24**	**43**	**304**
Total Percentage by location:	**1.97%**	**1.64%**	**35.86%**	**17.43%**	**21.05%**	**7.89%**	**14.14%**	**100.00%**

Q7: How do you get to the District?

Date:	10/01/2016	10/01/2016	10/01-10/02	10/20/2016	10/1-10/02	10/18-10/19	10/01-10/02	
	Location 1	Location 2	Location 3	Location 4	Location 5	Location 6	Location 7	Totals:
On foot	1	1	10	6	0	1	2	**21**
Bike	0	0	0	0	0	0	0	**0**
Car	5	3	87	35	57	20	36	**243**
Transit	0	1	0	3	0	0	0	**4**
Other	0	0	0	1	2	0	2	**5**
Other (Motorcycle) & Car	0	0	1	0	0	0	0	**1**
Transit & Other (Walk)	0	0	1	0	0	0	0	**1**
Bike & Car	0	0	0	1	0	0	0	**1**
Other (RV)	0	0	1	0	0	0	0	**1**
Uber	0	0	1	0	0	0	0	**1**
Car & Transit	0	0	0	0	1	1	0	**2**
N/A	0	0	1	0	0	0	1	**2**
Blank	0	0	2	3	1	1	0	**7**
Once every 5 years	0	0	0	2	0	0	0	**2**
Other (rental Car)	0	0	1	0	0	0	0	**1**
Taxi & N/A	0	0	1	0	0	0	0	**1**
On foot & Car	0	0	3	0	3	0	2	**8**
On foot & bike & car	0	0	0	2	0	1	0	**3**
	6	**5**	**109**	**53**	**64**	**24**	**43**	**304**
Total Percentage by location:	**1.97%**	**1.64%**	**35.86%**	**17.43%**	**21.05%**	**7.89%**	**14.14%**	**100.00%**

Q8: What is your primary reason for being in St. Helena today? (Choose only 1)								
Date:	10/01/2016	10/01/2016	10/01-10/02	10/20/2016	10/1-10/02	10/18-10/19	10/01-10/02	
	Location 1	**Location 2**	**Location 3**	**Location 4**	**Location 5**	**Location 6**	**Location 7**	**Totals:**
Conduct prof/personal business	1	1	5	8	4	15	2	**36**
Eat or drink at a resturant…	0	1	20	16	33	0	14	**84**
Go shopping	1	2	24	3	4	0	9	**43**
Entertainment…	0	0	2	1	0	0	0	**3**
Attend and special event	0	0	3	1	1	0	1	**6**
Stay overnight in a hotel	0	0	4	1	3	0	1	**9**
Stroll or walk around for leisure	3	0	30	10	4	1	11	**59**
Use public transportation	0	0	0	0	0	0	0	**0**
Honeymoon	0	0	0	0	1	0	0	**1**
Wine Tasting	0	0	0	0	2	0	0	**2**
Blank	0	0	1	2	0	0	0	**3**
Business	0	0	2	0	0	0	0	**2**
Class	0	0	0	0	0	1	0	**1**
Class/Prof/Pers Bus.	0	0	0	0	0	1	0	**1**
For School	0	0	0	0	0	1	0	**1**
Visiting a friend	0	0	0	0	2	0	1	**3**
Conduct/Eat	0	0	0	0	3	0	1	**4**
Conduct/Eat/Stroll	0	0	0	1	0	0	0	**1**
Conduct/Eat/Shop	0	0	0	0	1	0	1	**2**
Eat/Shop	1	0	3	1	1	0	1	**7**
Eat/Shop/Ent./Event	0	0	0	0	0	1	0	**1**
Eat/Shop/Event/Stroll	0	0	2	0	0	0	0	**2**
Eat/Shop/Stay	0	0	2	0	0	0	0	**2**
Eat/Shop/Stay/Stroll	0	0	1	0	0	0	0	**1**
Eat/Shop/Stroll	0	0	3	4	0	1	0	**8**
Eat/Stay	0	0	0	1	1	0	0	**2**
Eat/Stay/Stroll	0	0	1	0	0	0	0	**1**
Eat/Stroll	0	0	2	1	2	0	1	**6**
Eat/Wine Tasting	0	0	0	0	1	0	0	**1**
Half Marathon Run	0	0	1	0	0	0	0	**1**
I live here	0	0	0	0	0	1	0	**1**
I live here/go to class	0	0	0	0	0	1	0	**1**
Live	0	1	0	0	0	0	0	**1**
School	0	0	0	0	0	1	0	**1**
Shop/Stroll	0	0	1	2	0	0	0	**3**
Shop/Wine Tasting	0	0	0	0	1	0	0	**1**
Winery	0	0	1	1	0	0	0	**2**
Works	0	0	1	0	0	0	0	**1**
	6	**5**	**109**	**53**	**64**	**24**	**43**	**304**
Total Percentage by location:	**1.97%**	**1.64%**	**35.86%**	**17.43%**	**21.05%**	**7.89%**	**14.14%**	**100.00%**

Q9: Next I am going to read a short list of activities. For each one, please tell me how likely it is that you will do that activity today or anytime this week while in St. Helena. Please answer either "Definitely", "Likely", "Not Likely", or Definitely Not".

Date:	10/01/2016	10/01/2016	10/01-10/02	10/20/2016	10/1-10/02	10/18-10/19	10/01-10/02	
	Location 1	**Location 2**	**Location 3**	**Location 4**	**Location 5**	**Location 6**	**Location 7**	**Totals:**
Conduct professional or personal business								
Definitely	1	1	10	11	7	12	5	**47**
Likely	0	1	6	5	11	5	8	**36**
Not Likely	0	1	23	9	20	2	8	**63**
Definitely not	1	2	61	27	22	3	21	**137**
Blank	4	0	9	1	4	2	1	**21**
	6	**5**	**109**	**53**	**64**	**24**	**43**	**304**
Eat or drink at at resturant, café, or bar								
Definitely	2	4	63	38	44	8	26	**185**
Likely	3	1	37	11	18	6	15	**91**
Not Likely	1	0	3	3	2	7	1	**17**
Definitely not	0	0	2	0	0	1	1	**4**
Blank	0	0	3	1	0	2	0	**6**
Likely/Not Likely	0	0	1	0	0	0	0	**1**
	6	**5**	**109**	**53**	**64**	**24**	**43**	**304**
Go shopping								
Definitely	2	3	56	20	23	3	16	**123**
Likely	2	1	41	16	25	6	17	**108**
Not Likely	1	0	6	13	13	10	7	**50**
Definitely not	1	1	2	4	0	4	2	**14**
Blank	0	0	4	0	3	1	1	**9**
	6	**5**	**109**	**53**	**64**	**24**	**43**	**304**
Entertainment (movie, theater, night club)								
Definitely	0	2	16	5	5	3	5	**36**
Likely	0	1	15	9	12	6	5	**48**
Not Likely	0	2	46	25	32	7	13	**125**
Definitely not	4	0	24	12	9	6	19	**74**
Blank	2	0	8	2	6	2	1	**21**
	6	**5**	**109**	**53**	**64**	**24**	**43**	**304**
Attend a special event								
Definitely	0	2	13	4	9	1	6	**35**
Likely	0	0	22	10	20	8	10	**70**
Not Likely	0	2	40	23	15	9	13	**102**
Definitely not	4	1	25	13	16	3	13	**75**
Blank	2	0	9	2	4	3	1	**21**
Between Likely/Not Likely	0	0	0	1	0	0	0	**1**
	6	**5**	**109**	**53**	**64**	**24**	**43**	**304**
Stay overnight in a hotel								
Definitely	2	2	20	12	13	0	8	**57**
Likely	0	1	19	7	10	1	4	**42**
Not Likely	0	0	25	14	19	6	11	**75**
Definitely not	4	2	37	17	19	14	17	**110**
Blank	0	0	8	3	3	3	3	**20**
	6	**5**	**109**	**53**	**64**	**24**	**43**	**304**
Stroll or walk around for leisure								
Definitely	6	2	72	29	28	5	27	**169**
Likely	0	1	29	19	24	9	12	**94**
Not Likely	0	2	1	2	8	8	2	**23**
Definitely not	0	0	2	1	3	0	1	**7**
Blank	0	0	5	2	0	2	1	**10**
Likely/Not Likely	0	0	0	0	1	0	0	**1**
	6	**5**	**109**	**53**	**64**	**24**	**43**	**304**
Use public transportation								
Definitely	0	1	5	1	3	0	2	**12**
Likely	0	1	7	4	4	2	3	**21**
Not Likely	1	1	28	17	19	5	14	**85**
Definitely not	3	2	55	28	21	14	22	**145**
Blank	2	0	14	3	17	3	2	**41**
	6	**5**	**109**	**53**	**64**	**24**	**43**	**304**
Total Percentage by location:	**1.97%**	**1.64%**	**35.86%**	**17.43%**	**21.05%**	**7.89%**	**14.14%**	**100.00%**

Q10: Please tell me how strong a priority each one if these is to you. Please answer either "Very Important", Important, "Neutral", "Somewhat Important", or "Not Important".

Date:	10/01/2016	10/01/2016	10/01-10/02	10/20/2016	10/1-10/02	10/18-10/19	10/01-10/02	
	Location 1	**Location 2**	**Location 3**	**Location 4**	**Location 5**	**Location 6**	**Location 7**	**Totals:**
New Business Attraction								
Very Important	0	3	9	8	3	4	6	**33**
Important	0	0	13	13	13	6	7	**52**
Neutral	3	1	37	7	28	9	19	**104**
Somewhat Important	0	0	6	3	3	1	1	**14**
Not Important	2	1	35	21	15	3	9	**86**
Blank	1	0	9	1	2	1	1	**15**
	6	**5**	**109**	**53**	**64**	**24**	**43**	**304**
Advertising and Marketing St. Helena								
Very Important	0	2	10	1	3	3	4	**23**
Important	0	1	9	8	7	8	8	**41**
Neutral	3	1	39	18	29	9	14	**113**
Somewhat Important	0	0	13	2	3	1	1	**20**
Not Important	2	1	32	21	20	2	16	**94**
Blank	1	0	6	3	2	1	0	**13**
	6	**5**	**109**	**53**	**64**	**24**	**43**	**304**
Helping Current Business Thrive								
Very Important	0	3	24	12	15	9	14	**77**
Important	3	1	30	23	25	7	12	**101**
Neutral	0	0	27	4	13	4	8	**56**
Somewhat Important	0	1	12	2	4	2	1	**22**
Not Important	1	0	10	9	5	1	8	**34**
Blank	1	0	6	3	2	1	0	**13**
Somewhat & Not Important	1	0	0	0	0	0	0	**1**
	6	**5**	**109**	**53**	**64**	**24**	**43**	**304**
Beautification and Maintenance								
Very Important	2	2	35	18	23	9	15	**104**
Important	3	2	43	22	26	8	17	**121**
Neutral	0	1	13	2	10	4	7	**37**
Somewhat Important	1	0	4	2	2	0	1	**10**
Not Important	0	0	9	8	3	1	3	**24**
Blank	0	0	5	1		2	0	**8**
	6	**5**	**109**	**53**	**64**	**24**	**43**	**304**
Visitor Center and Information								
Very Important	0	3	20	3	8	4	6	**44**
Important	3	1	30	23	22	10	13	**102**
Neutral	1	1	30	10	25	4	14	**85**
Somewhat Important	1	0	7	3	2	2	3	**18**
Not Important	0	0	16	13	6	3	7	**45**
Blank	1	0	5	1	1	1	0	**9**
Not Readily Available	0	0	1	0	0	0	0	**1**
	6	**5**	**109**	**53**	**64**	**24**	**43**	**304**
Workforce Development Programs								
Very Important	1	3	16	1	7	10	5	**43**
Important	1	2	23	17	22	6	10	**81**
Neutral	1	0	31	13	23	6	15	**89**
Somewhat Important	1	0	7	4	2	0	4	**18**
Not Important	1	0	25	16	8	1	9	**60**
Blank	1	0	7	2	2	1	0	**13**
	6	**5**	**109**	**53**	**64**	**24**	**43**	**304**
Cleanliness								
Very Important	2	5	60	33	34	15	28	**177**
Important	2	0	38	13	25	6	14	**98**
Neutral	0	0	3	1	5	1	1	**11**
Somewhat Important	1	0	3	0	0	1	0	**5**
Not Important	0	0	2	5	0	0	0	**7**
Blank	1	0	3	1	0	1	0	**6**
	6	**5**	**109**	**53**	**64**	**24**	**43**	**304**
Walkability								
Very Important	3	5	63	34	26	14	31	**176**
Important	1	0	37	11	29	6	10	**94**
Neutral	0	0	3	2	9	2	1	**17**
Somewhat Important	1	0	1	1	0	1	1	**5**
Not Important	0	0	3	4	0	0	0	**7**
Blank	1	0	2	1	0	1	0	**5**
	6	**5**	**109**	**53**	**64**	**24**	**43**	**304**
Total Percentage by location:	**1.97%**	**1.64%**	**35.86%**	**17.43%**	**21.05%**	**7.89%**	**14.14%**	**100.00%**

Percentage by Activity
Total Surveys: 304

Date:	10/01/2016	10/01/2016	10/01-10/02	10/20/2016	10/1-10/02	10/18-10/19	10/01-10/02		
Location:	**Location 1**	**Location 2**	**Location 3**	**Location 4**	**Location 5**	**Location 6**	**Location 7**	**Totals:**	**% Totals**
Completed Surveys: 304									
Q4: Do you live and/or work in any of the zones shown on the map?									
Zone 1:									
Live	0	0	1	0	0	2	0	3	**0.99%**
Work	0	0	2	0	0	0	0	2	**0.66%**
Both	0	0	0	0	0	0	0	0	**0.00%**
Zone 2:									
Live	0	0	1	2	0	1	2	6	**1.97%**
Work	0	0	0	0	0	0	0	0	**0.00%**
Both	0	0	0	0	0	0	0	0	**0.00%**
Zone 3:									
Live	0	0	1	3	0	1	0	5	**1.64%**
Work	0	0	0	0	0	1	0	1	**0.33%**
Both	0	0	0	0	0	0	0	0	**0.00%**
Zone 4:									
Live	0	1	3	2	0	3	0	9	**2.96%**
Work	0	0	1	0	0	4	0	5	**1.64%**
Both	0	0	0	0	0	0	0	0	**0.00%**
Australia	0	0	0	1	0	0	0	1	**0.33%**
Blank	0	1	1	2	1	2	2	9	**2.96%**
Canada	0	0	0	1	0	0	0	1	**0.33%**
Does not apply	0	0	0	0	0	0	1	1	**0.33%**
Indiana	0	0	0	1	0	0	0	1	**0.33%**
Live in Napa	0	0	0	1	0	0	0	1	**0.33%**
Live Zone 2 Work Zone 1	0	0	0	0	0	0	1	1	**0.33%**
Live Zone 4 Work Zone 3	0	0	0	0	0	1	0	1	**0.33%**
Live Zone 5	0	2	0	0	1	0	0	3	**0.99%**
Live Zone 7	0	0	0	0	0	0	1	1	**0.33%**
Live & Work & Both Zone 1	0	0	1	0	0	0	0	1	**0.33%**
Live & Work Zone 4	0	0	0	0	0	0	1	1	**0.33%**
Live & Work & Both Zone 3	1	0	0	0	0	0	0	1	**0.33%**
Live & Work & Both Zone 5	0	0	1	1	0	1	0	3	**0.99%**
N/A	0	1	54	2	46	2	1	106	**34.87%**
N/U	0	0	1	0	0	0	0	1	**0.33%**
No	0	0	0	0	2	2	0	4	**1.32%**
None	0	0	1	0	1	0	0	2	**0.66%**
Not on map	0	0	0	0	0	0	1	1	**0.33%**
Out of Town	3	0	0	5	0	0	1	9	**2.96%**
From San Francisco	0	0	0	1	0	0	0	1	**0.33%**
Temporary move for school	0	0	0	0	0	1	0	1	**0.33%**
Tourist	2	0	0	1	0	0	0	3	**0.99%**
Visiting	0	0	9	0	0	0	10	19	**6.25%**
Visitor	0	0	32	28	11	1	22	94	**30.92%**
Washington DC	0	0	0	2	0	0	0	2	**0.66%**
Work Zone 1, 2, 3, & 4	0	0	0	0	2	2	0	4	**1.32%**
	6	**5**	**109**	**53**	**64**	**24**	**43**	**304**	**100.00%**

Q5: Are you a business owner, property owner, or representative of a property owner on this map of St. Helena?
(A representative means a person who is authorized to make decisions on behalf of the property owner.)

Date:	10/01/2016	10/01/2016	10/01-10/02	10/20/2016	10/1-10/02	10/18-10/19	10/01-10/02		
	Location 1	**Location 2**	**Location 3**	**Location 4**	**Location 5**	**Location 6**	**Location 7**	**Totals:**	**% Totals**
Business owner	0	0	1	5	3	1	1	11	**3.62%**
Property owner	1	1	6	3	1	1	3	16	**5.26%**
Property owner representative	1	0	1	1	1	0	0	4	**1.32%**
None of the above	4	0	94	41	57	20	37	253	**83.22%**
Blank	0	0	3	3	1	0	0	7	**2.30%**
No Answer	0	4	0	0	0	1	0	5	**1.64%**
Business & property owner	0	0	4	0	1	1	2	8	**2.63%**
	6	**5**	**109**	**53**	**64**	**24**	**43**	**304**	**100.00%**

Q6: How often do you visit the part of St. Helena shown on this map?

Date:	10/01/2016	10/01/2016	10/01-10/02	10/20/2016	10/1-10/02	10/18-10/19	10/01-10/02		
	Location 1	Location 2	Location 3	Location 4	Location 5	Location 6	Location 7	Totals:	% Totals
Daily	0	2	8	3	3	21	5	42	**13.82%**
Weekly	1	1	6	4	2	3	2	19	**6.25%**
Monthly	0	1	5	4	7	0	0	17	**5.59%**
Quarterly	1	0	12	9	19	0	7	48	**15.79%**
Yearly	3	1	61	18	25	0	21	129	**42.43%**
Other	0	0	0	0	0	0	0	0	**0.00%**
Blank	0	0	8	8	1	0	0	17	**5.59%**
1 every 3-5 years	0	0	1	0	0	0	0	1	**0.33%**
1st Time	1	0	2	2	3	0	1	9	**2.96%**
1st time this weekend	0	0	0	0	1	0	0	1	**0.33%**
2x-year	0	0	0	0	1	0	0	1	**0.33%**
Daily & Weekly	0	0	0	0	1	0	0	1	**0.33%**
Every few years	0	0	0	1	0	0	0	1	**0.33%**
Every 20 years	0	0	1	0	0	0	0	1	**0.33%**
Every Couple 5-10 yrs	0	0	0	0	0	0	1	1	**0.33%**
Every other year	0	0	0	0	0	0	1	1	**0.33%**
Life	0	0	1	0	0	0	0	1	**0.33%**
Never	0	0	0	1	0	0	0	1	**0.33%**
N/A	0	0	1	0	0	0	1	2	**0.66%**
No answer	0	0	0	0	0	0	4	4	**1.32%**
None of the above	0	0	2	0	0	0	0	2	**0.66%**
Once every 30 years	0	0	0	1	0	0	0	1	**0.33%**
Rarely	0	0	0	1	0	0	0	1	**0.33%**
Visiting	0	0	0	1	0	0	0	1	**0.33%**
Vacationing	0	0	1	0	0	0	0	1	**0.33%**
Yearly, only once	0	0	0	0	1	0	0	1	**0.33%**
	6	**5**	**109**	**53**	**64**	**24**	**43**	**304**	**100.00%**

Q7: How do you get to the District?

Date:	10/01/2016	10/01/2016	10/01-10/02	10/20/2016	10/1-10/02	10/18-10/19	10/01-10/02		
	Location 1	Location 2	Location 3	Location 4	Location 5	Location 6	Location 7	Totals:	% Totals
On foot	1	1	10	6	0	1	2	21	**6.91%**
Bike	0	0	0	0	0	0	0	0	**0.00%**
Car	5	3	87	35	57	20	36	243	**79.93%**
Transit	0	1	0	3	0	0	0	4	**1.32%**
Other	0	0	0	1	2	0	2	5	**1.64%**
Other (Motorcycle) & Car	0	0	1	0	0	0	0	1	**0.33%**
Transit & Other (Walk)	0	0	1	0	0	0	0	1	**0.33%**
Bike & Car	0	0	0	1	0	0	0	1	**0.33%**
Other (RV)	0	0	1	0	0	0	0	1	**0.33%**
Uber	0	0	1	0	0	0	0	1	**0.33%**
Car & Transit	0	0	0	0	1	1	0	2	**0.66%**
N/A	0	0	1	0	0	0	1	2	**0.66%**
Blank	0	0	2	3	1	1	0	7	**2.30%**
Once every 5 years	0	0	0	2	0	0	0	2	**0.66%**
Other (rental Car)	0	0	1	0	0	0	0	1	**0.33%**
Taxi & N/A	0	0	1	0	0	0	0	1	**0.33%**
On foot & Car	0	0	3	0	3	0	2	8	**2.63%**
On foot & bike & car	0	0	0	2	0	1	0	3	**0.99%**
	6	**5**	**109**	**53**	**64**	**24**	**43**	**304**	**100.00%**

Q8: What is your primary reason for being in St. Helena today? (Choose only 1)									
Date:	**10/01/2016**	**10/01/2016**	**10/01-10/02**	**10/20/2016**	**10/1-10/02**	**10/18-10/19**	**10/01-10/02**		
	Location 1	**Location 2**	**Location 3**	**Location 4**	**Location 5**	**Location 6**	**Location 7**	**Totals:**	**% Totals**
Conduct prof/personal busines	1	1	5	8	4	15	2	36	**11.84%**
Eat or drink at a resturant…	0	1	20	16	33	0	14	84	**27.63%**
Go shopping	1	2	24	3	4	0	9	43	**14.14%**
Entertainment…	0	0	2	1	0	0	0	3	**0.99%**
Attend and special event	0	0	3	1	1	0	1	6	**1.97%**
Stay overnight in a hotel	0	0	4	1	3	0	1	9	**2.96%**
Stroll or walk around for leisure	3	0	30	10	4	1	11	59	**19.41%**
Use public transportation	0	0	0	0	0	0	0	0	**0.00%**
Honeymoon	0	0	0	0	1	0	0	1	**0.33%**
Wine Tasting	0	0	0	0	2	0	0	2	**0.66%**
Blank	0	0	1	2	0	0	0	3	**0.99%**
Business	0	0	2	0	0	0	0	2	**0.66%**
Class	0	0	0	0	0	1	0	1	**0.33%**
Class/Prof/Pers Bus.	0	0	0	0	0	1	0	1	**0.33%**
For School	0	0	0	0	0	1	0	1	**0.33%**
Visiting a friend	0	0	0	0	2	0	1	3	**0.99%**
Conduct/Eat	0	0	0	0	3	0	1	4	**1.32%**
Conduct/Eat/Stroll	0	0	0	1	0	0	0	1	**0.33%**
Conduct/Eat/Shop	0	0	0	0	1	0	1	2	**0.66%**
Eat/Shop	1	0	3	1	1	0	1	7	**2.30%**
Eat/Shop/Ent./Event	0	0	0	0	0	1	0	1	**0.33%**
Eat/Shop/Event/Stroll	0	0	2	0	0	0	0	2	**0.66%**
Eat/Shop/Stay	0	0	2	0	0	0	0	2	**0.66%**
Eat/Shop/Stay/Stroll	0	0	1	0	0	0	0	1	**0.33%**
Eat/Shop/Stroll	0	0	3	4	0	1	0	8	**2.63%**
Eat/Stay	0	0	0	1	1	0	0	2	**0.66%**
Eat/Stay/Stroll	0	0	1	0	0	0	0	1	**0.33%**
Eat/Stroll	0	0	2	1	2	0	1	6	**1.97%**
Eat/Wine Tasting	0	0	0	0	1	0	0	1	**0.33%**
Half Marathon Run	0	0	1	0	0	0	0	1	**0.33%**
I live here	0	0	0	0	0	1	0	1	**0.33%**
I live here/go to class	0	0	0	0	0	1	0	1	**0.33%**
Live	0	1	0	0	0	0	0	1	**0.33%**
School	0	0	0	0	0	1	0	1	**0.33%**
Shop/Stroll	0	0	1	2	0	0	0	3	**0.99%**
Shop/Wine Tasting	0	0	0	0	1	0	0	1	**0.33%**
Winery	0	0	1	1	0	0	0	2	**0.66%**
Works	0	0	1	0	0	0	0	1	**0.33%**
	6	**5**	**109**	**53**	**64**	**24**	**43**	**304**	**100.00%**

Q9: Next I am going to read a short list of activities. For each one, please tell me how likely it is that you will do that activity today or anytime this week while in St. Helena. Please answer either "Definitely", "Likely", "Not Likely", or Definitely Not".

Date:	10/01/2016	10/01/2016	10/01-10/02	10/20/2016	10/1-10/02	10/18-10/19	10/01-10/02		
	Location 1	**Location 2**	**Location 3**	**Location 4**	**Location 5**	**Location 6**	**Location 7**	**Totals:**	**% Totals**
Conduct professional or personal business									
Definitely	1	1	10	11	7	12	5	47	**15.46%**
Likely	0	1	6	5	11	5	8	36	**11.84%**
Not Likely	0	1	23	9	20	2	8	63	**20.72%**
Definitely not	1	2	61	27	22	3	21	137	**45.07%**
Blank	4	0	9	1	4	2	1	21	**6.91%**
	6	**5**	**109**	**53**	**64**	**24**	**43**	**304**	**100.00%**
Eat or drink at at resturant, café, or bar									
Definitely	2	4	63	38	44	8	26	185	**60.86%**
Likely	3	1	37	11	18	6	15	91	**29.93%**
Not Likely	1	0	3	3	2	7	1	17	**5.59%**
Definitely not	0	0	2	0	0	1	1	4	**1.32%**
Blank	0	0	3	1	0	2	0	6	**1.97%**
Likely/Not Likely	0	0	1	0	0	0	0	1	**0.33%**
	6	**5**	**109**	**53**	**64**	**24**	**43**	**304**	**100.00%**
Go shopping									
Definitely	2	3	56	20	23	3	16	123	**40.46%**
Likely	2	1	41	16	25	6	17	108	**35.53%**
Not Likely	1	0	6	13	13	10	7	50	**16.45%**
Definitely not	1	1	2	4	0	4	2	14	**4.61%**
Blank	0	0	4	0	3	1	1	9	**2.96%**
	6	**5**	**109**	**53**	**64**	**24**	**43**	**304**	**100.00%**
Entertainment (movie, theater, night club)									
Definitely	0	2	16	5	5	3	5	36	**11.84%**
Likely	0	1	15	9	12	6	5	48	**15.79%**
Not Likely	0	2	46	25	32	7	13	125	**41.12%**
Definitely not	4	0	24	12	9	6	19	74	**24.34%**
Blank	2	0	8	2	6	2	1	21	**6.91%**
	6	**5**	**109**	**53**	**64**	**24**	**43**	**304**	**100.00%**
Attend a special event									
Definitely	0	2	13	4	9	1	6	35	**11.51%**
Likely	0	0	22	10	20	8	10	70	**23.03%**
Not Likely	0	2	40	23	15	9	13	102	**33.55%**
Definitely not	4	1	25	13	16	3	13	75	**24.67%**
Blank	2	0	9	2	4	3	1	21	**6.91%**
Between Likely/Not Likely	0	0	0	1	0	0	0	1	**0.33%**
	6	**5**	**109**	**53**	**64**	**24**	**43**	**304**	**100.00%**
Stay overnight in a hotel									
Definitely	2	2	20	12	13	0	8	57	**18.75%**
Likely	0	1	19	7	10	1	4	42	**13.82%**
Not Likely	0	0	25	14	19	6	11	75	**24.67%**
Definitely not	4	2	37	17	19	14	17	110	**36.18%**
Blank	0	0	8	3	3	3	3	20	**6.58%**
	6	**5**	**109**	**53**	**64**	**24**	**43**	**304**	**100.00%**
Stroll or walk around for leisure									
Definitely	6	2	72	29	28	5	27	169	**55.59%**
Likely	0	1	29	19	24	9	12	94	**30.92%**
Not Likely	0	2	1	2	8	8	2	23	**7.57%**
Definitely not	0	0	2	1	3	0	1	7	**2.30%**
Blank	0	0	5	2	0	2	1	10	**3.29%**
Likely/Not Likely	0	0	0	0	1	0	0	1	**0.33%**
	6	**5**	**109**	**53**	**64**	**24**	**43**	**304**	**100.00%**
Use public transportation									
Definitely	0	1	5	1	3	0	2	12	**3.95%**
Likely	0	1	7	4	4	2	3	21	**6.91%**
Not Likely	1	1	28	17	19	5	14	85	**27.96%**
Definitely not	3	2	55	28	21	14	22	145	**47.70%**
Blank	2	0	14	3	17	3	2	41	**13.49%**
	6	**5**	**109**	**53**	**64**	**24**	**43**	**304**	**100.00%**

Q10: Please tell me how strong a priority each one if these is to you. Please answer either "Very Important", Important, "Neutral", "Somewhat Important", or "Not Important".

Date:	10/01/2016	10/01/2016	10/01-10/02	10/20/2016	10/1-10/02	10/18-10/19	10/01-10/02		
	Location 1	**Location 2**	**Location 3**	**Location 4**	**Location 5**	**Location 6**	**Location 7**	**Totals:**	**% Totals**
New Business Attraction									
Very Important	0	3	9	8	3	4	6	33	**10.86%**
Important	0	0	13	13	13	6	7	52	**17.11%**
Neutral	3	1	37	7	28	9	19	104	**34.21%**
Somewhat Important	0	0	6	3	3	1	1	14	**4.61%**
Not Important	2	1	35	21	15	3	9	86	**28.29%**
Blank	1	0	9	1	2	1	1	15	**4.93%**
	6	**5**	**109**	**53**	**64**	**24**	**43**	**304**	**100.00%**
Advertising and Marketing St. Helena									
Very Important	0	2	10	1	3	3	4	23	**7.57%**
Important	0	1	9	8	7	8	8	41	**13.49%**
Neutral	3	1	39	18	29	9	14	113	**37.17%**
Somewhat Important	0	0	13	2	3	1	1	20	**6.58%**
Not Important	2	1	32	21	20	2	16	94	**30.92%**
Blank	1	0	6	3	2	1	0	13	**4.28%**
	6	**5**	**109**	**53**	**64**	**24**	**43**	**304**	**100.00%**
Helping Current Business Thrive									
Very Important	0	3	24	12	15	9	14	77	**25.33%**
Important	3	1	30	23	25	7	12	101	**33.22%**
Neutral	0	0	27	4	13	4	8	56	**18.42%**
Somewhat Important	0	1	12	2	4	2	1	22	**7.24%**
Not Important	1	0	10	9	5	1	8	34	**11.18%**
Blank	1	0	6	3	2	1	0	13	**4.28%**
Somewhat & Not Important	1	0	0	0	0	0	0	1	**0.33%**
	6	**5**	**109**	**53**	**64**	**24**	**43**	**304**	**100.00%**
Beautification and Maintenance									
Very Important	2	2	35	18	23	9	15	104	**34.21%**
Important	3	2	43	22	26	8	17	121	**39.80%**
Neutral	0	1	13	2	10	4	7	37	**12.17%**
Somewhat Important	1	0	4	2	2	0	1	10	**3.29%**
Not Important	0	0	9	8	3	1	3	24	**7.89%**
Blank	0	0	5	1		2	0	8	**2.63%**
	6	**5**	**109**	**53**	**64**	**24**	**43**	**304**	**100.00%**
Visitor Center and Information									
Very Important	0	3	20	3	8	4	6	44	**14.47%**
Important	3	1	30	23	22	10	13	102	**33.55%**
Neutral	1	1	30	10	25	4	14	85	**27.96%**
Somewhat Important	1	0	7	3	2	2	3	18	**5.92%**
Not Important	0	0	16	13	6	3	7	45	**14.80%**
Blank	1	0	5	1	1	1	0	9	**2.96%**
Not Readily Available	0	0	1	0	0	0	0	1	**0.33%**
	6	**5**	**109**	**53**	**64**	**24**	**43**	**304**	**100.00%**
Workforce Development Programs									
Very Important	1	3	16	1	7	10	5	43	**14.14%**
Important	1	2	23	17	22	6	10	81	**26.64%**
Neutral	1	0	31	13	23	6	15	89	**29.28%**
Somewhat Important	1	0	7	4	2	0	4	18	**5.92%**
Not Important	1	0	25	16	8	1	9	60	**19.74%**
Blank	1	0	7	2	2	1	0	13	**4.28%**
	6	**5**	**109**	**53**	**64**	**24**	**43**	**304**	**100.00%**
Cleanliness									
Very Important	2	5	60	33	34	15	28	177	**58.22%**
Important	2	0	38	13	25	6	14	98	**32.24%**
Neutral	0	0	3	1	5	1	1	11	**3.62%**
Somewhat Important	1	0	3	0	0	1	0	5	**1.64%**
Not Important	0	0	2	5	0	0	0	7	**2.30%**
Blank	1	0	3	1	0	1	0	6	**1.97%**
	6	**5**	**109**	**53**	**64**	**24**	**43**	**304**	**100.00%**
Walkability									
Very Important	3	5	63	34	26	14	31	176	**57.89%**
Important	1	0	37	11	29	6	10	94	**30.92%**
Neutral	0	0	3	2	9	2	1	17	**5.59%**
Somewhat Important	1	0	1	1	0	1	1	5	**1.64%**
Not Important	0	0	3	4	0	0	0	7	**2.30%**
Blank	1	0	2	1	0	1	0	5	**1.64%**
	6	**5**	**109**	**53**	**64**	**24**	**43**	**304**	**100.00%**

Totals by Date
Total Surveys: 304

Date:	10/1/16	10/1/16	10/01-10/02	10/1-10/02	10/01/-10/02	10/18-10/19	10/20/16	
Location:	**Location 1**	**Location 2**	**Location 3**	**Location 5**	**Location 7**	**Location 6**	**Location 4**	**Totals:**
Completed Surveys: 304								
Q4: Do you live and/or work in any of the zones shown on the map?								
Zone 1:								
Live	0	0	1	0	0	2	0	**3**
Work	0	0	2	0	0	0	0	**2**
Both	0	0	0	0	0	0	0	**0**
Zone 2:								
Live	0	0	1	0	2	1	2	**4**
Work	0	0	0	0	0	0	0	**0**
Both	0	0	0	0	0	0	0	**0**
Zone 3:								
Live	0	0	1	0	0	1	3	**2**
Work	0	0	0	0	0	1	0	**1**
Both	0	0	0	0	0	0	0	**0**
Zone 4:								
Live	0	1	3	0	0	3	2	**7**
Work	0	0	1	0	0	4	0	**5**
Both	0	0	0	0	0	0	0	**0**
Australia	0	0	0	0	0	0	1	**0**
Blank	0	1	1	1	2	2	2	**7**
Canada	0	0	0	0	0	0	1	**0**
Does not apply	0	0	0	0	1	0	0	**1**
Indiana	0	0	0	0	0	0	1	**0**
Live in Napa	0	0	0	0	0	0	1	**0**
Live Zone 2 Work Zone 1	0	0	0	0	1	0	0	**1**
Live Zone 4 Work Zone 3	0	0	0	0	0	1	0	**1**
Live Zone 5	0	2	0	1	0	0	0	**3**
Live Zone 7	0	0	0	0	1	0	0	**1**
Live & Work & Both Zone 1	0	0	1	0	0	0	0	**1**
Live & Work Zone 4	0	0	0	0	1	0	0	**1**
Live & Work & Both Zone 3	1	0	0	0	0	0	0	**1**
Live & Work & Both Zone 5	0	0	1	0	0	1	1	**2**
N/A	0	1	54	46	1	2	2	**104**
N/U	0	0	1	0	0	0	0	**1**
No	0	0	0	2	0	2	0	**4**
None	0	0	1	1	0	0	0	**2**
Not on map	0	0	0	0	1	0	0	**1**
Out of Town	3	0	0	0	1	0	5	**4**
From San Francisco	0	0	0	0	0	0	1	**0**
Temporary move for school	0	0	0	0	0	1	0	**1**
Tourist	2	0	0	0	0	0	1	**2**
Visiting	0	0	9	0	10	0	0	**19**
Visitor	0	0	32	11	22	1	28	**66**
Washington DC	0	0	0	0	0	0	2	**0**
Work Zone 1, 2, 3, & 4	0	0	0	2	0	2	0	**4**
	6	**5**	**109**	**64**	**43**	**24**	**53**	**304**

Q5: Are you a business owner, property owner, or representative of a property owner on this map of St. Helena?
(A representative means a person who is authorized to make decisions on behalf of the property owner.)

Date:	10/1/16	10/1/16	10/01-10/02	10/1-10/02	10/01-10/02	10/18-10/19	10/20/16	
	Location 1	**Location 2**	**Location 3**	**Location 5**	**Location 7**	**Location 6**	**Location 4**	**Totals:**
Business owner	0	0	1	3	1	1	5	**11**
Property owner	1	1	6	1	3	1	3	**16**
Property owner representative	1	0	1	1	0	0	1	**4**
None of the above	4	0	94	57	37	20	41	**253**
Blank	0	0	3	1	0	0	3	**7**
No Answer	0	4	0	0	0	1	0	**5**
Business & property owner	0	0	4	1	2	1	0	**8**
	6	**5**	**109**	**64**	**43**	**24**	**53**	**304**

Q6: How often do you visit the part of St. Helena shown on this map?								
Date:	10/1/16	10/1/16	10/01-10/02	10/1-10/02	10/01-10/02	10/18-10/19	10/20/16	
	Location 1	Location 2	Location 3	Location 5	Location 7	Location 6	Location 4	Totals:
Daily	0	2	8	3	5	21	3	**39**
Weekly	1	1	6	2	2	3	4	**15**
Monthly	0	1	5	7	0	0	4	**13**
Quarterly	1	0	12	19	7	0	9	**39**
Yearly	3	1	61	25	21	0	18	**111**
Other	0	0	0	0	0	0	0	**0**
Blank	0	0	8	1	0	0	8	**9**
1 every 3-5 years	0	0	1	0	0	0	0	**1**
1st Time	1	0	2	3	1	0	2	**7**
1st time this weekend	0	0	0	1	0	0	0	**1**
2x-year	0	0	0	1	0	0	0	**1**
Daily & Weekly	0	0	0	1	0	0	0	**1**
Every few years	0	0	0	0	0	0	1	**0**
Every 20 years	0	0	1	0	0	0	0	**1**
Every Couple 5-10 yrs	0	0	0	0	1	0	0	**1**
Every other year	0	0	0	0	1	0	0	**1**
Life	0	0	1	0	0	0	0	**1**
Never	0	0	0	0	0	0	1	**0**
N/A	0	0	1	0	1	0	0	**2**
No answer	0	0	0	0	4	0	0	**4**
None of the above	0	0	2	0	0	0	0	**2**
Once every 30 years	0	0	0	0	0	0	1	**0**
Rarely	0	0	0	0	0	0	1	**0**
Visiting	0	0	0	0	0	0	1	**0**
Vacationing	0	0	1	0	0	0	0	**1**
Yearly, only once	0	0	0	1	0	0	0	**1**
	6	**5**	**109**	**64**	**43**	**24**	**53**	**304**

Q7: How do you get to the District?								
Date:	10/1/16	10/1/16	10/01-10/02	10/1-10/02	10/01-10/02	10/18-10/19	10/20/16	
	Location 1	Location 2	Location 3	Location 5	Location 7	Location 6	Location 4	Totals:
On foot	1	1	10	0	2	1	6	**15**
Bike	0	0	0	0	0	0	0	**0**
Car	5	3	87	57	36	20	35	**208**
Transit	0	1	0	0	0	0	3	**1**
Other	0	0	0	2	2	0	1	**4**
Other (Motorcycle) & Car	0	0	1	0	0	0	0	**1**
Transit & Other (Walk)	0	0	1	0	0	0	0	**1**
Bike & Car	0	0	0	0	0	0	1	**0**
Other (RV)	0	0	1	0	0	0	0	**1**
Uber	0	0	1	0	0	0	0	**1**
Car & Transit	0	0	0	1	0	1	0	**2**
N/A	0	0	1	0	1	0	0	**2**
Blank	0	0	2	1	0	1	3	**4**
Once every 5 years	0	0	0	0	0	0	2	**0**
Other (rental Car)	0	0	1	0	0	0	0	**1**
Taxi & N/A	0	0	1	0	0	0	0	**1**
On foot & Car	0	0	3	3	2	0	0	**8**
On foot & bike & car	0	0	0	0	0	1	2	**1**
	6	**5**	**109**	**64**	**43**	**24**	**53**	**304**

Q8: What is your primary reason for being in St. Helena today? (Choose only 1)								
Date:	10/1/16	10/1/16	10/01-10/02	10/1-10/02	10/01-10/02	10/18-10/19	10/20/16	
	Location 1	Location 2	Location 3	Location 5	Location 7	Location 6	Location 4	Totals:
Conduct prof/personal busines	1	1	5	4	2	15	8	**28**
Eat or drink at a resturant…	0	1	20	33	14	0	16	**68**
Go shopping	1	2	24	4	9	0	3	**40**
Entertainment…	0	0	2	0	0	0	1	**2**
Attend and special event	0	0	3	1	1	0	1	**5**
Stay overnight in a hotel	0	0	4	3	1	0	1	**8**
Stroll or walk around for leisure	3	0	30	4	11	1	10	**49**
Use public transportation	0	0	0	0	0	0	0	**0**
Honeymoon	0	0	0	1	0	0	0	**1**
Wine Tasting	0	0	0	2	0	0	0	**2**
Blank	0	0	1	0	0	0	2	**1**
Business	0	0	2	0	0	0	0	**2**
Class	0	0	0	0	0	1	0	**1**
Class/Prof/Pers Bus.	0	0	0	0	0	1	0	**1**
For School	0	0	0	0	0	1	0	**1**
Visiting a friend	0	0	0	2	1	0	0	**3**
Conduct/Eat	0	0	0	3	1	0	0	**4**
Conduct/Eat/Stroll	0	0	0	0	0	0	1	**0**
Conduct/Eat/Shop	0	0	0	1	1	0	0	**2**
Eat/Shop	1	0	3	1	1	0	1	**6**
Eat/Shop/Ent./Event	0	0	0	0	0	1	0	**1**
Eat/Shop/Event/Stroll	0	0	2	0	0	0	0	**2**
Eat/Shop/Stay	0	0	2	0	0	0	0	**2**
Eat/Shop/Stay/Stroll	0	0	1	0	0	0	0	**1**
Eat/Shop/Stroll	0	0	3	0	0	1	4	**4**
Eat/Stay	0	0	0	1	0	0	1	**1**
Eat/Stay/Stroll	0	0	1	0	0	0	0	**1**
Eat/Stroll	0	0	2	2	1	0	1	**5**
Eat/Wine Tasting	0	0	0	1	0	0	0	**1**
Half Marathon Run	0	0	1	0	0	0	0	**1**
I live here	0	0	0	0	0	1	0	**1**
I live here/go to class	0	0	0	0	0	1	0	**1**
Live	0	1	0	0	0	0	0	**1**
School	0	0	0	0	0	1	0	**1**
Shop/Stroll	0	0	1	0	0	0	2	**1**
Shop/Wine Tasting	0	0	0	1	0	0	0	**1**
Winery	0	0	1	0	0	0	1	**1**
Works	0	0	1	0	0	0	0	**1**
	6	**5**	**109**	**64**	**43**	**24**	**53**	**304**

Q9: Next I am going to read a short list of activities. For each one, please tell me how likely it is that you will do that activity today or anytime this week while in St. Helena. Please answer either "Definitely", "Likely", "Not Likely", or Definitely Not".

Date:	10/1/16	10/1/16	10/01-10/02	10/1-10/02	10/01-10/02	10/18-10/19	10/20/16	
	Location 1	**Location 2**	**Location 3**	**Location 5**	**Location 7**	**Location 6**	**Location 4**	**Totals:**
Conduct professional or personal business								
Definitely	1	1	10	7	5	12	11	**36**
Likely	0	1	6	11	8	5	5	**31**
Not Likely	0	1	23	20	8	2	9	**54**
Definitely not	1	2	61	22	21	3	27	**110**
Blank	4	0	9	4	1	2	1	**20**
	6	**5**	**109**	**64**	**43**	**24**	**53**	**304**
Eat or drink at at resturant, café, or bar								
Definitely	2	4	63	44	26	8	38	**147**
Likely	3	1	37	18	15	6	11	**80**
Not Likely	1	0	3	2	1	7	3	**14**
Definitely not	0	0	2	0	1	1	0	**4**
Blank	0	0	3	0	0	2	1	**5**
Likely/Not Likely	0	0	1	0	0	0	0	**1**
	6	**5**	**109**	**64**	**43**	**24**	**53**	**304**
Go shopping								
Definitely	2	3	56	23	16	3	20	**103**
Likely	2	1	41	25	17	6	16	**92**
Not Likely	1	0	6	13	7	10	13	**37**
Definitely not	1	1	2	0	2	4	4	**10**
Blank	0	0	4	3	1	1	0	**9**
	6	**5**	**109**	**64**	**43**	**24**	**53**	**304**
Entertainment (movie, theater, night club)								
Definitely	0	2	16	5	5	3	5	**31**
Likely	0	1	15	12	5	6	9	**39**
Not Likely	0	2	46	32	13	7	25	**100**
Definitely not	4	0	24	9	19	6	12	**62**
Blank	2	0	8	6	1	2	2	**19**
	6	**5**	**109**	**64**	**43**	**24**	**53**	**304**
Attend a special event								
Definitely	0	2	13	9	6	1	4	**31**
Likely	0	0	22	20	10	8	10	**60**
Not Likely	0	2	40	15	13	9	23	**79**
Definitely not	4	1	25	16	13	3	13	**62**
Blank	2	0	9	4	1	3	2	**19**
Between Likely/Not Likely	0	0	0	0	0	0	1	**0**
	6	**5**	**109**	**64**	**43**	**24**	**53**	**304**
Stay overnight in a hotel								
Definitely	2	2	20	13	8	0	12	**45**
Likely	0	1	19	10	4	1	7	**35**
Not Likely	0	0	25	19	11	6	14	**61**
Definitely not	4	2	37	19	17	14	17	**93**
Blank	0	0	8	3	3	3	3	**17**
	6	**5**	**109**	**64**	**43**	**24**	**53**	**304**
Stroll or walk around for leisure								
Definitely	6	2	72	28	27	5	29	**140**
Likely	0	1	29	24	12	9	19	**75**
Not Likely	0	2	1	8	2	8	2	**21**
Definitely not	0	0	2	3	1	0	1	**6**
Blank	0	0	5	0	1	2	2	**8**
Likely/Not Likely	0	0	0	1	0	0	0	**1**
	6	**5**	**109**	**64**	**43**	**24**	**53**	**304**
Use public transportation								
Definitely	0	1	5	3	2	0	1	**11**
Likely	0	1	7	4	3	2	4	**17**
Not Likely	1	1	28	19	14	5	17	**68**
Definitely not	3	2	55	21	22	14	28	**117**
Blank	2	0	14	17	2	3	3	**38**
	6	**5**	**109**	**64**	**43**	**24**	**53**	**304**

Q10: Please tell me how strong a priority each one if these is to you. Please answer either "Very Important", Important, "Neutral", "Somewhat Important", or "Not Important".								
Date:	10/1/16	10/1/16	10/01-10/02	10/1-10/02	10/01-10/02	10/18-10/19	10/20/16	
	Location 1	**Location 2**	**Location 3**	**Location 5**	**Location 7**	**Location 6**	**Location 4**	**Totals:**
New Business Attraction								
Very Important	0	3	9	3	6	4	8	**25**
Important	0	0	13	13	7	6	13	**39**
Neutral	3	1	37	28	19	9	7	**97**
Somewhat Important	0	0	6	3	1	1	3	**11**
Not Important	2	1	35	15	9	3	21	**65**
Blank	1	0	9	2	1	1	1	**14**
	6	**5**	**109**	**64**	**43**	**24**	**53**	**304**
Advertising and Marketing St. Helena								
Very Important	0	2	10	3	4	3	1	**22**
Important	0	1	9	7	8	8	8	**33**
Neutral	3	1	39	29	14	9	18	**95**
Somewhat Important	0	0	13	3	1	1	2	**18**
Not Important	2	1	32	20	16	2	21	**73**
Blank	1	0	6	2	0	1	3	**10**
	6	**5**	**109**	**64**	**43**	**24**	**53**	**304**
Helping Current Business Thrive								
Very Important	0	3	24	15	14	9	12	**65**
Important	3	1	30	25	12	7	23	**78**
Neutral	0	0	27	13	8	4	4	**52**
Somewhat Important	0	1	12	4	1	2	2	**20**
Not Important	1	0	10	5	8	1	9	**25**
Blank	1	0	6	2	0	1	3	**10**
Somewhat & Not Important	1	0	0	0	0	0	0	**1**
	6	**5**	**109**	**64**	**43**	**24**	**53**	**304**
Beautification and Maintenance								
Very Important	2	2	35	23	15	9	18	**86**
Important	3	2	43	26	17	8	22	**99**
Neutral	0	1	13	10	7	4	2	**35**
Somewhat Important	1	0	4	2	1	0	2	**8**
Not Important	0	0	9	3	3	1	8	**16**
Blank	0	0	5		0	2	1	**7**
	6	**5**	**109**	**64**	**43**	**24**	**53**	**304**
Visitor Center and Information								
Very Important	0	3	20	8	6	4	3	**41**
Important	3	1	30	22	13	10	23	**79**
Neutral	1	1	30	25	14	4	10	**75**
Somewhat Important	1	0	7	2	3	2	3	**15**
Not Important	0	0	16	6	7	3	13	**32**
Blank	1	0	5	1	0	1	1	**8**
Not Readily Available	0	0	1	0	0	0	0	**1**
	6	**5**	**109**	**64**	**43**	**24**	**53**	**304**
Workforce Development Programs								
Very Important	1	3	16	7	5	10	1	**42**
Important	1	2	23	22	10	6	17	**64**
Neutral	1	0	31	23	15	6	13	**76**
Somewhat Important	1	0	7	2	4	0	4	**14**
Not Important	1	0	25	8	9	1	16	**44**
Blank	1	0	7	2	0	1	2	**11**
	6	**5**	**109**	**64**	**43**	**24**	**53**	**304**
Cleanliness								
Very Important	2	5	60	34	28	15	33	**144**
Important	2	0	38	25	14	6	13	**85**
Neutral	0	0	3	5	1	1	1	**10**
Somewhat Important	1	0	3	0	0	1	0	**5**
Not Important	0	0	2	0	0	0	5	**2**
Blank	1	0	3	0	0	1	1	**5**
	6	**5**	**109**	**64**	**43**	**24**	**53**	**304**
Walkability								
Very Important	3	5	63	26	31	14	34	**142**
Important	1	0	37	29	10	6	11	**83**
Neutral	0	0	3	9	1	2	2	**15**
Somewhat Important	1	0	1	0	1	1	1	**4**
Not Important	0	0	3	0	0	0	4	**3**
Blank	1	0	2	0	0	1	1	**4**
	6	**5**	**109**	**64**	**43**	**24**	**53**	**304**

Location 1: St. Helena Hwy & Rockland Dr
Total Surveys: 304

Date:	**10/01/2016**	
Location:	**Location 1**	**% Totals**
Completed Surveys: 6		
Q4: Do you live and/or work in any of the zones shown on the map?		
Zone 1:		
Live	0	0.00%
Work	0	0.00%
Both	0	0.00%
Zone 2:		
Live	0	0.00%
Work	0	0.00%
Both	0	0.00%
Zone 3:		
Live	0	0.00%
Work	0	0.00%
Both	0	0.00%
Zone 4:		
Live	0	0.00%
Work	0	0.00%
Both	0	0.00%
Australia	0	0.00%
Blank	0	0.00%
Canada	0	0.00%
Does not apply	0	0.00%
Indiana	0	0.00%
Live in Napa	0	0.00%
Live Zone 2 Work Zone 1	0	0.00%
Live Zone 4 Work Zone 3	0	0.00%
Live Zone 5	0	0.00%
Live Zone 7	0	0.00%
Live & Work & Both Zone 1	0	0.00%
Live & Work Zone 4	0	0.00%
Live & Work & Both Zone 3	1	0.33%
Live & Work & Both Zone 5	0	0.00%
N/A	0	0.00%
N/U	0	0.00%
No	0	0.00%
None	0	0.00%
Not on map	0	0.00%
Out of Town	3	0.99%
From San Francisco	0	0.00%
Temporary move for school	0	0.00%
Tourist	2	0.66%
Visiting	0	0.00%
Visitor	0	0.00%
Washington DC	0	0.00%
Work Zone 1, 2, 3, & 4	0	0.00%
	6	**1.97%**

Q5: Are you a business owner, property owner, or representative of a property owner on this map of St. Helena?
(A representative means aperson who is authorized to make decisions on behalf of the property owner.)

Date:	**10/1/16**	
	Location 1	**% Totals**
Business owner	0	0.00%
Property owner	1	0.33%
Property owner representative	1	0.33%
None of the above	4	1.32%
Blank	0	0.00%
No Answer	0	0.00%
Business & property owner	0	0.00%
	6	**1.97%**

Q6: How often do you visit the part of St. Helena shown on this map?		
Date:	**10/1/16**	
	Location 1	**% Totals**
Daily	0	0.00%
Weekly	1	0.33%
Monthly	0	0.00%
Quarterly	1	0.33%
Yearly	3	0.99%
Other	0	0.00%
Blank	0	0.00%
1 every 3-5 years	0	0.00%
1st Time	1	0.33%
1st time this weekend	0	0.00%
2x-year	0	0.00%
Daily & Weekly	0	0.00%
Every few years	0	0.00%
Every 20 years	0	0.00%
Every Couple 5-10 yrs	0	0.00%
Every other year	0	0.00%
Life	0	0.00%
Never	0	0.00%
N/A	0	0.00%
No answer	0	0.00%
None of the above	0	0.00%
Once every 30 years	0	0.00%
Rarely	0	0.00%
Visiting	0	0.00%
Vacationing	0	0.00%
Yearly, only once	0	0.00%
	6	**1.97%**

Q7: How do you get to the District?		
Date:	**10/1/16**	
	Location 1	**% Totals**
On foot	1	0.33%
Bike	0	0.00%
Car	5	1.64%
Transit	0	0.00%
Other	0	0.00%
Other (Motorcycle) & Car	0	0.00%
Transit & Other (Walk)	0	0.00%
Bike & Car	0	0.00%
Other (RV)	0	0.00%
Uber	0	0.00%
Car & Transit	0	0.00%
N/A	0	0.00%
Blank	0	0.00%
Once every 5 years	0	0.00%
Other (rental Car)	0	0.00%
Taxi & N/A	0	0.00%
On foot & Car	0	0.00%
On foot & bike & car	0	0.00%
	6	**1.97%**

Q8: What is your primary reason for being in St. Helena today? (Choose only 1)		
Date:	**10/1/16**	
	Location 1	**% Totals**
Conduct prof/personal busines	1	0.33%
Eat or drink at a resturant…	0	0.00%
Go shopping	1	0.33%
Entertainment…	0	0.00%
Attend and special event	0	0.00%
Stay overnight in a hotel	0	0.00%
Stroll or walk around for leisure	3	0.99%
Use public transportation	0	0.00%
Honeymoon	0	0.00%
Wine Tasting	0	0.00%
Blank	0	0.00%
Business	0	0.00%
Class	0	0.00%
Class/Prof/Pers Bus.	0	0.00%
For School	0	0.00%
Visiting a friend	0	0.00%
Conduct/Eat	0	0.00%
Conduct/Eat/Stroll	0	0.00%
Conduct/Eat/Shop	0	0.00%
Eat/Shop	1	0.33%
Eat/Shop/Ent./Event	0	0.00%
Eat/Shop/Event/Stroll	0	0.00%
Eat/Shop/Stay	0	0.00%
Eat/Shop/Stay/Stroll	0	0.00%
Eat/Shop/Stroll	0	0.00%
Eat/Stay	0	0.00%
Eat/Stay/Stroll	0	0.00%
Eat/Stroll	0	0.00%
Eat/Wine Tasting	0	0.00%
Half Marathon Run	0	0.00%
I live here	0	0.00%
I live here/go to class	0	0.00%
Live	0	0.00%
School	0	0.00%
Shop/Stroll	0	0.00%
Shop/Wine Tasting	0	0.00%
Winery	0	0.00%
Works	0	0.00%
	6	**1.97%**

Q9: Next I am going to read a short list of activities. For each one, please tell me how likely it is that you will do that activity today or anytime this week while in St. Helena. Please answer either "Definitely", "Likely", "Not Likely", or Definitely Not".

Date:	10/1/16	
	Location 1	% Totals
Conduct professional or personal business		
Definitely	1	0.33%
Likely	0	0.00%
Not Likely	0	0.00%
Definitely not	1	0.33%
Blank	4	1.32%
	6	**1.97%**
Eat or drink at at resturant, café, or bar		
Definitely	2	0.66%
Likely	3	0.99%
Not Likely	1	0.33%
Definitely not	0	0.00%
Blank	0	0.00%
Likely/Not Likely	0	0.00%
	6	**1.97%**
Go shopping		
Definitely	2	0.66%
Likely	2	0.66%
Not Likely	1	0.33%
Definitely not	1	0.33%
Blank	0	0.00%
	6	**1.97%**
Entertainment (movie, theater, night club)		
Definitely	0	0.00%
Likely	0	0.00%
Not Likely	0	0.00%
Definitely not	4	1.32%
Blank	2	0.66%
	6	**1.97%**
Attend a special event		
Definitely	0	0.00%
Likely	0	0.00%
Not Likely	0	0.00%
Definitely not	4	1.32%
Blank	2	0.66%
Between Likely/Not Likely	0	0.00%
	6	**1.97%**
Stay overnight in a hotel		
Definitely	2	0.66%
Likely	0	0.00%
Not Likely	0	0.00%
Definitely not	4	1.32%
Blank	0	0.00%
	6	**1.97%**
Stroll or walk around for leisure		
Definitely	6	1.97%
Likely	0	0.00%
Not Likely	0	0.00%
Definitely not	0	0.00%
Blank	0	0.00%
Likely/Not Likely	0	0.00%
	6	**1.97%**
Use public transportation		
Definitely	0	0.00%
Likely	0	0.00%
Not Likely	1	0.33%
Definitely not	3	0.99%
Blank	2	0.66%
	6	**1.97%**

Q10: Please tell me how strong a priority each one if these is to you. Please answer either "Very Important", Important, "Neutral", "Somewhat Important", or "Not Important".

Date:	10/1/16	
	Location 1	**% Totals**
New Business Attraction		
Very Important	0	0.00%
Important	0	0.00%
Neutral	3	0.99%
Somewhat Important	0	0.00%
Not Important	2	0.66%
Blank	1	0.33%
	6	**1.97%**
Advertising and Marketing St. Helena		
Very Important	0	0.00%
Important	0	0.00%
Neutral	3	0.99%
Somewhat Important	0	0.00%
Not Important	2	0.66%
Blank	1	0.33%
	6	**1.97%**
Helping Current Business Thrive		
Very Important	0	0.00%
Important	3	0.99%
Neutral	0	0.00%
Somewhat Important	0	0.00%
Not Important	1	0.33%
Blank	1	0.33%
Somewhat & Not Important	1	0.33%
	6	**1.97%**
Beautification and Maintenance		
Very Important	2	0.66%
Important	3	0.99%
Neutral	0	0.00%
Somewhat Important	1	0.33%
Not Important	0	0.00%
Blank	0	0.00%
	6	**1.97%**
Visitor Center and Information		
Very Important	0	0.00%
Important	3	0.99%
Neutral	1	0.33%
Somewhat Important	1	0.33%
Not Important	0	0.00%
Blank	1	0.33%
Not Readily Available	0	0.00%
	6	**1.97%**
Workforce Development Programs		
Very Important	1	0.33%
Important	1	0.33%
Neutral	1	0.33%
Somewhat Important	1	0.33%
Not Important	1	0.33%
Blank	1	0.33%
	6	**1.97%**
Cleanliness		
Very Important	2	0.66%
Important	2	0.66%
Neutral	0	0.00%
Somewhat Important	1	0.33%
Not Important	0	0.00%
Blank	1	0.33%
	6	**1.97%**
Walkability		
Very Important	3	0.99%
Important	1	0.33%
Neutral	0	0.00%
Somewhat Important	1	0.33%
Not Important	0	0.00%
Blank	1	0.33%
	6	**1.97%**

Location 2 St. Helena Hwy & Elmhurst Ave
Total Surveys: 304

Date:	**10/01/2016**	
Location:	**Location 2**	**% Totals**
Completed Surveys: 5		
Q4: Do you live and/or work in any of the zones shown on the map?		
Zone 1:		
Live	0	0.00%
Work	0	0.00%
Both	0	0.00%
Zone 2:		
Live	0	0.00%
Work	0	0.00%
Both	0	0.00%
Zone 3:		
Live	0	0.00%
Work	0	0.00%
Both	0	0.00%
Zone 4:		
Live	1	0.33%
Work	0	0.00%
Both	0	0.00%
Australia	0	0.00%
Blank	1	0.33%
Canada	0	0.00%
Does not apply	0	0.00%
Indiana	0	0.00%
Live in Napa	0	0.00%
Live Zone 2 Work Zone 1	0	0.00%
Live Zone 4 Work Zone 3	0	0.00%
Live Zone 5	2	0.66%
Live Zone 7	0	0.00%
Live & Work & Both Zone 1	0	0.00%
Live & Work Zone 4	0	0.00%
Live & Work & Both Zone 3	0	0.00%
Live & Work & Both Zone 5	0	0.00%
N/A	1	0.33%
N/U	0	0.00%
No	0	0.00%
None	0	0.00%
Not on map	0	0.00%
Out of Town	0	0.00%
From San Francisco	0	0.00%
Temporary move for school	0	0.00%
Tourist	0	0.00%
Visiting	0	0.00%
Visitor	0	0.00%
Washington DC	0	0.00%
Work Zone 1, 2, 3, & 4	0	0.00%
	5	**1.64%**

Q5: Are you a business owner, property owner, or representative of a property owner on this map of St. Helena?
(A representative means a person who is authorized to make decisions on behalf of the property owner.)

Date:	**10/1/16**	
	Location 2	**% Totals**
Business owner	0	0.00%
Property owner	1	0.33%
Property owner representative	0	0.00%
None of the above	0	0.00%
Blank	0	0.00%
No Answer	4	1.32%
Business & property owner	0	0.00%
	5	**1.64%**

Q6: How often do you visit the part of St. Helena shown on this map?

Date:	10/1/16	
	Location 2	**% Totals**
Daily	2	0.66%
Weekly	1	0.33%
Monthly	1	0.33%
Quarterly	0	0.00%
Yearly	1	0.33%
Other	0	0.00%
Blank	0	0.00%
1 every 3-5 years	0	0.00%
1st Time	0	0.00%
1st time this weekend	0	0.00%
2x-year	0	0.00%
Daily & Weekly	0	0.00%
Every few years	0	0.00%
Every 20 years	0	0.00%
Every Couple 5-10 yrs	0	0.00%
Every other year	0	0.00%
Life	0	0.00%
Never	0	0.00%
N/A	0	0.00%
No answer	0	0.00%
None of the above	0	0.00%
Once every 30 years	0	0.00%
Rarely	0	0.00%
Visiting	0	0.00%
Vacationing	0	0.00%
Yearly, only once	0	0.00%
	5	**1.64%**

Q7: How do you get to the District?

Date:	10/1/16	
	Location 2	**% Totals**
On foot	1	0.33%
Bike	0	0.00%
Car	3	0.99%
Transit	1	0.33%
Other	0	0.00%
Other (Motorcycle) & Car	0	0.00%
Transit & Other (Walk)	0	0.00%
Bike & Car	0	0.00%
Other (RV)	0	0.00%
Uber	0	0.00%
Car & Transit	0	0.00%
N/A	0	0.00%
Blank	0	0.00%
Once every 5 years	0	0.00%
Other (rental Car)	0	0.00%
Taxi & N/A	0	0.00%
On foot & Car	0	0.00%
On foot & bike & car	0	0.00%
	5	**1.64%**

Q8: What is your primary reason for being in St. Helena today? (Choose only 1)		
Date:	**10/1/16**	
	Location 2	**% Totals**
Conduct prof/personal busines	1	0.33%
Eat or drink at a resturant…	1	0.33%
Go shopping	2	0.66%
Entertainment…	0	0.00%
Attend and special event	0	0.00%
Stay overnight in a hotel	0	0.00%
Stroll or walk around for leisure	0	0.00%
Use public transportation	0	0.00%
Honeymoon	0	0.00%
Wine Tasting	0	0.00%
Blank	0	0.00%
Business	0	0.00%
Class	0	0.00%
Class/Prof/Pers Bus.	0	0.00%
For School	0	0.00%
Visiting a friend	0	0.00%
Conduct/Eat	0	0.00%
Conduct/Eat/Stroll	0	0.00%
Conduct/Eat/Shop	0	0.00%
Eat/Shop	0	0.00%
Eat/Shop/Ent./Event	0	0.00%
Eat/Shop/Event/Stroll	0	0.00%
Eat/Shop/Stay	0	0.00%
Eat/Shop/Stay/Stroll	0	0.00%
Eat/Shop/Stroll	0	0.00%
Eat/Stay	0	0.00%
Eat/Stay/Stroll	0	0.00%
Eat/Stroll	0	0.00%
Eat/Wine Tasting	0	0.00%
Half Marathon Run	0	0.00%
I live here	0	0.00%
I live here/go to class	0	0.00%
Live	1	0.33%
School	0	0.00%
Shop/Stroll	0	0.00%
Shop/Wine Tasting	0	0.00%
Winery	0	0.00%
Works	0	0.00%
	5	**1.64%**

Q9: Next I am going to read a short list of activities. For each one, please tell me how likely it is that you will do that activity today or anytime this week while in St. Helena. Please answer either "Definitely", "Likely", "Not Likely", or Definitely Not".

Date:	10/1/16	
	Location 2	**% Totals**
Conduct professional or personal business		
Definitely	1	0.33%
Likely	1	0.33%
Not Likely	1	0.33%
Definitely not	2	0.66%
Blank	0	0.00%
	5	**1.64%**
Eat or drink at at resturant, café, or bar		
Definitely	4	1.32%
Likely	1	0.33%
Not Likely	0	0.00%
Definitely not	0	0.00%
Blank	0	0.00%
Likely/Not Likely	0	0.00%
	5	**1.64%**
Go shopping		
Definitely	3	0.99%
Likely	1	0.33%
Not Likely	0	0.00%
Definitely not	1	0.33%
Blank	0	0.00%
	5	**1.64%**
Entertainment (movie, theater, night club)		
Definitely	2	0.66%
Likely	1	0.33%
Not Likely	2	0.66%
Definitely not	0	0.00%
Blank	0	0.00%
	5	**1.64%**
Attend a special event		
Definitely	2	0.66%
Likely	0	0.00%
Not Likely	2	0.66%
Definitely not	1	0.33%
Blank	0	0.00%
Between Likely/Not Likely	0	0.00%
	5	**1.64%**
Stay overnight in a hotel		
Definitely	2	0.66%
Likely	1	0.33%
Not Likely	0	0.00%
Definitely not	2	0.66%
Blank	0	0.00%
	5	**1.64%**
Stroll or walk around for leisure		
Definitely	2	0.66%
Likely	1	0.33%
Not Likely	2	0.66%
Definitely not	0	0.00%
Blank	0	0.00%
Likely/Not Likely	0	0.00%
	5	**1.64%**
Use public transportation		
Definitely	1	0.33%
Likely	1	0.33%
Not Likely	1	0.33%
Definitely not	2	0.66%
Blank	0	0.00%
	5	**1.64%**

Q10: Please tell me how strong a priority each one if these is to you. Please answer either "Very Important", Important, "Neutral", "Somewhat Important", or "Not Important".

Date:	10/1/16	
	Location 2	**% Totals**
New Business Attraction		
Very Important	3	0.99%
Important	0	0.00%
Neutral	1	0.33%
Somewhat Important	0	0.00%
Not Important	1	0.33%
Blank	0	0.00%
	5	**1.64%**
Advertising and Marketing St. Helena		
Very Important	2	0.66%
Important	1	0.33%
Neutral	1	0.33%
Somewhat Important	0	0.00%
Not Important	1	0.33%
Blank	0	0.00%
	5	**1.64%**
Helping Current Business Thrive		
Very Important	3	0.99%
Important	1	0.33%
Neutral	0	0.00%
Somewhat Important	1	0.33%
Not Important	0	0.00%
Blank	0	0.00%
Somewhat & Not Important	0	0.00%
	5	**1.64%**
Beautification and Maintenance		
Very Important	2	0.66%
Important	2	0.66%
Neutral	1	0.33%
Somewhat Important	0	0.00%
Not Important	0	0.00%
Blank	0	0.00%
	5	**1.64%**
Visitor Center and Information		
Very Important	3	0.99%
Important	1	0.33%
Neutral	1	0.33%
Somewhat Important	0	0.00%
Not Important	0	0.00%
Blank	0	0.00%
Not Readily Available	0	0.00%
	5	**1.64%**
Workforce Development Programs		
Very Important	3	0.99%
Important	2	0.66%
Neutral	0	0.00%
Somewhat Important	0	0.00%
Not Important	0	0.00%
Blank	0	0.00%
	5	**1.64%**
Cleanliness		
Very Important	5	1.64%
Important	0	0.00%
Neutral	0	0.00%
Somewhat Important	0	0.00%
Not Important	0	0.00%
Blank	0	0.00%
	5	**1.64%**
Walkability		
Very Important	5	1.64%
Important	0	0.00%
Neutral	0	0.00%
Somewhat Important	0	0.00%
Not Important	0	0.00%
Blank	0	0.00%
	5	**1.64%**

Location 3 St. Helena Hwy & Adams Street
Total Surveys: 304

Date:	**10/01-10/02**	
Location:	**Location 3**	**% Totals**
Completed Surveys: 109		
Q4: Do you live and/or work in any of the zones shown on the map?		
Zone 1:		
Live	1	0.33%
Work	2	0.66%
Both	0	0.00%
Zone 2:		
Live	1	0.33%
Work	0	0.00%
Both	0	0.00%
Zone 3:		
Live	1	0.33%
Work	0	0.00%
Both	0	0.00%
Zone 4:		
Live	3	0.99%
Work	1	0.33%
Both	0	0.00%
Australia	0	0.00%
Blank	1	0.33%
Canada	0	0.00%
Does not apply	0	0.00%
Indiana	0	0.00%
Live in Napa	0	0.00%
Live Zone 2 Work Zone 1	0	0.00%
Live Zone 4 Work Zone 3	0	0.00%
Live Zone 5	0	0.00%
Live Zone 7	0	0.00%
Live & Work & Both Zone 1	1	0.33%
Live & Work Zone 4	0	0.00%
Live & Work & Both Zone 3	0	0.00%
Live & Work & Both Zone 5	1	0.33%
N/A	54	17.76%
N/U	1	0.33%
No	0	0.00%
None	1	0.33%
Not on map	0	0.00%
Out of Town	0	0.00%
From San Francisco	0	0.00%
Temporary move for school	0	0.00%
Tourist	0	0.00%
Visiting	9	2.96%
Visitor	32	10.53%
Washington DC	0	0.00%
Work Zone 1, 2, 3, & 4	0	0.00%
	109	**35.86%**

Q5: Are you a business owner, property owner, or representative of a property owner on this map of St. Helena?
(A representative means a person who is authorized to make decisions on behalf of the property owner.)

Date:	**10/01-10/02**	
	Location 3	**% Totals**
Business owner	1	0.33%
Property owner	6	1.97%
Property owner representative	1	0.33%
None of the above	94	30.92%
Blank	3	0.99%
No Answer	0	0.00%
Business & property owner	4	1.32%
	109	**35.86%**

Q6: How often do you visit the part of St. Helena shown on this map?

Date:	10/01-10/02	
	Location 3	**% Totals**
Daily	8	2.63%
Weekly	6	1.97%
Monthly	5	1.64%
Quarterly	12	3.95%
Yearly	61	20.07%
Other	0	0.00%
Blank	8	2.63%
1 every 3-5 years	1	0.33%
1st Time	2	0.66%
1st time this weekend	0	0.00%
2x-year	0	0.00%
Daily & Weekly	0	0.00%
Every few years	0	0.00%
Every 20 years	1	0.33%
Every Couple 5-10 yrs	0	0.00%
Every other year	0	0.00%
Life	1	0.33%
Never	0	0.00%
N/A	1	0.33%
No answer	0	0.00%
None of the above	2	0.66%
Once every 30 years	0	0.00%
Rarely	0	0.00%
Visiting	0	0.00%
Vacationing	1	0.33%
Yearly, only once	0	0.00%
	109	**35.86%**

Q7: How do you get to the District?

Date:	10/01-10/02	
	Location 3	**% Totals**
On foot	10	3.29%
Bike	0	0.00%
Car	87	28.62%
Transit	0	0.00%
Other	0	0.00%
Other (Motorcycle) & Car	1	0.33%
Transit & Other (Walk)	1	0.33%
Bike & Car	0	0.00%
Other (RV)	1	0.33%
Uber	1	0.33%
Car & Transit	0	0.00%
N/A	1	0.33%
Blank	2	0.66%
Once every 5 years	0	0.00%
Other (rental Car)	1	0.33%
Taxi & N/A	1	0.33%
On foot & Car	3	0.99%
On foot & bike & car	0	0.00%
	109	**35.86%**

Q8: What is your primary reason for being in St. Helena today? (Choose only 1)		
Date:	**10/01-10/02**	
	Location 3	**% Totals**
Conduct prof/personal busines	5	1.64%
Eat or drink at a resturant…	20	6.58%
Go shopping	24	7.89%
Entertainment…	2	0.66%
Attend and special event	3	0.99%
Stay overnight in a hotel	4	1.32%
Stroll or walk around for leisure	30	9.87%
Use public transportation	0	0.00%
Honeymoon	0	0.00%
Wine Tasting	0	0.00%
Blank	1	0.33%
Business	2	0.66%
Class	0	0.00%
Class/Prof/Pers Bus.	0	0.00%
For School	0	0.00%
Visiting a friend	0	0.00%
Conduct/Eat	0	0.00%
Conduct/Eat/Stroll	0	0.00%
Conduct/Eat/Shop	0	0.00%
Eat/Shop	3	0.99%
Eat/Shop/Ent./Event	0	0.00%
Eat/Shop/Event/Stroll	2	0.66%
Eat/Shop/Stay	2	0.66%
Eat/Shop/Stay/Stroll	1	0.33%
Eat/Shop/Stroll	3	0.99%
Eat/Stay	0	0.00%
Eat/Stay/Stroll	1	0.33%
Eat/Stroll	2	0.66%
Eat/Wine Tasting	0	0.00%
Half Marathon Run	1	0.33%
I live here	0	0.00%
I live here/go to class	0	0.00%
Live	0	0.00%
School	0	0.00%
Shop/Stroll	1	0.33%
Shop/Wine Tasting	0	0.00%
Winery	1	0.33%
Works	1	0.33%
	109	**35.86%**

Q9: Next I am going to read a short list of activities. For each one, please tell me how likely it is that you will do that activity today or anytime this week while in St. Helena. Please answer either "Definitely", "Likely", "Not Likely", or Definitely Not".

Date:	10/01-10/02	
	Location 3	**% Totals**
Conduct professional or personal business		
Definitely	10	3.29%
Likely	6	1.97%
Not Likely	23	7.57%
Definitely not	61	20.07%
Blank	9	2.96%
	109	**35.86%**
Eat or drink at at resturant, café, or bar		0.00%
Definitely	63	20.72%
Likely	37	12.17%
Not Likely	3	0.99%
Definitely not	2	0.66%
Blank	3	0.99%
Likely/Not Likely	1	0.33%
	109	**35.86%**
Go shopping		
Definitely	56	18.42%
Likely	41	13.49%
Not Likely	6	1.97%
Definitely not	2	0.66%
Blank	4	1.32%
	109	**35.86%**
Entertainment (movie, theater, night club)		
Definitely	16	5.26%
Likely	15	4.93%
Not Likely	46	15.13%
Definitely not	24	7.89%
Blank	8	2.63%
	109	**35.86%**
Attend a special event		
Definitely	13	4.28%
Likely	22	7.24%
Not Likely	40	13.16%
Definitely not	25	8.22%
Blank	9	2.96%
Between Likely/Not Likely	0	0.00%
	109	**35.86%**
Stay overnight in a hotel		
Definitely	20	6.58%
Likely	19	6.25%
Not Likely	25	8.22%
Definitely not	37	12.17%
Blank	8	2.63%
	109	**35.86%**
Stroll or walk around for leisure		
Definitely	72	23.68%
Likely	29	9.54%
Not Likely	1	0.33%
Definitely not	2	0.66%
Blank	5	1.64%
Likely/Not Likely	0	0.00%
	109	**35.86%**
Use public transportation		
Definitely	5	1.64%
Likely	7	2.30%
Not Likely	28	9.21%
Definitely not	55	18.09%
Blank	14	4.61%
	109	**35.86%**

Q10: Please tell me how strong a priority each one if these is to you. Please answer either "Very Important", Important, "Neutral", "Somewhat Important", or "Not Important".

Date:	10/01-10/02	
	Location 3	**% Totals**
New Business Attraction		
Very Important	9	2.96%
Important	13	4.28%
Neutral	37	12.17%
Somewhat Important	6	1.97%
Not Important	35	11.51%
Blank	9	2.96%
	109	**35.86%**
Advertising and Marketing St. Helena		
Very Important	10	3.29%
Important	9	2.96%
Neutral	39	12.83%
Somewhat Important	13	4.28%
Not Important	32	10.53%
Blank	6	1.97%
	109	**35.86%**
Helping Current Business Thrive		
Very Important	24	7.89%
Important	30	9.87%
Neutral	27	8.88%
Somewhat Important	12	3.95%
Not Important	10	3.29%
Blank	6	1.97%
Somewhat & Not Important	0	0.00%
	109	**35.86%**
Beautification and Maintenance		
Very Important	35	11.51%
Important	43	14.14%
Neutral	13	4.28%
Somewhat Important	4	1.32%
Not Important	9	2.96%
Blank	5	1.64%
	109	**35.86%**
Visitor Center and Information		
Very Important	20	6.58%
Important	30	9.87%
Neutral	30	9.87%
Somewhat Important	7	2.30%
Not Important	16	5.26%
Blank	5	1.64%
Not Readily Available	1	0.33%
	109	**35.86%**
Workforce Development Programs		
Very Important	16	5.26%
Important	23	7.57%
Neutral	31	10.20%
Somewhat Important	7	2.30%
Not Important	25	8.22%
Blank	7	2.30%
	109	**35.86%**
Cleanliness		
Very Important	60	19.74%
Important	38	12.50%
Neutral	3	0.99%
Somewhat Important	3	0.99%
Not Important	2	0.66%
Blank	3	0.99%
	109	**35.86%**
Walkability		
Very Important	63	20.72%
Important	37	12.17%
Neutral	3	0.99%
Somewhat Important	1	0.33%
Not Important	3	0.99%
Blank	2	0.66%
	109	**35.86%**

Location 4 St. Helena Hwy & Mills Ln
Total Surveys: 304

Date:	**10/20/16**	
Location:	**Location 4**	**% Totals**
Completed Surveys: 53		
Q4: Do you live and/or work in any of the zones shown on the map?		
Zone 1:		
Live	0	0.00%
Work	0	0.00%
Both	0	0.00%
Zone 2:		
Live	2	0.66%
Work	0	0.00%
Both	0	0.00%
Zone 3:		
Live	3	0.99%
Work	0	0.00%
Both	0	0.00%
Zone 4:		
Live	2	0.66%
Work	0	0.00%
Both	0	0.00%
Australia	1	0.33%
Blank	2	0.66%
Canada	1	0.33%
Does not apply	0	0.00%
Indiana	1	0.33%
Live in Napa	1	0.33%
Live Zone 2 Work Zone 1	0	0.00%
Live Zone 4 Work Zone 3	0	0.00%
Live Zone 5	0	0.00%
Live Zone 7	0	0.00%
Live & Work & Both Zone 1	0	0.00%
Live & Work Zone 4	0	0.00%
Live & Work & Both Zone 3	0	0.00%
Live & Work & Both Zone 5	1	0.33%
N/A	2	0.66%
N/U	0	0.00%
No	0	0.00%
None	0	0.00%
Not on map	0	0.00%
Out of Town	5	1.64%
From San Francisco	1	0.33%
Temporary move for school	0	0.00%
Tourist	1	0.33%
Visiting	0	0.00%
Visitor	28	9.21%
Washington DC	2	0.66%
Work Zone 1, 2, 3, & 4	0	0.00%
	53	**17.43%**

Q5: Are you a business owner, property owner, or representative of a property owner on this map of St. Helena?
(A representative means a person who is authorized to make decisions on behalf of the property owner.)

Date:	**10/20/16**	
	Location 4	**% Totals**
Business owner	5	1.64%
Property owner	3	0.99%
Property owner representative	1	0.33%
None of the above	41	13.49%
Blank	3	0.99%
No Answer	0	0.00%
Business & property owner	0	0.00%
	53	**17.43%**

Q6: How often do you visit the part of St. Helena shown on this map?

Date:	10/20/16	
	Location 4	**% Totals**
Daily	3	0.99%
Weekly	4	1.32%
Monthly	4	1.32%
Quarterly	9	2.96%
Yearly	18	5.92%
Other	0	0.00%
Blank	8	2.63%
1 every 3-5 years	0	0.00%
1st Time	2	0.66%
1st time this weekend	0	0.00%
2x-year	0	0.00%
Daily & Weekly	0	0.00%
Every few years	1	0.33%
Every 20 years	0	0.00%
Every Couple 5-10 yrs	0	0.00%
Every other year	0	0.00%
Life	0	0.00%
Never	1	0.33%
N/A	0	0.00%
No answer	0	0.00%
None of the above	0	0.00%
Once every 30 years	1	0.33%
Rarely	1	0.33%
Visiting	1	0.33%
Vacationing	0	0.00%
Yearly, only once	0	0.00%
	53	**17.43%**

Q7: How do you get to the District?

Date:	10/20/16	
	Location 4	**% Totals**
On foot	6	1.97%
Bike	0	0.00%
Car	35	11.51%
Transit	3	0.99%
Other	1	0.33%
Other (Motorcycle) & Car	0	0.00%
Transit & Other (Walk)	0	0.00%
Bike & Car	1	0.33%
Other (RV)	0	0.00%
Uber	0	0.00%
Car & Transit	0	0.00%
N/A	0	0.00%
Blank	3	0.99%
Once every 5 years	2	0.66%
Other (rental Car)	0	0.00%
Taxi & N/A	0	0.00%
On foot & Car	0	0.00%
On foot & bike & car	2	0.66%
	53	**17.43%**

Q8: What is your primary reason for being in St. Helena today? (Choose only 1)

Date:	10/20/16	
	Location 4	**% Totals**
Conduct prof/personal busines	8	2.63%
Eat or drink at a resturant…	16	5.26%
Go shopping	3	0.99%
Entertainment…	1	0.33%
Attend and special event	1	0.33%
Stay overnight in a hotel	1	0.33%
Stroll or walk around for leisure	10	3.29%
Use public transportation	0	0.00%
Honeymoon	0	0.00%
Wine Tasting	0	0.00%
Blank	2	0.66%
Business	0	0.00%
Class	0	0.00%
Class/Prof/Pers Bus.	0	0.00%
For School	0	0.00%
Visiting a friend	0	0.00%
Conduct/Eat	0	0.00%
Conduct/Eat/Stroll	1	0.33%
Conduct/Eat/Shop	0	0.00%
Eat/Shop	1	0.33%
Eat/Shop/Ent./Event	0	0.00%
Eat/Shop/Event/Stroll	0	0.00%
Eat/Shop/Stay	0	0.00%
Eat/Shop/Stay/Stroll	0	0.00%
Eat/Shop/Stroll	4	1.32%
Eat/Stay	1	0.33%
Eat/Stay/Stroll	0	0.00%
Eat/Stroll	1	0.33%
Eat/Wine Tasting	0	0.00%
Half Marathon Run	0	0.00%
I live here	0	0.00%
I live here/go to class	0	0.00%
Live	0	0.00%
School	0	0.00%
Shop/Stroll	2	0.66%
Shop/Wine Tasting	0	0.00%
Winery	1	0.33%
Works	0	0.00%
	53	**17.43%**

Q9: Next I am going to read a short list of activities. For each one, please tell me how likely it is that you will do that activity today or anytime this week while in St. Helena. Please answer either "Definitely", "Likely", "Not Likely", or Definitely Not".

Date:	10/20/16	
	Location 4	**% Totals**
Conduct professional or personal business		
Definitely	11	3.62%
Likely	5	1.64%
Not Likely	9	2.96%
Definitely not	27	8.88%
Blank	1	0.33%
	53	**17.43%**
Eat or drink at at resturant, café, or bar		
Definitely	38	12.50%
Likely	11	3.62%
Not Likely	3	0.99%
Definitely not	0	0.00%
Blank	1	0.33%
Likely/Not Likely	0	0.00%
	53	**17.43%**
Go shopping		
Definitely	20	6.58%
Likely	16	5.26%
Not Likely	13	4.28%
Definitely not	4	1.32%
Blank	0	0.00%
	53	**17.43%**
Entertainment (movie, theater, night club)		
Definitely	5	1.64%
Likely	9	2.96%
Not Likely	25	8.22%
Definitely not	12	3.95%
Blank	2	0.66%
	53	**17.43%**
Attend a special event		
Definitely	4	1.32%
Likely	10	3.29%
Not Likely	23	7.57%
Definitely not	13	4.28%
Blank	2	0.66%
Between Likely/Not Likely	1	0.33%
	53	**17.43%**
Stay overnight in a hotel		
Definitely	12	3.95%
Likely	7	2.30%
Not Likely	14	4.61%
Definitely not	17	5.59%
Blank	3	0.99%
	53	**17.43%**
Stroll or walk around for leisure		
Definitely	29	9.54%
Likely	19	6.25%
Not Likely	2	0.66%
Definitely not	1	0.33%
Blank	2	0.66%
Likely/Not Likely	0	0.00%
	53	**17.43%**
Use public transportation		
Definitely	1	0.33%
Likely	4	1.32%
Not Likely	17	5.59%
Definitely not	28	9.21%
Blank	3	0.99%
	53	**17.43%**

Q10: Please tell me how strong a priority each one if these is to you. Please answer either "Very Important", Important, "Neutral", "Somewhat Important", or "Not Important".

Date:	10/20/16	
	Location 4	% Totals
New Business Attraction		
Very Important	8	2.63%
Important	13	4.28%
Neutral	7	2.30%
Somewhat Important	3	0.99%
Not Important	21	6.91%
Blank	1	0.33%
	53	**17.43%**
Advertising and Marketing St. Helena		
Very Important	1	0.33%
Important	8	2.63%
Neutral	18	5.92%
Somewhat Important	2	0.66%
Not Important	21	6.91%
Blank	3	0.99%
	53	**17.43%**
Helping Current Business Thrive		
Very Important	12	3.95%
Important	23	7.57%
Neutral	4	1.32%
Somewhat Important	2	0.66%
Not Important	9	2.96%
Blank	3	0.99%
Somewhat & Not Important	0	0.00%
	53	**17.43%**
Beautification and Maintenance		
Very Important	18	5.92%
Important	22	7.24%
Neutral	2	0.66%
Somewhat Important	2	0.66%
Not Important	8	2.63%
Blank	1	0.33%
	53	**17.43%**
Visitor Center and Information		
Very Important	3	0.99%
Important	23	7.57%
Neutral	10	3.29%
Somewhat Important	3	0.99%
Not Important	13	4.28%
Blank	1	0.33%
Not Readily Available	0	0.00%
	53	**17.43%**
Workforce Development Programs		
Very Important	1	0.33%
Important	17	5.59%
Neutral	13	4.28%
Somewhat Important	4	1.32%
Not Important	16	5.26%
Blank	2	0.66%
	53	**17.43%**
Cleanliness		
Very Important	33	10.86%
Important	13	4.28%
Neutral	1	0.33%
Somewhat Important	0	0.00%
Not Important	5	1.64%
Blank	1	0.33%
	53	**17.43%**
Walkability		
Very Important	34	11.18%
Important	11	3.62%
Neutral	2	0.66%
Somewhat Important	1	0.33%
Not Important	4	1.32%
Blank	1	0.33%
	53	**17.43%**

Location 5 St. Helena Hwy & Inglewood Ave
Total Surveys: 304

Date:	10/1-10/02	
Location:	Location 5	% Totals
Completed Surveys: 64		
Q4: Do you live and/or work in any of the zones shown on the map?		
Zone 1:		
Live	0	0.00%
Work	0	0.00%
Both	0	0.00%
Zone 2:		
Live	0	0.00%
Work	0	0.00%
Both	0	0.00%
Zone 3:		
Live	0	0.00%
Work	0	0.00%
Both	0	0.00%
Zone 4:		
Live	0	0.00%
Work	0	0.00%
Both	0	0.00%
Australia	0	0.00%
Blank	1	0.33%
Canada	0	0.00%
Does not apply	0	0.00%
Indiana	0	0.00%
Live in Napa	0	0.00%
Live Zone 2 Work Zone 1	0	0.00%
Live Zone 4 Work Zone 3	0	0.00%
Live Zone 5	1	0.33%
Live Zone 7	0	0.00%
Live & Work & Both Zone 1	0	0.00%
Live & Work Zone 4	0	0.00%
Live & Work & Both Zone 3	0	0.00%
Live & Work & Both Zone 5	0	0.00%
N/A	46	15.13%
N/U	0	0.00%
No	2	0.66%
None	1	0.33%
Not on map	0	0.00%
Out of Town	0	0.00%
From San Francisco	0	0.00%
Temporary move for school	0	0.00%
Tourist	0	0.00%
Visiting	0	0.00%
Visitor	11	3.62%
Washington DC	0	0.00%
Work Zone 1, 2, 3, & 4	2	0.66%
	64	**21.05%**

Q5: Are you a business owner, property owner, or representative of a property owner on this map of St. Helena?
(A representative means a person who is authorized to make decisions on behalf of the property owner.)

Date:	10/1-10/02	
	Location 5	% Totals
Business owner	3	0.99%
Property owner	1	0.33%
Property owner representative	1	0.33%
None of the above	57	18.75%
Blank	1	0.33%
No Answer	0	0.00%
Business & property owner	1	0.33%
	64	**21.05%**

Q6: How often do you visit the part of St. Helena shown on this map?

Date:	10/1-10/02	
	Location 5	**% Totals**
Daily	3	0.99%
Weekly	2	0.66%
Monthly	7	2.30%
Quarterly	19	6.25%
Yearly	25	8.22%
Other	0	0.00%
Blank	1	0.33%
1 every 3-5 years	0	0.00%
1st Time	3	0.99%
1st time this weekend	1	0.33%
2x-year	1	0.33%
Daily & Weekly	1	0.33%
Every few years	0	0.00%
Every 20 years	0	0.00%
Every Couple 5-10 yrs	0	0.00%
Every other year	0	0.00%
Life	0	0.00%
Never	0	0.00%
N/A	0	0.00%
No answer	0	0.00%
None of the above	0	0.00%
Once every 30 years	0	0.00%
Rarely	0	0.00%
Visiting	0	0.00%
Vacationing	0	0.00%
Yearly, only once	1	0.33%
	64	**21.05%**

Q7: How do you get to the District?

Date:	10/1-10/02	
	Location 5	**% Totals**
On foot	0	0.00%
Bike	0	0.00%
Car	57	18.75%
Transit	0	0.00%
Other	2	0.66%
Other (Motorcycle) & Car	0	0.00%
Transit & Other (Walk)	0	0.00%
Bike & Car	0	0.00%
Other (RV)	0	0.00%
Uber	0	0.00%
Car & Transit	1	0.33%
N/A	0	0.00%
Blank	1	0.33%
Once every 5 years	0	0.00%
Other (rental Car)	0	0.00%
Taxi & N/A	0	0.00%
On foot & Car	3	0.99%
On foot & bike & car	0	0.00%
	64	**21.05%**

Q8: What is your primary reason for being in St. Helena today? (Choose only 1)		
Date:	10/1-10/02	
	Location 5	% Totals
Conduct prof/personal busines	4	1.32%
Eat or drink at a resturant…	33	10.86%
Go shopping	4	1.32%
Entertainment…	0	0.00%
Attend and special event	1	0.33%
Stay overnight in a hotel	3	0.99%
Stroll or walk around for leisure	4	1.32%
Use public transportation	0	0.00%
Honeymoon	1	0.33%
Wine Tasting	2	0.66%
Blank	0	0.00%
Business	0	0.00%
Class	0	0.00%
Class/Prof/Pers Bus.	0	0.00%
For School	0	0.00%
Visiting a friend	2	0.66%
Conduct/Eat	3	0.99%
Conduct/Eat/Stroll	0	0.00%
Conduct/Eat/Shop	1	0.33%
Eat/Shop	1	0.33%
Eat/Shop/Ent./Event	0	0.00%
Eat/Shop/Event/Stroll	0	0.00%
Eat/Shop/Stay	0	0.00%
Eat/Shop/Stay/Stroll	0	0.00%
Eat/Shop/Stroll	0	0.00%
Eat/Stay	1	0.33%
Eat/Stay/Stroll	0	0.00%
Eat/Stroll	2	0.66%
Eat/Wine Tasting	1	0.33%
Half Marathon Run	0	0.00%
I live here	0	0.00%
I live here/go to class	0	0.00%
Live	0	0.00%
School	0	0.00%
Shop/Stroll	0	0.00%
Shop/Wine Tasting	1	0.33%
Winery	0	0.00%
Works	0	0.00%
	64	**21.05%**

Q9: Next I am going to read a short list of activities. For each one, please tell me how likely it is that you will do that activity today or anytime this week while in St. Helena. Please answer either "Definitely", "Likely", "Not Likely", or Definitely Not".

Date:	10/1-10/02	
	Location 5	**% Totals**
Conduct professional or personal business		
Definitely	7	2.30%
Likely	11	3.62%
Not Likely	20	6.58%
Definitely not	22	7.24%
Blank	4	1.32%
	64	**21.05%**
Eat or drink at at resturant, café, or bar		
Definitely	44	14.47%
Likely	18	5.92%
Not Likely	2	0.66%
Definitely not	0	0.00%
Blank	0	0.00%
Likely/Not Likely	0	0.00%
	64	**21.05%**
Go shopping		
Definitely	23	7.57%
Likely	25	8.22%
Not Likely	13	4.28%
Definitely not	0	0.00%
Blank	3	0.99%
	64	**21.05%**
Entertainment (movie, theater, night club)		
Definitely	5	1.64%
Likely	12	3.95%
Not Likely	32	10.53%
Definitely not	9	2.96%
Blank	6	1.97%
	64	**21.05%**
Attend a special event		
Definitely	9	2.96%
Likely	20	6.58%
Not Likely	15	4.93%
Definitely not	16	5.26%
Blank	4	1.32%
Between Likely/Not Likely	0	0.00%
	64	**21.05%**
Stay overnight in a hotel		
Definitely	13	4.28%
Likely	10	3.29%
Not Likely	19	6.25%
Definitely not	19	6.25%
Blank	3	0.99%
	64	**21.05%**
Stroll or walk around for leisure		
Definitely	28	9.21%
Likely	24	7.89%
Not Likely	8	2.63%
Definitely not	3	0.99%
Blank	0	0.00%
Likely/Not Likely	1	0.33%
	64	**21.05%**
Use public transportation		
Definitely	3	0.99%
Likely	4	1.32%
Not Likely	19	6.25%
Definitely not	21	6.91%
Blank	17	5.59%
	64	**21.05%**

Q10: Please tell me how strong a priority each one if these is to you. Please answer either "Very Important", Important, "Neutral", "Somewhat Important", or "Not Important".

Date:	10/1-10/02	
	Location 5	**% Totals**
New Business Attraction		
Very Important	3	0.99%
Important	13	4.28%
Neutral	28	9.21%
Somewhat Important	3	0.99%
Not Important	15	4.93%
Blank	2	0.66%
	64	**21.05%**
Advertising and Marketing St. Helena		
Very Important	3	0.99%
Important	7	2.30%
Neutral	29	9.54%
Somewhat Important	3	0.99%
Not Important	20	6.58%
Blank	2	0.66%
	64	**21.05%**
Helping Current Business Thrive		
Very Important	15	4.93%
Important	25	8.22%
Neutral	13	4.28%
Somewhat Important	4	1.32%
Not Important	5	1.64%
Blank	2	0.66%
Somewhat & Not Important	0	0.00%
	64	**21.05%**
Beautification and Maintenance		
Very Important	23	7.57%
Important	26	8.55%
Neutral	10	3.29%
Somewhat Important	2	0.66%
Not Important	3	0.99%
Blank		0.00%
	64	**21.05%**
Visitor Center and Information		
Very Important	8	2.63%
Important	22	7.24%
Neutral	25	8.22%
Somewhat Important	2	0.66%
Not Important	6	1.97%
Blank	1	0.33%
Not Readily Available	0	0.00%
	64	**21.05%**
Workforce Development Programs		
Very Important	7	2.30%
Important	22	7.24%
Neutral	23	7.57%
Somewhat Important	2	0.66%
Not Important	8	2.63%
Blank	2	0.66%
	64	**21.05%**
Cleanliness		
Very Important	34	11.18%
Important	25	8.22%
Neutral	5	1.64%
Somewhat Important	0	0.00%
Not Important	0	0.00%
Blank	0	0.00%
	64	**21.05%**
Walkability		
Very Important	26	8.55%
Important	29	9.54%
Neutral	9	2.96%
Somewhat Important	0	0.00%
Not Important	0	0.00%
Blank	0	0.00%
	64	**21.05%**

Location 6	Pope St & College Ave	
Total Surveys: 304		
Date:	**10/18-10/19**	
Location:	**Location 6**	**% Totals**
Completed Surveys: 24		
Q4: Do you live and/or work in any of the zones shown on the map?		
Zone 1:		
Live	2	0.66%
Work	0	0.00%
Both	0	0.00%
Zone 2:		
Live	1	0.33%
Work	0	0.00%
Both	0	0.00%
Zone 3:		
Live	1	0.33%
Work	1	0.33%
Both	0	0.00%
Zone 4:		
Live	3	0.99%
Work	4	1.32%
Both	0	0.00%
Australia	0	0.00%
Blank	2	0.66%
Canada	0	0.00%
Does not apply	0	0.00%
Indiana	0	0.00%
Live in Napa	0	0.00%
Live Zone 2 Work Zone 1	0	0.00%
Live Zone 4 Work Zone 3	1	0.33%
Live Zone 5	0	0.00%
Live Zone 7	0	0.00%
Live & Work & Both Zone 1	0	0.00%
Live & Work Zone 4	0	0.00%
Live & Work & Both Zone 3	0	0.00%
Live & Work & Both Zone 5	1	0.33%
N/A	2	0.66%
N/U	0	0.00%
No	2	0.66%
None	0	0.00%
Not on map	0	0.00%
Out of Town	0	0.00%
From San Francisco	0	0.00%
Temporary move for school	1	0.33%
Tourist	0	0.00%
Visiting	0	0.00%
Visitor	1	0.33%
Washington DC	0	0.00%
Work Zone 1, 2, 3, & 4	2	0.66%
	24	**7.89%**

Q5: Are you a business owner, property owner, or representative of a property owner on this map of St. Helena?
(A representative means aperson who is authorized to make decisions on behalf of the property owner.)

Date:	**10/18-10/19**	
	Location 6	**% Totals**
Business owner	1	0.33%
Property owner	1	0.33%
Property owner representative	0	0.00%
None of the above	20	6.58%
Blank	0	0.00%
No Answer	1	0.33%
Business & property owner	1	0.33%
	24	**7.89%**

Q6: How often do you visit the part of St. Helena shown on this map?

Date:	10/18-10/19	
	Location 6	% Totals
Daily	21	6.91%
Weekly	3	0.99%
Monthly	0	0.00%
Quarterly	0	0.00%
Yearly	0	0.00%
Other	0	0.00%
Blank	0	0.00%
1 every 3-5 years	0	0.00%
1st Time	0	0.00%
1st time this weekend	0	0.00%
2x-year	0	0.00%
Daily & Weekly	0	0.00%
Every few years	0	0.00%
Every 20 years	0	0.00%
Every Couple 5-10 yrs	0	0.00%
Every other year	0	0.00%
Life	0	0.00%
Never	0	0.00%
N/A	0	0.00%
No answer	0	0.00%
None of the above	0	0.00%
Once every 30 years	0	0.00%
Rarely	0	0.00%
Visiting	0	0.00%
Vacationing	0	0.00%
Yearly, only once	0	0.00%
	24	**7.89%**

Q7: How do you get to the District?

Date:	10/18-10/19	
	Location 6	% Totals
On foot	1	0.33%
Bike	0	0.00%
Car	20	6.58%
Transit	0	0.00%
Other	0	0.00%
Other (Motorcycle) & Car	0	0.00%
Transit & Other (Walk)	0	0.00%
Bike & Car	0	0.00%
Other (RV)	0	0.00%
Uber	0	0.00%
Car & Transit	1	0.33%
N/A	0	0.00%
Blank	1	0.33%
Once every 5 years	0	0.00%
Other (rental Car)	0	0.00%
Taxi & N/A	0	0.00%
On foot & Car	0	0.00%
On foot & bike & car	1	0.33%
	24	**7.89%**

Q8: What is your primary reason for being in St. Helena today? (Choose only 1)		
Date:	10/18-10/19	
	Location 6	% Totals
Conduct prof/personal busines	15	4.93%
Eat or drink at a resturant…	0	0.00%
Go shopping	0	0.00%
Entertainment…	0	0.00%
Attend and special event	0	0.00%
Stay overnight in a hotel	0	0.00%
Stroll or walk around for leisure	1	0.33%
Use public transportation	0	0.00%
Honeymoon	0	0.00%
Wine Tasting	0	0.00%
Blank	0	0.00%
Business	0	0.00%
Class	1	0.33%
Class/Prof/Pers Bus.	1	0.33%
For School	1	0.33%
Visiting a friend	0	0.00%
Conduct/Eat	0	0.00%
Conduct/Eat/Stroll	0	0.00%
Conduct/Eat/Shop	0	0.00%
Eat/Shop	0	0.00%
Eat/Shop/Ent./Event	1	0.33%
Eat/Shop/Event/Stroll	0	0.00%
Eat/Shop/Stay	0	0.00%
Eat/Shop/Stay/Stroll	0	0.00%
Eat/Shop/Stroll	1	0.33%
Eat/Stay	0	0.00%
Eat/Stay/Stroll	0	0.00%
Eat/Stroll	0	0.00%
Eat/Wine Tasting	0	0.00%
Half Marathon Run	0	0.00%
I live here	1	0.33%
I live here/go to class	1	0.33%
Live	0	0.00%
School	1	0.33%
Shop/Stroll	0	0.00%
Shop/Wine Tasting	0	0.00%
Winery	0	0.00%
Works	0	0.00%
	24	**7.89%**

Q9: Next I am going to read a short list of activities. For each one, please tell me how likely it is that you will do that activity today or anytime this week while in St. Helena. Please answer either "Definitely", "Likely", "Not Likely", or Definitely Not".

Date:	10/18-10/19	
	Location 6	**% Totals**
Conduct professional or personal business		
Definitely	12	3.95%
Likely	5	1.64%
Not Likely	2	0.66%
Definitely not	3	0.99%
Blank	2	0.66%
	24	**7.89%**
Eat or drink at at resturant, café, or bar		
Definitely	8	2.63%
Likely	6	1.97%
Not Likely	7	2.30%
Definitely not	1	0.33%
Blank	2	0.66%
Likely/Not Likely	0	0.00%
	24	**7.89%**
Go shopping		
Definitely	3	0.99%
Likely	6	1.97%
Not Likely	10	3.29%
Definitely not	4	1.32%
Blank	1	0.33%
	24	**7.89%**
Entertainment (movie, theater, night club)		
Definitely	3	0.99%
Likely	6	1.97%
Not Likely	7	2.30%
Definitely not	6	1.97%
Blank	2	0.66%
	24	**7.89%**
Attend a special event		
Definitely	1	0.33%
Likely	8	2.63%
Not Likely	9	2.96%
Definitely not	3	0.99%
Blank	3	0.99%
Between Likely/Not Likely	0	0.00%
	24	**7.89%**
Stay overnight in a hotel		
Definitely	0	0.00%
Likely	1	0.33%
Not Likely	6	1.97%
Definitely not	14	4.61%
Blank	3	0.99%
	24	**7.89%**
Stroll or walk around for leisure		
Definitely	5	1.64%
Likely	9	2.96%
Not Likely	8	2.63%
Definitely not	0	0.00%
Blank	2	0.66%
Likely/Not Likely	0	0.00%
	24	**7.89%**
Use public transportation		
Definitely	0	0.00%
Likely	2	0.66%
Not Likely	5	1.64%
Definitely not	14	4.61%
Blank	3	0.99%
	24	**7.89%**

Q10: Please tell me how strong a priority each one if these is to you. Please answer either "Very Important", Important, "Neutral", "Somewhat Important", or "Not Important".

Date:	10/18-10/19	
	Location 6	**% Totals**
New Business Attraction		
Very Important	4	1.32%
Important	6	1.97%
Neutral	9	2.96%
Somewhat Important	1	0.33%
Not Important	3	0.99%
Blank	1	0.33%
	24	**7.89%**
Advertising and Marketing St. Helena		
Very Important	3	0.99%
Important	8	2.63%
Neutral	9	2.96%
Somewhat Important	1	0.33%
Not Important	2	0.66%
Blank	1	0.33%
	24	**7.89%**
Helping Current Business Thrive		
Very Important	9	2.96%
Important	7	2.30%
Neutral	4	1.32%
Somewhat Important	2	0.66%
Not Important	1	0.33%
Blank	1	0.33%
Somewhat & Not Important	0	0.00%
	24	**7.89%**
Beautification and Maintenance		
Very Important	9	2.96%
Important	8	2.63%
Neutral	4	1.32%
Somewhat Important	0	0.00%
Not Important	1	0.33%
Blank	2	0.66%
	24	**7.89%**
Visitor Center and Information		
Very Important	4	1.32%
Important	10	3.29%
Neutral	4	1.32%
Somewhat Important	2	0.66%
Not Important	3	0.99%
Blank	1	0.33%
Not Readily Available	0	0.00%
	24	**7.89%**
Workforce Development Programs		
Very Important	10	3.29%
Important	6	1.97%
Neutral	6	1.97%
Somewhat Important	0	0.00%
Not Important	1	0.33%
Blank	1	0.33%
	24	**7.89%**
Cleanliness		
Very Important	15	4.93%
Important	6	1.97%
Neutral	1	0.33%
Somewhat Important	1	0.33%
Not Important	0	0.00%
Blank	1	0.33%
	24	**7.89%**
Walkability		
Very Important	14	4.61%
Important	6	1.97%
Neutral	2	0.66%
Somewhat Important	1	0.33%
Not Important	0	0.00%
Blank	1	0.33%
	24	**7.89%**

Location 7 Oak Ave & Spring St
Total Surveys: 304

Date:	**10/01/-10/02**	
Location:	**Location 7**	% Totals
Completed Surveys: 43		
Q4: Do you live and/or work in any of the zones shown on the map?		
Zone 1:		
Live	0	0.00%
Work	0	0.00%
Both	0	0.00%
Zone 2:		
Live	2	0.66%
Work	0	0.00%
Both	0	0.00%
Zone 3:		
Live	0	0.00%
Work	0	0.00%
Both	0	0.00%
Zone 4:		
Live	0	0.00%
Work	0	0.00%
Both	0	0.00%
Australia	0	0.00%
Blank	2	0.66%
Canada	0	0.00%
Does not apply	1	0.33%
Indiana	0	0.00%
Live in Napa	0	0.00%
Live Zone 2 Work Zone 1	1	0.33%
Live Zone 4 Work Zone 3	0	0.00%
Live Zone 5	0	0.00%
Live Zone 7	1	0.33%
Live & Work & Both Zone 1	0	0.00%
Live & Work Zone 4	1	0.33%
Live & Work & Both Zone 3	0	0.00%
Live & Work & Both Zone 5	0	0.00%
N/A	1	0.33%
N/U	0	0.00%
No	0	0.00%
None	0	0.00%
Not on map	1	0.33%
Out of Town	1	0.33%
From San Francisco	0	0.00%
Temporary move for school	0	0.00%
Tourist	0	0.00%
Visiting	10	3.29%
Visitor	22	7.24%
Washington DC	0	0.00%
Work Zone 1, 2, 3, & 4	0	0.00%
	43	**14.14%**

Q5: Are you a business owner, property owner, or representative of a property owner on this map of St. Helena?
(A representative means a person who is authorized to make decisions on behalf of the property owner.)

Date:	**10/01-10/02**	
	Location 7	% Totals
Business owner	1	0.33%
Property owner	3	0.99%
Property owner representative	0	0.00%
None of the above	37	12.17%
Blank	0	0.00%
No Answer	0	0.00%
Business & property owner	2	0.66%
	43	**14.14%**

Q6: How often do you visit the part of St. Helena shown on this map?

Date:	10/01-10/02	
	Location 7	% Totals
Daily	5	1.64%
Weekly	2	0.66%
Monthly	0	0.00%
Quarterly	7	2.30%
Yearly	21	6.91%
Other	0	0.00%
Blank	0	0.00%
1 every 3-5 years	0	0.00%
1st Time	1	0.33%
1st time this weekend	0	0.00%
2x-year	0	0.00%
Daily & Weekly	0	0.00%
Every few years	0	0.00%
Every 20 years	0	0.00%
Every Couple 5-10 yrs	1	0.33%
Every other year	1	0.33%
Life	0	0.00%
Never	0	0.00%
N/A	1	0.33%
No answer	4	1.32%
None of the above	0	0.00%
Once every 30 years	0	0.00%
Rarely	0	0.00%
Visiting	0	0.00%
Vacationing	0	0.00%
Yearly, only once	0	0.00%
	43	**14.14%**

Q7: How do you get to the District?

Date:	10/01-10/02	
	Location 7	% Totals
On foot	2	0.66%
Bike	0	0.00%
Car	36	11.84%
Transit	0	0.00%
Other	2	0.66%
Other (Motorcycle) & Car	0	0.00%
Transit & Other (Walk)	0	0.00%
Bike & Car	0	0.00%
Other (RV)	0	0.00%
Uber	0	0.00%
Car & Transit	0	0.00%
N/A	1	0.33%
Blank	0	0.00%
Once every 5 years	0	0.00%
Other (rental Car)	0	0.00%
Taxi & N/A	0	0.00%
On foot & Car	2	0.66%
On foot & bike & car	0	0.00%
	43	**14.14%**

Q8: What is your primary reason for being in St. Helena today? (Choose only 1)

Date:	**10/01-10/02**	
	Location 7	% Totals
Conduct prof/personal busines	2	0.66%
Eat or drink at a resturant…	14	4.61%
Go shopping	9	2.96%
Entertainment…	0	0.00%
Attend and special event	1	0.33%
Stay overnight in a hotel	1	0.33%
Stroll or walk around for leisure	11	3.62%
Use public transportation	0	0.00%
Honeymoon	0	0.00%
Wine Tasting	0	0.00%
Blank	0	0.00%
Business	0	0.00%
Class	0	0.00%
Class/Prof/Pers Bus.	0	0.00%
For School	0	0.00%
Visiting a friend	1	0.33%
Conduct/Eat	1	0.33%
Conduct/Eat/Stroll	0	0.00%
Conduct/Eat/Shop	1	0.33%
Eat/Shop	1	0.33%
Eat/Shop/Ent./Event	0	0.00%
Eat/Shop/Event/Stroll	0	0.00%
Eat/Shop/Stay	0	0.00%
Eat/Shop/Stay/Stroll	0	0.00%
Eat/Shop/Stroll	0	0.00%
Eat/Stay	0	0.00%
Eat/Stay/Stroll	0	0.00%
Eat/Stroll	1	0.33%
Eat/Wine Tasting	0	0.00%
Half Marathon Run	0	0.00%
I live here	0	0.00%
I live here/go to class	0	0.00%
Live	0	0.00%
School	0	0.00%
Shop/Stroll	0	0.00%
Shop/Wine Tasting	0	0.00%
Winery	0	0.00%
Works	0	0.00%
	43	**14.14%**

Q9: Next I am going to read a short list of activities. For each one, please tell me how likely it is that you will do that activity today or anytime this week while in St. Helena. Please answer either "Definitely", "Likely", "Not Likely", or Definitely Not".

Date:	10/01-10/02	
	Location 7	% Totals
Conduct professional or personal business		
Definitely	5	1.64%
Likely	8	2.63%
Not Likely	8	2.63%
Definitely not	21	6.91%
Blank	1	0.33%
	43	**14.14%**
Eat or drink at at resturant, café, or bar		
Definitely	26	8.55%
Likely	15	4.93%
Not Likely	1	0.33%
Definitely not	1	0.33%
Blank	0	0.00%
Likely/Not Likely	0	0.00%
	43	**14.14%**
Go shopping		
Definitely	16	5.26%
Likely	17	5.59%
Not Likely	7	2.30%
Definitely not	2	0.66%
Blank	1	0.33%
	43	**14.14%**
Entertainment (movie, theater, night club)		
Definitely	5	1.64%
Likely	5	1.64%
Not Likely	13	4.28%
Definitely not	19	6.25%
Blank	1	0.33%
	43	**14.14%**
Attend a special event		
Definitely	6	1.97%
Likely	10	3.29%
Not Likely	13	4.28%
Definitely not	13	4.28%
Blank	1	0.33%
Between Likely/Not Likely	0	0.00%
	43	**14.14%**
Stay overnight in a hotel		
Definitely	8	2.63%
Likely	4	1.32%
Not Likely	11	3.62%
Definitely not	17	5.59%
Blank	3	0.99%
	43	**14.14%**
Stroll or walk around for leisure		
Definitely	27	8.88%
Likely	12	3.95%
Not Likely	2	0.66%
Definitely not	1	0.33%
Blank	1	0.33%
Likely/Not Likely	0	0.00%
	43	**14.14%**
Use public transportation		
Definitely	2	0.66%
Likely	3	0.99%
Not Likely	14	4.61%
Definitely not	22	7.24%
Blank	2	0.66%
	43	**14.14%**

Q10: Please tell me how strong a priority each one if these is to you. Please answer either "Very Important", Important, "Neutral", "Somewhat Important", or "Not Important".

Date:	10/01-10/02	
	Location 7	% Totals
New Business Attraction		
Very Important	6	1.97%
Important	7	2.30%
Neutral	19	6.25%
Somewhat Important	1	0.33%
Not Important	9	2.96%
Blank	1	0.33%
	43	**14.14%**
Advertising and Marketing St. Helena		
Very Important	4	1.32%
Important	8	2.63%
Neutral	14	4.61%
Somewhat Important	1	0.33%
Not Important	16	5.26%
Blank	0	0.00%
	43	**14.14%**
Helping Current Business Thrive		
Very Important	14	4.61%
Important	12	3.95%
Neutral	8	2.63%
Somewhat Important	1	0.33%
Not Important	8	2.63%
Blank	0	0.00%
Somewhat & Not Important	0	0.00%
	43	**14.14%**
Beautification and Maintenance		
Very Important	15	4.93%
Important	17	5.59%
Neutral	7	2.30%
Somewhat Important	1	0.33%
Not Important	3	0.99%
Blank	0	0.00%
	43	**14.14%**
Visitor Center and Information		
Very Important	6	1.97%
Important	13	4.28%
Neutral	14	4.61%
Somewhat Important	3	0.99%
Not Important	7	2.30%
Blank	0	0.00%
Not Readily Available	0	0.00%
	43	**14.14%**
Workforce Development Programs		
Very Important	5	1.64%
Important	10	3.29%
Neutral	15	4.93%
Somewhat Important	4	1.32%
Not Important	9	2.96%
Blank	0	0.00%
	43	**14.14%**
Cleanliness		
Very Important	28	9.21%
Important	14	4.61%
Neutral	1	0.33%
Somewhat Important	0	0.00%
Not Important	0	0.00%
Blank	0	0.00%
	43	**14.14%**
Walkability		
Very Important	31	10.20%
Important	10	3.29%
Neutral	1	0.33%
Somewhat Important	1	0.33%
Not Important	0	0.00%
Blank	0	0.00%
	43	**14.14%**

Totals by Property Owners and Property/Business Owners Question 8 & 9 only

Q8: What is your primary reason for being in St. Helena today? (Choose only 1)

Date:	10/01/2016	10/01/2016	10/01-10/02	10/20/2016	10/1-10/02	10/18-10/19	10/01-10/02	
	Location 1	**Location 2**	**Location 3**	**Location 4**	**Location 5**	**Location 6**	**Location 7**	**Totals:**
Conduct prof/personal bu	1	0	1	0	0	1	1	**4**
Eat or drink at a resturant.	0	0	1	0	0	0	0	**1**
Go shopping	0	1	2	0	0	0	0	**3**
Entertainment…	0	0	1	0	0	0	0	**1**
Attend and special event	0	0	0	0	0	0	0	**0**
Stay overnight in a hotel	0	0	0	0	0	0	0	**0**
Stroll or walk around for le	0	0	3	3	0	1	2	**9**
Use public transportation	0	0	0	0	0	0	0	**0**
Blank	0	0	0	0	0	0	0	**0**
Business	0	0	1	0	0	0	0	**1**
Conduct/Eat/Shop	0	0	0	0	1	0	1	**2**
Eat/Shop	0	0	0	0	1	0	1	**2**
Eat/Shop/Event/Stroll	0	0	1	0	0	0	0	**1**
	1	**1**	**10**	**3**	**2**	**2**	**5**	**24**

Q9: Next I am going to read a short list of activities. For each one, please tell me how likely it is that you will do that activity today or anytime this week while in St. Helena. Please answer either "Definitely", "Likely", "Not Likely", or Definitely Not".

Date:	10/01/2016	10/01/2016	10/01-10/02	10/20/2016	10/1-10/02	10/18-10/19	10/01-10/02	
	Location 1	**Location 2**	**Location 3**	**Location 4**	**Location 5**	**Location 6**	**Location 7**	**Totals:**
Stroll or walk around for leisure								
Definitely	1	0	5	3	0	1	2	**12**
Likely	0	0	4	0	1	1	1	**7**
Not Likely	0	1	0	0	0	0	1	**2**
Definitely not	0	0	0	0	0	0	0	**0**
Blank	0	0	1	0	0	0	1	**2**
Likely/Not Likely	0	0	0	0	1	0	0	**1**
	1	**1**	**10**	**3**	**2**	**2**	**5**	**24**
Use public transportation								
Definitely	0	0	0	0	0	0	1	**1**
Likely	0	1	1	1	0	0	1	**4**
Not Likely	0	0	3	0	0	1	0	**4**
Definitely not	1	0	4	2	0	1	1	**9**
Blank	0	0	2	0	2	0	2	**6**
	1	**1**	**10**	**3**	**2**	**2**	**5**	**24**

Totals Less Property Owner & Property/Business Owners

Q8: What is your primary reason for being in St. Helena today? (Choose only 1)

Date:	10/01/2016	10/01/2016	10/01-10/02	10/20/2016	10/1-10/02	10/18-10/19	10/01-10/02	
	Location 1	**Location 2**	**Location 3**	**Location 4**	**Location 5**	**Location 6**	**Location 7**	**Totals:**
Conduct prof/personal bu:	0	1	4	8	4	14	1	**32**
Eat or drink at a resturant.	0	1	19	16	33	0	14	**83**
Go shopping	1	1	22	3	4	0	9	**40**
Entertainment…	0	0	1	1	0	0	0	**2**
Attend and special event	0	0	3	1	1	0	1	**6**
Stay overnight in a hotel	0	0	4	1	3	0	1	**9**
Stroll or walk around for le	3	0	27	7	4	0	9	**50**
Use public transportation	0	0	0	0	0	0	0	**0**
Honeymoon	0	0	0	0	1	0	0	**1**
Wine Tasting	0	0	0	0	2	0	0	**2**
Blank	0	0	1	2	0	0	0	**3**
Business	0	0	1	0	0	0	0	**1**
Class	0	0	0	0	0	1	0	**1**
Class/Prof/Pers Bus.	0	0	0	0	0	1	0	**1**
For School	0	0	0	0	0	1	0	**1**
Visiting a friend	0	0	0	0	2	0	1	**3**
Conduct/Eat	0	0	0	0	3	0	1	**4**
Conduct/Eat/Stroll	0	0	0	1	0	0	0	**1**
Conduct/Eat/Shop	0	0	0	0	0	0	0	**0**
Eat/Shop	1	0	3	1	0	0	0	**5**
Eat/Shop/Ent./Event	0	0	0	0	0	1	0	**1**
Eat/Shop/Event/Stroll	0	0	1	0	0	0	0	**1**
Eat/Shop/Stay	0	0	2	0	0	0	0	**2**
Eat/Shop/Stay/Stroll	0	0	1	0	0	0	0	**1**
Eat/Shop/Stroll	0	0	3	4	0	1	0	**8**
Eat/Stay	0	0	0	1	1	0	0	**2**
Eat/Stay/Stroll	0	0	1	0	0	0	0	**1**
Eat/Stroll	0	0	2	1	2	0	1	**6**
Eat/Wine Tasting	0	0	0	0	1	0	0	**1**
Half Marathon Run	0	0	1	0	0	0	0	**1**
I live here	0	0	0	0	0	1	0	**1**
I live here/go to class	0	0	0	0	0	1	0	**1**
Live	0	1	0	0	0	0	0	**1**
School	0	0	0	0	0	1	0	**1**
Shop/Stroll	0	0	1	2	0	0	0	**3**
Shop/Wine Tasting	0	0	0	0	1	0	0	**1**
Winery	0	0	1	1	0	0	0	**2**
Works	0	0	1	0	0	0	0	**1**
	5	**4**	**99**	**50**	**62**	**22**	**38**	**280**

Q9: Next I am going to read a short list of activities. For each one, please tell me how likely it is that you will do that activity today or anytime this week while in St. Helena. Please answer either "Definitely", "Likely", "Not Likely", or Definitely Not".

Date:	10/01/2016	10/01/2016	10/01-10/02	10/20/2016	10/1-10/02	10/18-10/19	10/01-10/02	
	Location 1	**Location 2**	**Location 3**	**Location 4**	**Location 5**	**Location 6**	**Location 7**	**Totals:**
Stroll or walk around for leisure								
Definitely	5	2	67	26	28	4	25	**157**
Likely	0	1	25	19	23	8	11	**87**
Not Likely	0	1	1	2	8	8	1	**21**
Definitely not	0	0	2	1	3	0	1	**7**
Blank	0	0	4	2	0	2	0	**8**
Likely/Not Likely	0	0	0	0	0	0	0	**0**
	5	**4**	**99**	**50**	**62**	**22**	**38**	**280**
Use public transportation								
Definitely	0	1	5	1	3	0	1	**11**
Likely	0	0	6	3	4	2	2	**17**
Not Likely	1	1	25	17	19	4	14	**81**
Definitely not	2	2	51	26	21	13	21	**136**
Blank	2	0	12	3	15	3	0	**35**
	5	**4**	**99**	**50**	**62**	**22**	**38**	**280**

Totals by Individual Respondents Q: 8 &9- Property Owners and Property/Business Owners

Location 1:

Property Owner

Q8: Conduct professional or personal business

Q9:

Stroll or walk around for leisure- Definitely

Use public transportation- Definitely Not

Location 2:

Property Owner

Q8: Go shopping

Q9:

Stroll or walk around for leisure- Not Likely

Use public transportation- Likely

Location 3:

Property Owner

Q8: Stroll or walk around for leisure

Q9:

Stroll or walk around for leisure- Definitely

Use public transportation- Definitely Not

Business/Property Owner

Q8: Eat/Shop/Event/Stroll

Q9:

Stroll or walk around for leisure- Likely

Use public transportation- Likely

Business/Property Owner

Q8: Entertainment (movie, theater, night club)

Q9:

Stroll or walk around for leisure- Likely

Use public transportation- Definitely Not

Property Owner

Q8: Stroll or walk around for leisure

Q9:

Stroll or walk around for leisure- Definitely

Use public transportation- Not Likely

Property Owner

Q8: Stroll or walk around for leisure

Q9:

Stroll or walk around for leisure- Definitely

Use public transportation- Definitely Not

Business/Property Owner

Q8: Blank-Hand wrote in "Business"

Q9:

Stroll or walk around for leisure- Definitely

Use public transportation- Blank

Property Owners Total:	***16***
Business/Property Owners Total:	***8***
Property Owners Stroll:	***8***
Business/Property Owners Stroll:	***1***
Property Owners use Public Trans:	***0***
Business/Property Owners Use Public Trans:	***0***
Property Owners Stroll Definitely:	***9***
Property Owners Stroll Likely:	***5***
Property Owners Stroll Not Likely:	***1***
Property Owners Stroll Definitely Not:	***0***
Property Owners Stroll Blank:	***1***
Bus./Prop. Owners Stroll Definietly:	***3***
Bus./Prop. Owners Stroll Likely:	***2***
Bus./Prop. Owners Stroll Not Likely:	***1***
Bus./Prop. Owners Stroll Definietly Not:	***0***
Bus./Prop. Owners Stroll Blank:	***1***
Bus./Prop. Owners Stroll Likely/Not Likely:	***1***
Property Owners Use Public Trans. Definitel	***1***
Property Owners use Public Trans. Likely:	***3***
Property Owners Use Public Trans. Not Likel	***3***
Property Owners Use Public Trans. Not:	***6***
Property Owners Use Public Trans. Blank:	***3***
Bus./Prop. Owners Use Public Trans. Definie	***0***
Bus./Prop. Owners Use Public Trans. Likely:	***1***
Bus./Prop. Owners Use Public Trans. Not Lik	***1***
Bus./Prop. Owners Use Public Trans. Definie	***3***
Bus./Prop. Owners Use Public Trans. Blank:	***3***

Property Owner
Q8: Go shopping
Q9:
Stroll or walk around for leisure- Likely
Use public transportation- Not Likely

Business/Property Owner
Q8: Conduct professional or personal business
Q9:
Stroll or walk around for leisure- Definitely
Use public transportation- Not Likely

Property Owner
Q8: Eat or drink at a restaurant, café, or bar
Q9:
Stroll or walk around for leisure- Blank
Use public transportation- Blank

Property Owner
Q8: Go shopping
Q9:
Stroll or walk around for leisure- Likely
Use public transportation- Definitely Not

Location 4:
Property Owner
Q8: Stroll or walk around for leisure
Q9:
Stroll or walk around for leisure- Definitely
Use public transportation- Definitely Not

Property Owner
Q8: Stroll or walk around for leisure
Q9:
Stroll or walk around for leisure- Definitely
Use public transportation- Definitely Not

Property Owner
Q8: Stroll or walk around for leisure
Q9:
Stroll or walk around for leisure- Definitely
Use public transportation- Likely

Location 5:
Business/Property Owner
Q8: Conduct/Eat/Shop
Q9:
Stroll or walk around for leisure- Likely/Not Likely
Use public transportation- Blank

Property Owner
Q8: Eat/Shop
Q9:
Stroll or walk around for leisure- Likely
Use public transportation- Blank

Location 6:
Business/Property Owner
Q8: Stroll or walk around for leisure
Q9:
Stroll or walk around for leisure- Definitely
Use public transportation- Definitely Not

Property Owner
Q8: Conduct Professional or personal business
Q9:
Stroll or walk around for leisure- Likely
Use public transportation- Not Likely

Location 7:
Business/Property Owner
Q8: Conduct/Eat/Shop
Q9:
Stroll or walk around for leisure- Blank
Use public transportation- Blank

Property Owner
Q8: Eat/Shop
Q9:
Stroll or walk around for leisure- Definitely
Use public transportation- Blank

Business/Property Owner
Q8: Conduct professional or personal business
Q9:
Stroll or walk around for leisure- Not Likely
Use public transportation- Definitely Not

Property Owner
Q8: Stroll or walk around for leisure
Q9:
Stroll or walk around for leisure- Likely
Use public transportation- Likely

Property Owner
Q8: Stroll or walk around for leisure
Q9:
Stroll or walk around for leisure- Definitely
Use public transportation- Definitely

PMZ^3 Research

PMZ^3 Research administered and totaled the St. Helena PBID survey. The survey (questions, format, etc.) was produced by Civitas Advisors, Inc. The survey included 304 participants taking place from October 1st, 2016 thru October 20th, 2016 -margin of error of 6%. We were unable to complete surveys the week of October 10, 2016 due to uncooperative weather conditions. We resumed services October 18th, 2016. The survey was conducted at 7 locations provided by Civitas Advisors, Inc. All efforts were made to include an unbiased cross section of participants. Please note; the location supplied on participant's survey does not align with maps provided.

Of the 304 completed surveys, 59 responded to Stroll and Walk Around, question 8 (What is your primary reason for being in St. Helena today?). 169 responded to question 9 that they would *definitely* Stroll or Walk Around for leisure today or anytime that week.

Questions:

	Location 1	Location 2	Location 3	Location 4	Location 5	Location 6	Location 7	Totals
Q8:Stroll or walk around for leisure	3	0	30	10	4	1	11	**59**
								59
Q9: Stroll or walk around for leisure								
Definitely	6	2	72	29	28	5	27	**169**
Likely	0	1	29	19	24	9	12	**94**
Not Likely	0	2	1	2	8	8	2	**23**
Definitely not	0	0	2	1	3	0	1	**7**
Blank	0	0	5	2	0	2	1	**10**
Likely/Not Likely	0	0	0	0	1	0	0	**1**
								304

Q9: Summary

Definitely or *Likely* today or anytime this week *stroll or walk around for leisure*:	86.51%
Not likely or *Definitely* not perform either today or anytime this week *stroll or walk around for leisure*:	9.86%
Blank:	3.28%
Likely or not Likely:	0.98%

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PMZ³ Research

Property Owners	**16**
Business/Property Owners	**8**

Q8: What is your primary reason for being in St. Helena today? (Choose only 1)

Property Owners

Stroll or walk around for leisure	8
Use public transportation	0

Business/Property Owners

Stroll or walk around for leisure	1
Use public transportation	0

Q9: Next I am going to read a short list of activities. For each one, please tell me how likely it is that you will do that activity today or anytime this week while in St. Helena. Please answer either "Definitely", "Likely", "Not Likely", or Definitely Not".

Property Owners

Stroll or walk around for leisure:

Definitely	9
Likely	5
Not Likely	1
Definitely not	0
Blank	1
Likely/Not Likely	0

Business/Property Owners

Stroll or walk around for leisure:

Definitely	3
Likely	2
Not Likely	1
Definitely not	0
Blank	1
Likely/Not Likely	1

Property Owners

Use public transportation:

Definitely	1
Likely	3
Not Likely	3
Definitely not	6
Blank	3

Business/Property Owners

Use public transportation:

Definitely	0
Likely	1
Not Likely	1
Definitely not	3
Blank	3

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Question 9 - Respondents who said "*Definitely Not*" to everything except "*Stroll or walk around for leisure*": 0%

Respondents who said either "*Definitely not*" or "*Not Likely*" to everything except "*Stroll or walk around for leisure*"
304 respondents total, 0.6578% (2 respondents) answered:

Respondent 1: Visitor

Question 8: "*What is your primary reason for being in St. Helena today?"(Chose only 1)*

Stroll or walk around for leisure ● (only)

Question 9: "*Next I am going to read a short list of activities. For each one, please tell me how likely it is that you will do that activity today or anytime this week while in St. Helena. Please answer either "Definitely", "Likely", "Not Likely", or "Definitely Not".*

	Definitely	Likely	Not Likely	Definitely Not
Conduct professional or personal business	○	○	○	●
Eat or drink at a restaurant, café, or bar	○	○	●	○
Go Shopping	○	○	○	●
Entertainment (movie, theater, night club)	○	○	○	●
Attend a special event	○	○	○	●
Stay overnight in a hotel	○	○	○	●
Stroll or walk around for leisure	●	○	○	○
Use public transportation	○	○	○	●

Respondent 2: Out of towner

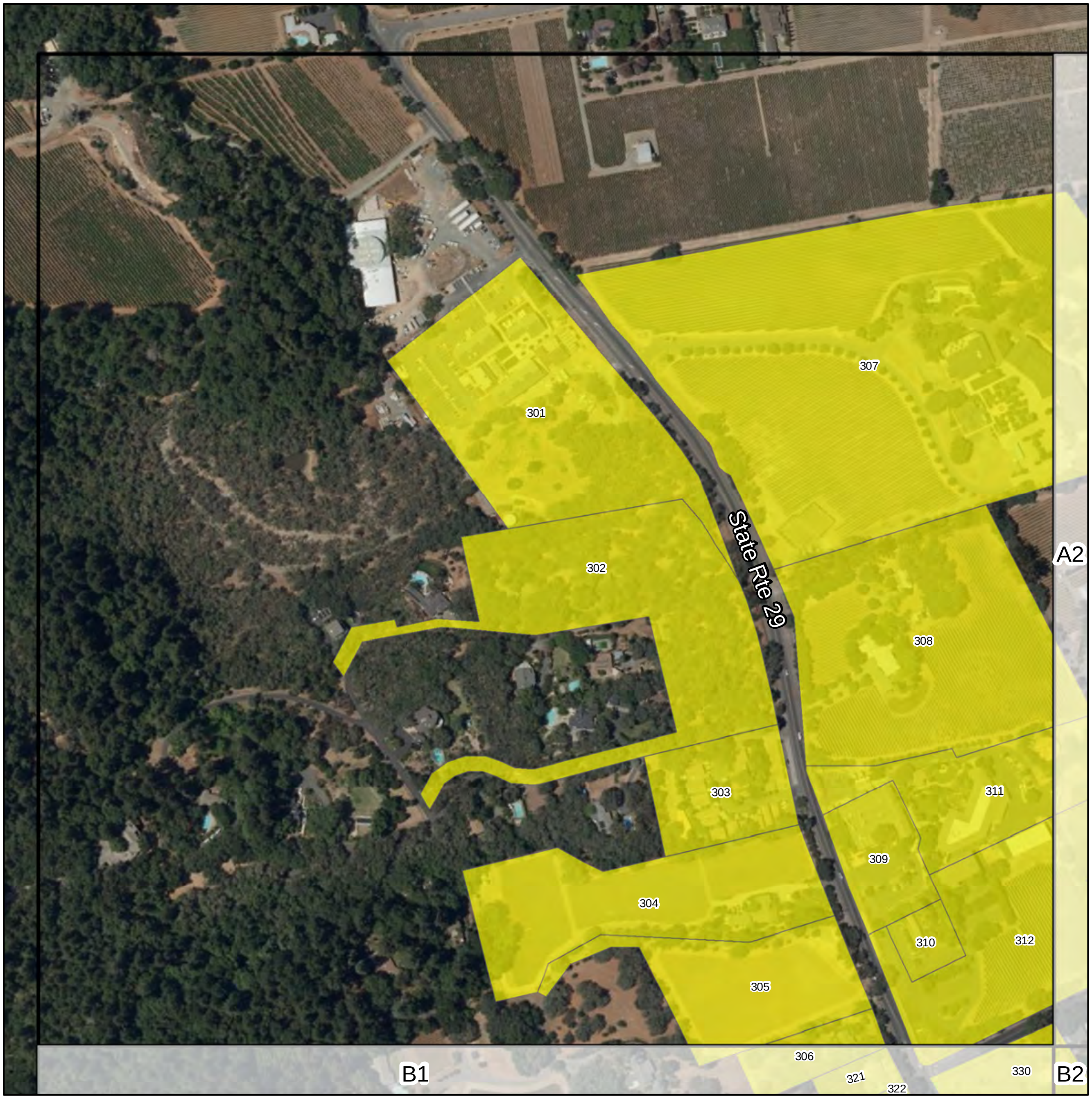
Question 8: "*What is your primary reason for being in St. Helena today?" (Chose only 1)*

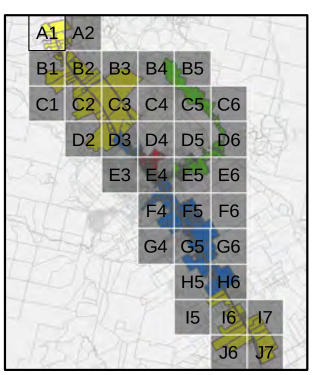
Stroll or walk around for leisure ● (only)

Question 9: "*Next I am going to read a short list of activities. For each one, please tell me how likely it is that you will do that activity today or anytime this week while in St. Helena. Please answer either "Definitely", "Likely", "Not Likely", or "Definitely Not".*

	Definitely	Likely	Not Likely	Definitely Not
Conduct professional or personal business	○	○	○	●
Eat or drink at a restaurant, café, or bar	○	○	●	○
Go Shopping	○	○	●	○
Entertainment (movie, theater, night club)	○	○	○	●
Attend a special event	○	○	○	●
Stay overnight in a hotel	○	○	○	●
Stroll or walk around for leisure	●	○	○	○
Use public transportation	○	○	●	○

P.O. Box 543 Santa Clara, CA 95052-0543 Phone (408) 246-4999





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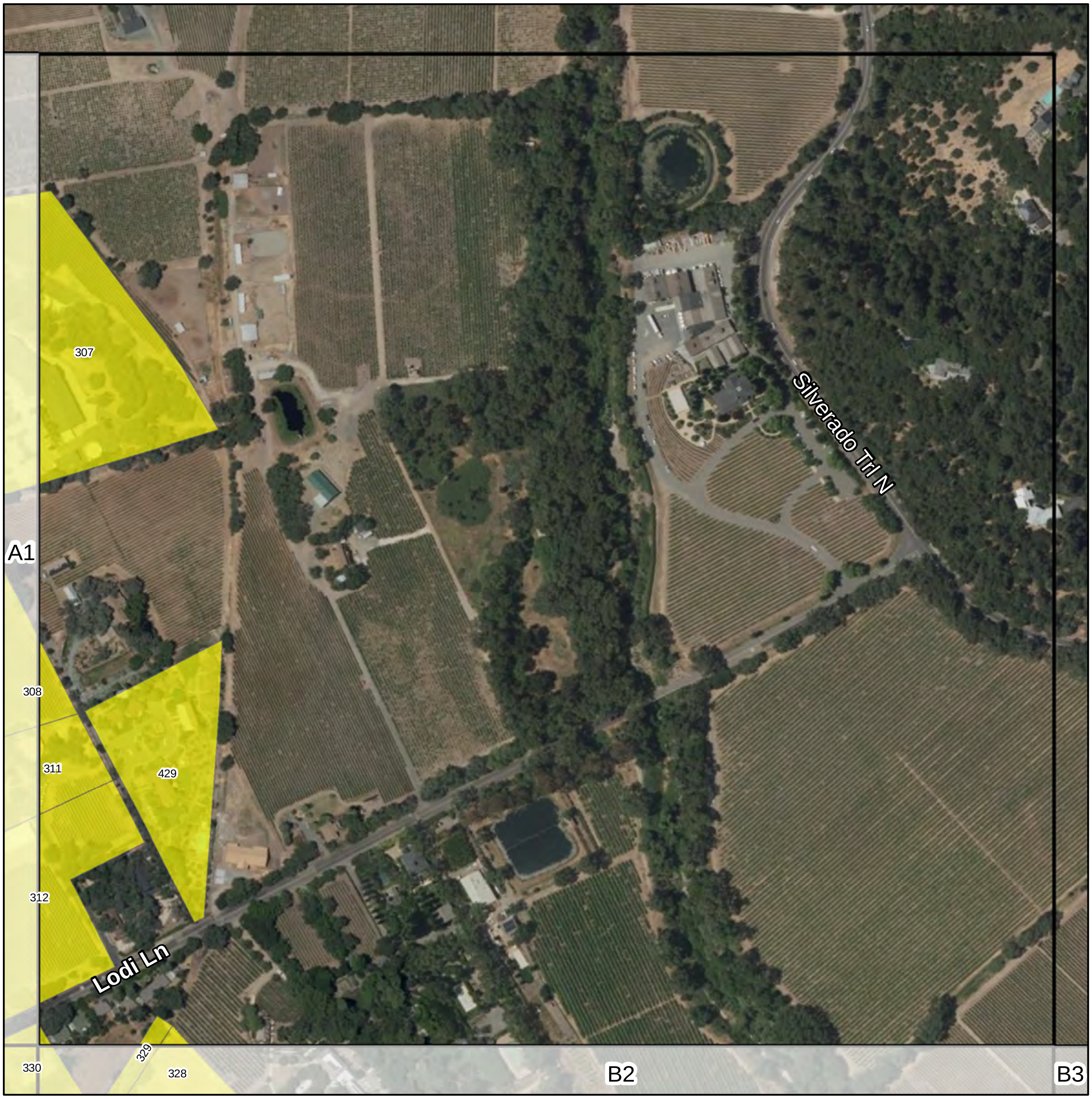

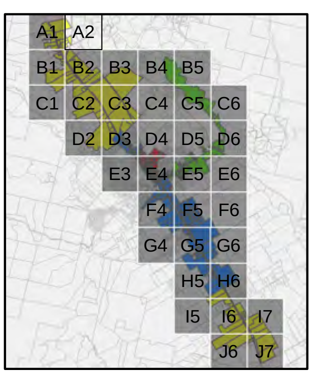

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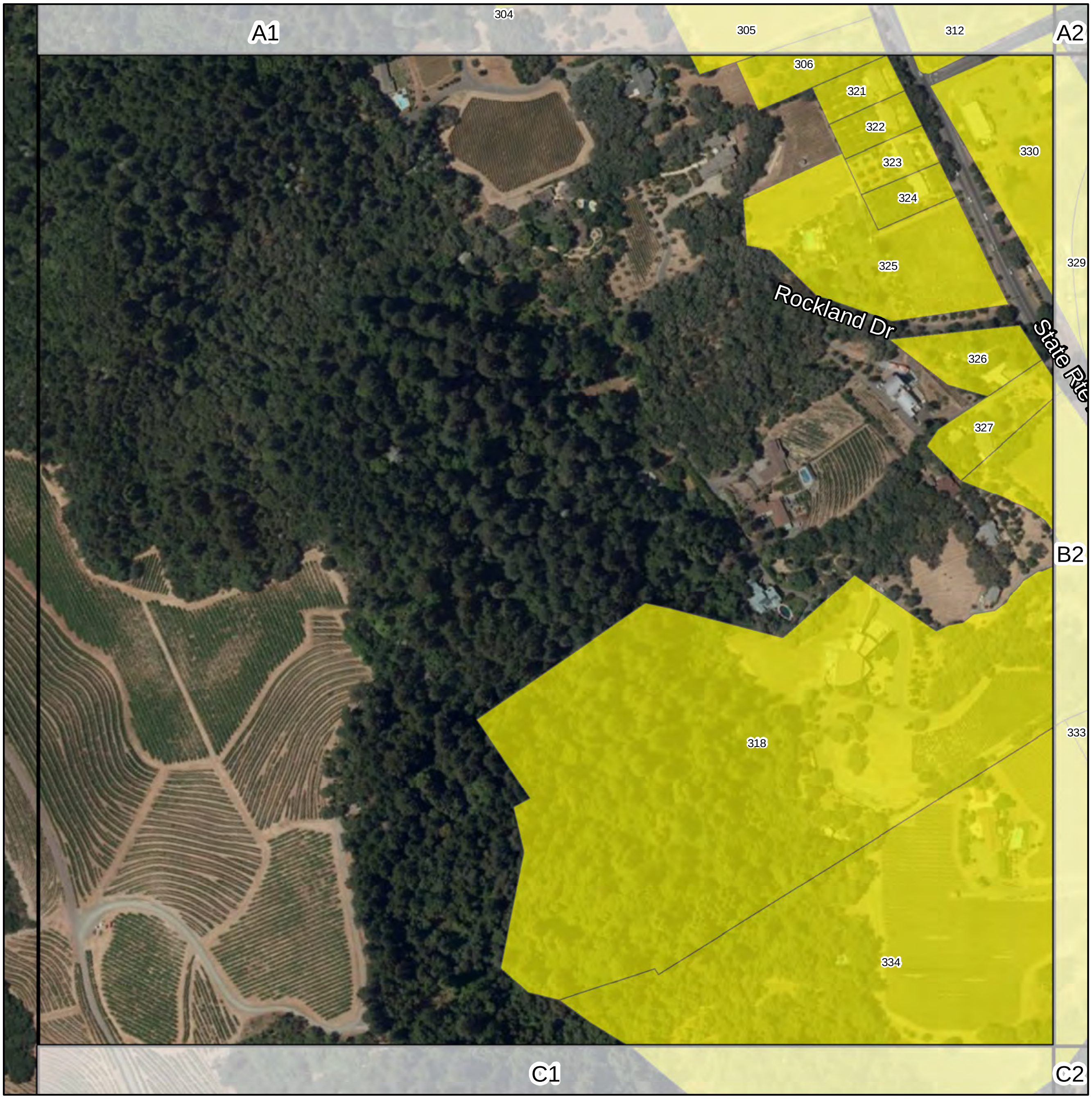

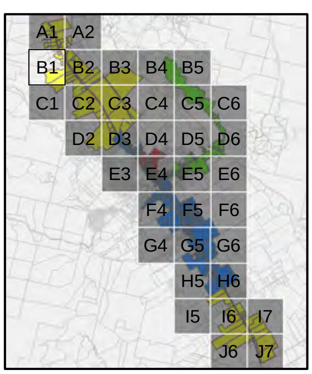

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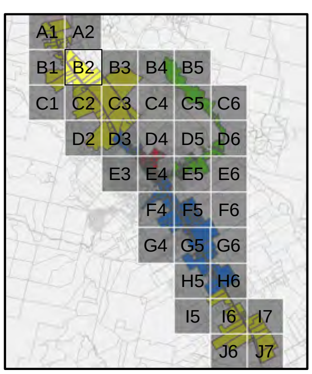

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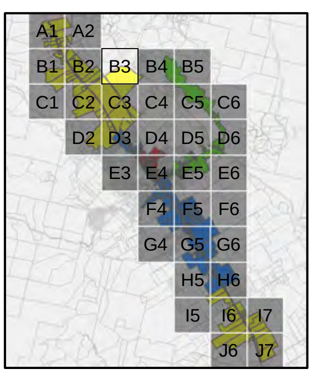

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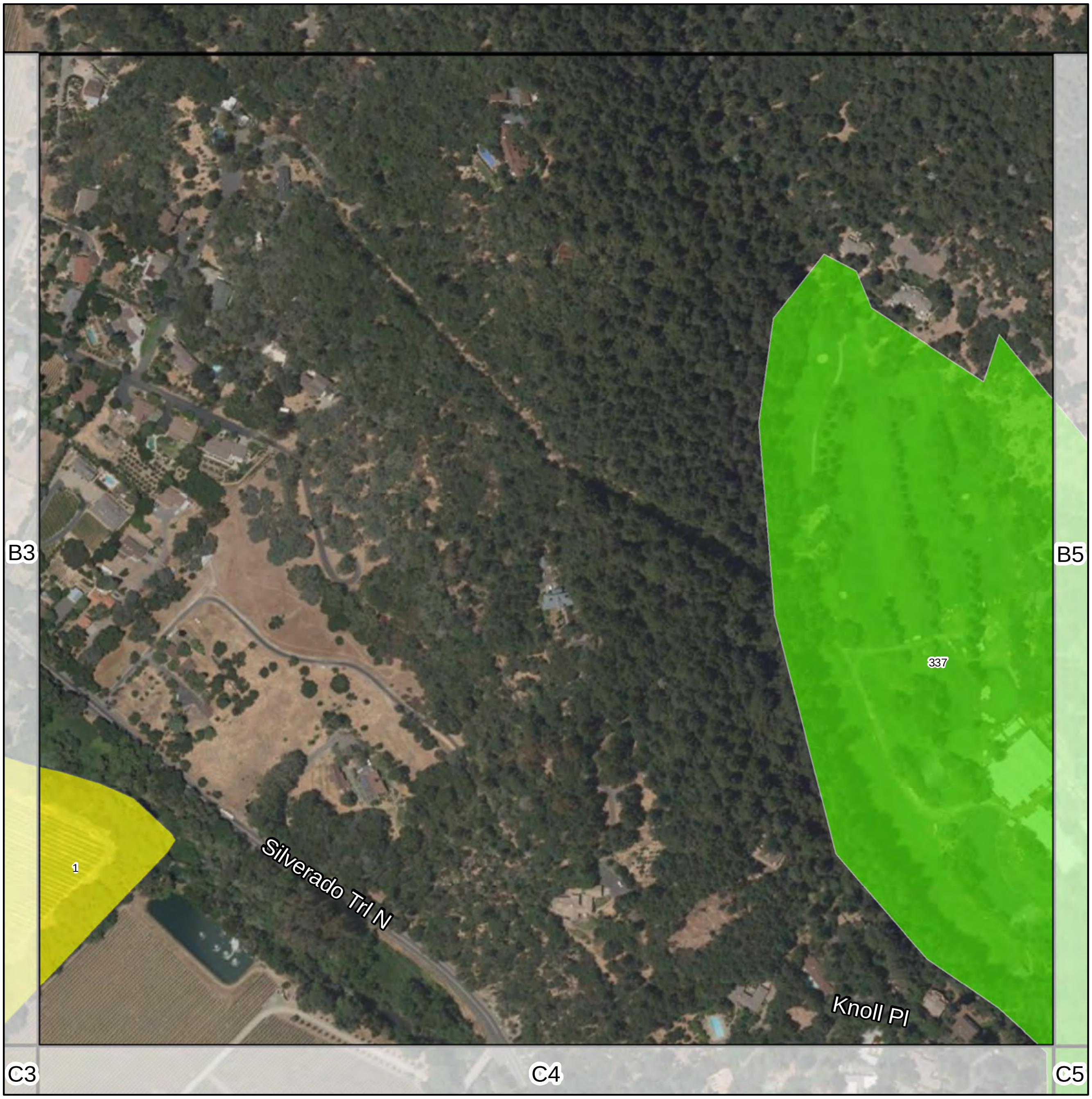

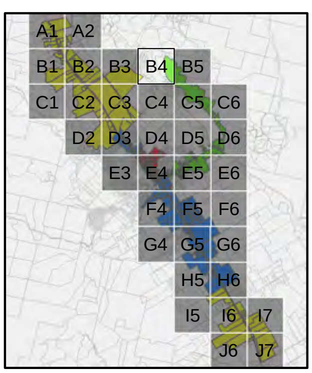

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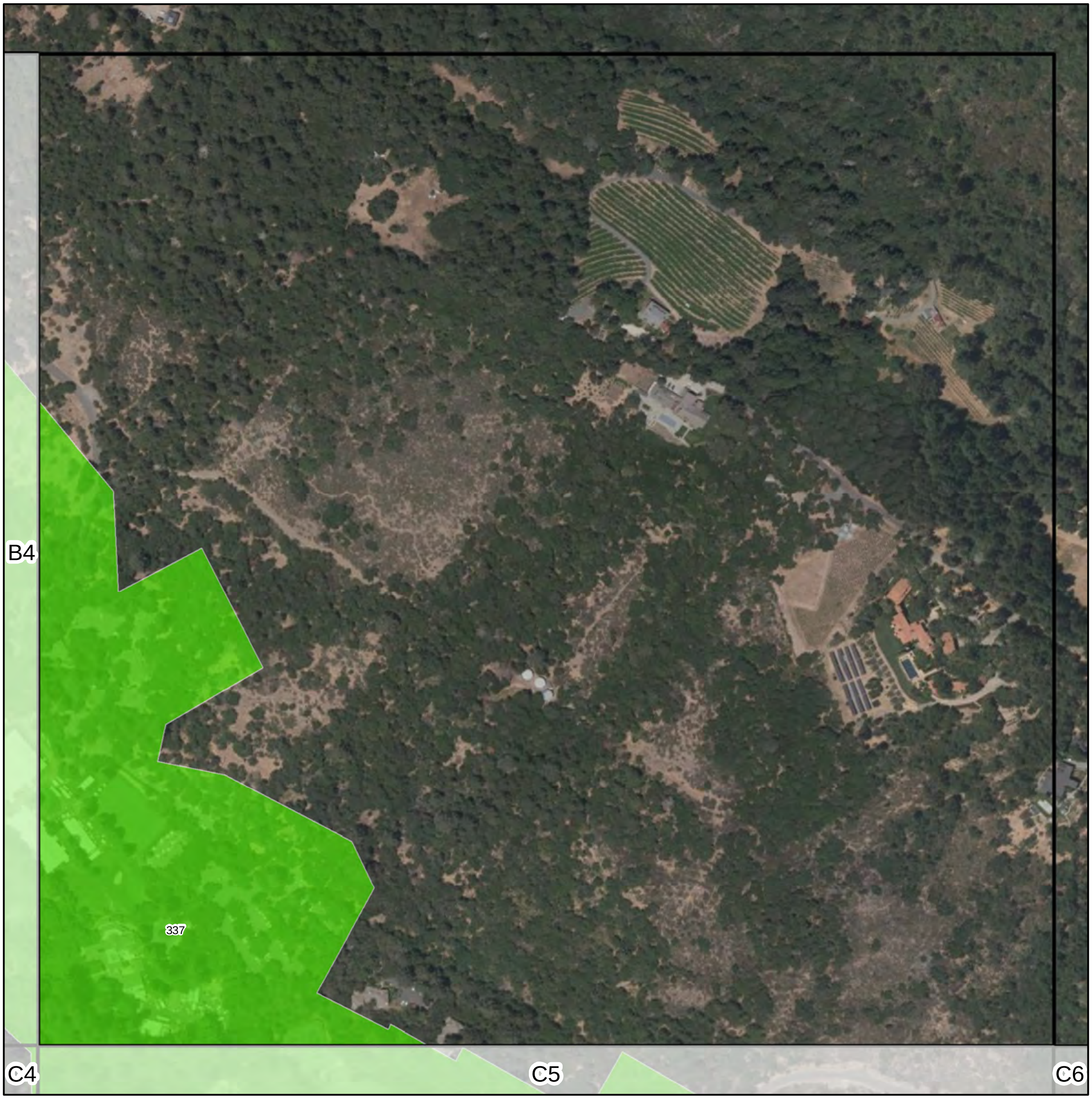

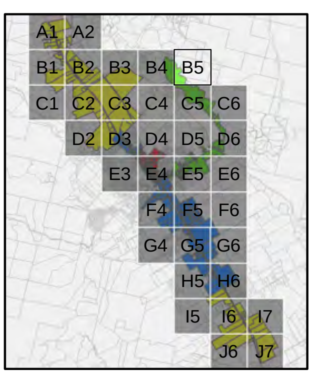

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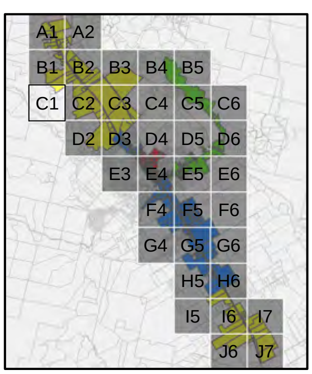

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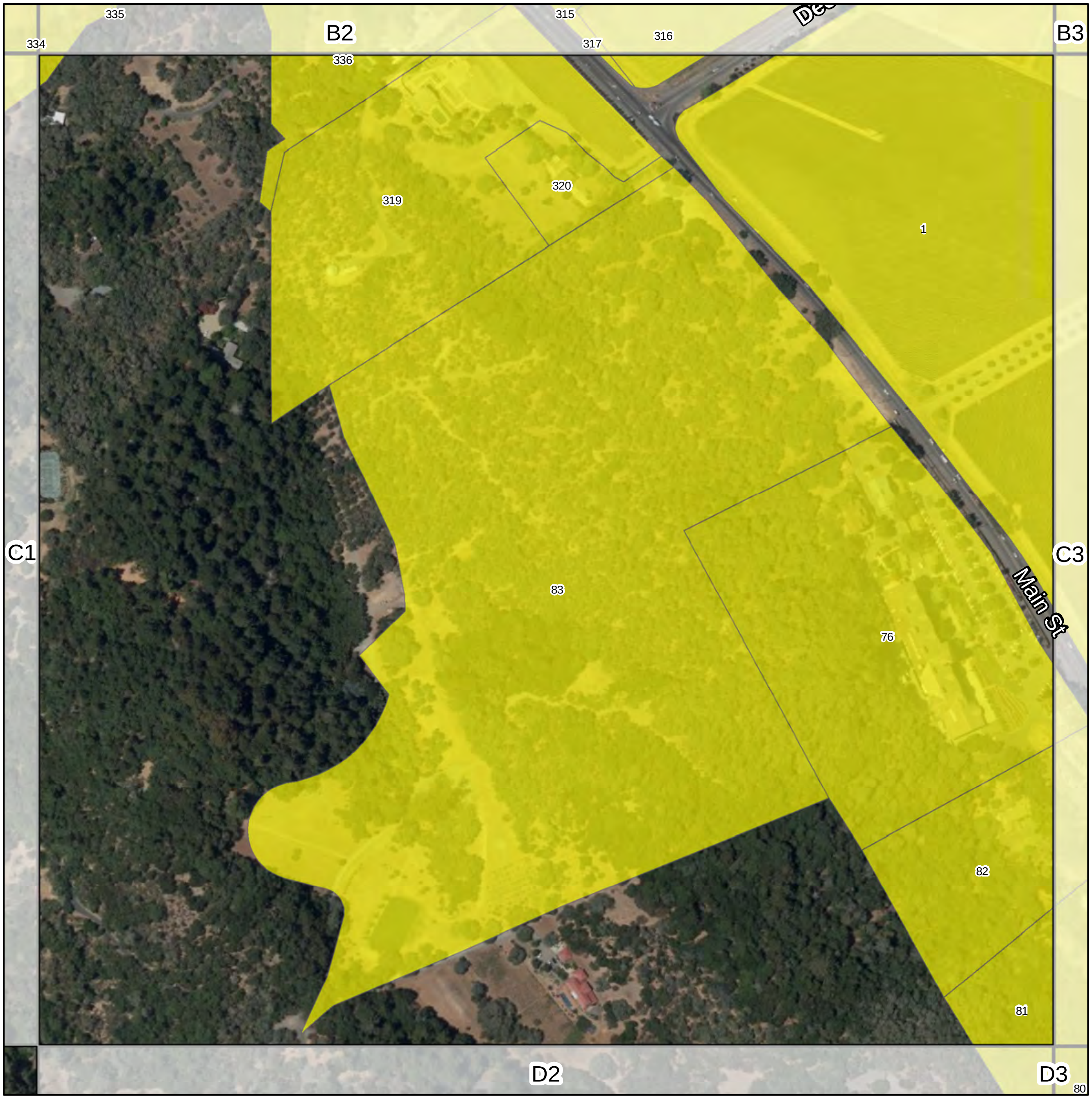

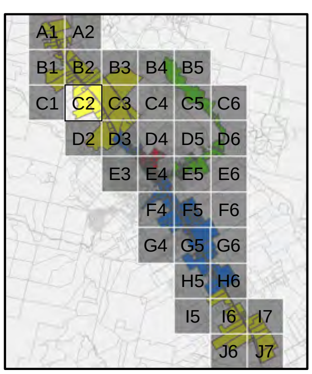

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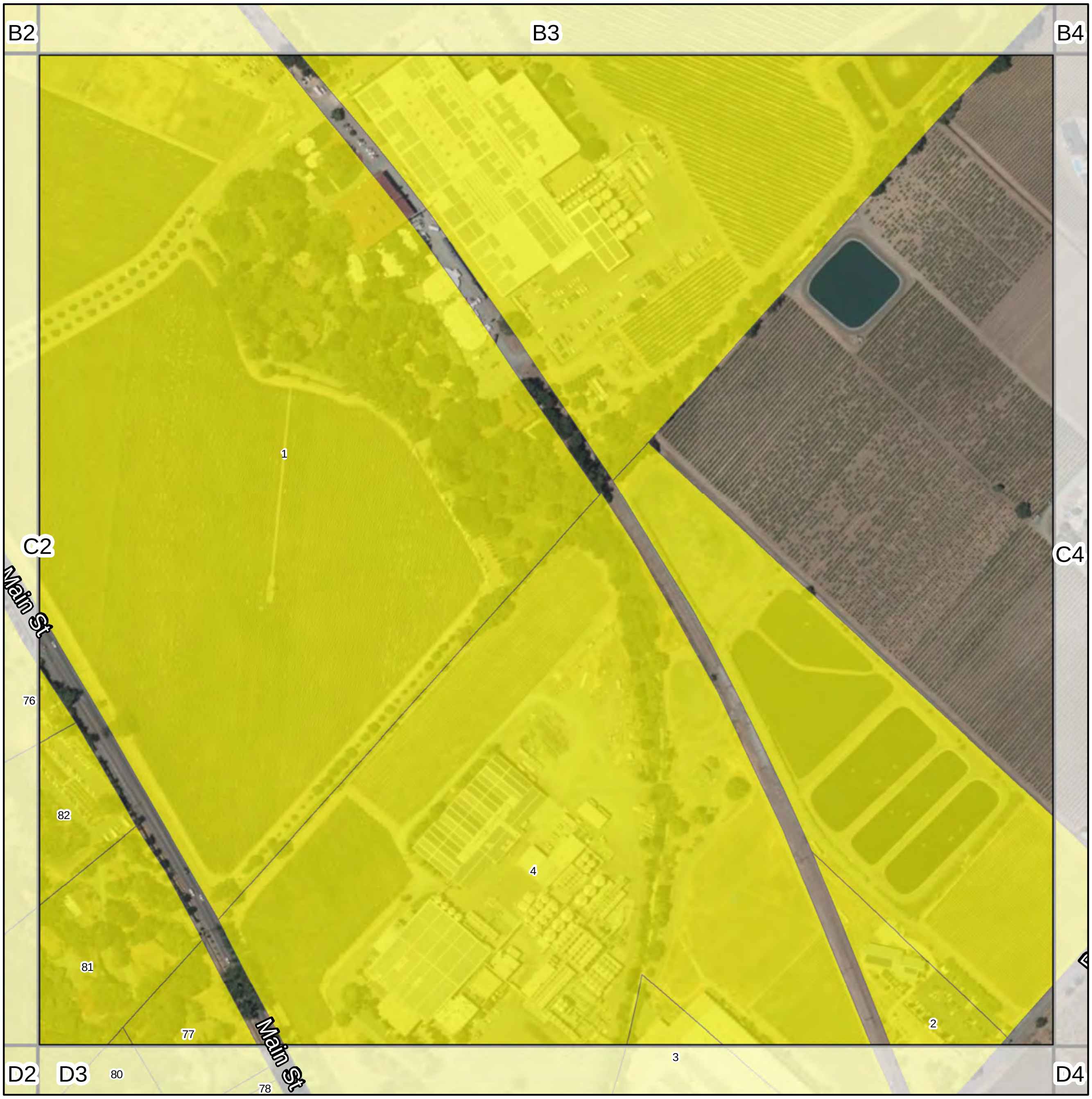

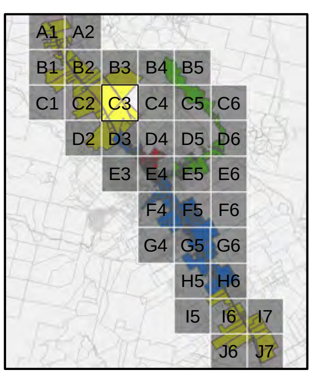

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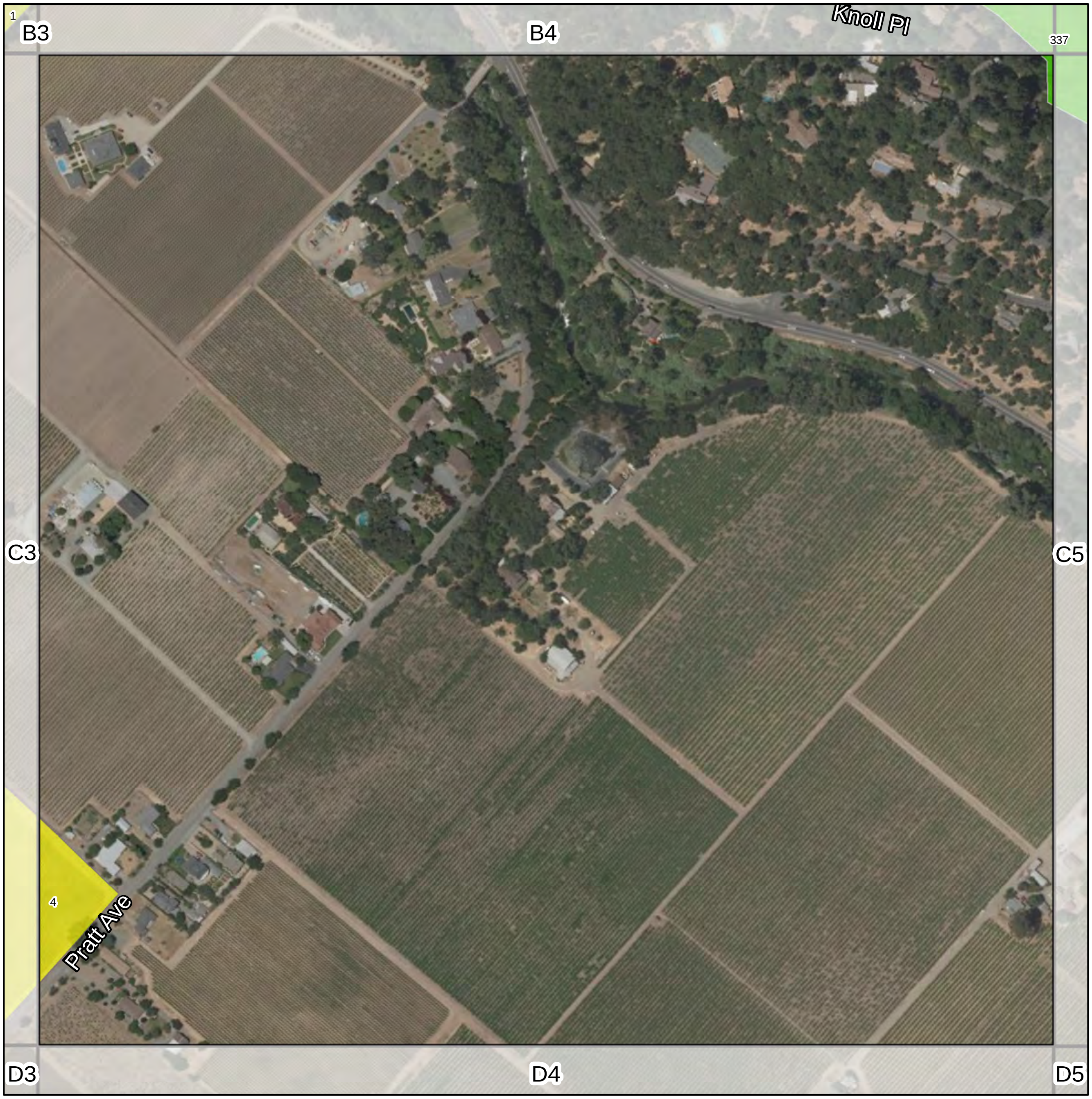

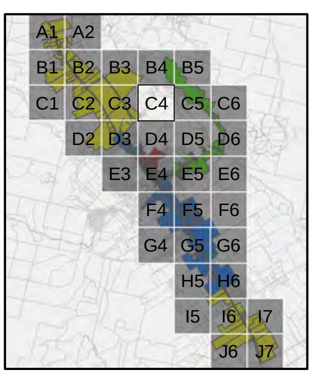

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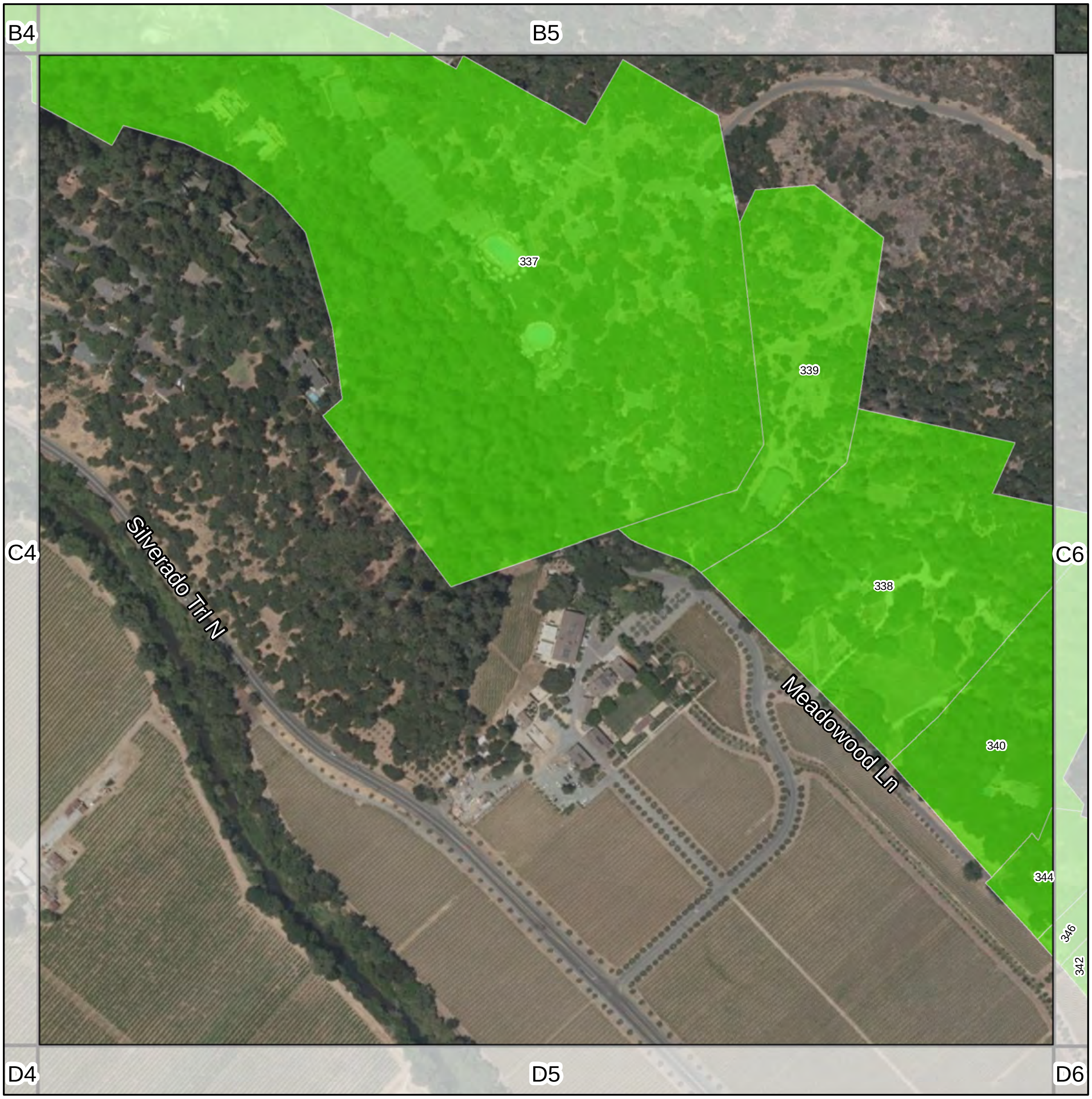

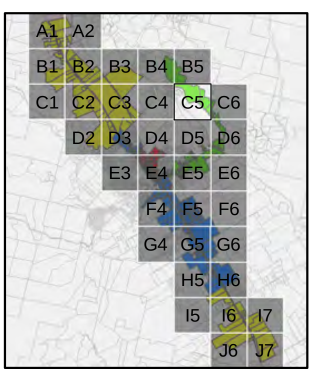

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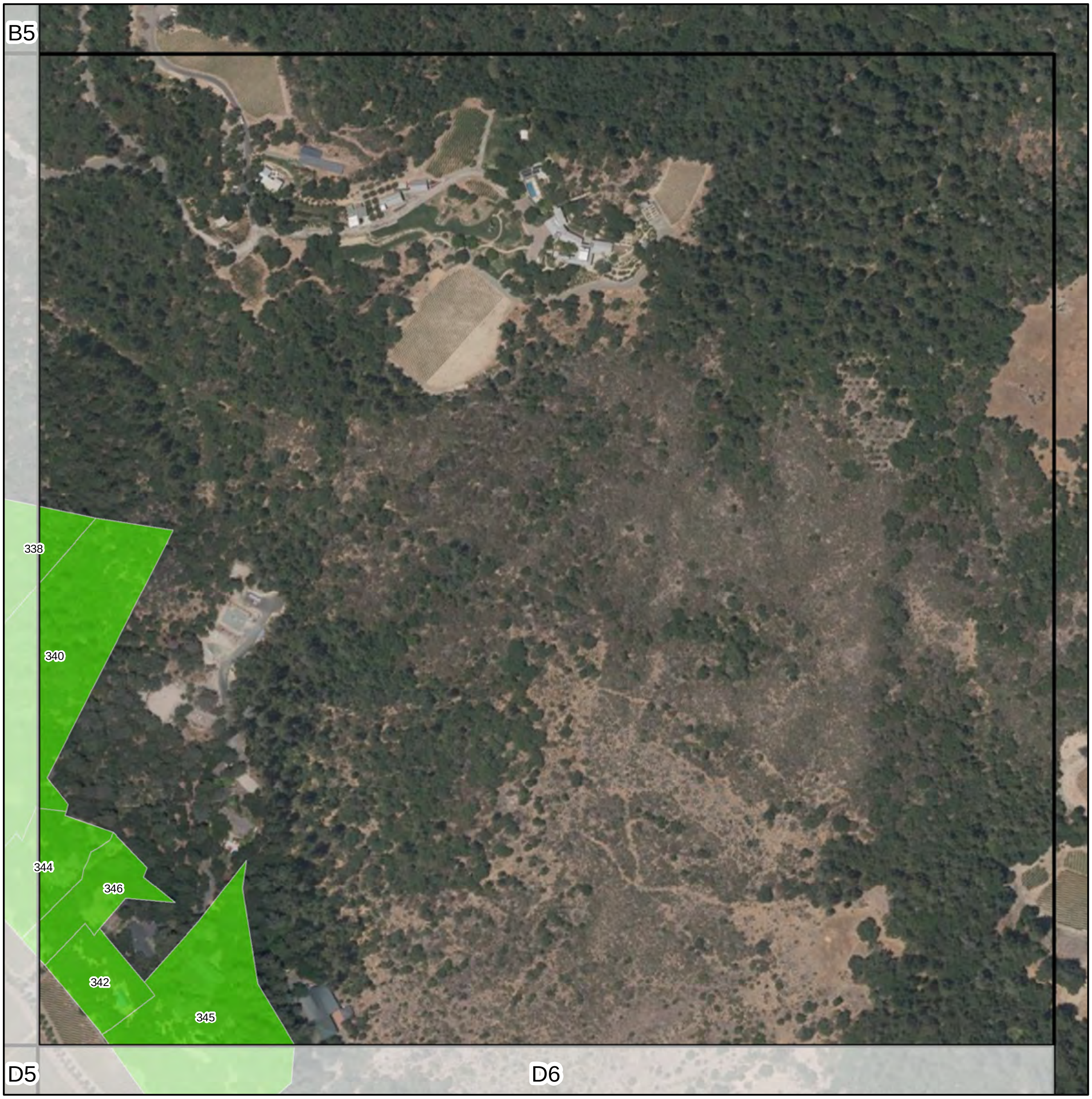

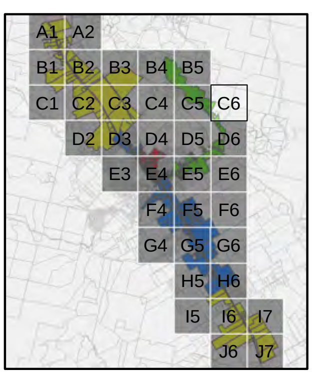

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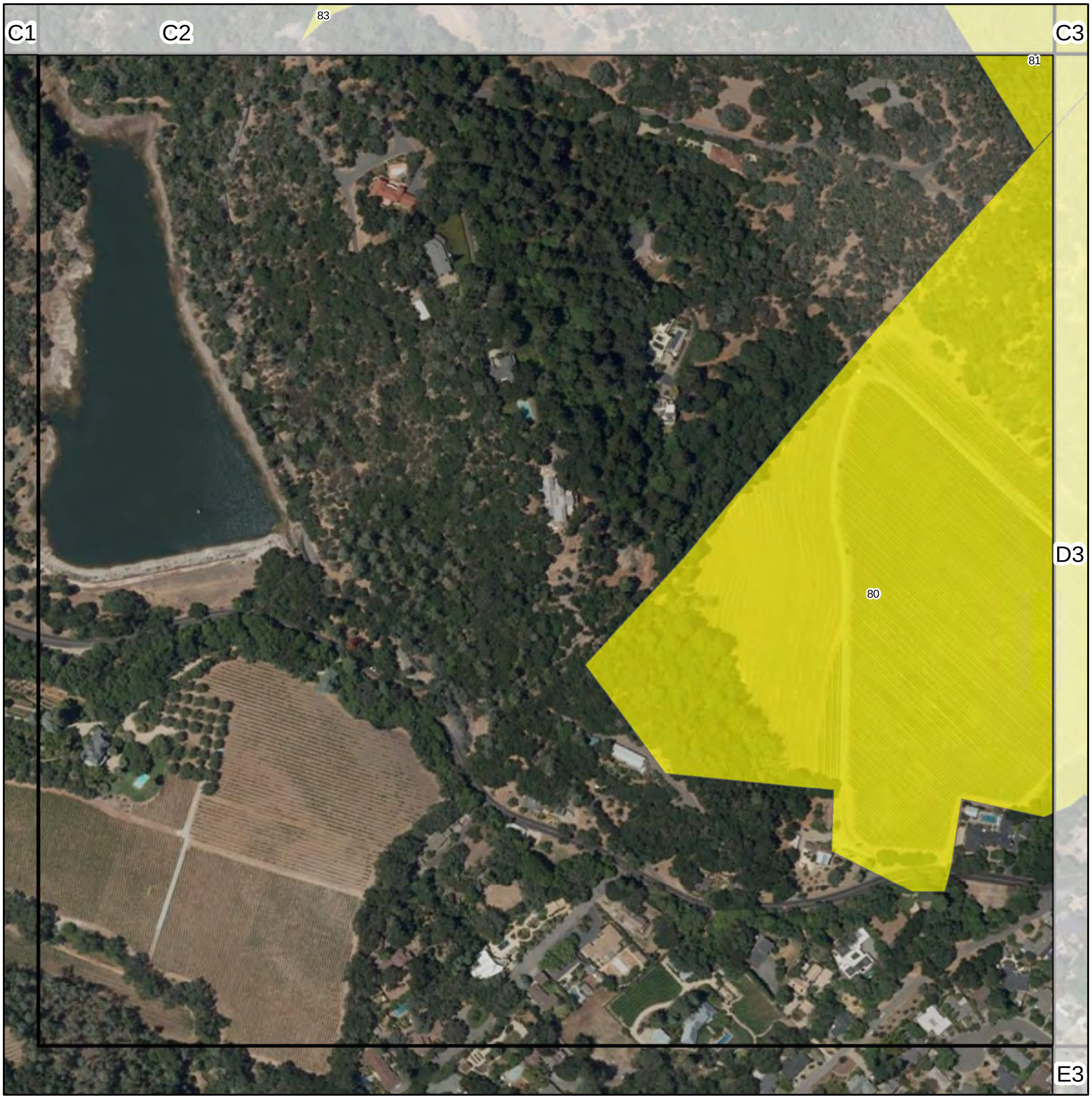

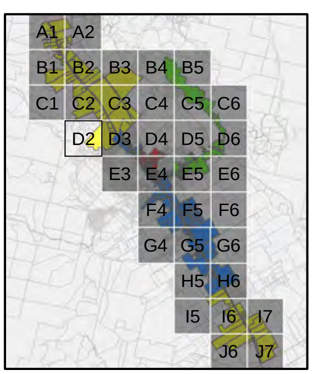

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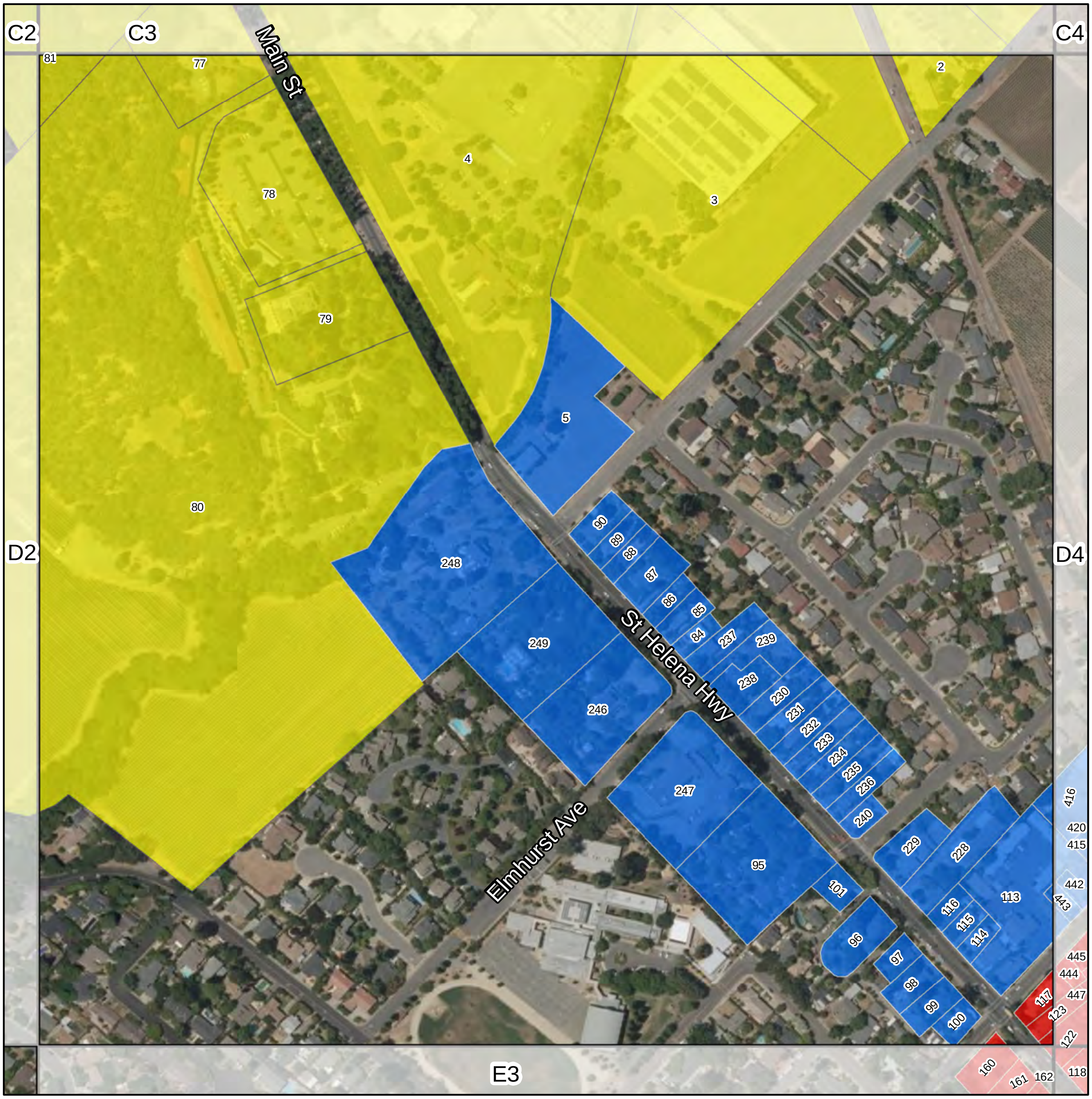

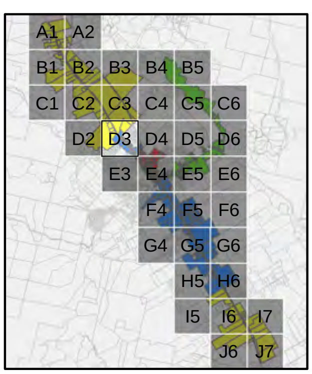

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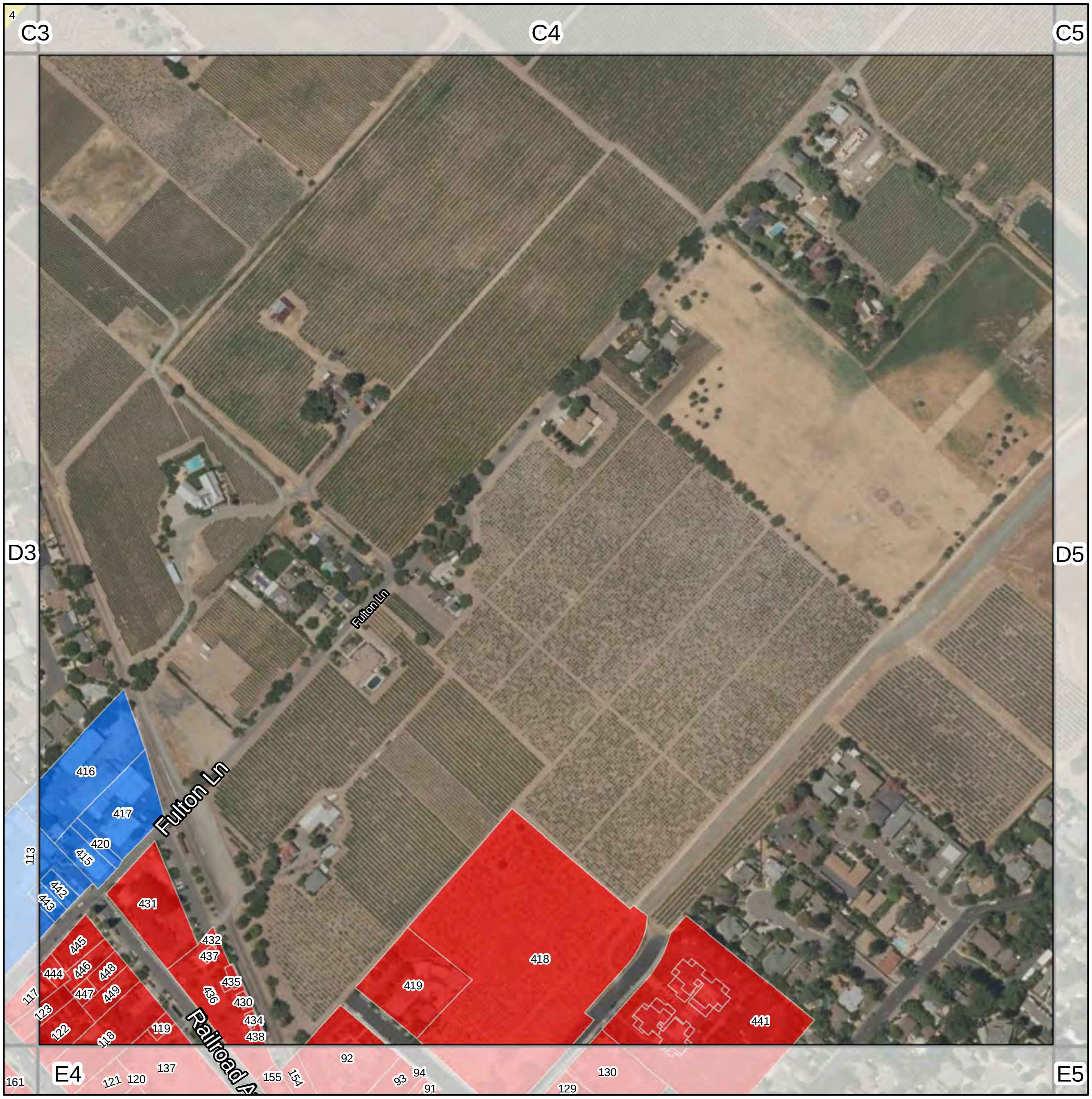

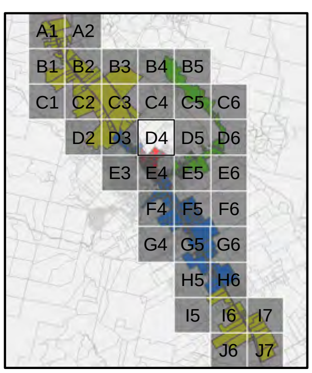

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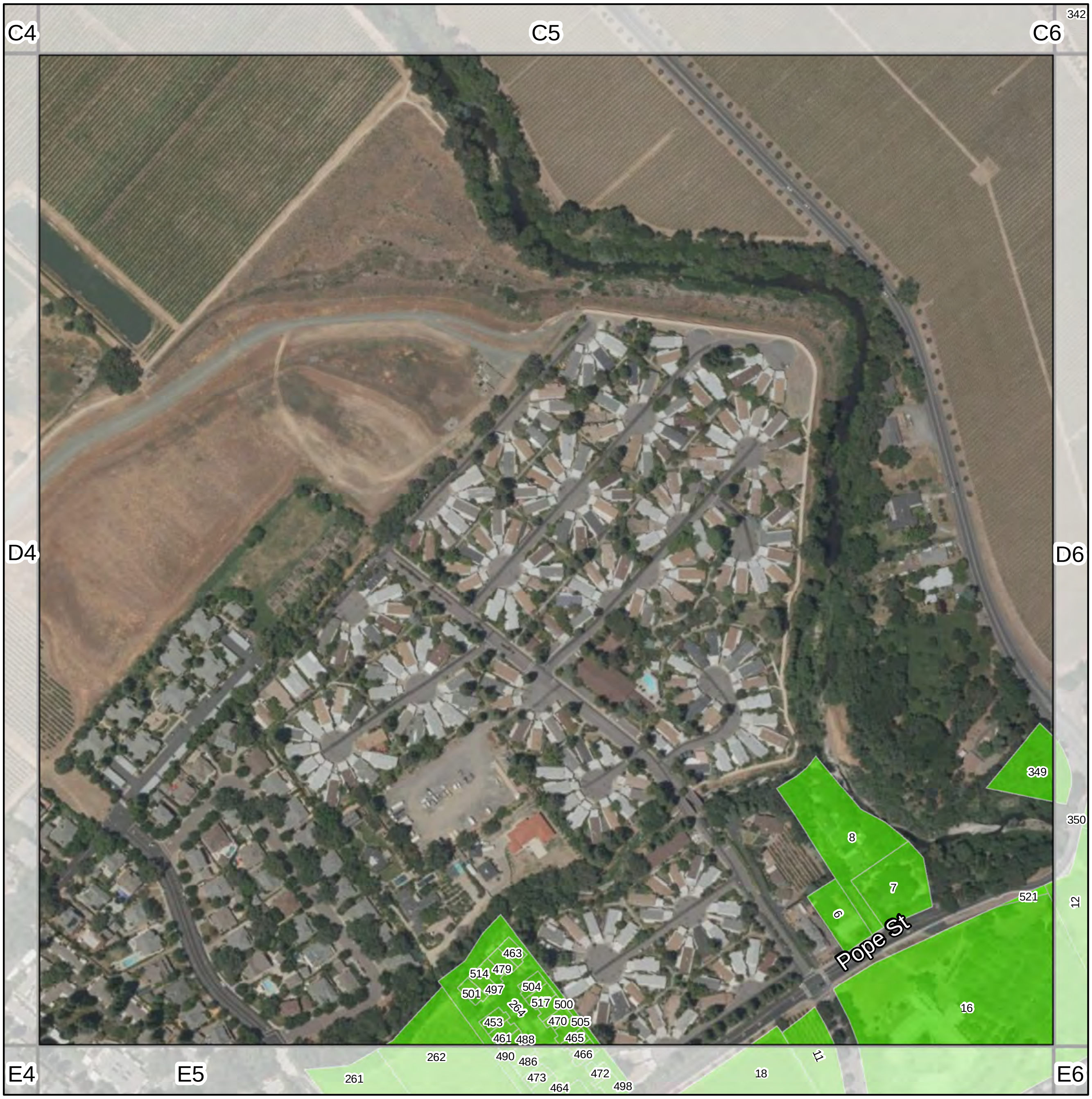

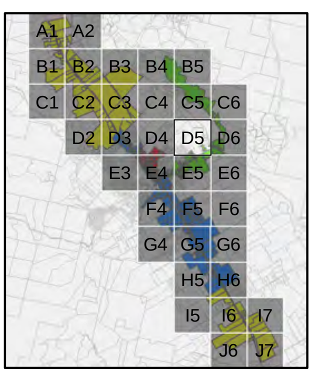

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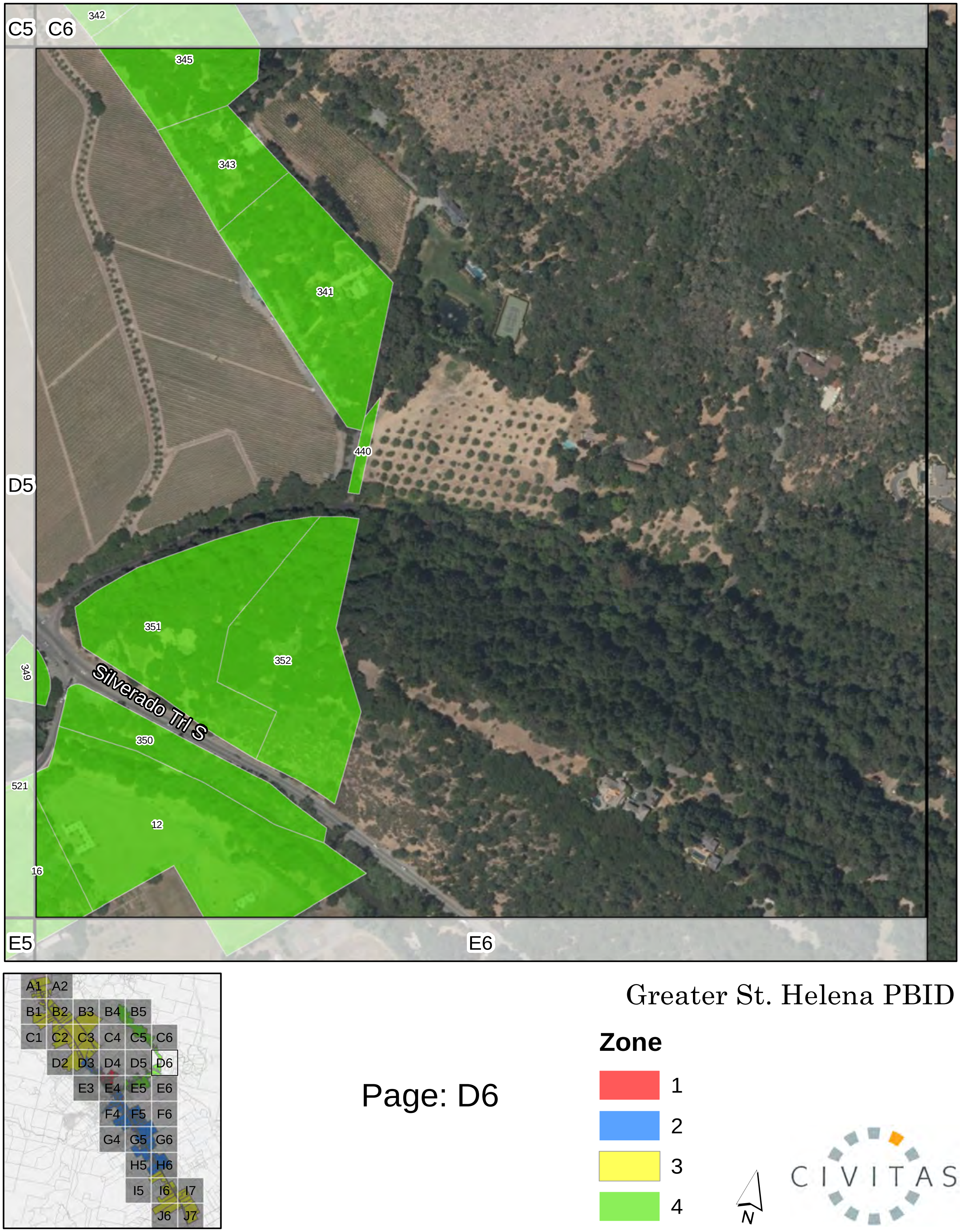

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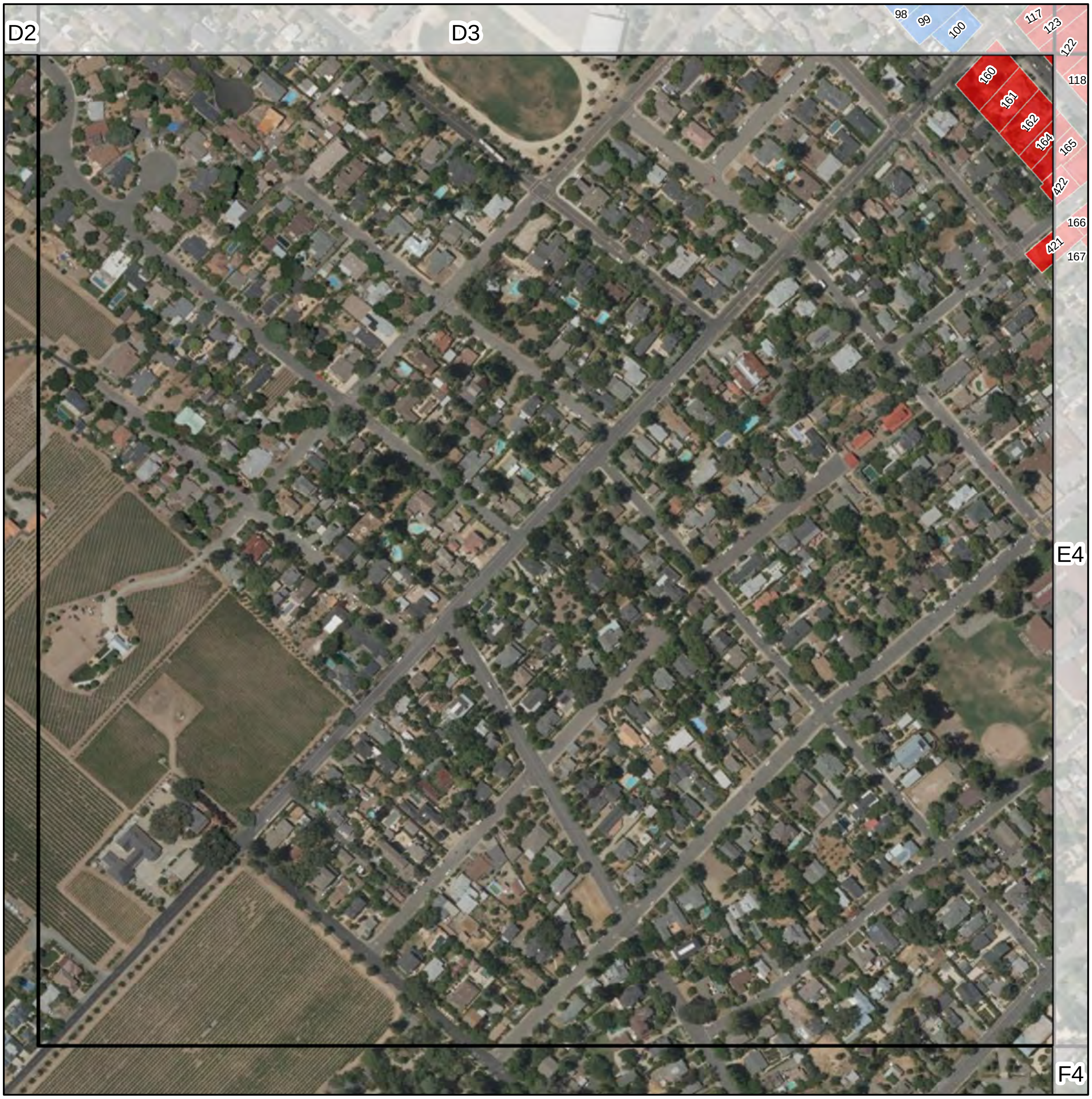

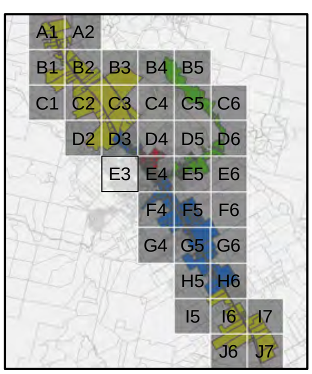

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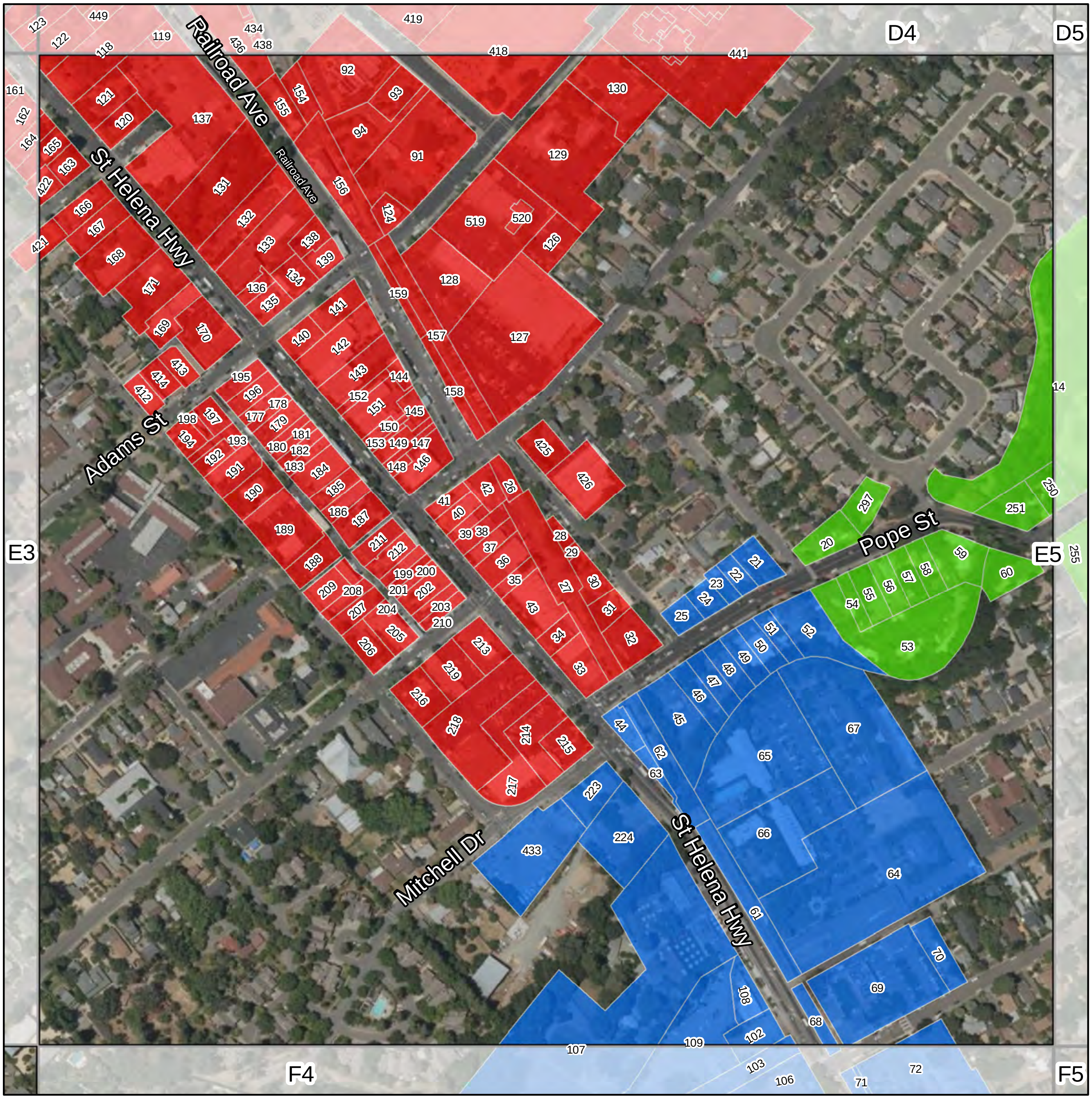

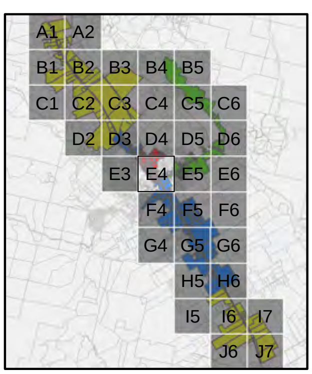

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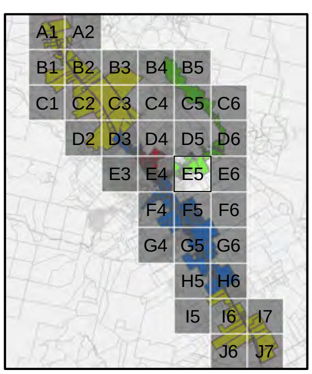

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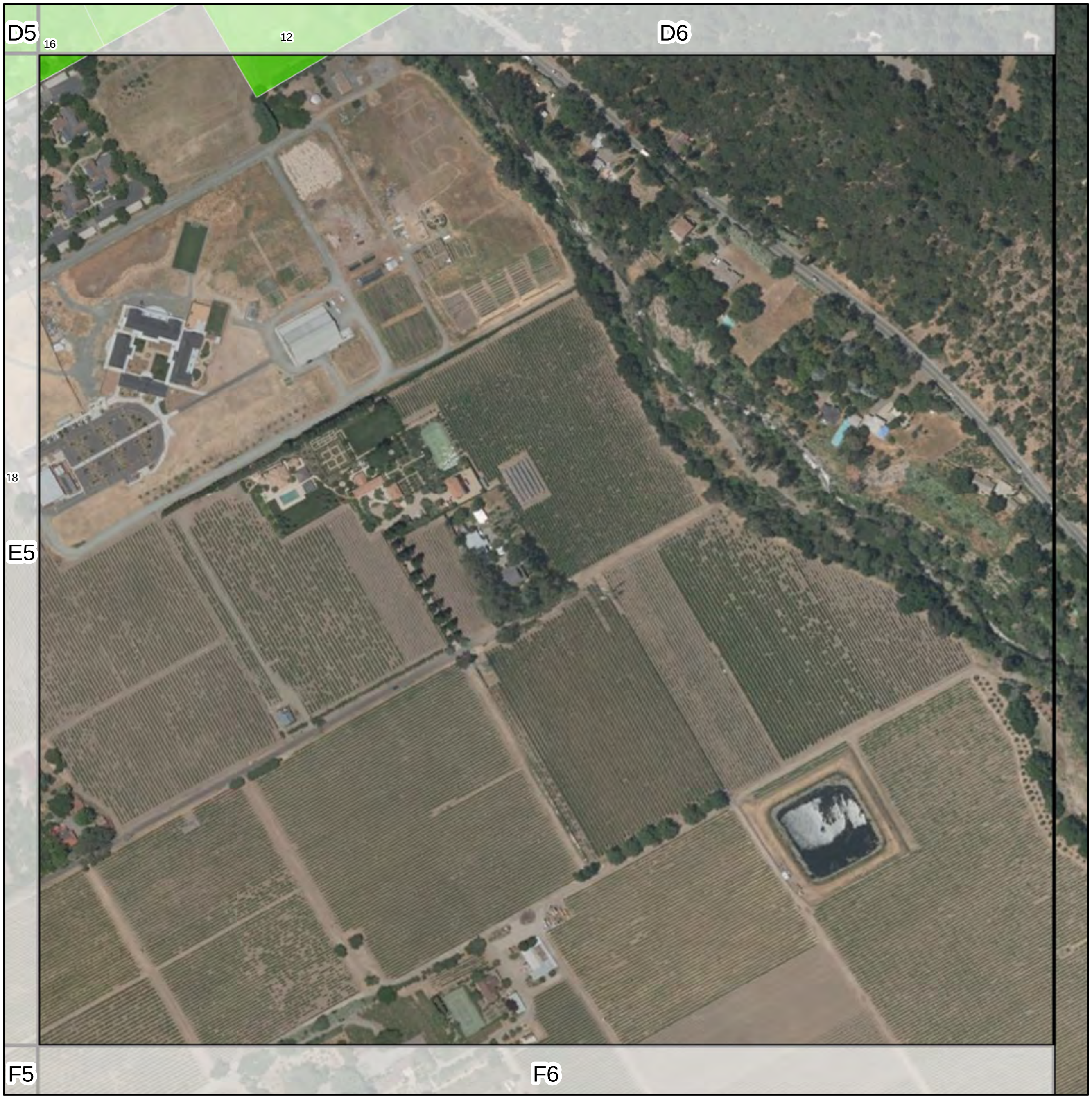

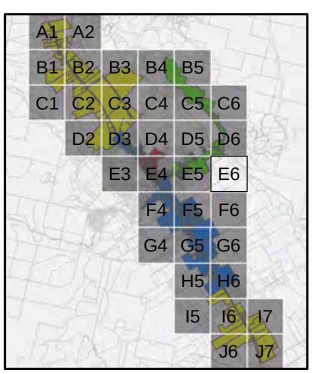

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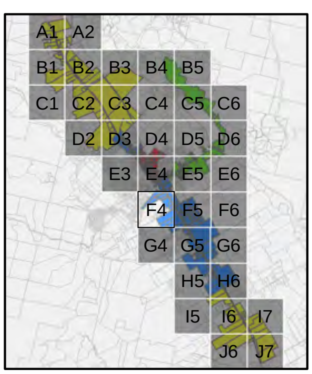

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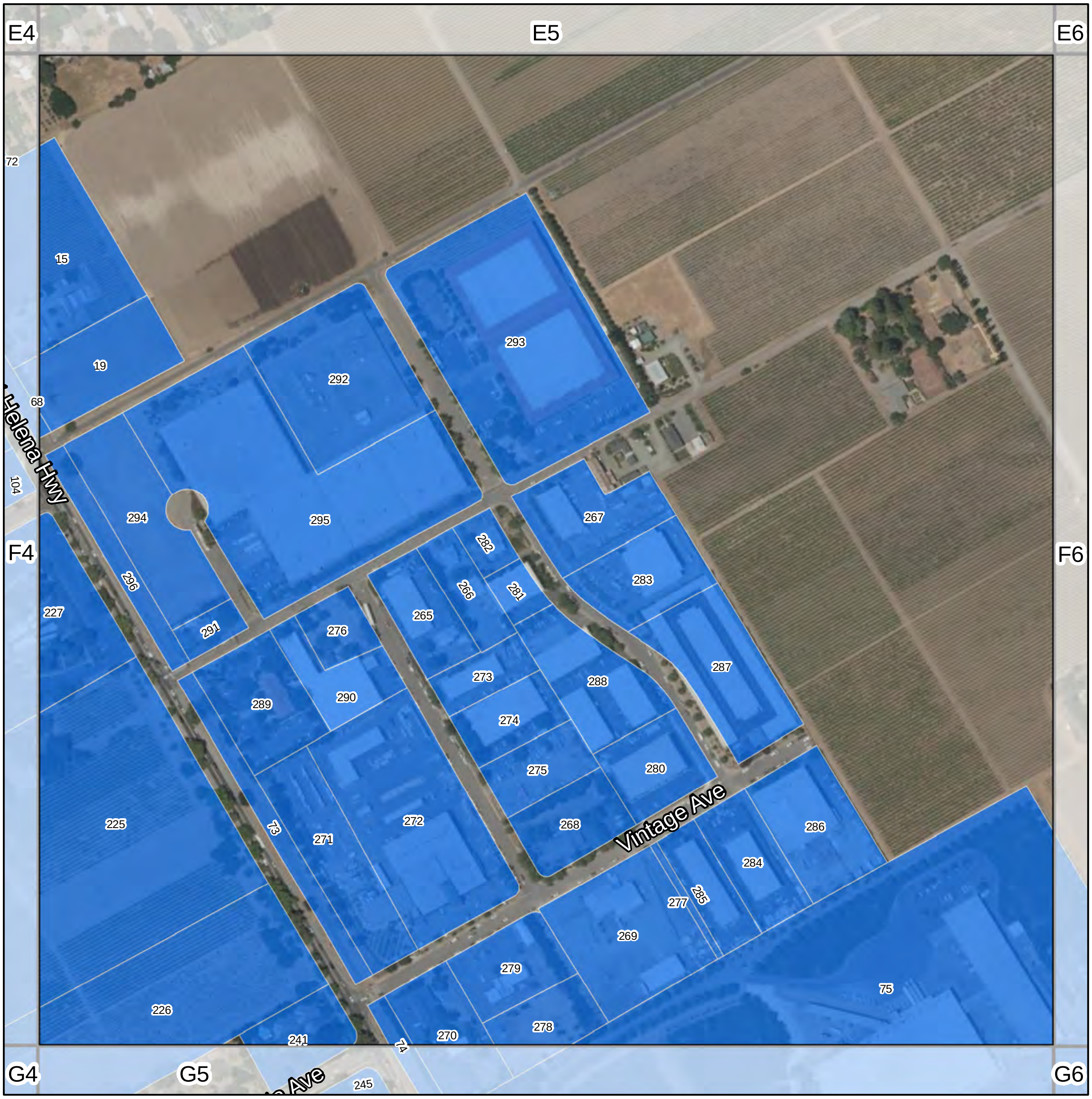

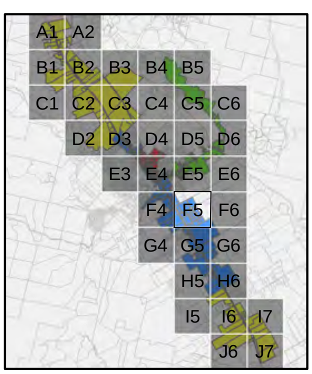

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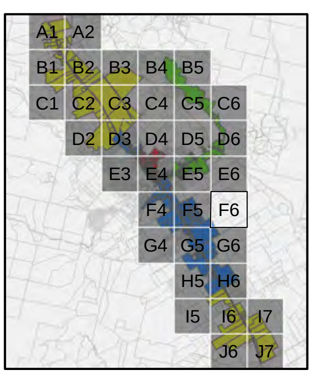

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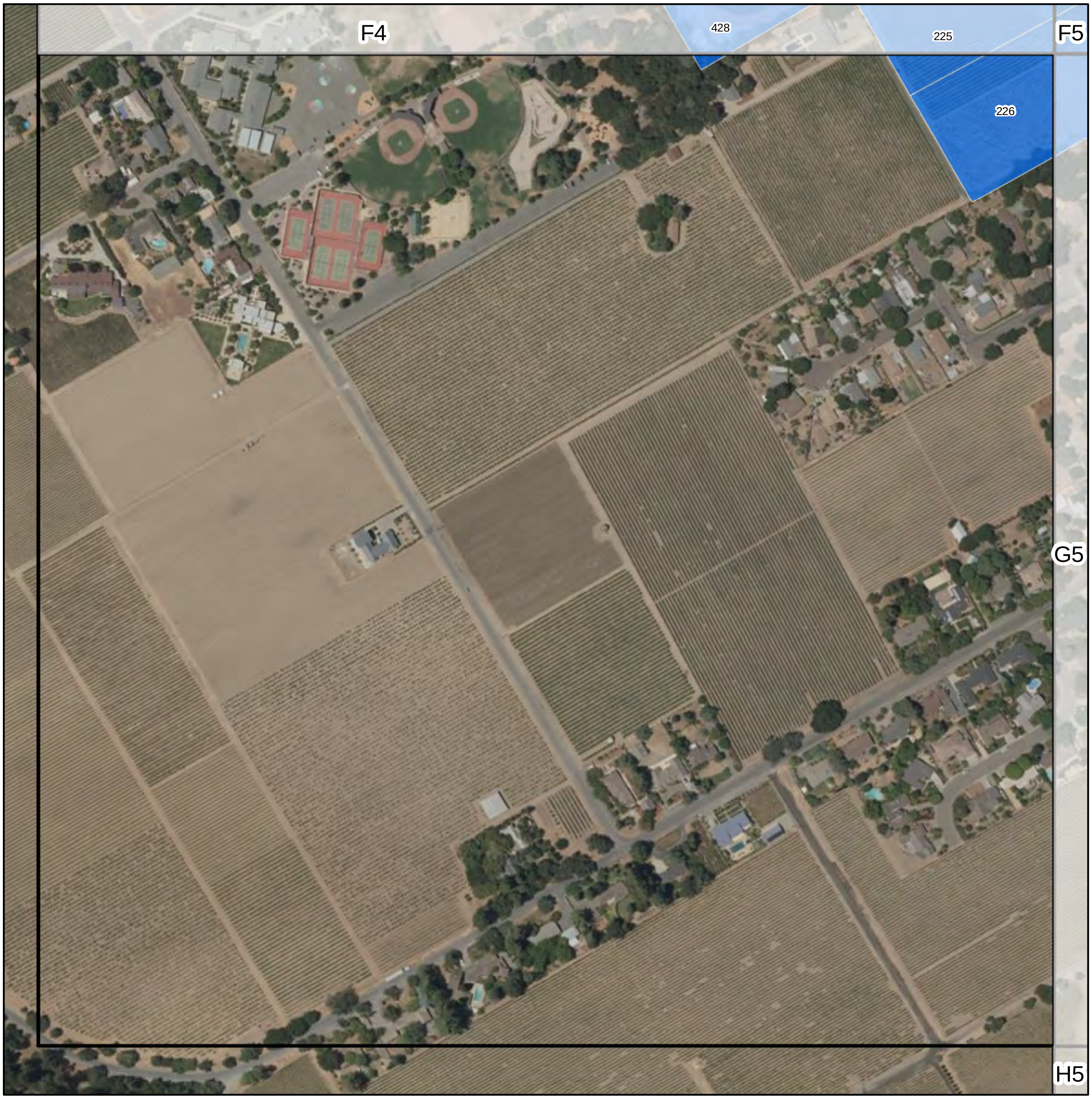

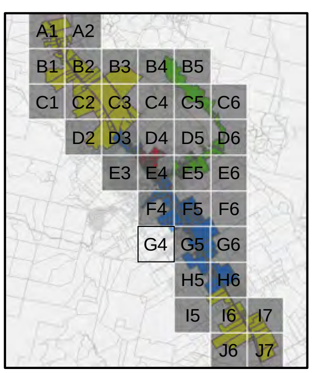

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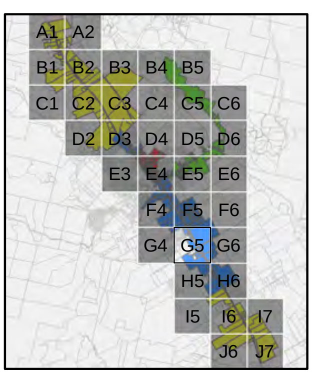

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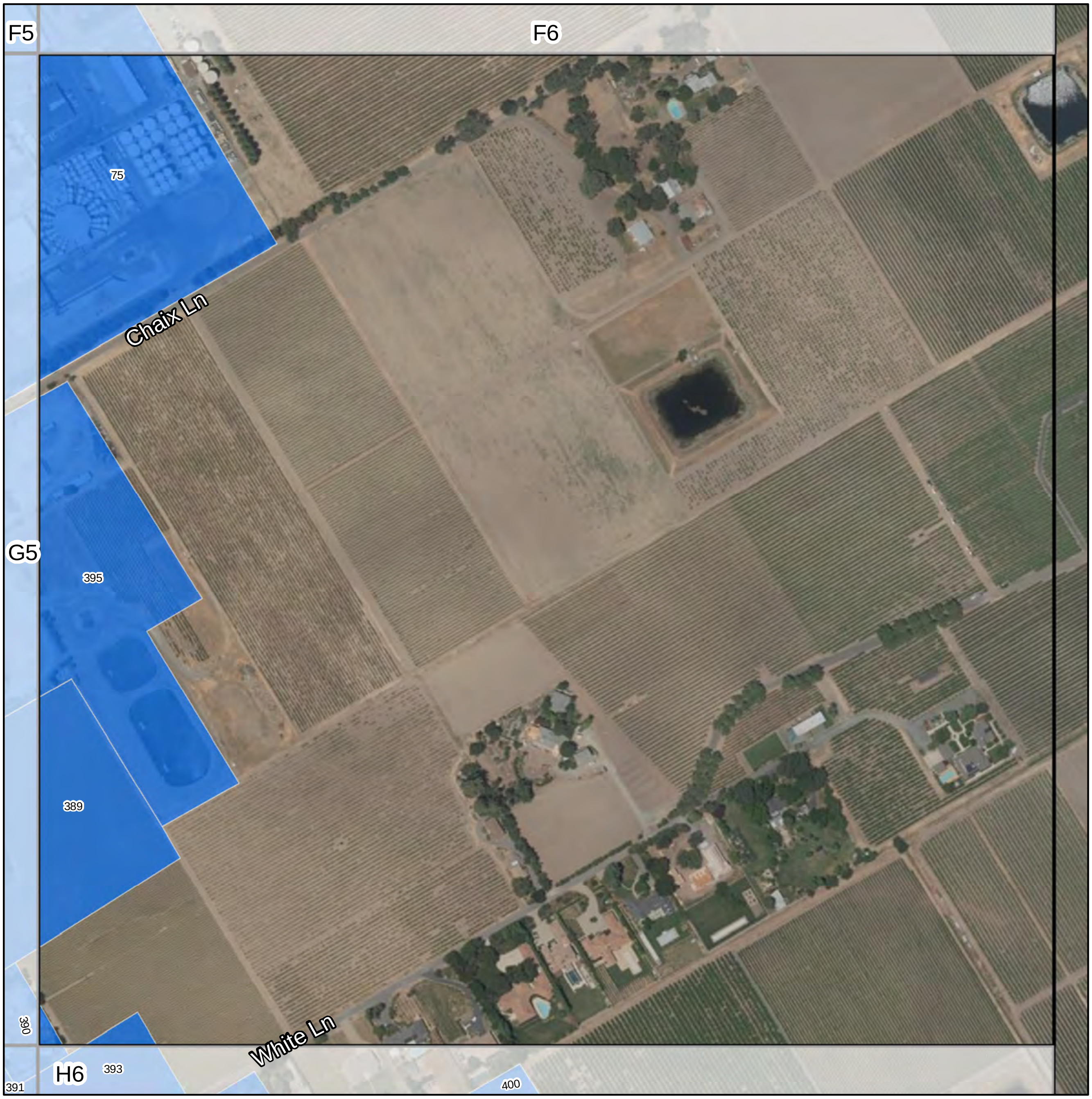

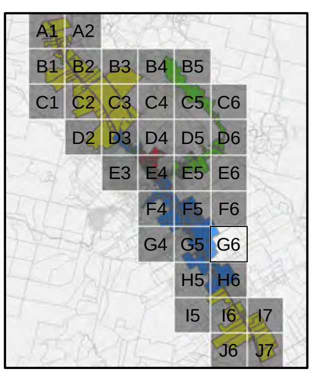

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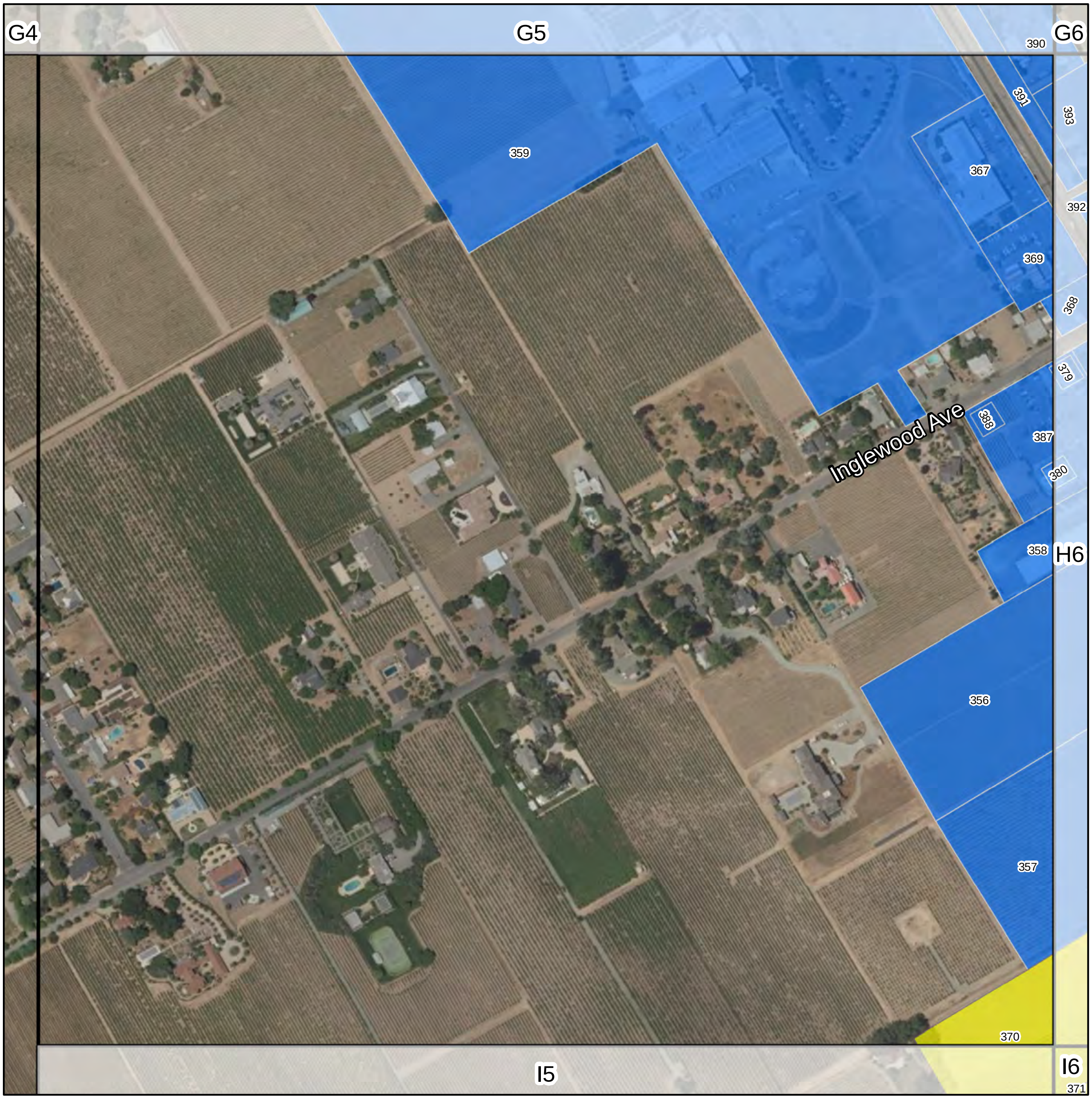

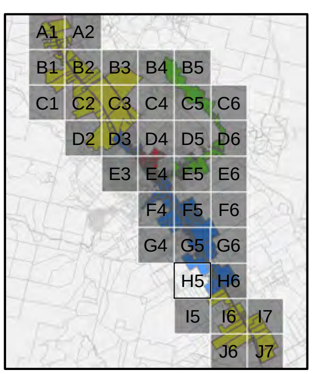

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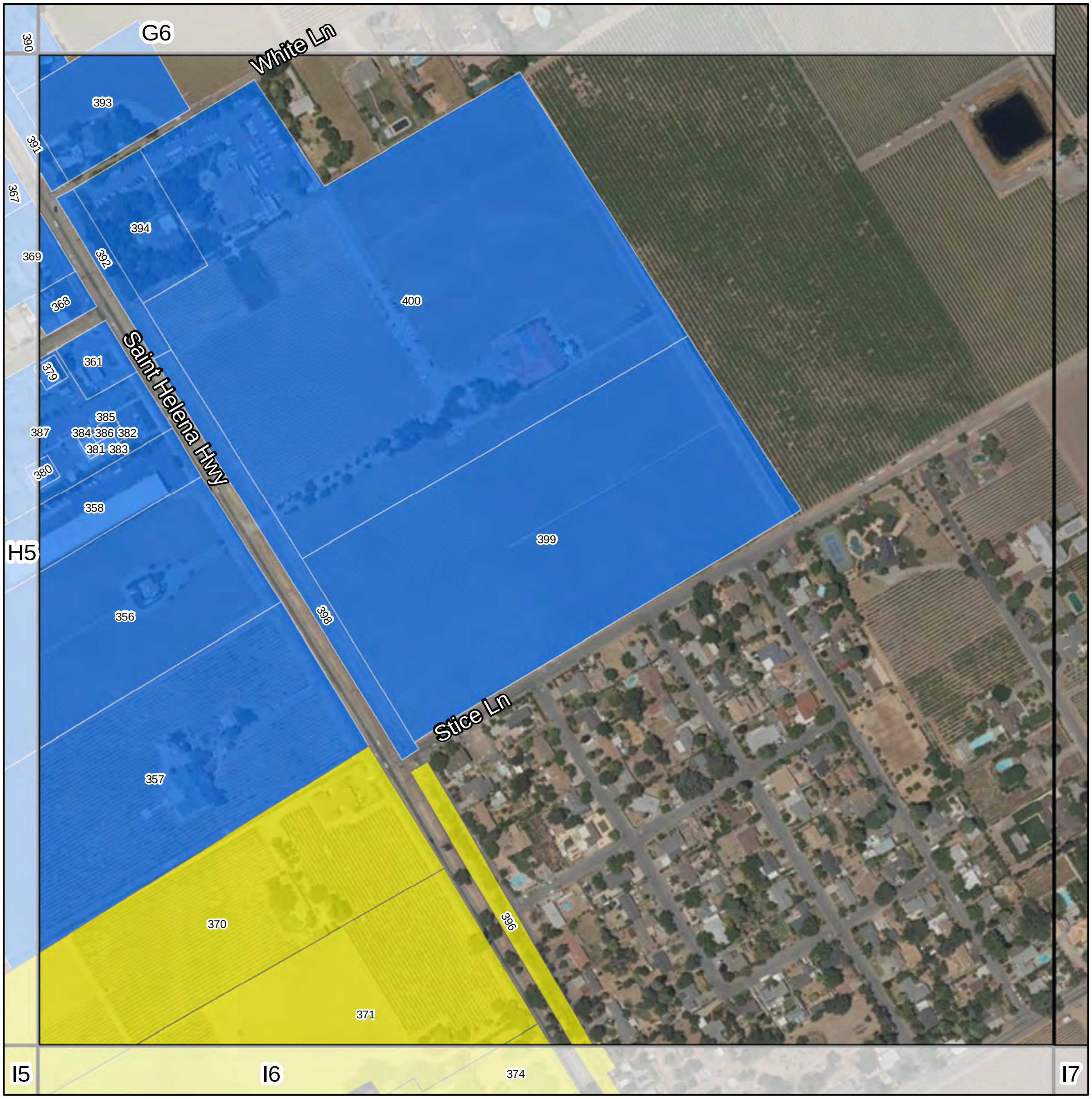

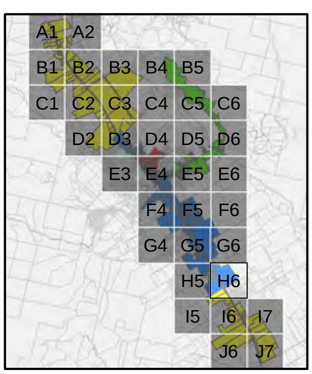

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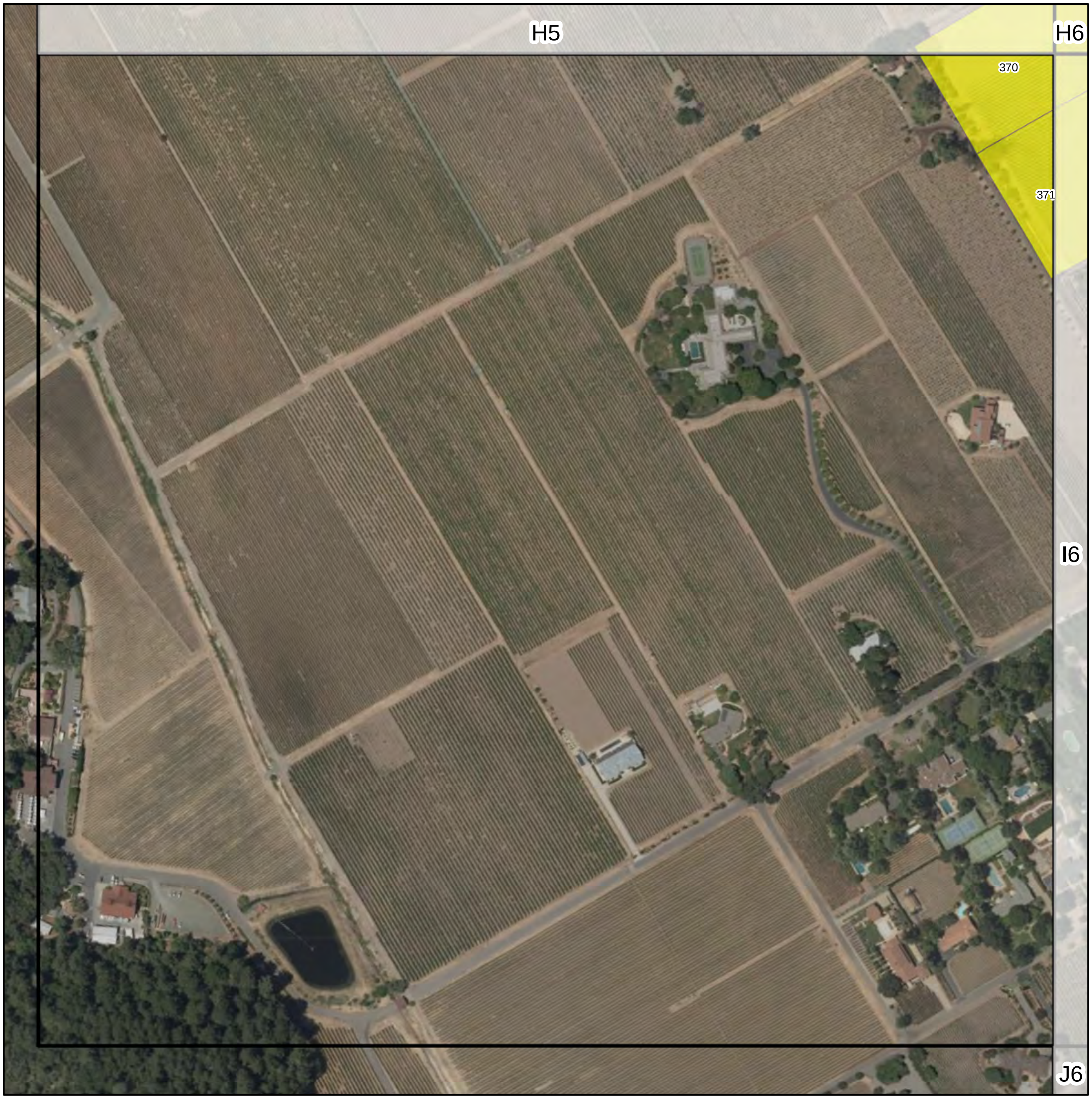

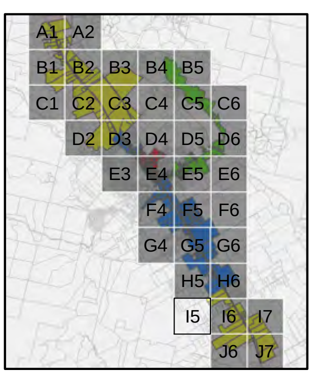

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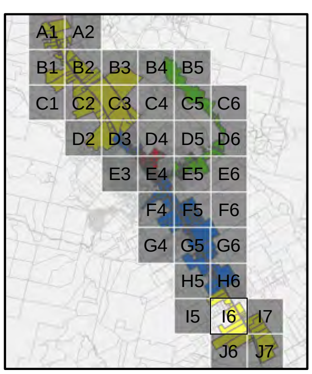

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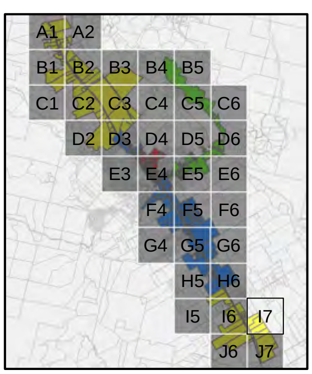

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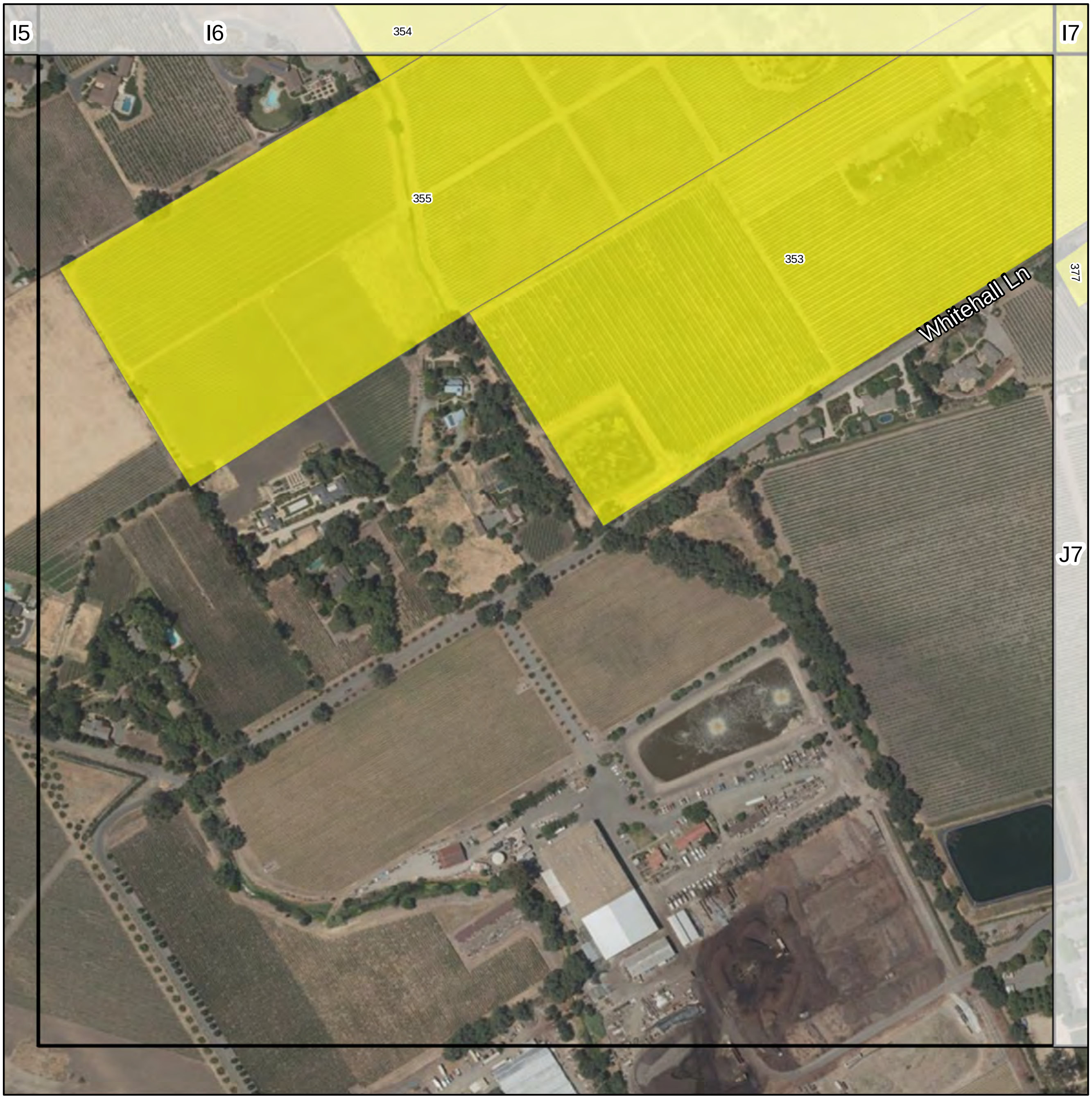

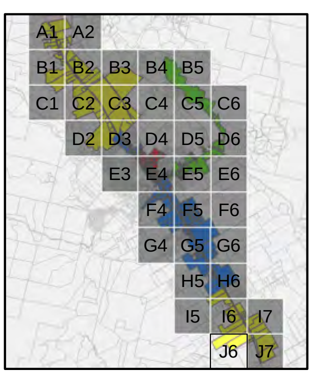

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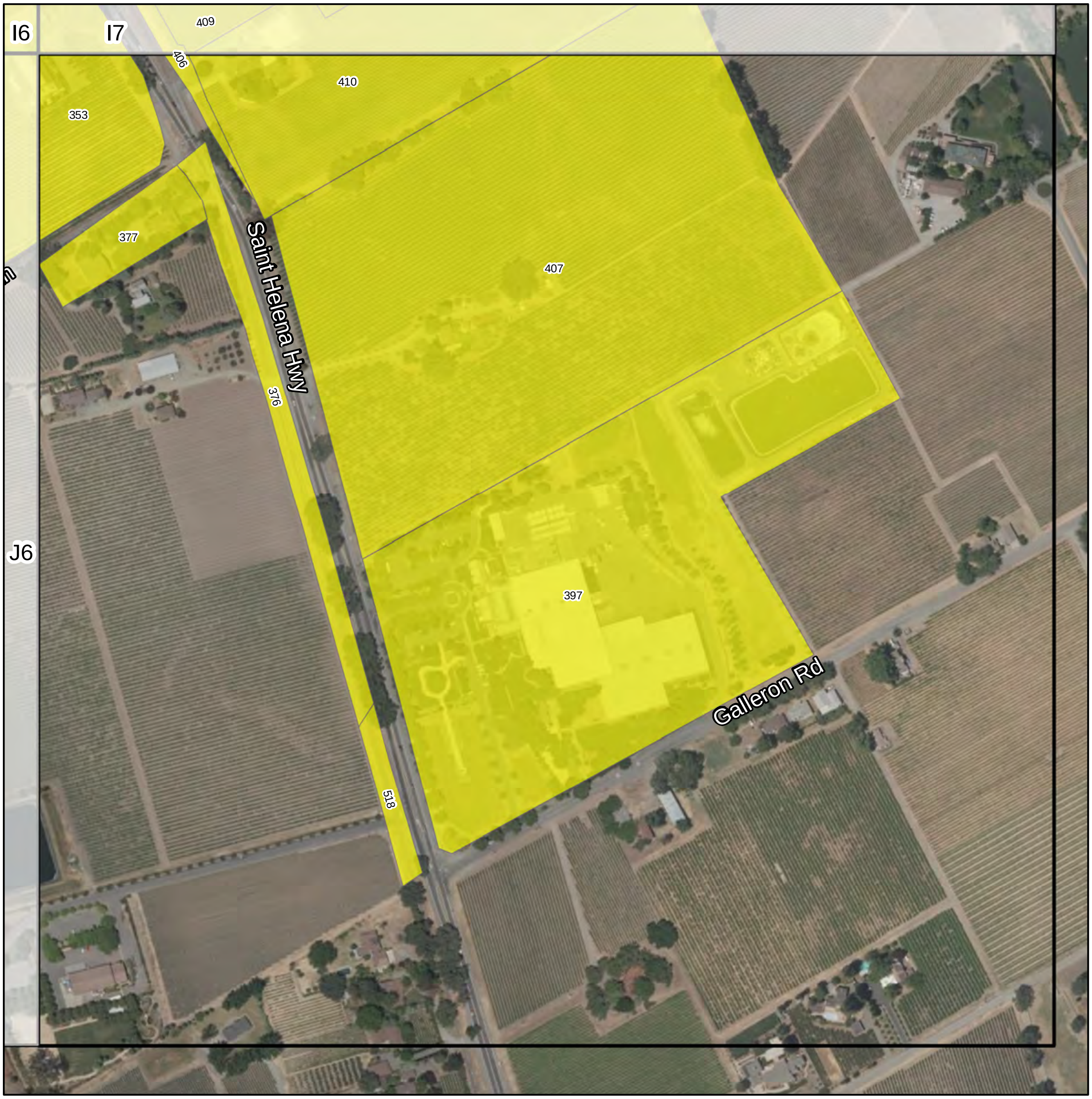

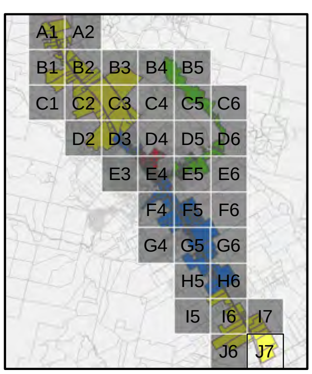

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Attachment 2

Greater St. Helena Property & Business Improvement District Formation Timeline

Action	Date
Chamber submits draft PBID Plan & Engineer's Report, and form of Petition and Notice to City	March 14, 2017
Ongoing review of PBID Plan/Report, Petition and Notice by City Staff	March 14 – April 7, 2017
City Council Regular Meeting- Review/Comment of PBID Plan/Report & Resolution Seeking County Consent. Petition/Notice forms approved by City Staff	April 11, 2017
Chamber Petition Drive - Property Owner Meetings	April 12 – May 14, 2017
Submit Petitions totaling over 50% of assessment to City	May 15, 2017
City Council Regular Meeting • Resolution of Intention to Form PBID	May 23, 2017
Mail • Ballot / Notice of Public Hearing - Must be mailed next day after Resolution of Intention is adopted.	May 24, 2017
Board of Supervisors – Consent Hearing	June 1, 2017
City Council – Public Hearing • Adopt Resolution of Formation – Must be held at least 45 days after Notice/Ballot are mailed.	July 11, 2017 or July 25, 2017 (July 8th is 45th day following mailing of ballot on May 24th – thus holding public hearing on July 25th provides more manageable timelime)
Deadline to complete PBID formation	July 31, 2017
District begins collecting assessment	January 1, 2018

OAK #4843-1936-3142 v2
05829-0049

RESOLUTION NO. 2017 - ____________

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF ST. HELENA REQUESTING CONSENT OF THE BOARD OF SUPERVISORS OF THE COUNTY OF NAPA TO FORM THE GREATER ST. HELENA PROPERTY AND BUSINESS IMPROVEMENT DISTRICT

WHEREAS, the City Council of the City of St. Helena (the "City) desires to begin proceedings to form the Greater St. Helena Property and Business Improvement District ("GSHPBID");

WHEREAS, certain property owners have requested that the City Council form the GSHPBID; and

WHEREAS, a portion of the territory to be included in the proposed GSHPBID lies within the boundaries of the County of Napa, as shown on the map attached hereto as Exhibit A and incorporated herein by such reference; and

WHEREAS, the area of the County of Napa which lies within the boundaries of the proposed GSHPBID will, in the opinion of the City Council, be benefited by the improvements and activities, and the purpose sought to be accomplished by the work can best be accomplished be a single comprehensive scheme of work; now, therefore, be it

RESOLVED, by the City Council of the City of St. Helena that:

<u>Section 1:</u> The above recitals are true and correct.

<u>Section 2:</u> Consent of the County of Napa, through its Board of Supervisors, is hereby requested to form the GSHPBID, and to grant to the City Council jurisdiction for all the purposes in connection with the operation and any future renewals of the proposed GSHPBID.

<u>Section 3:</u> The City Clerk is hereby directed to transmit a certified copy of this Resolution to the Clerk of the Board of the County of Napa.

PASSED, APPROVED and **ADOPTED** at a regular meeting of the City Council of the City of St. Helena held on the 11^{th} of April, 2017 by the following vote:

Mayor Galbraith: __________

Vice Mayor White: __________

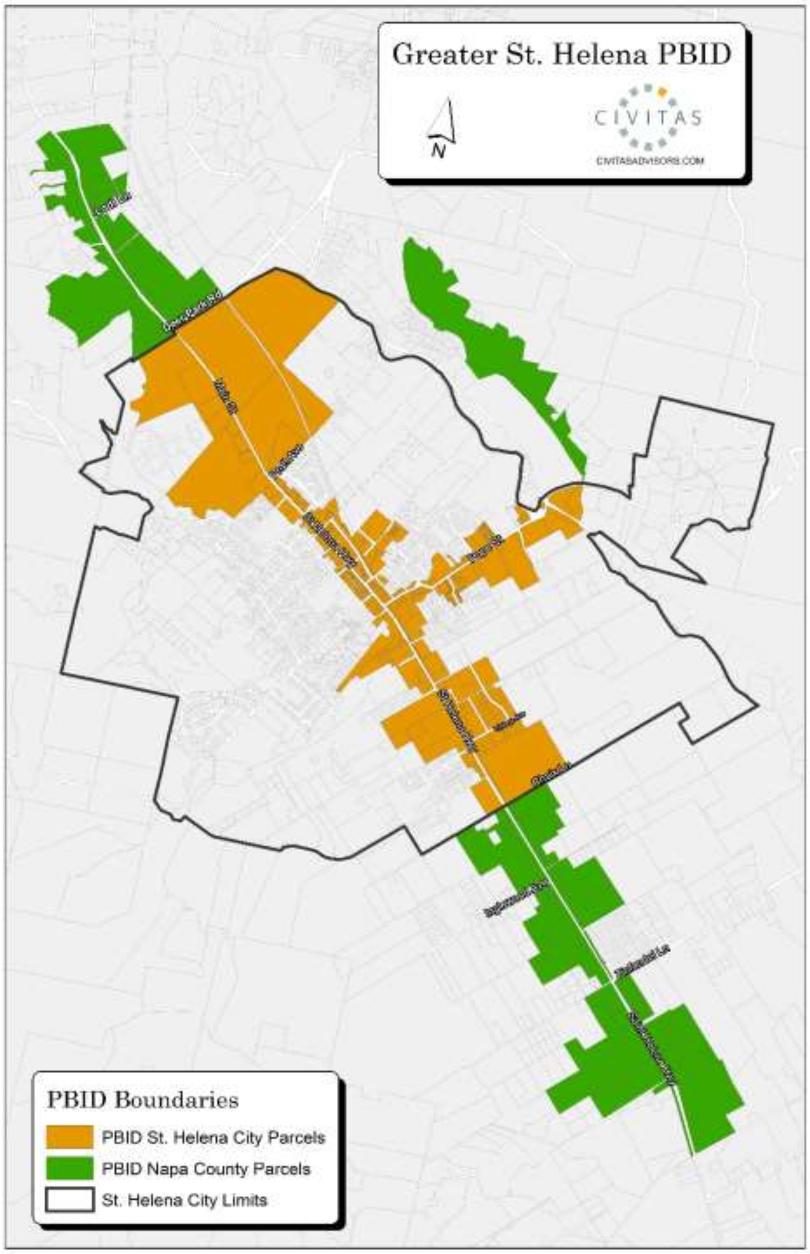
Councilmember Dohring: __________

Councilmember Ellsworth: __________

Councilmember Koberstein: __________

APPROVED:	ATTEST:
____________________	____________________
Alan Galbraith	Cindy Black
Mayor	City Clerk

EXHIBIT A
District Boundaries



From: Link, Leanne [mailto:Leanne.Link@countyofnapa.org]
Sent: Monday, March 27, 2017 9:37 AM
To: 'Steve Rogers'; 'Dylan Feik'; Dana Shigley; 'Steve Potter (spotter@cityofnapa.org)'; 'Parness, Mike'; 'lpennell@cityofsthelena.org'
Subject: Request from BOS re Marijuana

Good morning all,

At last Tuesday's Board of Supervisors meeting, Supervisor Ryan Gregory asked staff to work on a meeting with two electeds from each jurisdiction to discuss marijuana policy within Napa County. As you may recall, I mentioned this at our last Managers meeting (although Napa and American Canyon were not present). While a suggestion was made at the managers meeting to hold a forum, it may be advantageous for the electeds to meet in a smaller group initially. To that end, I suggest meeting sometime in early to mid-April, if possible. If your city is interested, would you please have your council designate your two electeds and let me know who is selected. My office will coordinate the initial meeting.

I've also attached the electronic version of the handout from the managers meeting that shows the information gathered from your respective planning departments. Please feel free to share this with your electeds. I realize that Calistoga has taken some action since this document has been created; other jurisdictions may also have made some decisions regarding marijuana cultivation and sale since. However, it does help to give a picture of approximately where we are.

If you have questions or concerns, please let me know. Thanks in advance for your assistance.

Leanne

Leanne Link
County Executive Officer
County of Napa
1195 3rd Street, Suite 310
Napa, CA 94559
(707) 253-4406

City of St. Helena
"We will conduct city affairs on behalf of our citizens using an open and creative process."

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March 28, 2017

Napa County Board of Supervisors
Napa County Administration Building
1195 Third St, Suite 310
Napa, CA 94559

County Supervisors,

Re: Private Heliport Development within the County of Napa

It has recently come to the attention of the St Helena City Council that a discretionary Use Permit application was filed with the Napa County Planning, Building and Environmental Services Department, proposing to construct and operate a heliport for private helicopter landings on private property within the County of Napa jurisdiction (File No. P14-00261).

Rather than comment on the merits of a specific project, the St Helena City Council would like to voice concerns over the use and operation of private heliports within the Napa Valley generally. Approval of a Use Permit to operate a private heliport has the potential to motivate additional applications for private heliport development throughout the County. Such an increase in applications (and any subsequent approvals) could impact the citizens of St Helena and the aesthetic beauty of the Napa Valley as a whole, in a variety of unforeseen and unknown ways. Other jurisdictions struggles with the use of private helicopters have been well documented (as referenced in the numerous comment letters received on the Environmental Impact Report for P14-00261) and the potential for broader impacts to the Valley as a whole should not be ignored. For these reasons, the Council has chosen to express its concern over the potential for private use heliports, and their associated impacts, to become more common place in the Valley.

Based on this concern, it is requested by the St Helena City Council that, prior to approval of any new applications for private heliport operations, the County of Napa undertake a comprehensive review of the private use of helicopters with the goal of establishing County-wide land use regulations governing these applications. This process should involve outreach to citizens in all communities in the Valley. A proactive review and subsequent implementation of land use guidelines, with input requested from all stake holders, is a much preferred approach to land use issues that have the potential to affect the Napa Valley as a whole.

Thank you for your consideration of the potential impacts of this very important issue.

St Helena City Council