

COUNCIL MEMBERS PRESENT: Harness, Smith, Hinesly, Morales

COUNCIL MEMBERS ABSENT: Gonzalez

STAFF MEMBERS PRESENT: Anderson, Barkley, Beltran, Carrillo, Cook, James, McCloskey, Nunes, Popovich, Uota, Thompson

CALL TO ORDER

The meeting was called to order at 6:30 pm.

INVOCATION

The invocation was led by Chaplain Jim Susee.

FLAG SALUTE

The flag salute was led by Chris Launer.

PRESENTATIONS

4.1. Olga Nuñez – PIQE Presentation

Nuñez was not present.

4.2. Romelia Castillo – War Veterans Memorial Wall

Romelia Castillo was present to ask for assistance to bring the memorial wall to the community.

Moses Ibarra, war veteran, was present to speak in favor of the Memorial Wall. He recounted some of those whose names are engraved on the wall. He talked about what he has done to commemorate them.

Frank Nunez veteran asked the Council to support the cause.

Council Member Harness said he thought it was going to be a smaller scaled project.

Council Member Smith recounted his father's veteran experience.

Romelia Castillo talked about her conversations with her contact for the Memorial Wall and she recounted her conversations with Dinuba Memorial Hall and war veterans.

Council Member said Castillo's time is right for bringing the wall.

Vice Mayor Morales said he supports the project.

Mayor Hinesly said she has no doubt that the money can be raised for the project. She asked if a staff member could be appointed to be on the committee to assist with the project.

City Manager Nunes said we support the community car show and we could also support the Veterans Memorial Wall project with the same amount.

It was motioned by Vice Mayor Morales, second by Council Member Smith, to support the Veterans' effort to bring to Dinuba permanently a portion of the Veterans Memorial Wall and donate \$5,000 to the project.

AYES: Harness, Smith, Hinesly, Morales
NOES: None
ABSTAIN: None
ABSENT: Gonzalez

Castillo announced the annual Orosi Chamber Dinner will be held in Dinuba at the Veterans Memorial Building next year and they intend to dedicate the wall.

4.3. Parks Make Life Better! Proclamation 2014-11

Mayor Hinesly read the proclamation into the record.

Director Carrillo said this is a statewide celebration. He would like to see this to be a daily celebration and he recounted all the new projects that are being developed for the community. Carrillo said staff tries to make life better for the community. last Friday night was the beginning of the Summer Night Lights Program and the Farmers Market. He added that there will be some programs that will also occur in August.

The City Council members offered their comments about the City programs.

PUBLIC COMMENT

5.1. Unscheduled Items

None

CONSENT CALENDAR

- 6.1. Approval of Meeting Minutes;
 - a. Joint Work Session City Council Dinuba Unified School Board, June 10, 2014
 - b. City Council Meeting, June 10, 2014
- 6.2. Acceptance – Other Agency Meeting(s)
 - Historic Preservation Commission Meeting, May 12, 2014
- 6.3. Notice of Completion – Alta / Northway and El Monte Way / Palm Drive Lighted Crosswalk Projects
- 6.4. Claim for Consideration – Randall Cochran
- 6.5. Set Hearing – Edward Byrne Justice Assistance Memorial Grant (JAG), July 8, 2014

It was motioned by Vice Mayor Morales, second by Council Member Harness, to approve the Consent Calendar as presented.

AYES: Harness, Smith, Hinesly, Morales
NOES: None
ABSTAIN: None
ABSENT: Gonzalez

WARRANT REGISTER

7.1. Warrant Register - June 13, 20, 2014

It was motioned by Council Member Harness, second by Vice Mayor Morales, to approve the warrant register as presented.

AYES: Harness, Smith, Hinesly, Morales
NOES: None
ABSTAIN: None
ABSENT: Gonzalez

MAYOR'S MINUTE

8.1. Response to Letter to the Editor of the Dinuba Sentinel

Mayor Hinesly read her letter of response into the record to a recent Letter to the Editor in the local Dinuba Sentinel regarding the Dinuba Vocational Center.

She invited the City Council Members to comment at which time they indicated their support of the Mayor's response letter.

8.2. Information Sharing

Mayor Hinesly said she attended the ribbon-cutting event for the Certified Farmers' Market. She said it is very impressive and she is proud it's taking place in Dinuba.

Council Member Smith said there were a wide variety of attendees.

Carrillo said two more vendors will be added to the Farmers' Market this week.

COUNCIL COMMENTS

9.1. Request for Reappointment to Measure R Citizens Oversight Committee - Daniel L. Meinert

It was motioned by Vice Mayor Morales, second by Council Member Harness to reappoint Daniel Meinert to the Measure R Citizens Oversight Committee.

AYES: Harness, Smith, Hinesly, Morales
NOES: None
ABSTAIN: None
ABSENT: Gonzalez

9.2. Information Sharing

None

PUBLIC HEARING

10.1. Zone Text Amendments, Ordinance No 2014-04, First Reading and Introduction, Read Title, Waive Reading in Full (continued to July 8, 2014)

ENGINEERING AND PLANNING SERVICES

11.1. Information Sharing

None

CITY ATTORNEY

12.1. Closed Session Action – Conference with Legal Counsel: Labor Negotiations

Motion was made by Vice Mayor Harness, second by Council Member Harness, to adopt Resolution 2014-30 ratifying the amendment to the Firefighters’ Memorandum of Understanding.

AYES: Harness, Smith, Hinesly, Morales
NOES: None
ABSTAIN: None
ABSENT: Gonzalez

It was motioned by Council Member Smith, second by Council Member Harness, to approve the direction set forth in the closed session discussion of June 10, 2014 pertaining to the unrepresented employees.

AYES: Harness, Smith, Hinesly, Morales
NOES: None
ABSTAIN: None
ABSENT: Gonzalez

12.2. Closed Session Action – Existing Litigation – Papich Construction Co

No action was taken.

12.3. Information Sharing

None

CITY MANAGER

13.1. Authorization to Apply – HOME Application, Resolution No 2014-26

Assistant City Manager Anderson presented a request to apply for the HOME funding. The application is for funding assistance for affordable housing located at Sequoia and Bates Avenues. The proposal is to construct a 48-unit affordable housing rental development for low income families.

Chelsea Investment Corporation proposes to construct the affordable housing development at a cost of \$11.8 million. The developer seeks HOME funding from the U.S. Department of Housing and Urban Development (HUD). Chelsea Investment is seeking \$4.5 million in HOME funding assistance for the project. Although Chelsea Investment will prepare the application, the City is technically the applicant and recipient of the funds and would administer the loan.

The City will not have a financial obligation to the project other than to guarantee the loan, which is customary for the HOME Investment Partnership program.

It was motioned by Vice Mayor Morales, second by Council Member Smith, adopt Resolution 2014-26 authorizing the application for HOME funding and authorize execution of the Standard Agreement.

AYES: Harness, Smith, Hinesly, Morales
NOES: None

ABSTAIN: None
ABSENT: Gonzalez

13.2. Information Sharing

Anderson said she and City Manager Nunes met this morning with Yan Decker in regard to Reedley College participation in the Dinuba Vocational Center. She explained to the City Council how the process would need to develop and she explained the courses they discussed at the meeting. Fall is likely too soon to begin the classes but the spring semester is more likely. Staff will report later as information develops.

City Manager Nunes said Decker suggested holding a fire academy at the center. Nunes said that bringing beginning business classes are also of an interest to Decker.

Discussion followed in regard to possible conflicts between Reedley College and College of the Sequoias representation on the Vocational Center campus.

City Manager Nunes commented on the Farmers' Market and the importance of bringing healthy eating awareness for healthy cities.

City Manager Nunes said she appreciates the Memorial Wall coming to Dinuba.

She reported she will be on vacation for a few days and Anderson will be in charge during her absence.

FINANCE SERVICES

14.1. Authorization to Formalize Existing Inter-fund Loans

Finance Director Cook proposed a recommendation that the City Council formalize the Interfund loan for the warehouse and write off the existing loans in the Hospital Fund, Water Construction Fund, Transportation Construction Fund, and the Housing Fund.

He explained that in 2012 a warehouse was constructed at Public Works for use by all City departments. It was determined at the time that the General Fund portion of the project was \$305,616 and because of the economy water, sewer and disposal funds advanced money to pay for the General Fund's portion. Debt payments of \$36,000 to the enterprise funds began in 2013 and an additional \$36,000 payment will be made from the current fiscal year and, similar payments will continue for the next 6 years with a final \$17,616 payment in FY 2021.

Cook reported that an advance was set up between the Risk Fund and the Hospital fund in 2001 in an amount of \$354,862. In that same year an advance was set up to the Hospital Fund from the Financing Authority fund for \$515,446. Then, in 20014 an additional \$127,627 was advanced to the Hospital Fund from the Financing Authority fund. The Hospital property has since been sold and the recorded advances will need to be written off.

Cook explained that the MTBE fund lent \$600,000 to the water construction fund in 2005 for capital projects. A payment of \$300,000 was made on the debt and the remaining balance was paid off in FY 2008. The balance of \$190,000 needs to be written off.

Finally, Cook explained that the Housing fund lent \$300,000 to the Transportation Construction fund in 2008 for Saginaw Street improvements associated with the Rite Aid Development. In 2009 the Transportation Construction fund made a payment of \$75,000 on the debt and the debt was paid off the following year. The accounts show a remaining balance of \$67,500 which needs to be written off.

It was motioned by Council Member Harness, second by Council Member Morales, to authorize staff to formalize the inter-fund loan for the warehouse and write off existing loans in certain City funds.

AYES: Harness, Smith, Hinesly, Morales
NOES: None
ABSTAIN: None
ABSENT: Gonzalez

14.2. Information Sharing

None

FIRE SERVICES

15.1. Information Sharing

Chief Thompson reported 2 fire fighters were assigned to the Kearney fire; one firefighter, Evan Morgan, is still there as officials keep extending his stay to assist.

PARKS AND COMMUNITY SERVICES

16.1. Information Sharing

Director Carrillo said the Downtown Dinuba Certified Farmers Market begins at 5:00 pm. The entertainment will begin at 7:30 ends at 9:30 pm. Carrillo reported that one of our staff will be performing in a band.

Carrillo reported the fireworks show will be about 10 minutes longer this year. The performing band that evening will be Midnight Run and the Chamber will provide free watermelon.

POLICE SERVICES

17.1. Approval – Revised Police Car Graphic

Police Chief Popovich presented a proposed revised Police Car Graphic. Chief Popovich presented a of the proposed graphic for the Council to consider.

Discussion followed.

Chief Popovich requested that the City Council authorize and approve the new graphics package for five current police vehicles and all future police fleet vehicles.

It was motioned by Council Member Smith, second by Vice Mayor Morales, to authorize and approve the new graphics package for five current police vehicles and all future police fleet vehicles.

AYES: Harness, Smith, Hinesly, Morales
NOES: None
ABSTAIN: None
ABSENT: Gonzalez

17.2. Approval - Valley Oak SPCA Annual Agreement

Police Chief Popovich said the item is a request to authorize the City Manager to enter into a renewal agreement with Valley Oak SPCA for services in FY 2014-2015.

Valley Oak SPCA has reviewed their contract charging cities actual costs as the SPCA is no longer able to subsidize costs. The new cost to Dinuba will be \$65,000 which is \$7,000 more than last year. In the next fiscal year, staff will research other avenues to review animal shelter alternatives.

It was motioned by Council Member Smith, second by Vice Mayor Morales, to authorize the the City Manager to enter into a renewal agreement with Valley Oak SPCA for services in FY 2014-2015.

AYES: Harness, Smith, Hinesly, Morales
NOES: None
ABSTAIN: None
ABSENT: Gonzalez

17.3. Approval – School Resource Officer Annual Agreement

Police Chief Popovich requested authorization for the City Manager to execute the School Resource Agreement with Dinuba unified School District for the 2014-2015 school year. The program allows police presence on campuses.

It was motioned by Council Member Smith, second by Vice Mayor Morales, to authorize the City Manager to execute the SRO Agreement with the Dinuba Unified School District for the 2014-2015 school year.

AYES: Harness, Smith, Hinesly, Morales
NOES: None
ABSTAIN: None
ABSENT: Gonzalez

17.4. Information Sharing

Chief Popovich reported that Lt. Iriarte attended the Homeland Security Grant awards ceremony and he is waiting to hear how Dinuba placed.

PUBLIC WORKS

18.2. Authorization to Apply 2014 HOME Housing Grant, Resolution 2014-28

Business Manager Avila presented the request for authorization to apply for the 2014 HOME Housing Grant and to execute related documents if awarded.

Avila reported that the there are \$28 million in HOME Investment Partnerships Program (HOME) funds available for rental projects, first-time homebuyer projects and program activities. The submission deadline is July 1, 2014.

The City first established the First-time Homebuyer and Housing Rehabilitation Programs in the early 1980's. The funding comes from grants received from the US Department of Housing and Urban Development (HUD) and the State of California 's Department of Housing and Community Development (HCD).

Staff is recommending that the City's grant application be for both the "First Time Homebuyer Assistance and the "Owner-occupied Rehabilitation Assistance budget categories. He explained the difference in the programs.

Avila reported that assistance is limited to the HOME 221(d)(3) Per-Unit Subsidy Limits for Tualre County, adjusted by the number of bedrooms in the home and is provided in the form of a deferred payment loan, secured by a Deed of Trust naming the City as beneficiary. Grants are available under certain circumstances, i.e., lead-based paint hazard evaluation and reduction activities.

Self-Help Enterprises writes the City's grants and staff believes it would be beneficial to use SHE to prepare the grant application at a cost of \$3,000. It will be funded by local operating funds. If the grant is successful, the implementation costs will be paid by the grant.

Avila requested that the City Council adopt Resolution 2014-28 authorizing staff to submit an application for \$500,000 in response to the 2014 HOME Notice of Funding Availability and authorize staff to execute a standard agreement and all necessary documents if the grant is awarded.

It was motioned by Vice Mayor Morales, second by Council Member Harness, to adopt Resolution 2014-28 authorizing staff to apply for the 2014 Housing grant and to execute related documents.

AYES: Harness, Smith, Hinesly, Morales
NOES: None
ABSTAIN: None
ABSENT: Gonzalez

18.3. Authorization to Apply for the Cal-HOME Housing Grant, Resolution 2014-27

Business Manager Avila presented a request to authorize staff to apply for the Cal-HOME Housing Grant for \$1,000,000 in response to the 2014 CalHome Notice of Funding Availability (NOFA).

Avila reported that in April 2014, the Department of Housing and Community Development's (HCD) CalHOME Program announced the availability of \$43 million to increase home ownership, encourage neighborhood revitalization and sustainable development, and maximize use of existing homes. These available funds are from Proposition 1C, the Housing and Emergency Shelter Trust Fund Act of 2006. The Notice of Funding Availability (NOFA) identifies the following eligible funding categories: Mortgage Assistance, Owner Occupied Rehabilitation, and a Manufactured Home Set Aside.

Staff recommends that our application be submitted in the amount of \$1,000,000 to assist low-income individuals/households with First-Time Homebuyer Mortgage Assistance and Owner-Occupied Rehabilitation. First-Time Homebuyer Mortgage Assistance includes financing to first-time homebuyers for the purchase of newly constructed or resale homes. Mortgage assistance currently averages approximately \$40,000; therefore, additional funding sources will not be needed for most home purchases. It is anticipated the City will assist with the purchase of approximately eight (8) homes.

Owner-Occupied Rehabilitation Assistance includes financing to owner-occupants for rehabilitation of substandard properties. Assistance is limited to \$60,000 per home and is provided in the form of a deferred payment loan, secured by a Deed of Trust naming the City as beneficiary. A major rehab currently averages approximately \$80,000; therefore, the City's Community Development Block Grant (CDBG) and HOME Investment Partnerships Program (HOME) funds will be added to the financing to complete each major rehab. It may be possible to complete small rehabs solely with CalHome funds if the repairs that are needed are minor, such as a new roof. It is anticipated the City will assist with the rehabilitation of approximately eight (8) homes.

Avila reported that Self Help Enterprises charges \$2,000 to write the subject grant application. This expense will be funded by the general fund. If the CalHOME application is successful, the implementation costs are paid for by the grant. However, grant administration is not covered by the grant. Self Help Enterprises will charge the City \$20,000 for grant administration over the life of the grant (generally 3 years). This expense will also be funded by the General Fund.

Avila requested that the City Council authorize staff to the submission of an application in response to the NOFA and designates the City Manager or Public Works Director to execute an HCD Standard Agreement, amendments (if applicable) and any related documents necessary to participate in the CalHome Program if the grant is awarded.

It was motioned by Council Member Harness, second by Vice Mayor Morales, to adopt Resolution 2014-27 authorizing staff to apply for the Cal-HOME Housing Grant.

AYES: Harness, Smith, Hinesly, Morales
NOES: None
ABSTAIN: None
ABSENT: Gonzalez

18.4. Authorization to Apply for 2014 HOME, Drought Assistance, Resolution 2014-29

Business Manager Avila presented a request to authorize staff to apply for a 2014 HOME Drought Assistance to provide rental assistance. The action is technical confirmation of the grant already submitted as the grant was due on June 20. This action is only to formalize what has already been done. Governor Brown declared a drought disaster in California. Staff has applied for \$200,000 making it available to Dinuba residents and residents of unincorporated areas of Tulare County who either live or work in Dinuba.

The grant opportunity provides housing assistance to low-income persons or households impacted by the drought. Tenant-Based Rental Assistance (TBRA) includes payment of rent subsidies and/or security deposits. The minimum term of rental assistance is six (6) months; however, the tenant must be initially offered a one year lease. The assisted tenant may accept a term of less than one year (minimum six months) after being offered a one year lease.

TBRA funds may be used to assist tenants to reside in any HOME-eligible jurisdiction within the county where the TBRA funds are awarded. For example, TBRA funds awarded to the City of Dinuba can also be used for units located within the unincorporated Tulare County areas. Therefore, the location for services is proposed within the City of Dinuba as well as the unincorporated areas of Tulare County.

Applicants must be income-eligible and drought impacted, meaning the loss of a job or reduction in hours due to the drought. Employment Development Department (EDD) or Temporary Assistance for Needy Families (TANF) documentation will be required. Assistance must be provided in the form of a grant.

If the City is successful in securing this grant, Tenant-Based Rental Assistance Program Guidelines will be developed and brought back before the City Council for approval. Grant awards are anticipated by July 1, 2014 and grant terms will be no longer than 12 months. The adoption of Resolution 2014-29 (Exhibit A) will retroactively approve the submittal of an application in response to the 2014 HOME Drought NOFA and will authorize the City Manager or Public Works Director, or their designee to sign all documents related to this application and grant.

Implementation expenditures will be funded by the awarded grant. Depending on the cost of marketing and outreach materials, the City may have to fund some of those costs. However, those costs are not expected to be a major cost consideration. At this time, the only known financial impact is \$3,000 for the cost to prepare the grant application. This cost will be funded by the General Fund.

Avila requested that the City Council adopt Resolution 2014-29 confirming staff's submittal of an application to the HOME Investment Partnerships (HOME) Program in the amount of \$200,000 to assist low-income individuals/households impacted by the 2014 California Drought Disaster, as declared by Governor Brown in Executive Order B-21-13.

It was motioned by Council Member Harness, second by Vice Mayor Morales, to adopt Resolution 2014-29, confirming an application to the HOME Investment Partnerships Program to assist low-income individuals/households impacted by the 2014 California Drought Disaster.

AYES: Harness, Smith, Hinesly, Morales
NOES: None
ABSTAIN: None
ABSENT: Gonzalez

City Manager Nunes said that she read in the regular HOME guidelines that well assistance for homeowners is a use for this grant.

18.5. Authorization to Execute Measure R Program Supplement for Transit Assistance

Business Manager Avila requested that the City Council consider authorization to execute the Measure R Program Supplement for Transit Assistance.

Avila reported that in November 2006, Tulare County voters approved a ½ Cent Transportation Sales Tax Measure for transportation improvements in Tulare County. In May 2007, the City of Dinuba executed a Measure R Cooperative Agreement with the Tulare County Association of Governments. The Agreement was necessary so that the City of Dinuba could receive the funding that was programed for it in the Measure R Expenditure Plan. Transit/Bikes/Environmental Mitigation (Air Quality) was one of the major funding categories identified in the aforementioned Expenditure Plan.

Pursuant to the executed Cooperative Agreement, every recipient of Measure R funding must submit a fully executed project-specific “Program Supplement”. As required, Staff has prepared the attached Measure R Program Supplement. As proposed, the Program Supplement will be used to fund FY 14/15 Measure R Transit Expansion funding for \$52,500 for the Dinuba Connection (Dinuba / Reedley route).

In addition to the execution of the Measure R Cooperative Agreement, the City Council adopted Resolution 2007-22 which delegated authority to the City Manager or the Deputy City Manager to execute all required Program Supplements.

Avila requested that the City Council authorize the execution of a Measure R Program Supplement with the Tulare County Association of Governments (acting as the Local Transportation Authority) for funding of transit expansion pursuant to the authority provided by Tulare County Transportation Authority Ordinance Number 2006-01 to fund transit expansion.

It was motioned by Council Member Smith, second by Council Member Harness, to authorize the execution of a Measure R Program Supplement with TCAG to fund transit expansion.

AYES: Harness, Smith, Hinesly, Morales
NOES: None
ABSTAIN: None
ABSENT: Gonzalez

18.6. Authorization to Renew Fresno County Rural Transit Agency (FCRTA) Agreement FY 2014-2015

Business Manager Avila requested authorization to renew the Dinuba Connection Transit Service Agreementl with Fresno County Rural Transit Agency (FCRTA) for FY 2014-2015.

The City Council had previously identified developing transit routes to Reedley and neighboring communities as a "Top Priority Goal". One of the reasons for setting this goal was to further support our efforts to make Dinuba a regional retail, educational, and entertainment center. This goal was met starting in August 2008 when the City initiated the Dinuba/Reedley route (Dinuba Connection) in partnership with the Fresno County Rural Transit Agency.

The Dinuba Connection route includes one-hour headways with bus stops at the Dinuba Transit Center, Tulare County Works, WalMart, Sierra Kings Hospital, Reedley College, and Palm Village. Additionally, the City is currently considering adding two additional stops in Reedley: one at the corner of Buttonwillow and Manning and the other at the Department of Motor Vehicles (DMV). This route also facilitates connection services with FCRTA to Parlier, Sanger, and Fresno; and with the Tulare County Area Transit (TCAT) to Cutler-Orosi. Fares are \$1.50 for general public and \$1.25 for students, children, and seniors. For the purpose of convenience, students can also purchase student passes for \$25 good for 20 rides.

Ridership has increased every year since its inception in 2008. Even without ridership numbers for the month of June, there is already an 8% increase in the current fiscal year over the previous year. City staff is recommending that the agreement with FCRTA be renewed for the 2014/15 fiscal year. The City and FCRTA will continue to evenly divide the cost of the Dinuba Connection route as well as split the fare-box revenues from this service.

The FY 2014/15 budget for the Dinuba Connection Route is \$121,768. Therefore, the cost to each agency would be \$60,884. The City's share will be funded by Measure R proceeds and TDA/LTF monies.

Business Manager Avila requested authorization to renew the Dinuba Connection Transit Service Agreement with FCRTA as prescribed.

It was motioned by Vice Mayor Morales, second by Council Member Harness, to authorize the renewal of the Dinuba Connection Transit Service Agreement with Fresno County Rural Transit Agency.

AYES: Harness, Smith, Hinesly, Morales
NOES: None
ABSTAIN: None
ABSENT: Gonzalez

18.7. Authorization to Apply for Public Transportation Modernization, Improvement, and Service Enhancement Account / Dinuba Area Regional Transit Marketing and Branding Plan

Business Manager Avila said this is a request authorization to apply for Public Transportation Modernization, Improvement, and Service Enhancement Account / Dinuba Area Regional Transit Marketing and Branding Plan.

Avila explained the Public Transportation Modernization, Improvement, and Service Enhancement Account (PTMISEA) Program was created by Proposition 1B, The Highway Safety, Traffic Reduction, Air Quality, and Port Security Bond Act of 2006. Of the \$19.925 billion available to Transportation, \$3.6 billion dollars was allocated to PTMISEA to be available to transit operators over a ten-year period. PTMISEA funds may be used for transit rehabilitation, safety or modernization improvements, capital service enhancements or expansions, new capital projects, bus rapid transit improvements, or rolling stock (buses and rail cars) procurement, rehabilitation or replacement.

The City of Dinuba's most recent bond allocation through the PTMISEA Program was \$789,069 for fiscal years 2010/11 to 2016/17. To date, the City has used that allocation for the design of the Transit Center, a portion of the Transit Center Construction, and a new transit bus. The remaining funds will be used for the purchase of three (3) additional buses and one Marketing Plan. At this time, the funding for the additional buses has not been released by the State. Since funding for this program is contingent on State bond sales then it is unclear when the next

apportionment will be available. However, the money for the Marketing Plan is available now and can be requested through the subject "Allocation Request".

The adopted Transit Development Plan (TDP) recommends the development of a DART Marketing Plan. The (TDP) states that this Marketing Plan should "reflect the role that transit plays in the community by targeting current and potential users". Historically, the DART market includes students, seniors, and low-income residents with limited access to a vehicle. The marketing plan should focus on community outreach with that transit market in mind. The assumption is that by reaching target markets with published materials and literature, the community will be able to gain a better understanding of the services offered by DART and that can result in increased ridership and service productivity.

One of the major components of the subject Marketing Plan would include transit branding. Transit branding is necessary because many people still have misconceptions regarding City transit services. Identity is a critical component of transit marketing. Lack of system unity can lead to passenger confusion and potentially discourage passengers from using the system altogether. Staff is interested in reevaluating the existing DART logo to ensure that it is accomplishing its unifying purpose.

In addition to transit branding, the other key components of a DART Marketing Plan should include: 1) maps/schedules, 2) transit information, 3) marketing promotions and 4) press releases/media coverage. This Marketing Plan would likely be performed by a third party consultant that specializes in this type of professional service. Once the money for this allocation is received, the City would likely put together a Request for Proposals (RFP) and subsequently make a recommendation for award to the City Council.

Staff has not had a Transit Marketing Plan developed in the past. It is assumed that the \$25,244 allocation is sufficient to prepare the subject plan. If additional funds are needed Staff will likely fund the balance through the Transit Fund.

Business Manager Avila requested that the City Council authorize City Staff to submit an Allocation Request to the State of California's Department of Transportation's Public Transportation Modernization, Improvement, and Service Enhancement Account (PTMISEA) Program. The allocation requested will be for a Marketing Plan for the Dinuba Area Regional Transit (DART) System in the amount of \$25,224.

It was motioned by Smith, second by Council Member Harness, to authorize staff to submit an Allocation Request to the State of California's PTMISEA Program for marketing of the DART System in the amount of \$25,224.

AYES: Harness, Smith, Hinesly, Morales
NOES: None
ABSTAIN: None
ABSENT: Gonzalez

BREAK

Mayor Hinesly declared a break at 8:03 pm.

RECONVENE FROM BREAK

Mayor Hinesly reconvened the meeting at 8:18 pm.

18.1. Traffic Concerns Tulare and M Street

Public Works Director Beltran presented information in regard to traffic concerns at Tulare and M Street. She reported staff received concerns in regard to the intersection of Tulare and M Streets. City staff and the engineering consultant gathered information about traffic conditions at the intersection.

Information considered was:

- 24-hour traffic counts using traffic counting machines were placed at the intersection from June 9-12.
- Photographs of the intersection taken June 9th.
- Morning and afternoon manual gturning movement counts were taken June 12.
- Accident histories for this intersection were reviewed.
- Traffic control warrant study was conducted to determine if there are defensible reasons to modify the existing traffic control at the intersection.

As a result of the traffic control warrant study, these findings were made:

- The accident history at this intersection does not indicate that there is a hazard at this location necessitating a change in traffic control. There have been two (2) reported accidents at this intersection since 2011, one on 3/19/12 and one on 5/8/14. Both accidents involved vehicles on M Street crossing Tulare, one was southbound and one was northbound; both drivers were cited for failure to yield at a stop signed intersection and both accidents occurred at lower speeds resulting in minor injuries and minor damage to automobiles. Both cited drivers stated that their vision was partially obstructed due to parked cars. There have been no multiple fatalities, major injuries or major property damage accidents, which would warrant changes to the traffic control at this intersection.
- Speeds of vehicles on Tulare Street entering this intersection are not unreasonable necessitating speed enforcement actions. The average speed sampled on Tulare Street was 23 mph and the posted speed is 25 mph. The warrant for speed enforcement or traffic control changes would be Tulare speeds in excess of 40 mph.
- Based on the morning and afternoon peak hour counts it was noted that traffic volumes on Tulare were about 2 times greater than those on M Street. Despite this, delays to vehicles on M Street entering this intersection were not excessively long. The average delay was 14.9 seconds. The standard to warrant a change in traffic control is a delay in excess of 30 seconds.
- A visual inspection of the intersection indicates:
 - o The approach lanes to the intersection are of adequate width and meet appropriate standards.
 - o There are no steep changes in the grades, sharp curves or blind driveways that create a visual hazard at this intersection.
 - o For traffic northbound on M Street, visibility to the west is acceptable in some part due to the fact that the City removed one parallel space on the south side of Tulare Street west of the intersection in 2009 or 2010. However, visibility to the east is impaired by the presence of the bulb-out/planter and by larger vehicles that park diagonally on the south side of Tulare Street east of the intersection; this could be helped if the stop bar was moved forward in a way that does not interfere with pedestrian traffic.

- o For traffic southbound on M Street, visibility is reasonably clear in both the east and west directions.
- o There are no geometric deficiencies with this intersection warranting changes in traffic control.
- A change in the existing traffic control, such as a four-way stop sign control or traffic signal, would not meet legal warrants.

Council discussion followed.

It was motioned by Vice Mayor Morales, second by Council Member Harness, to direct staff to proceed with options 1 and 3 and staff will continue to pursue option 2 and do whatever possible to relocate the stop bar.

AYES: Harness, Smith, Hinesly, Morales
 NOES: None
 ABSTAIN: None
 ABSENT: Gonzalez

18.8. Authorization to Execute an Agreement with PG&E for LED Streetlight Replacement Project

Public Works Director Beltran presented a request for authorization to execute an agreement with PG&E for LED streetlight replacement project. Beltran explained there are approximately 1200 streetlights existing in the City and 167 are city-owned and maintained while the remainder are owned/maintained by PG&E. In 2011, 65 of the city-owned streetlights were converted to LED through a California Energy Commission Energy Efficiency & Conservation Block Grant.

Staff has worked with PG&E on converting the remaining city-owned streetlights to LED and the cost would eventually be paid over time from energy savings. PG&E informed staff that a request has been submitted to the Public Utilities Commission to approve a conversion program for all PG&E streetlights in the state. If approved, the recommendation will be to begin conversion with cities that have converted their own streetlights to LED, of which Dinuba is one. Once approved, it could occur as soon as late 2014 or early 2015.

PG&E offers an LED streetlight turnkey replacement service program that may be used to convert remaining city-owned streetlights to LED through their on-bill financing program. Dinuba has been approved to borrow \$21,717 to replace 64 LS2 cobrahead style fixtures with LED fixtures. If the city participates in the program, it will result in a line item on the monthly utility bill roughly equal to the amount of energy savings realized as a result of the reduced energy consumption of the new fixtures. The city should see a savings of \$265 per month in the first 12 months at current rates. The savings would be used to reimburse the loan for approximately 6.77 years. After that, the city would see the savings as a reduction the monthly utility bill.

If approved, the fixtures are ready to be ordered and installation to be scheduled. Fixtures take about 4 weeks to arrive and a contractor is lined up to complete the install. The conversion would take less than a week. A rebate of \$4,600 has been reserved for the city in order to receive the best rebate amount. The project must be completed before the end of 2014 in order to take advantage of the reserved rebate.

Beltran requested that the City Council authorize the City Manager to execute a service agreement and work order with PG&E to convert the streetlights to LED as described.

It was motioned by Council Member Harness, second by Vice Mayor Morales to authorize the City Manager to execute an agreement and work order with PG&E to convert 64 city-owned streetlights to LED.

AYES: Harness, Smith, Hinesly, Morales
NOES: None
ABSTAIN: None
ABSENT: Gonzalez

18.9. Information Sharing

Director Beltran reported that the sharps disposal program will be available at the Dinuba Transit Center on Thursday from 10 to 2.

Beltran reported that the new CMAQ trolley was delivered but must be painted. Beltran reported that the old trolley will serve as backup once the new one is put in service.

Beltran reported we have begun receiving the new disposal containers and staff will soon send out a notices to our customers letting them know there service days will remain the same. Door tags will be placed at each residence with instructions for the bins. Distribution will occur in quadrants and will begin in August.

Mayor Hinesly dismissed those not involved with the Closed Session portion of the meeting and convened in closed session at 8:42 pm.

CLOSED SESSION

19.1. CONFERENCE WITH LEGAL COUNSEL – LABOR NEGOTIATIONS

Pursuant to paragraph (a) and paragraph (b) of Section 54957.6:

Agency designated representatives: City Manager Nunes and City Attorney McCloskey

Employee organization(s): Fire Association

Police Association

19.2. CONFERENCE WITH LEGAL COUNSEL – EXISTING LITIGATION

(Paragraph (1) of subdivision (d) of Section 54956.9)

Name of case: Papich Construction v. Dinuba

ADJOURNMENT

The meeting was adjourned at 9:24 pm.

Janet C. Hinesly, Mayor

ATTEST:

Linda Barkley, Deputy City Clerk