Mill Valley City Council
Priority Projects Status Report

The City Council has an adopted a Mission Statement, Core Values and Key Issues. In February 2012, the Council identified 19 Priority Projects adopted in the 2012-2014 budget. This document lists the Priority Projects and tracks progress on each project.

Mission Statement:

The mission of the City of Mill Valley is to provide a full range of municipal services to residents and businesses in accordance with the General Plan and City Council policy and direction. City staff shall deliver those services in an efficient, effective and courteous manner with a commitment to operational excellence.

The mission of the Mill Valley City Council is to serve faithfully the residents and businesses of Mill Valley and nurture the City's overall quality of life. The Council does this by setting policy for the City and direction for Mill Valley's City Manager and its Boards and Commissions, at all times guided by values core to Mill Valley's heritage.

Core Values:

- The health and safety of residents.
- Preservation of a vibrant community that respects Mill Valley's unique character and heritage.
- Prudent fiscal policies and practices.
- Preservation of the community's high quality of life
- A healthy natural environment with emphasis on conservation, open space, climate protection and sustainability.
- A balanced, inclusive, and open approach to policy-making and city leadership.
- Citizen participation that promotes open communication, mutual respect, and the development of community leaders.
- Economic vitality with an emphasis on small and local serving businesses.
- Operational excellence.

The Key Issues before the Mill Valley City Council are:

1. Emergency preparedness with a focus on fire, flood and earthquake.
2. Environmental conservation and sustainability, with a focus on climate protection.
3. Land use and housing - residential and commercial development with emphasis on affordable housing for workforce, elderly, and low-income residents.
4. Traffic mitigation, multimodal transportation and parking.
5. Infrastructure maintenance and enhancement.
6. Attraction and retention of local serving businesses.
7. Budget management and mitigating fiscal impacts of the state and local economy.
8. Effective two way communication between City staff/Council and the community.
9. Excellence in customer service.
10. Cultivation of community leadership and citizen participation on government commissions, boards and committees.

City of Mill Valley 2012-2014 Priority Projects:

1. Adopt new Sewer Rate structure;
2. General Plan Update;
3. Miller Avenue. Develop and adopt: 1) Financing Plan, 2) Implementation Plan, 3) Interim Improvement Plan;
4. Watershed Management and Flood Control;
5. Pursue Environmental Sustainability initiatives: Single use plastic bag ban, Zero Waste policies, EVC Stations;
6. Zoning Ordinance Update;
7. Adopt revised operating terms for MVRS (garbage) franchise;
8. Evaluate and implement options to improve the financial health of golf course operations;
9. Pension reform and OPEB cost containment policy decisions and implementing steps;
10. Chamber of Commerce Professional Services Agreement;
11. Develop and Adopt a long-term Financial Plan;
12. Customer Service evaluation;
13. Participate in LAFCO consolidation efforts related to SASM;
14. Evaluate and implement organizational improvements;
15. Evaluate Art Commission needs and implement solutions;
16. Evaluate success of current communication plan and adjust as appropriate;
17. Evaluate, develop and adopt administrative and managerial procedures and policies;
18. Evaluate and implement shared service opportunities;
19. Develop facilities joint use agreements with MVSD.

		Key Issues									
	2012-2014 Priority Projects	**Emergency Preparedness**	**Environmental Conservation and Sustainability**	**Land Use and Housing Issues**	**Traffic, Multimodal Transportation and Parking**	**Infrastructure Maintenance and Enhancement**	**Support Mill Valley Businesses Community**	**Manage City Budget**	**Effective Two-Way Communication**	**Excellence in City Government and Customer Service**	**Cultivation of Leaders and Citizen Participation**
1	Adopt new Sewer Rate structure					x		x			
2	General Plan Update	x	x	x	x	x	x	x	x	x	x
3	Miller Avenue. Develop and adopt: 1) Financing Plan, 2) Implementation Plan, 3) Interim Improvement Plan					x					
4	Watershed Management and Flood Control	x	x			x					
5	Pursue Environmental Sustainability initiatives: Single use plastic bag ban, Zero Waste policies, EVC Stations		x								
6	Zoning Ordinance Update		x	x	x		x			x	
7	Adopt revised operating terms for MVRS (garbage) franchise		x				x	x		x	
8	Evaluate and implement options to improve the financial health of golf course operations						x	x		x	
9	Pension reform and OPEB cost containment policy decisions and implementing steps							x		x	
10	Chamber Service Agreement						x	x		x	
11	Develop and Adopt a long-term Financial Plan							x		x	
12	Customer Service evaluation								x	x	
13	Participate in LAFCO consolidation efforts									x	
14	Further evaluate and implement organizational improvements							x		x	
15	Evaluate Art Commission needs and implement solutions									x	x
16	Evaluate success of current communication plan and adjust as appropriate								x	x	
17	Evaluate, develop and adopt administrative and managerial procedures and policies									x	
18	Pursue and implement shared service opportunities							x		x	
19	Develop facilities joint use agreements with MVSD							x		x	

2012 – 2014 Priority Projects Status Update:

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1. **Adopt new Sewer Rate structure**
   - April 2, 2012 - Council approved Ordinance Establishing the New Sewer Rate.
   - July 19, 2012 – Second Reading and Adoption of Ordinance Establishing the New Sewer Rate.

2. **General Plan Update**
   - April 18, 2012 – GPAC Kick-Off Meeting.
   - April 2012 – Speaker Series.
   - June 2012 – Working Group Meetings Begin.
   - October 6, 2012 – Housing Walking Tour.
   - October 2012 – Final Working Group Meetings.
   - November 2012 – GPAC Review of Natural Environment, Community Vitality and Arts and Culture Goals, Policies and Programs.
   - ➪ December 2012 – GPAC Review of Mobility Goals, Policies and Programs and Draft Housing Element.
   - ➪ January 2013 – GPAC Final Review of all Goals, Policies and Programs.
   - ➪ February 2013 – GPAC Final Review of Draft General Plan.
   - ➪ March/April 2013 - Planning Commission Public Hearing(s) on Draft General Plan, including Housing Element.
   - ➪ May/June 2013 – City Council Public Hearings and Adoption of MV 2040 General Plan.

3. **Miller Avenue. Develop and adopt: 1) Financing Plan, 2) Implementation Plan, 3) Interim Improvement Plan**
   - Fall 2012—Refine financing plan with staff of Transportation Authority of Marin.
   - October 2012—Develop request for proposals for design services, financing plan and implementation phasing plan.
   - December 2012—issue RFP for design, financing and phasing plan services.
   - December 2012—Coordinate interim improvement design efforts.
   - ➪ January 2013— Present preliminary financing, phasing plan and interim improvement plan to City Council.
   - ➪ February 2013—City Council authorization of contract for design services, financing plan and phasing plan services.
   - ➪ February 2013--Authorize contract for interim improvements.
   - ➪ Spring 2013—Construct interim improvements.
   - ➪ Winter 2013—Finalize construction drawings, plans and specifications.
   - ➪ February 2014—City Council approve construction drawings and authorize request for bids.
   - ➪ February 2014—Issue request for construction bids.
   - ➪ April 2014—City Council authorizes construction contract.
   - ➪ Spring/Summer 2014—Commence construction.

4. **Watershed Management and Flood Control**
   - ➪ January 22, 2013 - Update of Southern Marin Watershed Program (SMWP) and Stetson Engineer's report to be introduced to City Council.
   - ➪ February 2013 – Community meeting to introduce SMWP and Stetson Report.
   - ➪ April/May 2013 – City Council direction regarding SMWP and Stetson Report recommendations.

5. **Pursue Environmental Sustainability initiatives:**

   Single use plastic bag ban
   - December 2012 – Court decision on County's Ordinance.

- ➪ January 2013 – Staff determine whether to move forward with other Marin communities to undertake CEQA evaluation and development of City-specific Ordinance or adopt Ordinance in reliance on County's court decision.
- ➪ February 2013 – Update to City Council on recommended next steps and timing.

Zero Waste policies

- March 5, 2012 - The City adopted a Zero Waste resolution and new Demolition and Construction Debris Ordinance consistent with the Countywide model ordinance.

Electric Vehicle Charging Station

- April 2012—Grant acceptance and budget adjustment to pilot an EVCS in the Hauke Park lot
- ➪ February 2013—Finalize partner agreements and design
- ➪ March 2013 - Bid project and install
- ➪ April 2013 - Dedicate charging station

6. Zoning Ordinance Update

- July 23, 2012 Planning Commission recommended approval of amendment to the Zoning Ordinance regarding Second Dwelling Units and Floor Area Ration (FAR) regulations.
- Throughout 2012 – Planning Commission discussed amendments to Commercial Zoning Districts and regulations; deliberations continuing.
- ➪ February 2013 – City Council consideration of Second Dwelling Unit and FAR Zoning Ordinance amendments.
- ➪ Spring 2013 – Planning Commission concludes hearings on Zoning Ordinance Amendments regarding Commercial Districts and regulations and City Council considers their recommendation.

7. Adopt revised operating terms for MVRS (garbage) franchise

- April, 2012 – Formal Rate Review by the R3 Consulting Group.
- July 2, 2012 – City Council Approved Resolution Authorizing an Increase of 2.81%.
- July, 2012 - Refuse franchise agreement subcommittee, comprised of Councilmembers Moulton-Peters and Marshall, the City Manager and the Finance Director formed.
- Winter 2012 – Staff is reviewing the MVRS franchise agreement as well as recently approved revised agreements with other cities served by MVRS to develop recommendations for amendment to our franchise agreement.
- ➪ Early 2013 – Committee will develop recommended amendments to agreement and discuss with MVRS.
- ➪ March 2013—revised agreement will be presented to City Council for action.

8. Evaluate and implement options to improve the financial health of golf course operations

- October 2012—Parks and Recreation Commission approves formation of an ad-hoc Golf Course Advisory Committee and appoints two members.
- October, 2012 – Advertise for applications for the three "public" representatives on the Golf Course Advisory Committee.
- November, 2012 – Interviews and selection of public members to the advisory committee.
- ➪ December 2012—Parks and Recreation Commission recognizes formation of the advisory committee and group has kick-off meeting.
- ➪ Early 2013--Golf Course Advisory Committee recommendations developed and presented to Parks and Recreation Commission.
- ➪ February-March 2013—Recommendations from the Parks and Recreation Commission presented to City Council.

9. Pension reform and OPEB cost containment policy decisions and implementing steps

- June 18, 2012 - Council established a committee comprised of the Vice-Mayor Berman, Councilmember Mouton-Peters, the City Manager, and the Finance and Human Resources Director to review the City's current pension and Other Post Retirement Benefits (OPEB).
- ➪ September through December 2012—Committee meetings
- ➪ October-December 2012—Commission and prepare actuarial report regarding OPEB.

- ➪ January 2013--Committee will provide a briefing to the City Council for discussion and direction.
- ➪ February 2013—Staff will meet with employees to share information and seek input.
- ➪ March 2013—Committee recommendations presented to City Council for adoption of policy resolution and implementing strategy and timeline.

10. Chamber of Commerce Professional Services Agreement

- September 18, 2012 – City Council Approved Authorization of Professional Services Agreement (PSA) with the Mill Valley Chamber of Commerce.
- ➪ December 2012 – Staff executes lease agreement.
- ➪ March, 2013 – Six-month update to City Council.
- ➪ May 2013—Commence PSA renewal negotiations.
- ➪ June, 2013 – City Council consideration of agreement extension.

11. Develop and Adopt a long-term Financial Plan

- ➪ February 2013 – City Council will receive a long term forecast with the second quarter 2012/13 forecast.

12. Customer Service evaluation

- No progress to date.
- ➪ January 2013—Confirm Council direction in conjunction with annual Strategic Planning Retreat.

13. Participate in LAFCO consolidation efforts related to SASM

- On-going-- Staff continues to track LAFCO activities and provide updates to SASM Board.

14. Further evaluate and implement organizational improvements

- June 2012—Adopted budget reflects reorganization of DPW and Recreation Departments.
- August 2012—Retirement of Waste Water Treatment General Manager and consolidation of Waste Water Treatment (SASM) Department with DPW.
- September 2012—Development of new job description: Wastewater Treatment Manager and recruitment effort.
- December 2012—interviews and selection of Wastewater Treatment Manager.
- Summer-fall 2012—evaluate and implement internal reorganization of Library staffing structure to create four distinct divisions. Developed new job descriptions.
- ➪ December-January 2013—Evaluate staffing needs in Planning and Building Department.
- ➪ On-going—Evaluate opportunities for shared services with Marin municipalities and districts through the Marin Manager's Association.

15. Evaluate Art Commission needs and implement

- July, 2012 – Adopted budget transfers budgetary responsibility of Commission to Recreation Department.
- October, 2012 - Recreation Director assumes principal staff role to Commission with administrative assistance from Recreation staff.
- ➪ January 2013 – Recreation Director to provide recommendations for Commission needs and direction and develop a schedule for preparation of a Strategic Plan.
- ➪ April 2013—Strategic Plan presented to City Council.

16. Evaluate success of current communication plan and adjust as appropriate

- December 2012—Staff committee established to compile the elements of our existing communication efforts and evaluate effectiveness and develop recommendations regarding a comprehensive communication plan.
- ➪ February 2013—Recommendations from staff committee presented to City Council for direction.
- ➪ April 2013—City Council adopts Communication Plan.

17. Evaluate, develop and adopt administrative and managerial procedures and policies

- On-going—numerous assignments underway to update and/or develop necessary administrative and managerial procedures and policies.
- September 2012—Revised IT policy developed and implemented.

- ⇨ January 2013—Revised comprehensive Special Event procedure to be adopted and implemented.

18. Pursue and implement shared service opportunities

- July 2012 and on-going– Working through the Marin Manager's Association to identify opportunities for shared services.
- July, 2012 and on-going– Working with the Superintendent of the Mill Valley School District (MVSD) to identify opportunities for shared services.

19. Develop facilities joint use agreements with MVSD

- November, 2012 – Discussing opportunities with MVSD for use agreements.
- ⇨ January, 2013 – Draft use agreements and begin negotiations with School District.
- ⇨ March, 2013 – Present agreements as appropriate to Parks and Recreation Commission for input and recommendation.
- ⇨ May, 2013 – Presentation to City Council for adoption.