

MINUTES OF MARCH 7, 2017

REGULAR MEETING
OF THE
CORTE MADERA TOWN COUNCIL
AND THE BOARD OF SANITARY DISTRICT NO. 2,
A SUBSIDIARY DISTRICT TO THE TOWN OF CORTE MADERA

Mayor Furst called the Regular Meetings to order at Town Hall Council Chambers, 300 Tamalpais Drive, Corte Madera, CA on March 7, 2017 at 6:30 p.m.

1. CALL TO ORDER AND ROLL CALL

~~Councilmembers Present:~~ Mayor Furst, Vice Mayor Condon and Councilmembers Andrews and Ravasio

~~Councilmember Absent:~~ Councilmember Bailey

~~Staff Present:~~ Town Manager Todd Cusimano
Interim Town Attorney Judith Propp
Director of Planning and Building Adam Wolff
Director of Parks and Leisure Services Mario Fiorentini
Police Chief Michael Norton, CMPA
Captain Hamid Khalili
Lt. Mike Legan
Town Clerk/Assistant to the Town Manager Rebecca Vaughn

6:30 PM CLOSED SESSION:

1. CONFERENCE WITH REAL PROPERTY NEGOTIATORS

Closed session pursuant to California Government Code Section 54956.8
Property: Gravel overflow parking lot on Redwood Highway (north of Nordstrom at The Village at Corte Madera) APN 024-032-19
Agency negotiators: Todd Cusimano, David Bracken
Negotiating parties: Macerich (Giancarlo Filartiga and Cecily Barclay)
Under negotiation: Whether, and under what price and terms, the property could potentially be leased to the Village at Corte Madera

7:35 PM OPEN SESSION:

SALUTE TO THE FLAG – Mayor Furst led in the Pledge of Allegiance

1.I REPORT OUT OF CLOSED SESSION

Mayor Furst announced that the Council had adjourned to Closed Session at the conclusion of its February 21, 2017 meeting and there was no reportable action as well as for tonight's Closed Session.

2. OPEN TIME FOR PUBLIC DISCUSSION

DAVID KUNHARDT, Hill Path, reported statistics on climate disruption and reported that 2016 was the hottest year in recorded history and California has had a deluge of rain and at the same time, the Midwest states are experiencing record drought conditions and wildfires being fought. There are higher than expected ocean temperatures and there are over 400 parts per million average contents of CO2 in the atmosphere and 97% of the scientific community indicates this is caused by humans. He noted the Council received a letter from two current members of the Environmental Forum's Master Class advocating that Corte Madera change to Deep Green which is available from Marin Clean Energy and he asked that action be taken now.

3. PRESENTATIONS

3.I Central Marin Police Authority - Annual Update to Town Council Presentation by Michael Norton, Police Chief

Police Chief Michael Norton introduced newly promoted Lieutenant Mike Legan and Captain Hamid Khalili who will present CMPA's Annual update to the Town Council.

Captain Khalili gave a breakdown on 2016 calls for service, types of reports taken, traffic stops, types of citations written and a breakdown of concentrated areas for Corte Madera, Larkspur and San Anselmo, focusing on Corte Madera. He gave the following statistics:

- The highest number of calls for service was taken for the Village Shopping Center for a total of 1,284. These involved theft-related calls, identity theft, credit card fraud, found properties, and commercial related calls which were closely followed by calls for service for the Town Center.
- The top 5 calls for service types were traffic stops, medical aid calls, extra patrols, assist to citizens, and audible alarms.
- In 2016, police responded to 39,344 calls which is an increase from 2,100 from 2015. Summer months tend to increase and calls volumes decrease during cold weather. Corte Madera represented 27% of the total call volume which was the same from 2015.
- The Town Center and Village Shopping Centers experienced the highest concentration of crime. The top 5 calls for service in Corte Madera were traffic stops, extra patrols, assists with medical, alarms and assist fire, which is the exact same call types from 2015.
- Regarding reports police have taken and investigated totals 2,700 which is similar to 2015. They tend to see more reports taken after 10 AM and in January, they experienced crime in San Anselmo where 150 victims were subject to gas station and market credit card fraud. In Corte Madera, most reports were taken and investigated related to the Village and Town Center Shopping Centers.
- The number one report police investigated in Corte Madera were automobile burglaries which were in and around the shopping centers.

Lt. Legan gave an overview of traffic stops and accident statistics, as follows:

- Police experienced an increase in traffic stops of 300 from 2015 to 2016. They had a 6% increase for a proactive fixed traffic stops for Corte Madera which went from 27% to 33%.
- High traffic areas included Highway 101/Paradise Drive corridor, the Village and Town Center Shopping Centers, Highway 101/Tamalpais Drive, and Lucky Drive/Fifer interchange.
- Extra enforcement was conducted for pedestrians in high volume corridors.
- Regarding moving and parking citations, citations had increased for 2016, as well as citations per day. Corte Madera's percentage was flatter but enforcement was focused in high traffic areas.
- Moving citations follow typical progression of weather patterns where summer activity is higher and winter activity decreases.
- Due to the lack of metered parking and the fact shopping centers are private property there was not a lot to drive up parking citations in Corte Madera. However, police can enforce handicapped parking in private lots.
- Concerns were voiced regarding the area at Tamalpais at Lakeside which generated activity where vehicles were not stopping for pedestrians, which was the highest concentration for police in Corte Madera.
- The majority of incidents in shopping centers involve vehicles backing up and hitting one another.

Mayor Furst and Councilmembers thanked Captain Khalili and Lt. Legan for their annual report, and she opened the public comment period.

A resident asked if there was any evidence for increased distracted driving from texting and cell phone usage.

Lt. Legan said distracted driving continues to be an issue and increases have been seen based on information gathered on CHP's standardized forms. Data is now being gathered on this to determine whether it is associated with collisions. He reported that CMPA received a grant last year, part of which went towards distracted driving enforcement.

Chief Norton noted that CMPA, through Bear Analytics, has been gathering data for years via state grants. This year they changed software in their Communication Centers which created problems with accurate statistics. He credited the accurate work of Captain Khalili and Lt. Legan for spending time compiling the actual statistics for this year.

3.II Transportation Authority of Marin - Update on Existing Measure A Sales Tax Presentation by Dianne Steinhauser, Executive Director

Stephanie Moulton-Peters, City of Mill Valley Vice Mayor and the Chair of TAM's Board of Commissioners thanked the Town Council for inviting them and said they will provide information about TAM, what TAM has been doing since 2004 and specifically in Corte Madera. They will give a presentation and referred to the Executive Director's report which has information about state and federal funding for transportation. She then introduced Executive Director Dianne Steinhauser, Transportation Authority of Marin (TAM).

Executive Director Dianne Steinhauser, Transportation Authority of Marin (TAM), presented a PowerPoint presented and distributed TAM's Annual Report, as prepared by TAM's citizen oversight committee. She said they will discuss the existing Measure A sales tax, unmet needs, revenues TAM receives and which revenues they can expect to address unmet needs. She presented a graph from 2013/2014 which illustrates that the majority of transportation funds are generated locally and include the existing half-cent transportation sales tax, Measure B which is a vehicle registration fee of \$10 per year, and funds generated through approval of the public and represent and meet the majority of TAM's programs.

- Marin County is a self-help county and one of 24 counties around the state who have passed a sales tax for transportation purposes at the county level. Cities also have passed local transportation sales taxes, some of which can go toward infrastructure needs.
- 8 of the 9 Bay Area counties have similar sales taxes and TAM's current sales tax generates \$25 million annually.
- Marin residents pay 18.4 cents for every gallon gas purchased at the pump in federal taxes and 18 cents in state taxes. This yields \$2 million annually in state funds, almost \$2 million in federal funds, and the half-cent sales tax generates \$25 million annually.
- New counties that passed sales tax measures in November include Monterey, Santa Cruz and Merced. The 24 counties state-wide generate over \$2 billion a year for transportation needs.
- There is an active process with respect to two companion bills; AB 1 (Fraser) and SB 1 (Bell). These are meant to address transportation funding at the state level and the two bills will address state highway rehabilitation and local road rehabilitation, restore some funds to the STIP, and also restore some lost transit revenue and a reward program built in for self-help counties, called a state local partnership program.
- There is resistance to these bills being passed and she presented a graphic showing the state of transportation revenues from 2006 to 2016 reflecting gas tax decreases from \$10 billion to \$2 billion.

- The cap and trade program which is meant to sell carbon emission credits on an open market has yielded very little money and 25% of this goes to high speed rail and various needs around the state, and it has been difficult for a small county like Marin with few disadvantaged individuals and high levels of dense housing to be able to recoup cap and trade monies.
- She presented a graph which illustrates what the gas tax loss has meant, and she said California's is lower than 36 other states and below the national average of 20 cents. The 7 cents per gallon passed in 1964 would have equaled 44 cents in 2004 dollars and about 52 cents in 2016 dollars, adjusted for inflation.
- Federal funds come through an MTC program called One Bay Area grant cycle. TAM received \$10 million for a 5-year period along with another \$2 million for priority conservation areas.
- The funds TAM received from MTC had many requirements associated with them which make it difficult for all agencies to qualify easily to be awarded funds.
- Corte Madera has met all requirements and the Town has been able to receive OBAG funds as well as match funds that include Tamal Vista Bicycle and Pedestrian Improvements project, the Redwood Highway Multi-Use Path Repaving project, and the Paradise Drive Pathway Gap Closure project.

Ms. Steinhauser stated the transportation sales tax was passed in 2004 as Measure A and she presented a breakdown of its use. She then introduced Nancy Whelan, General Manager of Marin Transit.

Nancy Whelan, General Manager of Marin Transit, stated she is a Corte Madera resident and said Marin Transit is its local transit provider, providing fixed route service, service to West Marin via the Stagecoach, the Muir Woods Shuttle, paratransit services and other services to seniors and they also serve their students.

When Measure A passed, Marin Transit was facing significant deficits and would have cut services. Over the last 13 years they have been able to add 34% more service. Most recently, they added 19% service in June which has focused on making more direct connections.

Marin Transit serves about 3.3 million passenger trips per year which is the same level Golden Gate Transit provides on its bus service, and these trips in single occupant vehicles would add to congestion in the county. Marin Transit has been able to expand programs with the passage of Measure A and their annual operating budget is about \$28 million. The majority of revenue or 40% is from Measure A. They have a relatively small amount of state and federal funds which has been declining which makes them dependent on local sources.

Ms. Whelan highlighted services Marin Transit provides in and around Corte Madera:

- Local fixed route north/south service every 15 minutes 7 days a week where six routes provide good access to key employment and shopping destinations.
- Route 22 for east/west service goes out to San Anselmo and south to Marin City.
- Nearly 25% of riders are under 18 and certain routes meet bell times of schools as well as a discounted youth program, and buses to Redwood High School are overcrowded now and they are working to relieve that.
- Of the 208 annual discounted passes to students, 47% were distributed to income-qualified students and provided for free.
- Marin County has been ranked the healthiest county in California and people need ways to get around that are convenient, cost effective and preferably not involve driving.
- Marin Transit provides a range of services called "Marin Access" through ADA complimentary paratransit trips, a taxi subsidy program called "Catch a Ride", work with volunteer driver programs to reimburse them on a mileage basis, and information and enrollment, counseling and referrals to seniors in Marin with their

“Travel Navigators Program”. They also provide training to seniors who have never ridden a bus and she concluded by stating services are dependent in whole or in part on Measure A.

Ms. Steinhauser then presented a diagram of their carpool lane completion in 2010 through Central San Rafael and briefly described it as widening through San Rafael included adding a fourth carpool lane, creating a separated bike path from the top of Lincoln Hill to downtown San Rafael, and she provided a before and after photos of movement of the future SMART rail line over 50 feet to make room for the highway lane and bike path. The first mile of SMART track in Marin was built as part of the highway project. A new connector from Hwy 101 and I-580 was also built as part of this project. They believe the concept of having and using local money to attract grants and other sources has worked well.

Their third strategy is that 36% of their funding goes towards local infrastructure. Annually in June, funds are given to each Marin city/town for them to determine its use which is 13.5% of Measure A. Since the program began, they had a significant dip in the sales tax and funds to city/towns in 2008/09, but since then they have climbed to over \$25 million annually along with an increase from funds available from the sales tax to local jurisdictions annually.

She said over an 11-year period close to \$1 million has come to Corte Madera for local infrastructure funding and this provides the ability for the Town to spend it accordingly. The Town can expect \$1.1 million for the remainder of the sales tax period, which expires in 2024/2025.

She stated \$60 million goes to projects in each general area of Marin for roads. They had 15 roads they reviewed for improvements in Measure A which were prioritized for a lengthy process after passage of the sales tax, and she illustrated those roads which were funded. There were plans to make improvements on Tamalpais and Paradise Drive with these funds but unfortunately the two roads were not prioritized high enough to capture funds, and this is an important consideration for the TAM Board in renewing the sales tax, and whether to take those roads not funded in the first round and ensure they are funded in the second round.

Ms. Steinhauser provided an update on road construction projects which have been funded and are underway. She noted that 11% of Measure A is their Safe Routes to School Program and features include education in schools, crossing guards, and safe pathway projects. She presented a list of project funds received by Corte Madera for improvements and briefly described and presented photos of other cities' projects from the 11% funding. TAM is funding a driver distraction training program and working with CHP and local police to bring that training forward to schools as part of their Safe Routes to School funding. To track benefits of the Safe Routes to School Program, TAM conducts regular assessments, which she briefly described which include green trips to schools.

Ms. Moulton-Peters then briefly discussed TAM's work with The Cove School to develop route maps, provide education and outreach and minor safety improvements around the school.

Regarding next steps, Ms. Steinhauser reported TAM has conducted two rounds of outreach. One was conducted in the summer of 2015 and she displayed top priority results received from the various outreach events. In terms of the public's views for priority spending, congestion relief is highest.

The second portion of outreach was a volunteer survey this past fall and September through Facebook and Next Door where 3,800 survey results were received. She described survey questions which revealed priorities for the Richmond-San Rafael Bridge access, the connector from Hwy 101 to I-580, more transit for aging populations, more transit

investments, first/last mile access to transit, improved infrastructure for walking and biking and road maintenance.

In February 2017, the TAM Board approved conducting a baseline poll and more scientific effort to consider the needs of people and how they feel about various transportation improvements throughout the county, and polling will begin in April or May.

Ms. Steinhauser concluded and said hopefully the state will come through with a funding package in the next few months. Measure A expires 2025 and in order to plan ahead for reliable sources for programs, staff is asking the TAM Board to consider renewing early so they know funds can continue into the future and are interested in hearing the Council's needs and answering questions.

Vice Mayor Condon commented that on one of the slides Edna McGuire School is listed as being in Corte Madera. She asked that this be corrected to be identified in Mill Valley.

Councilmember Andrews referred to the OBAG II requirements and asked which are mandated at the federal level and at the state level or some other lower level of government.

Ms. Steinhauser referred to Slide 7 and said all requirements of OBAG II are mandated by MTC. With the passage of SB 375 in 2008 there was a linkage between transportation and land use planning. In 2012 Plan Bay Area conducted a Community Sustainable Strategy which was a land use element that with the transportation element. Through that exercise, MTC developed a series of policies on what is needed for cities to obtain federal funds. These are the MTC policies which have carried over from 2012 to the most recent funding program.

Mayor Furst commented that she thought the number of elementary and middle school students riding Marin Transit were impressive. She noted 250 passenger trips per day for Redwood High School, which is 250 car trips not clogging roads, as well as the trip home. Added in are all other schools, and she recognized the number of trips saved here. This is another reason why she is passionate about improvements to bike/pedestrian infrastructure.

She referred to the Gap Closure funding slide 15 and she said she has heard this project had 17 different sources of funding. Ms. Steinhauser said the early projects had state/federal funding in 2001. By 2008 through 2010, the San Rafael project ended up to be \$65 million over Lincoln Hill went from downtown San Rafael up to the Civic Center had 17 funding sources. This was only half of completing the corridor and the rest was to build the new I-580 connector. They raised Hwy 101 4 ½ feet in San Rafael as well to remove it from the flood plain and remove sea level rise risk which cost as well, but for a large highway project the Marin Sonoma Narrows project or the connector in San Rafael, the small amounts of federal funds will not get these projects done. They turn to other funding sources and grants along with Measure A, and she agreed this was a difficult project to complete.

Mayor Furst asked to describe the difficulty in putting together funding for a project when so much of the funding is restricted to certain types of things.

Ms. Steinhauser stated funds need to be segmented by fund breakdown and it requires a lot of management to track it, to bill it appropriately to ensure reimbursement, to front the money, and it took one of her staff 4 years to manage these projects and all funds involved.

Mayor Furst asked and Ms. Steinhauser confirmed local funds are pretty flexible, such as T funds which used to be received by formula and are now competitive grants. Measure monies attracts state and federal, serves as a match, and they dipped into Measure A interest funds in order to complete the San Rafael project, which was necessary.

Mayor Furst opened the public comment period.

DAVID KUNHARDT, Hill Path, said the first priority listed was the Richmond-San Rafael Bridge connector. He asked what the likelihood is of getting this project completed which would significantly improve congestion and traffic. Secondly, he thinks the most important thing that could be done is electrification of the transit system, and he asked about future plans for EV charging and purchasing of electric buses and general elimination of GHG producing vehicles.

Ms. Steinhauser stated on February 23, 2017, the TAM Board presented options for the connector in San Rafael which would be a high speed connector from northbound Hwy 101 to eastbound I-580 so people do not have to get off on Drake Boulevard and hit traffic lights. With a third lane opening up on the Richmond Bridge eastbound around November 2017, it is important to look at opportunities for this high speed connector which will cost over \$100 million.

Given this, TAM needs to look at regional Measure 3; the toll program. She explained that in 2013, the TAM Board directed funds to study the program and was able to spend OBAG monies. They have developed draft plans which have been discussed informally with San Rafael who wants to be sure there is no interruption to business or impacts to the community, and she thinks TAM can meet their needs with options developed.

She said the key is to be at the table when funds are available. The toll program yielded \$100 million in Marin when it was raised by \$1. Measure 3 will raise tolls \$1 or \$2 and hopefully will achieve sufficient funds to build the connector, and the TAM Board will review this in March when the board will be asked to prioritize a list of projects for consideration by MTC for raising tolls. They believe in the next election cycle, the toll increase has a chance and a connector could be fully funded.

Regarding electrification, Ms. Steinhauser said in 2010 the \$10 annual vehicle registration fee was approved and this had a program for alternative fuels and electrification. Of the 5 counties that passed that fee, Marin was the only county that had electrification infrastructure and other alternative fuel needs and has been able to fund fleet vehicles, Marin Transit EV buses which they will bring on-line, and 20-25 EV charging stations through that program. They now have more EV stations than gas stations, are looking to build more and fast chargers which are less expensive and more efficient, and they are working closely with cities with respect to City lots, colleges, school districts, and BAAQMD has just released a grant program due in May for more EV charging stations.

Councilmember Andrews asked if there was a way to gage how much revenue is generated out of Marin County from the various means versus how much they get back from external entities.

Ms. Steinhauser replied that staff monitors this very closely. The 18.4 cents in federal gas tax generates \$22 million a year and a certain percentage goes to the federal government right off the top. It is then distributed to transit and to roads and road monies come to the state. What comes to California is split 50%. Caltrans has half for state highways and the other half trickles down to MTC who keeps 55% for regional programs, and 45% gets distributed to counties, or about \$2.1 million per year. On the state level, maintenance of state highways is the top priority and those are a constant need and are approaching \$500 to \$600 million in storm damage alone, so much of this money goes to emergency or seismic emergency needs.

Mayor Furst and Councilmembers thanked Ms. Steinhauser, Chair Moulton-Peters and Ms. Whelan for their informative presentation.

4. COUNCIL AND TOWN MANAGER REPORTS

- Town Manager Report

Town Manager Cusimano gave the following report:

- At the last meeting the Council took action to extend its BPAC for two years. He noted BPAC will be discussing the AAC and possible recommendations to merge AAC responsibilities into BPAC on March 16, 2017 at 6PM. Staff will be working with BPAC and Councilmember Ravasio and the matter will return at a future Council meeting.
- The closure of Chapman Drive at Corte Madera Avenue for the Alto Tunnel geotechnical and structural study began late last week. Drilling operations have not begun and equipment has been moved in and is blocking the access to Chapman Drive from Corte Madera Avenue. This closure will continue until March 28th and Chapman Drive will only be able to be accessed from the north side of Tamalpais Drive. Traffic control and road closure signage are in place and drilling operations could start Thursday of this week.
- The Tamalpais Complete Streets project went before Council and was out to bid on February 24th, with bids due on March 15th. Construction will be performed while school is in session and work will occur during summer months before school opens. Staff has evaluated the project and has confirmed it will be unable to be completed by the July 4th parade.
- Staff heard concerns from the last meeting regarding red curbing and has been working with individual Councilmembers. Staff worked with Janet who lived in the 400 block of Tamalpais and in working with Councilmember Andrews, the area between Chapman and Eastman was to be extended out another 9 feet on the other side of the fire hydrant and they will be able to save the parking space and add an additional parking space in that same block depending on sight line issues.
- Staff has completed its recruitment process for the Finance Director position and identified 5 top candidates, 4 of which had experience as Finance Directors at small, medium and large sized agencies. With the help of their finance subcommittee of Mayor Furst and Councilmember Andrews, staff was able to identify a top candidate and he has been given direction to move forward with a conditional employment offer which was sent out this afternoon. Upon acceptance he will report out to the Council and community. He was hoping to have the new director on board in the beginning of April and will work with the candidate's employer to ensure their transition is seamless.
- The Council will note a number of business items over the next few months, many of which will go through the finance subcommittee and then before Council. One of the first will be the Town's audit which should be completed this month and to the Council early April. The Town will not simply be providing an overview of the GASB 45 reporting report and the GASB 68 report but provide actions and solutions to address unfunded liabilities or OPEB and the CalPERS discount rate based upon review of the finance subcommittee. These will be brought to the Town Council in April and then heard again during the budget process with a plan to fully fund this over the next 16 years.
- Currently, the Town is in the light green program category of MCE and in 2016 the Council approved a Climate Action Plan. Councilmember Bailey is the Town's representative on the MCE Board and he suggested that he be asked to provide an update and possibly a future presentation from MCE.

- Council Reports

Vice Mayor Condon gave the following report:

- Today she attended the monthly Chamber of Commerce Board meeting and reported the following:

- The State of Town Luncheon they sponsor every year will be held March 23, 2017.
- The Chamber of Commerce Golf Tournament's date has not yet been scheduled but it will move from San Geronimo to Stone Tree Golf Course, and she will provide a follow-up on the event.
- The Chamber of Commerce continues to get new members and decided today that in the next few months they will be working with the Pacifics Baseball Club to schedule a Night Out at the Pacifics Baseball Club which will honor Corte Madera.
- She attended the Rotary meeting for Mayor Furst for the purpose of making an introduction of John and Lee Howard who gave an excellent presentation on neighborhood response groups. The Rotary Club was interested in establishing their own group in an effort to train for disasters.
- The next Age-Friendly Corte Madera/Twin Cities Village speaker series will be held on March 15th series. A film called, Being Mortal will be presented and representatives from Hospice and the County Commission on Aging will provide input. The event will be held at the CMPA community room at 1:00 PM.
- She attended the County Commission on Aging program to introduce people to the idea of the Twin Cities Villages concept. The program focused on spreading the word of Age-Friendly Corte Madera and Pati Stoliar, Co-Chair, gave a presentation as did members from the different cities that are developing their own age-friendly program.

Councilmembers Ravasio had no report.

Councilmember Andrews gave the following report:

- He sat in on the Parks & Recreation Commission meeting and fees were discussed which is on tonight's agenda. The Commission also approved a request for a sign in front of the Recreation Center which then appeared before the Planning Commission. The item was continued until questions could be answered about the sign. Two key issues were what the sign's message would look like and a request for Public Works feedback about signs and literature which may distract drivers.

Mayor Furst gave the following report:

- She noted that Ms. Steinhauser and Ms. Moulton-Peters covered some of her comments regarding TAM, but she reiterated that at the next TAM Board meeting discussion will be held on prioritization of projects to be submitted to MTC for possible funding if MTC moves forward with a bridge toll increase called Regional Measure 3. The decision may be continued to April, but she suggested that those who feel strongly that the Hwy 101/I-580 connector should be prioritized she recommended they attend the meeting or write letters to the TAM Commissioners, given the level of competition.
- She attended an innovation workshop by TAM which was very interesting. She learned about future self-driving cars and heard experts on the future and planning. Mr. Wolff attended, as well as Phil Boyle and Bob Bundy. Community Media Center of Marin video-recorded the event which would be shown on their channel.
- Caltrans has a survey out about where community members want to see better crossings of freeways for pedestrians and bicyclists to create better connectivity.
- She attended a Twin Cities Task Force for Safe Routes to School meeting with Larkspur and parents and community members. They are discussing ways to improve the safety of children getting to schools but encourage more carpooling by and for high school students.

5. CONSENT CALENDAR

- 5.I ~~Waive Further Reading and Authorize Introduction and/or Adoption of Resolutions and Ordinances by Title Only.~~
(Standard procedural action - no backup information provided)
- 5.II ~~Approve Warrants and Payroll for the Period 2/17/17 through 2/28/17: Warrant Check Numbers 215632 through 215700, Payroll Check Numbers 5433 through 5446, Payroll Direct Deposit Numbers 31504 through 31625, and Payroll Wire Transfer Numbers 2126 through 2133.~~
(Report from George T. Warman, Jr., Director of Administrative Services/Town Treasurer)

MOTION: Moved by Condon, seconded by Ravasio, and approved unanimously by the following vote: 4-0-1 (Ayes: Andrews, Condon, Ravasio and Furst; Noes: None; Absent: Bailey)

6. PUBLIC HEARINGS - None

7. BUSINESS ITEMS

- 7.I ~~Consideration and Possible Action to Adopt Proposed Resolution No. 14/2017, A Resolution of the Town Council of the Town of Corte Madera (1) Adopting the Position Classification and Job Description of Director of Finance / Town Treasurer; (2) Deleting the Position Classification and Job Description of Director of Field Maintenance and Operations Effective July 2, 2017; and (3) Deleting the Position Classification and Job Description of Director of Administrative Services / Town Treasurer Effective July 1, 2018.~~

And

~~Consideration and Possible Action to Adopt Proposed Resolution No. 15/2017, A Resolution of the Town Council of the Town of Corte Madera Amending Compensation Schedule B and Compensation Schedule C of Resolution No. 38/2015 - A Resolution of the Town Council of the Town of Corte Madera Fixing Compensation and Establishing Certain Benefits for Department Head Employees of the Town of Corte Madera Effective March 27, 2017 (Sets Salary Range of New Position Classification) (Report from George T. Warman, Jr., Director of Administrative Services/Town Treasurer)~~

Town Manager Todd Cusimano stated Mr. Warman prepared the report and he said there were two resolutions for consideration. The recommendation is to adopt a new position classification and job description for the Director of Finance and Town Treasurer. Mr. Warman used the term, "delete" the position. Instead, he recommended "De-classifying the position and job description for the position of Field Maintenance and Operations which would be effective July 2, 2017." Mr. Kevin Kramer is retiring sometime between April and June and with his retirement, the plan is to de-classify that position and fill it with a full-time Superintendent position, which is currently being filled by Michael Palmer who is acting as Superintendent. Mr. Bracken will oversee Public Works/Maintenance and Engineering moving forward.

For FY 2016/2017, the Town had a total of 45 approved positions. When he was hired, Mr. Bracken took over the full-time Director of Public Works and Engineering and they went from 45 positions to 46 positions. At the end of this year, the Town will return to 45 positions, eliminating the Director of Maintenance and Public Works, and will evaluate the Superintendent and Assistant Superintendent positions.

The third item requested is the de-classification and job description of the Director of

Administrative Services/Town Treasurer, which would be effective July 1, 2018 when Mr. Warman retires. The fourth item is to amend the existing Department Head salary resolution to reflect some of the changes noted.

Regarding fiscal impact, with the hiring of a new Finance Director, the Town is able to offset costs by not filling the Fire Chief position, given the Town is sharing that position with the City of Larkspur.

Councilmember Andrews said by having two Finance Directors, he asked if the Town would be able to save on consulting expenses when modifying the accounting system. Mr. Cusimano said prior to Council giving direction, staff was heading on a path of using consultants to perform many efforts over the next 12 months which were anticipated to cost \$80,000 to \$100,000, and they have stopped this process and will look to the new Finance Director to fill those duties and responsibilities. Consultants will be used to continue to help the Town with *Open Gov*, but this is at a much lower cost.

Mayor Furst said 10 years ago in 2006/2007, they had almost 55 full-time employees and the Town has dropped 10 positions. While some of the work is contracted out, this is still a significant cost savings, and Mr. Cusimano agreed and recognized the flattening of the organization at the top and evaluating whether or not to utilize contractors, which Mr. Kramer has contributed towards.

Mayor Furst opened the public comment period and there were no speakers.

MOTION: Moved by Condon, seconded by Andrews, and approved unanimously by the following vote: 4-0-1 (Ayes: Andrews, Condon, Ravasio and Furst; Noes: None; Absent: Bailey).

To adopt Resolution No. 14/2017, as amended, a Resolution of the Town Council of the Town of Corte Madera (1) Adopting the Position Classification and Job Description of Director of Finance / Town Treasurer; (2) De-Classifying the Position Classification and Job Description of Director of Field Maintenance and Operations Effective July 2, 2017; and (3) De-Classifying the Position Classification and Job Description of Director of Administrative Services / Town Treasurer Effective July 1, 2018

MOTION: Moved by Ravasio, seconded by Andrews, and approved unanimously by the following vote: 4-0-1 (Ayes: Andrews, Condon, Ravasio and Furst; Noes: None; Absent: Bailey).

To adopt Resolution No. 15/2017, A Resolution of the Town Council of the Town of Corte Madera Amending Compensation Schedule B and Compensation Schedule C of Resolution No. 38/2015 - A Resolution of the Town Council of the Town of Corte Madera Fixing Compensation and Establishing Certain Benefits for Department Head Employees of the Town of Corte Madera Effective March 27, 2017 (Sets Salary Range of New Position Classification)

7.II ~~Consideration and Possible Action to Adopt Resolution No. 16/2017 for Proposed Parks and Recreation Fees for Fiscal Year 2017-2018~~
(Report from Mario Fiorentini, Director of Recreation and Leisure Services)

Town Manager Cusimano introduced the item, stating he wanted to recognize that as a new Town Manager and evaluating each department and the budget, the Parks and Recreation Department has a great staff and puts on great programs. In this staff report, he is asking for feedback from the Council when heading into the next fiscal year and thinking ahead when fiscal times are not as good and expectations of staff to provide the best service to the community during good and bad times.

He pointed to a revised staff report which he had previously distributed to the Council, noting an error on page 2 at the top of the report. There are four options; 1) to approve the recommended fee increases or decreases as is; 2) adjust the recommended fee schedule; 3) refer the issue back to staff for further analysis; or 4) take no action. He noted recreation programs are coming up and it is important to approve the fee resolution.

In recognizing a decade of philosophy and direction and what the Town expects from the Parks and Recreation Department to provide services to the community, he wants to provide a 3-year snapshot of what programs cost. At the top of page 2, going back to 2013/14, 2014/15, and 2015/16 the first column shows the program costs for each of those years. The next column under cost recovery shows different numbers, and the average over 3 years is about 61%. This last year in 2015/16 it was the Town's centennial year and staff was pulled in many directions.

In each of those years, the Capital Fees Fund is shown which is approaching \$900,000 this year and this fund goes toward improvements and maintenance of all parks and recreation facilities. The formula develops that number and when calculated, it is pulled from the 61% cost recovery and moved over into the Capital Fees Fund.

He said needed is a re-evaluation of that formula of amounts pulled from cost recovery and put into the Capital Fees Fund, which he will meet with the finance subcommittee on. He directed attention to the General Fund expenditure column and amounts to offset those losses. As an example, in 2015/16 the Town had \$622,000 difference between cost recovery and what it costs to run the program. He discussed this with Mr. Fiorentini and the question is whether or not to have 100% cost recovery. He cited the various programs which Mr. Fiorentini can speak to for initial cost recovery, but it is difficult doing an apples-to-apples comparison. He noted that the City of San Anselmo has a 93% cost recovery but it is not identical to the Town's. The City of Mill Valley has a 79% cost recovery but it has different recreational facilities.

Therefore, he recommended the Council discuss the Town's philosophy relating to cost recovery, the range of subsidy by the General Fund, recreation services to the community, and sustainability.

He also referred to page 10 of the staff report under Section B, and said the Town provides discounts and/or waives fees entirely for certain Town civic organizations which is appropriate. If charged, it would be revenues of \$16,000 per year and CMPA follows a similar practice to support local organizations and waive those fees. He and staff would like to continue this. Under Section H of Item C under Town organizations, it gives staff's discretion to someone not on the list to allow that fee waiver, and he suggested adding Age-Friendly Corte Madera to that list.

Councilmember Andrews requested Mr. Fiorentini describe resident versus non-resident fees in his report.

Director of Parks and Leisure Services Mario Fiorentini thanked the Town Manager for his input on the subject and recognizes the challenge to improve the quality and fiscal solvency of recreation programs.

Regarding questions regarding residency versus non-resident issues, there is language in the fee resolution that classifies residents of Corte Madera and of non-residents for certain facilities. For purposes of the Summer Playground program and any facilities the Town shares or that belong to the school district are all classified as Marin County residents and non-Marin County residents. One field at the Cove School and half of the east soccer field at Town Park are on school district properties, and residency requirements for those facilities is different, as is the Summer Playground program which is a Marin County resident and non-Marin County resident designation because the Town uses school district facilities to

operate those programs.

Regarding revisions, he provided the following proposed changes:

- The filming fee was reviewed in July last year and this is added in red to the formal fee resolution.
- The addition of Age-Friendly Corte Madera to exemption fees in Section 9, Item C.
- The PTR Commission recommended at its February meeting to review all picnic site rentals and increase those fees for residents of Corte Madera from \$25 to \$30 per hour and for non-residents of Corte Madera from \$30 to \$40 per hour.
- No changes are recommended to be made for any of the other fee structures for fields, Menke Park, the Tennis Court program, the gravel lot or Neal Cummins Gym.
- The Summer Playground program fee on page 9 is recommended to be revised. In conversations with the PTR Commission, what has occurred is a decline in participation over the last 5 years which is attributable to more competition in the area for different specialized programs during the summer. There were a couple of summers where there was a different structure because of school construction which was also a major difference.

Staff did make the exception of expanding the summer program last year by 2 weeks which was a bit of a challenge and some hardships were seen with continuity of care from the 8 weeks to the 2 weeks. Staff realized people were taking much longer vacations and multiple vacations which resulted in an overall drop in participation. There has only been a flat fee for the summer for 8 weeks to be able to offer flexibility to draw more participants. The first questions they receive are for sibling discounts, and staff is proposing for the 8 week program that the first sibling would receive a lowered rate for residents of Marin County of \$550 per registrant after the initial participant's registration of \$650. The second sibling would cost \$485. For non-residents, \$850 would apply for the 8 week summer program, the first sibling at \$750 and the second at \$685.

- The other two fees staff is hoping will drive more participation are the daily drop-in fee and the weekly fee. These are structured so that people are able to sign up for a week, but by the time they sign up for half of the summer they are already paying for the whole summer so they most likely will sign up for the entire summer which is what the Town wants.

Mr. Fiorentini stated these were the top changes and priorities in response to questions staff received over the summer. For example, during week 6 or 7 of the Summer Playground program, under the current fee structure, people would still have to pay the full \$650 for the last one or two weeks of summer. This is able to gain interest of the program in order to capture more people in the summer, as possibly they are moving to Corte Madera for the first time over the summer and starting school. This creates an opportunity for them to return in future years.

Mr. Fiorentini said he would be happy to answer questions and to talk about the structure of the cost recovery program which has a long history in understanding the overall structure.

Vice Mayor Condon commented that she thinks the proposal to reduce the price of siblings will make a huge difference in enrollment. She was on the Council when there was no cost recovery when the economy was very good, and over time the Council realized the amount of subsidy from the General Fund. She thinks the fees are very reasonable, that the

Summer Program is the best deal in the County, and thinks the restructuring of the fees for two kids from the same family.

She also thanked staff for adding Age-Friendly Corte Madera. Otherwise, she did not necessarily have a recommendation of which prices should be raised in order to reduce the subsidy, as the Town does not want to lose more people and asked to keep them as attractive as possible. She recognized the hard work and creativity of all of the part-time and full-time staff of the Parks and Recreation Department.

Councilmember Ravasio asked if the Summer Playground program was the largest financial program in terms of revenues, personnel, staff time, etc. Mr. Fiorentini said it was, but the soccer program is now the largest. He mentioned to the Town Manager that this should be addressed during the budget process because it deserves its own placeholder in the budget process, given it has surpassed in revenues and operation and it has grown substantially over the last 3 years. He noted this falls currently under Recreation Department Program Facility Fees in the fee schedule. When they do price out the cost of programs and make incremental fees and not specifically Summer Program and Kids Club, such as a gymnastics class or soccer program, when made year to year, this is covered under Section 8; Recreational Program fees. These are fees they are able to adjust more frequently without addressing them specifically in the fee resolution.

Councilmember Ravasio referred to the proposed increase to picnic rentals, and he asked and confirmed this was to reserve a spot. Otherwise, they are first come, first served.

Councilmember Andrews referred to 2005, 2007, and 2010 or times during the recession. He asked which programs got more and less usage and whether if any there were certain indications based on fluctuations in the economy.

Mr. Fiorentini referred to the Summer Playground program where they have experienced a decline and said during the 2007-2011 period when the program had been changed from \$450 to \$650 per participant, there were over 500 children signed up for that program which as wonderful as it sounds, it is a logistical challenge to the department, the park and staff. This has steadily declined whether it is for economic or competition factors or trends. Additionally, he said the Kids Club program has also experienced some measurable drop in participation based on the opening of the Cove School.

Mayor Furst clarified that the Kids Club is the after-school program which operates during the school year.

She said she knows enrollment in local schools has increased dramatically in recent years. She asked if the drop-off in registration for the Summer Playground program might be related to simply fewer very young children living in the community. Mr. Fiorentini said this was possible. He noted before the initial construction of the Cove School, the Summer Playground program operated at 2 sites; at San Clemente and at Town Park when there were upwards of 500 registrants. The trend staff saw was because of the physical limitations of the Cove property, it was a much more comfortable location for younger kids in the 5 to 8 year range. Town Park serves the 10 year old demographic. He said there is a higher population of kids that have gone through the local schools, as well as other factors which relate to campus separation, having younger kids next to older kids and having them in one space.

Mayor Furst opened the public comment period and there were no speakers.

Mr. Cusimano pointed out that Corte Madera's rates are the lowest in the County. He noted the Summer Playground program experienced 120 registrants this year and it has lowered by half. The programs run from 7:30 a.m. to 6:30 p.m. where most others go from 9 a.m. to 4:00 p.m. He wanted to bring this to the Council's attention and to determine which programs should be supported in the community, given there are parts of it that relate to

child care and summer programs. He noted there is very little cost recovery for Little League. Great revenues are brought in for soccer but it is 85% cost recovery. They are losing \$80,000 to \$100,000 annually from their Summer Playground program, about \$60,000 for Kids Care and \$60,000 to \$80,000 in gym rentals during the summertime.

In working with the finance subcommittee, he recommended pulling out from the \$1.4 million expenditure the salary and benefits for what the Town pays for the two full-time staff members and base the fee structure to pay for the salary and benefits. The rest should have a goal to be 100% cost-recovery unless a certain program is a great benefit to the community.

Mr. Cusimano also said if this is not a big issue or concern to the Council he asked to know this as well, stating he would like to go into the budget process and indicate accurate goals and accomplishments, whether it involves 100% cost recovery, improvement to or removal of programs, revisions, and to be able to report back successes and service delivery. He did not expect the Council to go through each line item and identify fee changes. His recommendation would be to move forward with the current fee resolution, given there is flexibility, but wanted to bring the funding mechanism of how Parks and Recreation Department programs are run and ask the Council to consider making a couple of changes.

Mayor Furst said she appreciates what the Town Manager is trying to do and it is a great idea to take the full-time staff members out and review the rest of the schedule in terms of cost recovery. She thinks the philosophy of reviewing the After-School programs and Summer Playground programs as something the Town wants to support is extremely valuable and she would support that. Child care is very expensive and this is something the Town can do to help families.

She noted that the sales tax override included a provision for funding senior and youth programs and perhaps there is an option there for a contribution towards programs, possibly for scholarships and she would encourage staff that when creating next year's fiscal budget to consider those things, as well as ways to increase fees a bit to help meet the gap. She asked and confirmed that staff was asking for feedback and the Town Manager will be returning to the Finance subcommittee to discuss this further and then return to the full Council.

Councilmember Ravasio asked what percentage of the Summer Program participants are actual Corte Madera residents, noting in the past it was low. Mr. Fiorentini stated he did not have these numbers with him, but it is less than half of the overall registration for the entire program.

Councilmember Ravasio said he thinks this is an important part of the discussion as well because even though it is one of the most subsidized programs the Town is providing service for the County in many ways and this should be part of the discussion, as well.

In terms of feedback, Councilmember Ravasio said philosophically it is the Town's job to provide these types of services for the community and there must be some degree of cost recovery, but he did not think the level had to be at 100%. He also recognized that in the past when on the Council, there was an astonishing study done by Mr. Warman to allocate costs. A big part of it is the methodology used for how to determine what costs are, which the Council discussed at length. The cornerstone of Mr. Warman's presentation was what the replacement costs were for such things as for the baseball fields. It is a pretty complicated issue philosophically as well as how cost is determined.

Councilmember Andrews said he would be interested in knowing who the customer base is, whether or not they are residents or non-residents during the summer, children of people who work in town and more general data if this is available.

Mr. Fiorentini said he can provide demographic information and said the last couple of

years the department made an extra push with the managers of the Village and Town Center and Chamber of Commerce to provide information to the employees to get the word out about the program to help stimulate registration. They have attempted to target businesses over the last couple of years through marketing efforts, but in general, marketing efforts are held to the twin cities. They do their best not to venture too far out, given the understanding these are Corte Madera tax dollars at work, but he could provide this information.

Mayor Furst asked if the City of Larkspur reaches out to Corte Madera regarding their programs and asked if they offer the same types of discounts for residents.

Mr. Fiorentini said Larkspur has a different program base and as Corte Madera programs more to the Cove and Neal Cummins schools, they program more to Hall Middle School. The outreach is similar in the fact they share recreational brochures so they are reaching the same households collectively. The way they market their items separately from the brochure is different. Corte Madera has someone who specifically does all of their marketing through Next Door, flyers and Facebook, etc. so the structures are a bit different.

Programs are also significantly different in the types of camps provided, and he noted one of their most successful programs is the Super Cool Summer School that fluctuates in different campuses. There has been some history about how that gets spread around through their program which is something that affects and correlates to Corte Madera's summer programs, as well, but program structures of Corte Madera's Summer Playground program and Larkspur's Super Cool Summer School are fairly different.

Mayor Furst asked if Larkspur charges the same amount for Corte Madera and Larkspur residents for Hall Middle School residents, and Mr. Fiorentini said he could check on this, but was fairly certain they do.

Vice Mayor Condon asked if Mr. Fiorentini considered having a Session I and Session II Summer Playground program to divide the pricing up and make it less expensive if signing up for both rather than just one.

Mr. Fiorentini said this is something staff considered, but this is the initial step they are choosing to take because they found it very challenging to run the program with the two different sessions they experienced over the construction phase of the school. It is something they will consider in the future, but they are not proposing to change this now.

MOTION: Moved by Condon, seconded by Ravasio, and approved unanimously by the following vote: 4-0-1 (Ayes: Andrews, Condon, Ravasio and Furst; Noes: None; Absent: Bailey).

To adopt Resolution No. 16/2017 for Proposed Parks and Recreation Fees for Fiscal Year 2017-2018, as amended by adding Age-Friendly Corte Madera under exemption fees in Section 9, Item C.

7.III ~~Review of Draft March 21, 2017 Town Council Agenda~~

Mayor Furst asked for Council comments or revisions. Mr. Cusimano stated staff will hold a meeting tomorrow and review pending business items and will update the draft agenda.

Vice Mayor Condon suggested adding the BPAC and AAC item, and Mr. Cusimano stated because of the BPAC meeting schedule it may not be ready until the first meeting in April.

7.IV Approval of Minutes of February 21, 2017 Town Council Meeting

MOTION: Moved by Ravasio, seconded by Andrew, and approved unanimously by the following vote: 4-0-1 (Ayes: Andrews, Condon, Ravasio and Furst; Noes:

None; Absent: Bailey).

To approve Minutes of the February 21, 2017 Town Council Meeting, as submitted

8. ADJOURNMENT

The meeting was adjourned at 10:02 p.m. to the next regular Town Council meeting on March 21, 2017 at Town Hall Council Chambers.