

## **VII. RECOMMENDED ACTIONS**

It is respectfully requested that the City Council approve the FY 07 Proposed Budget, with the following recommendations:

- 1) Recommend the City Manager identify existing staff to be dedicated to performing a detailed contracting-in marketing and capacity analysis and implement findings in FY 07;
- 2) Recommend the City Council approve the BOC agreed upon Redevelopment Agency Repayment Schedule of loans from the City as part of the FY 07 budget adoption; and, Recommend that North Redevelopment Property Tax Increment generated by port district assets continue to be shared for general City purposes in accordance with the Clarion Study;
- 3) Recommend the City Manager pursue the following initiatives, based on Employee Innovation Team Implementation proposals:
  - a. Create a Revenue Collection Enforcement Team that is charged with maximizing revenue collection;
  - b. Expand the cost recovery program for law violators to all impacted departments with recurring costs; and
  - c. Develop safety programs and preventative measures that provide incentives for reducing Workers' Compensation costs.
- 4) Recommend support of the City Manager proposed fee increases using the full-cost methodology developed through the fee study, in support of the City Council's newly adopted fee policy;
- 5) Recommend the City Manager present recommendations to the City Council from the Parking Optimization Study regarding current rates, and develop a Citywide parking strategy that would include meters, structures and lots;
- 6) Recommend the development of multi-year financial strategies and priorities to address critical unmet City infrastructure and Public Safety needs such as:
  - One Time Revenue/Expenditures
    - Streets, alleys, sidewalks, curbs, street drainage and potholes;
    - Fire and Police Facilities;
  - On-Going Revenue/Expenditures
    - Police Officer Recruitment and Retention; and
    - Library Programs, services and hours of operation.

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- 7) Recommend the City Manager and City Council evaluate potential April 2008 tax measures and other revenue opportunities during FY 07, including but not limited to:
  - Fee Based Revenue Generating Options not Requiring a Vote of the Public
    - Container Fee
    - Rental Car Fee
  - Non-resident Tax Generating Options
    - Oil Production
    - Transient Occupancy
  - Local Resident and Business Tax Generating Options
    - Local Parcel
    - Mello Roos
    - Parking Lot
- 8) Evaluate and develop long-term financial mechanism to address the on-going graffiti removal program.
- 9) Recommend reaffirmation of existing City Financial Policies, as amended;
- 10) Support the City Manager's proposed enhancements related to Infrastructure and other quality of life issues, which have been identified as core services, community priorities and/or as Mayor and City Council priorities;
- 11) Support the fee increases and adjustments proposed by the City Manager and Board of Water Commissioners.