

**Carson City
Agenda Report**

Date Submitted: June 26, 2012

Agenda Date Requested: July 5, 2012
Time Requested: 30 Minutes

To: Board of Supervisors

From: Larry Werner, City Manager

Subject Title: For Possible Action: To approve the 2012/2013 initiatives to support the Carson City Strategic Plan.

Staff Summary: Initiatives are projects or activities that support the various objectives included in the Carson City Strategic Plan. At the February 23, 2012 strategic planning workshop, several ideas for new initiatives were discussed. Staff has further researched those ideas and prepared possible initiatives for implementation during Fiscal Year 2012/2013. A full report of the proposed initiatives, including information on current related activities and performance measures are in the agenda packet for review.

Type of Action Requested:

Resolution

Ordinance

Formal Action/Motion

Other (Specify)

Does This Action Require A Business Impact Statement: Yes No

Recommended Board Action: I move to approve the 2012/2013 initiatives to support the Carson City Strategic Plan.

Explanation for Recommended Board Action: Execution of any strategy requires that specific actions be taken. Linking initiatives to the strategic plan, assigning ownership to those initiatives and setting out dates for completion will insure that actions are taken and positive movement is made towards objectives.

Applicable Statute, Code, Policy, Rule or Regulation: n/a

Fiscal Impact: n/a

Explanation of Impact: n/a

Funding Source: n/a

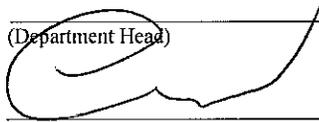
Alternatives: n/a

Supporting Material: 2012/2013 Proposed Initiatives

Prepared By: Larry Werner, City Manager

Reviewed By: _____

(Department Head)



(City Manager)



(District Attorney)

Date: _____

Date: 6/26/12

Date: 6/26/12

Board Action Taken:

Motion: _____

1) _____

2) _____

Aye/Nay

(Vote Recorded By)

2012/2013 Proposed Initiatives

A Healthy Community
Families in need are offered short term assistance and provided resources to become self supportive.
Develop a plan to increase the exposure of the CC Cares subscription program. A plan will be in place by December 31, 2012. This date is important as the subscription program enrollment period is May through June annually. The implementation portion of the plan will have deadlines in place so that the work will be carried out in time to meet the enrollment period.
Begin discussions with other social service agencies regarding co-location and the creation of a one-stop shop atmosphere for families in need of support services. Begin exploring funding opportunities for the project.

A Vibrant, Diverse and Sustainable Economy
Local businesses are supported.
Facilitate development of revised objectives for RDA #2 from the newly created RACC.
Adopt specific design standards for commercial development and public-use development within the V&T Specific Plan Area to protect the scenic quality of the V&T route.
Develop the special event policies based upon recommendations of the current Redevelopment Authority Citizens Committee.
Conduct additional outreach and seek potential funding sources for a tourism related shuttle service linked with the V&T.

An Active and Engaged Community
Public spaces and facilities are used for public activities.
Explore the development of a cooperative marketing program in conjunction with the Carson City Convention and Visitors Bureau of Carson Area Chamber of Commerce.
Pursue an amended joint use agreement with the School District, Silver State School and other entities for all facilities, including the theater.
Make regular requests to organizations that operate facilities that support arts and culture activities and report back on the response to the Board of Supervisors.

Excellence in Education and Lifelong Learning
K-12 entities and Western Nevada College are supported.
Provide a summary report to the Board of the components of the WNC and Carson School District strategic plans and address specific links or the need for specific links with Carson City's strategic plan.

An Open and Accessible Government
Residents are encouraged to provide input regarding City services and issues.
Plan and hold semi-annual town hall meetings.
Design a citizen survey to gather priority and performance information with regard to services.
Carson City provides information regarding City services and issues to the public.
Provide information regarding Carson City through social media.
Create a website update policy for the Carson City website.
Develop a position in the City that can offer assistance to all department in communicating their information to the public.
Financial resources are effectively managed
Prepare financial policies for approval by the Board of Supervisors that codify the performance management system and set forth use of reserve funds.
Develop a complete cascading system of scorecards (objectives and performance measures) that tie financial resources to outcomes.
Develop an overall "customer friendly" plan that provides the feedback and training necessary to insure exceptional customer service to all customers of Carson City.
The Human Resources Department proposes that full-time employees receive service recognition. The recognition may include a sterling silver pin, or other item. Sterling silver pins were provided to employees in the past. Recognition will be given to employees who have attained 5, 10, 15, 20, 25 and 30 years of service for Carson City. Recognition may occur once each year.
Provide opportunities for regular tours of various City Departments by the Board of Supervisors.
Prepare a back ground report regarding the possibility of expanding business licensing to organizations not currently required to pay for business licenses and request policy direction from the Board before going forward.
Prepare a back ground report regarding the possibility of charging for emergency response and request policy direction from the Board.

2012/2013 Areas of Study Recommendations for Initiatives

A Safe and Secure Community

Statement of Issue: Create an improved method of analyzing problem areas for traffic.

Description of Current Associated Activities: In calendar year 2011, the Sheriff's Office reported 459 traffic accidents, an average of 38.25 per month. During the first quarter of 2012, that average dropped to 35.33 per month. This is consistent with the long term positive results we have been witnessing in the community since January 2004. Although annual progress is being made, continued efforts to reduce the total number of accidents remain a priority.



The overall **trend** for total traffic accidents from 2004 to present has witnessed a reduction from nearly 65 per month to just over 30 per month.

The Sheriff's Office views the current trend (last 36 measured periods) with optimistic results:

During the past 36 month reporting periods, Carson City has seen a **trend** reduction in accidents from nearly 44 to approximately 33 per month.



With current performance measures that are currently being received, it is difficult to present the argument that significant changes are necessary. However, in 2011, the approach and methodology for reducing traffic accidents even further was refined.

Recommended Initiatives for 2012/2013:

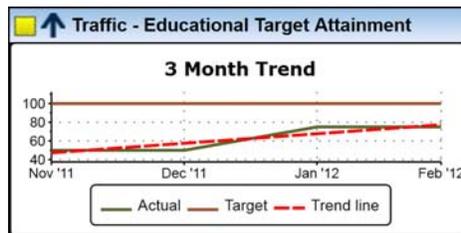
None

During 2011, the Sheriff's Office and Department of Public Works refined several "task" initiatives that were intended to produce continued progress toward accident elimination. These included:

Enhanced measures for Traffic *Enforcement* Activities, including DUI arrests, Saturation Targeted Enforcement, Citations, Enforcement of Underage Drinking Laws, and Enhanced Joining Forces Operations. Each of these measures contains targeting information for location and outcome and is measured monthly for completion as a Target Attainment:



Enhanced measures for Traffic *Education* Activities, including press releases, DUI Checkpoint Activities, Citation Warnings, and VIPS Warning Enforcement. Each of these measures contains targeting information for location and outcome and is measured monthly for completion as a Target Attainment:



Since implementation of the newly developed approach beginning during the latest months of 2011, significant trend improvements have been seen.

While Public Works is readily available to all coordinated activities with the Sheriff's Office, revitalized efforts were significantly improved during 2011.

- Intersection Signal Light Controls were modified to create a safer passage
- Increased production of maps containing accident danger zones and publication on the Sheriff's Office website
- Increased coordination with NDOT
- Increased analysis of traffic accident information and sharing for target enforcement

With modifications to traffic management and accident reduction programs made in 2011, no recommended "initiatives" are being provided for fiscal 2012/2013.

Board of Supervisor Options:

- Increase staff funding to Sheriff's Office to re-implement full-time traffic enforcement division eliminated during 2010 budget reductions: Est. \$400,000 (annual)
 - Fund new mobile radar trailer used by volunteers to place throughout community (previous trailer un-repairable as of February 2012): Est. \$7,000 (one time)
-

Statement of Issue: Study cross over programs to serve youths in trouble as they reach adulthood.

Description of Current Associated Activities:**EDUCATION**

-Carson City School District provides education opportunities for our young people prior to, and beyond the age of 18.

PROBATION

-Carson City Juvenile Probation offers, Family, Group, Individual and Residential services to our young people prior to, and beyond the age of 18. However, some of those 18 and older must still be a ward of the Juvenile Court.

-The Division of Child and Family Services, offers crossover programs for those young people in the custody of DCFS. Individuals have an option after their 18th birthday to remain under the care of DCFS and participate in transition program that hopefully will enable them to become responsible adults or leave the opportunities as offered by DCFS.

RECREATION

-Carson City Recreation Division offers recreational and athletic programs for a enormous age range that include young kids all the way to our older citizens.

-Most of the programs offered by Parks and Recreation are designed with youth at the front and opportunities as they grow older.

EMPLOYMENT

-Many businesses throughout Carson, and government divisions such as Parks and Recreation, offer employment opportunities that target the age group. An example of this is within the city's own swimming pool where we often see the appropriate age group taking positions as life guards and such.

Recommended Initiative for 2012/2013:

None

Representatives from local public agencies involved in youth and adult corrective services are currently working together and coordinating efforts. A specific initiative is not needed.

Statement of Issue: Need family education to address root causes of problems – examine prevention programs provided by community organizations and study their coordination.

Description of Current Associated Activities: There are ample family support programs in Carson City. The issue is getting families to attend. Those who are court involved are often ordered to attend. But the real issue is getting families to attend on their own. Most families function from crisis to crisis. If they are in crisis mode, they seek help immediately. When the crisis dissipates, so does the interest for family intervention. In Carson City, families who want help can find help. Many of these programs are free or of little cost and based on a sliding fee scale. The only exception would be Mental Health services where waiting lists are common. The true issue is getting families to take the initiative to seek help on their own. As a city initiative, I don't see what can be done here, other than to promote services more. If the City wants to tackle the root cause of social problems that lead up to family dysfunction and family dynamics, that would be quite a load and would be a monumental task.

Recommended Initiative for 2012/2013:

None

There does not appear to be one single project that can tackle the root cause of social problems that lead up to family dysfunction and family dynamics.

Statement of Issue: Need for mental health services in public safety. Look at possible regional solutions in advance of the 2013 Legislative Session.

Description of Current Associated Activities: The Sheriff's Office (Carson City) is well aware of the daily impact of mental health issues and public safety. However, there is not a current assessment tool that is capable of "quantifying" the extent of the issue. Mental health care providers have been consulted with to begin this process, as well, the Sheriff is evaluating an assessment tool used in Washoe County (Sheriff's Office Jail) to assist.

Recommended Initiative for 2012/2013:

None

Statement of Issue: Study the possible use of camera's for traffic enforcement.

Description of Current Associated Activities:

Please see report regarding traffic enforcement beginning on Page 1 of this report.

Recommended Initiative for 2012/2013:

None - see comments from Sheriff Furlong below:

As a fundamental belief, I am opposed to the charging for any public safety service that is already funded by taxes. I am sure that you could come up with many circumstances where my fundamental belief would be contrary to my action, but this is not one. Even in the cases of those citations that are issued by my folks, I do not track the outcome of the DA nor the court. I do not believe that the determination for a citation should be associated with the needs of the city to tax. Whether or not a citation is issued should only fall upon the officers discretion as it relates to the offense.

Secondly, while I believe strongly that the issues of traffic safety are promoted well with enforcement, they may well be equally addressed through educational and awareness means. In my readings of the traffic cameras, I found myself wondering if human behavior is effected more by awareness. Case in point, shortly after I was first elected we had issues of grave site vandalism at the cemetery. I was told then that the problem was on-going over many years. A sign was put up that said the area was under surveillance. Since then, I have not been made aware that the problem ever returned. Within the industry, facade cameras and notices of surveillance (without an actual device) are readily used to achieve positive results.

Third, in my studies, if not the finance department then the DA. From the perspective of actually carrying out the citation, many jurisdictions have officers assigned to process the cite (notice of violation?). If on the DA's recommendation that a citation may only be issued by a law enforcement person (instead of the business vender), then the subject of additional staffing would come up.

A HEALTHY COMMUNITY

Statement of Issue: Increase outreach efforts for the CC Cares Program.

The issue is to ultimately increase the revenue and membership in the Fire Department's ambulance subscription program.

Description of Current Associated Activities:

The Fire Department currently markets its CC Cares subscription program through a variety of methods including; Television advertising, prescription bag printing, directly mailing to past subscribers, and presentations to community groups.

Recommended Initiative for 2012/2013:

Develop a plan to increase the exposure of the CC Cares subscription program. A plan will be in place by December 31, 2012. This date is important as the subscription program enrollment period is May through June annually. The implementation portion of the plan will have deadlines in place so that the work will be carried out in time to meet the enrollment period.

Statement of Issue: Physically co-locate human service providers and transitional housing in one area.

No specific area of study has been conducted locally to address this concept; however, there have been other communities, in other states, who have experienced successes.

Description of Current Associated Activities:

No specific area of study has been conducted locally to address this concept; however, there have been other communities, in other states, who have experienced successes.

Recommended Initiative for 2012/2013:

Begin discussions with other social service agencies regarding co-location and the creation of a one-stop shop atmosphere for families in need of support services. Begin exploring funding opportunities for the project.

The concept is to co-locate Human Services into a location that would also house other social service agencies, such as the Circles program, an on-site daycare program, employment program, transitional housing units that would house families at a minimum of 6 months- 1 year in order for them to develop a self-sufficiency plan.

It is anticipated that some agreement regarding the concept may be reached with other agencies, however, finding the adequate funding for such a project may take longer. There are limited resources available for this effort, and no properties have come available to the City or other organizations at a significantly reduced rate that would make it feasible. CDBG funds cannot be used for transitional housing, which was previously identified as a potential funding source.

Statement of Issue: Educate the youth on healthy lifestyle choices. City not to be the lead in the effort - but to serve in a supportive role.

CCHHS has taken a lead role in developing a *Community Health Improvement Plan (CHIP)* that will be presented to the BOH at the June meeting. Within this plan specific issues related to youth healthy lifestyle choices including Pedestrian and Bicycle Safety and Access, Oral Health, Smoking/Tobacco Cessation, Obesity, Teen Pregnancy, Alcohol and Substance Abuse and Sexually Transmitted Diseases are addressed. The idea behind the CHIP is that CCHHS does not act alone. It is a collaborative effort with other City departments and community partners committed to activities that work toward improving health indicators in these areas

Description of Current Associated Activities:

Description of current associated activities through **CCHHS**, we currently offer :

- ❖ N-O-T (Not on Tobacco): a stop smoking program to help youth quit smoking cigarettes or reduce tobacco use.
- ❖ T.A.T.U.: Teens Against Tobacco Use (TATU) main goal is to help teens remain tobacco free and gives experience and skills that will help them in a wide range of adult activities.
- ❖ Teen Pregnancy Prevention Program: promotes health among teens and pre-teens in an eight module education program to abstain from sexual activity thereby reducing teen pregnancy and exposure to STD's and HIV in high risk populations.

Description of current associated activities through **Carson City Parks and Recreation**:

- ❖ Promotion of physical activity by offering numerous sports programs for youth of all ages.
- ❖ Voluntary requests for no smoking in certain park zones such as near playgrounds.

Description of current associated activities through **Partnership Carson City**:

- ❖ Yield (Youth Influencing Everyday Life Decisions) program; also participate in TATU. Many of their programs address positive behaviors and physical activity.

Description of current associated activities through **Let's Move Task Force**:

- ❖ Main objective is to reduce the incidence of childhood obesity.
- ❖ Focus on positive behaviors and physical activity.

Description of current associated activities through the **Boy's and Girls Club**:

- ❖ Smart Moves (Skills Mastery and Resistance Training): focus on substance abuse prevention, healthy sexual awareness, positive behaviors and physical activity.

Description of current associated activities through the **Ron Wood Family Resource Center:**

- ❖ Positive Action: addressed substance abuse and prevention, positive behaviors and physical activity.

Recommended Initiative for 2012/2013:

None

Work toward this area is well underway and should be completed by June with a presentation of the *Community Health Improvement Plan* (CHIP) to the Board of Health. Therefore, no additional initiative is recommended.

A VIBRANT, DIVERSE AND SUSTAINABLE ECONOMY

Statement of Issue: Insure City economic development efforts dovetail with State efforts.

Description of Current Associated Activities: Current, the Governor's Office of Economic Development (GOED) Moving Nevada Forward: A Plan for Excellence in Economic Development is underway. We are in close contact with GOED as well as NNDA in insuring that our efforts are in line with theirs.

Recommended Initiative for 2012/2013:

None

There is not specific project or initiative that aligns with his issue. Staff has noted that the Board is interested in insuring that we are working with the other economic development groups for a common goal.

Statement of Issue: Insure that Planning / Building services are "Business Friendly".

Insuring that Planning and Building services are business friendly promotes an environment in which businesses are encouraged to locate to and stay in Carson City, thereby increasing the City's tax base.

Description of Current Associated Activities:

There are many places in the City where contact with the public occurs. In all of these areas, we want to insure that our customer service is exceptional. For that reason, we would like to explore a City-wide customer service initiative and bring an implementation plan to the Board for possible approval.

Recommended Initiative for 2012/2013:

Develop an overall "customer friendly" plan that provides the feedback and training necessary to insure exceptional customer service to all customers of Carson City.

AN ACTIVE AND ENGAGED COMMUNITY

Statement of Issue: Cooperative marketing of City facilities with CCCVB, Chamber, etc.. Contract out booking for Fuji Park and the Fairgrounds.

While some city facilities experience heavy use others such as the Fuji Park Fairgrounds are under utilized. The utilization of other facilities such as the Bob Boldrick Theater in the Community Center is very seasonal; heavy in the fall and winter, light in the summer. Cooperatively marketing city facilities with entities such as the CCCVB and the Chamber of Commerce may increase the efficiency and the utilization of the facilities; provide more attractions for our residents while at the same time provide some economic stimulus by attracting out of town visitors.

Description of Current Associated Activities:

Currently the City and specifically the Parks and Recreation Department's marketing of facilities can be best described as passive. Essentially, events, performances and programs usually contact us. This passive marketing has been the practice because of a lack of staff to market the facilities in a more aggressive manner. Staff from the Parks and Recreation Department attends the CCCVB's Events Committee meetings, and at these meetings there have been discussions of how these facilities can be marketed more aggressively through a cooperative effort with the CCCVB. To date no formalized meetings have been set for this concept.

Recommended Initiative for 2012/2013:

Explore the development of a cooperative marketing program in conjunction with the Carson City Convention and Visitors Bureau of Carson Area Chamber of Commerce.

Statement of Issue: Re-examine joint use agreement with School District in relation to the Theater.

Carson City School District is the largest user of time at the Bob Boldrick Theater in the Community Center. The City and the School District have a joint use agreement that allows each entity to use the other entities facilities without paying fees. This joint use has been very beneficial to both parties. There have been concerns voiced by other nonprofit organizations that use the theater that the School District's use of the theater has prevents or excludes other organizations from acquiring theater time. Questions have also come up about the efficiency of the District's use and whether because of the amount of assistance given to the District from Parks & Recreation staff should the City charge a fee.

Description of Current Associated Activities:

The joint use agreement between the City and the School District covers the City's use of facilities such as the middle school gyms, the High School soccer field, play fields located at various elementary schools and the elementary schools' multi-purpose rooms used by our Latch Key program. The School District uses the Community Center Theater, the Sierra Room, and the Aquatics Facility.

On April 10, 2012 John Kinkella from WNC, Richard Stokes from Carson City School District and Roger Moellendorf met to discuss updating a three-way joint use agreement for athletic facilities. A discussion was also held between Stokes and Moellendorf to review the City and School District joint use agreement.

Recommended Initiative for 2012/2013:

Pursue an amended joint use agreement with the School District, Silver State School and other entities for all facilities, including the theater.

A PHYSICALLY CONNECTED COMMUNITY

Statement of Issue: Explore additional stops for JAC.

Description of Current Associated Activities:

The expansion of JAC service can be accomplished in one of three ways: more geographic coverage, longer service hours, and more frequent bus service. Additional stops for JAC would mean a larger service area, which is only one of the ways to expand service.

Customer surveys of users of the JAC service are conducted once every two years, with the next one scheduled for Spring 2013. At the last survey, in March 2011, at least 97 percent of respondents indicated a desire for expansion of JAC service in one form or another. While the service is certainly productive and well-used, there are unmet needs in the community.

JAC ridership continues to increase, with 16,839 trips (an all-time peak) provided on the fixed routes in March 2012. Year-to-date ridership for FY 2012 is 21 percent higher than the previous year. This is being accomplished with a route structure that largely has gone unchanged since service began in October 2005. This suggests that expanded JAC service would be well received and utilized.

Recommended Initiative for 2012/2013:

None

There are no initiatives to expand JAC service in FY 2013, as no additional local contributions (beyond those currently being provided) are being provided to leverage available Federal Transit Administration grant funds to operate and maintain the transit system. A service increase of any kind could be implemented relatively quickly by City staff and the contract operator with the majority of costs to be reimbursed with Federal funds, but a portion of the cost, approximately 20%, would need be provided as a local match.

Statement of Issue: Examine using a surplus bus for a tourism related shuttle service linked with the V&T.

Description of Current Associated Activities:

The Regional Transportation Commission (RTC) and Convention & Visitors Bureau (CVB) have expressed interest in having shuttle service from downtown Carson City and area hotels to the Eastgate Depot to meet incoming and outgoing trains during the V&T season. If JAC were to operate such a shuttle service, a spare bus from the transit fleet would be made available for the days/times of operation.

Transportation staff issued a Notice of Charter Service to private charter operators (as required by Federal law) in September 2011 and received no responses. The service could be provided by the City and its contract operator, but Federal funds would not be available as they are for regular JAC service. Transportation staff has, on several occasions, met with CVB staff and board members, as well as the lodging properties, to discuss options for providing such a service. While the parties seem to be open to the proposed service, no financial support has been offered, and the Transit budget does not include funding for such a service.

.A survey was conducted of V&T users in June/July 2011. Of respondents staying in Carson City hotels, the vast majority said they would use a shuttle bus to/from the Eastgate Depot. Of respondents who are local, the vast majority percent said they would not use a shuttle; they would prefer to have their cars. This suggests that a shuttle service could potentially be marketed to visitors to Carson City.

Recommended Initiative for 2012/2013:

Conduct additional outreach and seek potential funding sources, perhaps for a pilot season, to determine interest and need.

A COMMUNITY RICH IN HISTORY, CULTURE AND THE ARTS

Statement of Issue: Pursue partnerships between arts organizations and City departments to enhance public activities.

Description of Current Associated Activities:

The Carson City Cultural Commission is currently working to develop methods of coordinating arts related activities and efforts in the community.

Recommended Initiative for 2012/2013:

None

The continued work of the Cultural Commission will address this issue.

Statement of Issue: Use Cultural Commission to provide grants for cultural activities.

Description of Current Associated Activities: The use of boards and commissions outside of the Board of Supervisors for recommendations for resource allocation have proven successful with the CDBG program. Once funds are available for cultural activities, staff will develop a plan use the Cultural Commission to make those allocations.

Recommended Initiative for 2012/2013:

None

Statement of Issue: Gather performance measure information for all facilities in Carson City that support culture and art, whether they are owned by the City or not.

Description of Current Associated Activities: Because many of the facilities in the City that provide services in support of culture and art are not operated by the City, gathering activity measures may be difficult. However, we can make that attempt and report back to the Boar.

Recommended Initiative for 2012/2013:

Make regular requests to organizations that operate facilities that support arts and culture activities and report back on the response to the Board of Supervisors.

Statement of Issue: Begin discussions on the future of the former prison.

Description of Current Associated Activities: These discussions are currently underway. Staff will provide reports back to the Board as new developments occur.

Recommended Initiative for 2012/2013:

None

There is no identified initiative to support this issue. Staff understands the interest in the Board in the future use of the former prison and will report back as new information arises.

Statement of Issue: Implement regular communication between the Board of Supervisors and the Cultural Commission.

Description of Current Associated Activities: Regular communication between the Cultural Commission and Board of Supervisors is currently required per their By-laws.

Recommended Initiative for 2012/2013:

None

No initiative is necessary as the issue has been addressed.

EXCELLENCE IN EDUCATION AND LIFELONG LEARNING

Statement of Issue: Insure coordination of Strategic Plans for the City, School District and College.

Description of Current Associated Activities: Western Nevada College has recently completed a new 6 year strategic plan and the Carson City School District is nearing completion of their efforts.

Recommended Initiative for 2012/2013:

Provide a summary report to the Board of the components of the WNC and Carson School District strategic plans and address specific links or the need for specific links with Carson City's strategic plan.

AN OPEN AND ACCESSIBLE GOVERNMENT

Statement of Issue: Community relations professional to serve the entire City.

Description of Current Associated Activities: Communication with the public is a daunting task today. There are so many more avenues for communication today that it can be overwhelming for individual departments to develop and implement robust communication programs that inform and educate the public. During this year's Strategic Planning Session, this was repeated as the various City perspectives were discussed.

Recommended Initiative for 2012/2013:

Develop a position in the City that can offer assistance to all department in communicating their information to the public.

Statement of Issue: Regular tours of City departments and programs by Board members.

Description of Current Associated Activities: The Board of Supervisors has not been provided an opportunity to get to know City operations more fully through visits to the various City Departments.

Recommended Initiative for 2012/2013:

Provide opportunities for regular tours of various City Departments. The City Manager's Office will organize the tours.

Statement of Issue: Bring back employee service recognition to the Board (5 year, 10 year, 15 year, etc..)

Employee recognition is a communication tool that allows the Supervisors to reinforce and reward employees who have dedicated themselves to serving the citizens of Carson City. As a service agency, employees are an important asset, if not the most important asset, to the City. Long term employees have committed to investing in the City, and recognizing these employees lets them know that the Supervisors value their commitment

Description of Current Associated Activities: The Human Resources Department places employee's names and length of service in the newsletter. Birthday cards are also sent out to all full-time employees. Currently, average employee longevity is 9.43 years.

Recommended Initiative for 2012/2013:

The Human Resources Department proposes that full-time employees receive service recognition. The recognition may include a sterling silver pin, or other item. Sterling silver pins were provided to employees in the past. Recognition will be given to employees who have attained 5, 10, 15, 20, 25 and 30 years of service for Carson City. Recognition may occur once each year.

Statement of Issue: Examine current requirements for licensing and determine if it should be expanded to other entities.

The above was based on a comment from Supervisor McKenna regarding the possibility of requiring business or other licensing for entities not currently required to have a license, such as non profits.

Description of Current Associated Activities:

Our ordinance is intended to accomplish 3 objectives – to provide a basis to regulate entities which do business in Carson City; collect fees sufficient to cover the cost of any impact of any such business upon Carson City; and collect additional revenue for the operation of Carson City Government. We currently exempt the following from obtaining and maintaining a business license:

4.04.011 - Exemptions from licenses.

1.
Two (2) or fewer garage sales in any calendar year are permitted so long as each garage sales does not exceed three (3) days in duration.
2.
No license is required for a person whose business is located or licensed outside Carson City and who is appearing before or conducting business directly with an agency, branch, department, board or commission of the state of Nevada in Carson City for work performed outside Carson City. This exemption applies to the following, without limitation thereto: attorneys practicing before the Supreme Court, paid and registered lobbyists present for a legislative session, and a contractor performing work outside Carson City who consults with a state agency in Carson City.
- 3.

No license is required for a person who owns a commercial rental if the commercial rental is managed by a person who holds a Carson City business license as a property manager.

4.

No license is required for a person who places their own personal items at a licensed pawn or consignment shop on a casual basis.

5.

No license is required for an entertainment group or individual hired by a licensed establishment.

6.

No license is required for a business located outside of Carson City that is hired by a licensed business or government agency for seminars or training of their employees.

(Ord. 2001-19 § 2, 2001; Ord. 1999-22 (part), 1999; Ord. 1997-64 § 4, 1997; Ord. 1983-7 § 3, 1983).

(Ord. No. 2011-9, § III, 9-1-2011)

We also require a license, but do not require a fee on any institution, corporation, organization or association organized for charitable, eleemosynary, or civic purposes. No part of any receipts received by any such institution, corporation, organization or association may be used for the private gain of any person except employees. Such a person shall pay \$21.70 per day plus \$2.15 per vendor per day for special events.

Currently there are 193 businesses that have a license, but do not pay an annual business license fee. All non-profits do pay an initial \$25 application fee and any health fees if they have food service, a swimming pool, etc.

The cities of Reno, Sparks and Henderson do not charge nonprofits a business license fee while the city of Las Vegas charges a business license fee to organizations that charge for their services. Washoe County requires nonprofits (with the exception of churches) to get a business license. NRS 76.020 exempts non-profits from having to obtain a State Business License, but does require them to register with the Secretary of State.

The City of Reno is currently drafting a potential business license fee for non-profits that have a payroll of over \$500,000 per year. They are interested in charging the fee to organizations such as REMSA and Renown Medical. It is interesting to note that we do not charge Carson Tahoe Hospital, or any of its many affiliates an annual business license fee. This and perhaps Greater Nevada Credit Union appear to be the only organizations that would fit into the \$500,000 per year payroll category.

Based on the number of non-profits in Carson City, it is estimated that the amount that could be generated by charging them an annual business license fee would be between \$20,000 - \$30,000 per year. This amount is an estimate as the fee varies based on the square footage of the business and the number of employee's per business and is probably a little high as I am not sure that charging churches, homeowner's associations, employee associations, civic organizations etc.

would be in the best interest of the City and those entities probably would still be exempt from the annual fee.

Recommended Initiative for 2012/2013:

Bring this issue back to the Board with a back ground report and request policy direction before going forward.

Statement of Issue: Study the ability to charge (i.e. cost recovery) for providing emergency response services. (ex: Traffic accident response)

Part of this study will have to include a policy decision to determine if it is to charge for fire response to those emergencies where we typically have not charged in the past. A secondary issue is to determine if it is legal to charge for this type of response.

Description of Current Associated Activities:

We do currently have a billing platform in place for EMS response; this cannot be directly leveraged to charge for fire responses. However, it does indicate that we have the internal capacity to take on this task. A previous proposal was developed to charge for fire responses, that proposal was not implemented.

Recommended Initiative for 2012/2013:

Bring this issue back to the Board with a back ground report and request policy direction before going forward.

Billing for fire response can be done in house or through a contractor. In house billing is not the preferred method as the personal costs are too high. A vendor or series of vendors will be approached (an RFP may eventually need to be done) to provide analysis on the amount of work required on the fire department's part, and what the expected revenue income would be. The vendor will also be asked to provide model ordinance language that will need to be adjusted to fit Carson City's ordinance structure and ultimately adopted as law.
