



City Council Candidate Orientation

Midori Lichtwardt, City Manager

September 30, 2024



PRESENTATION OVERVIEW

- Welcome & Introductions
 - History & Demographics
 - Governance Structure
- City Council Strategic Plan
- Department Overview
- Questions & Answers



TRACY'S HISTORY

Photo Credit: Tracy Historical Museum, tracyrail.org.



CITY DEMOGRAPHICS

Population	98,578
# Households	29,483
Median Age	37
Avg. HH Size	3.3
Avg. HH Income	\$148,635
Median Home Value	\$648,726
Total Businesses	3,119

Educational Attainment



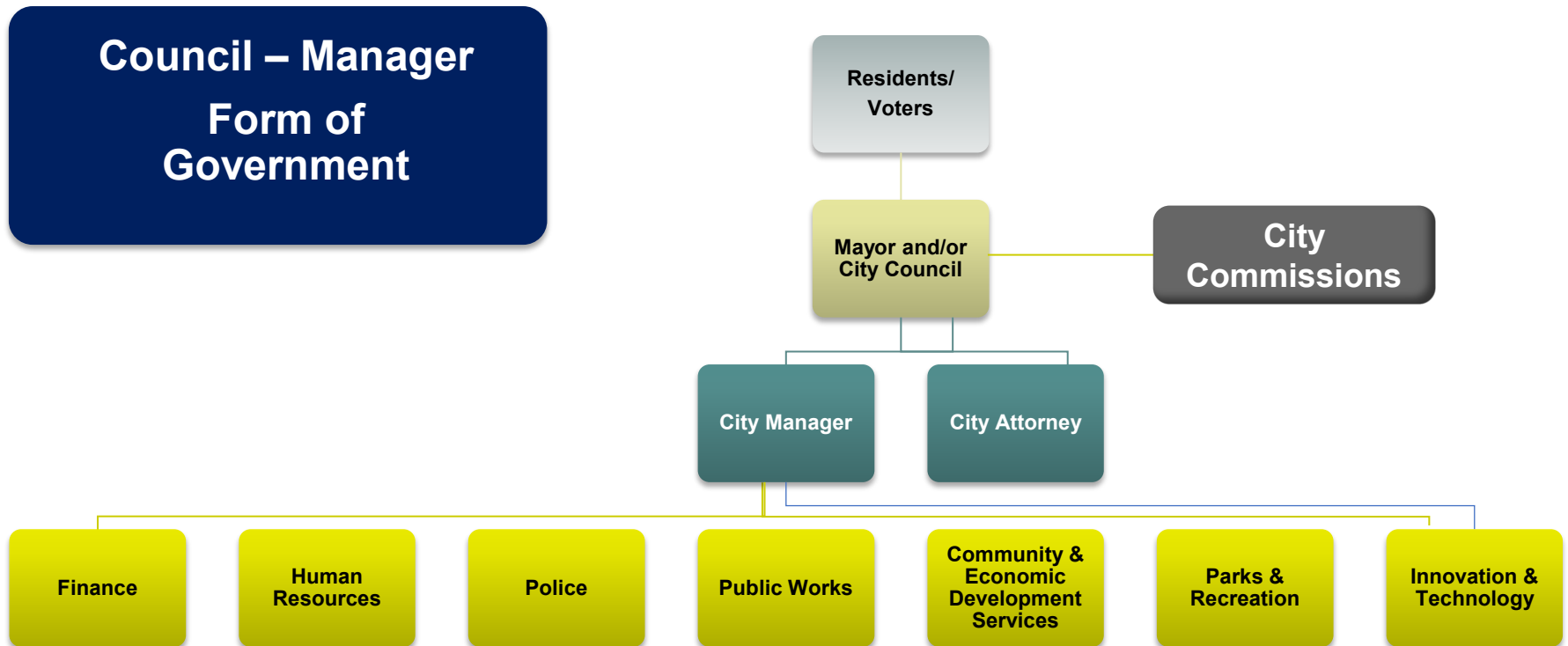
High School Graduate	22.9%
Some College	22.2%
Associates Degree	10.8%
Bachelor's Degree	19.5%
Graduate Degree	7.2%

Population by Race/Ethnicity

White	31.4%	Pacific Islander	1.1%
Black	6.2%	Other Race	20.3%
American Indian	1.3%	Two or More Races	17.1%
Asian	22.6%	Hispanic Origin	40%

PRIVATE VS. GOVERNMENT STRUCTURE

- City Organizational Structure



TRACY CITY COUNCIL



COUNCIL MEMBER
MATEO BEDOLLA



MAYOR PRO TEM
ELEASSIA DAVIS



MAYOR
NANCY YOUNG

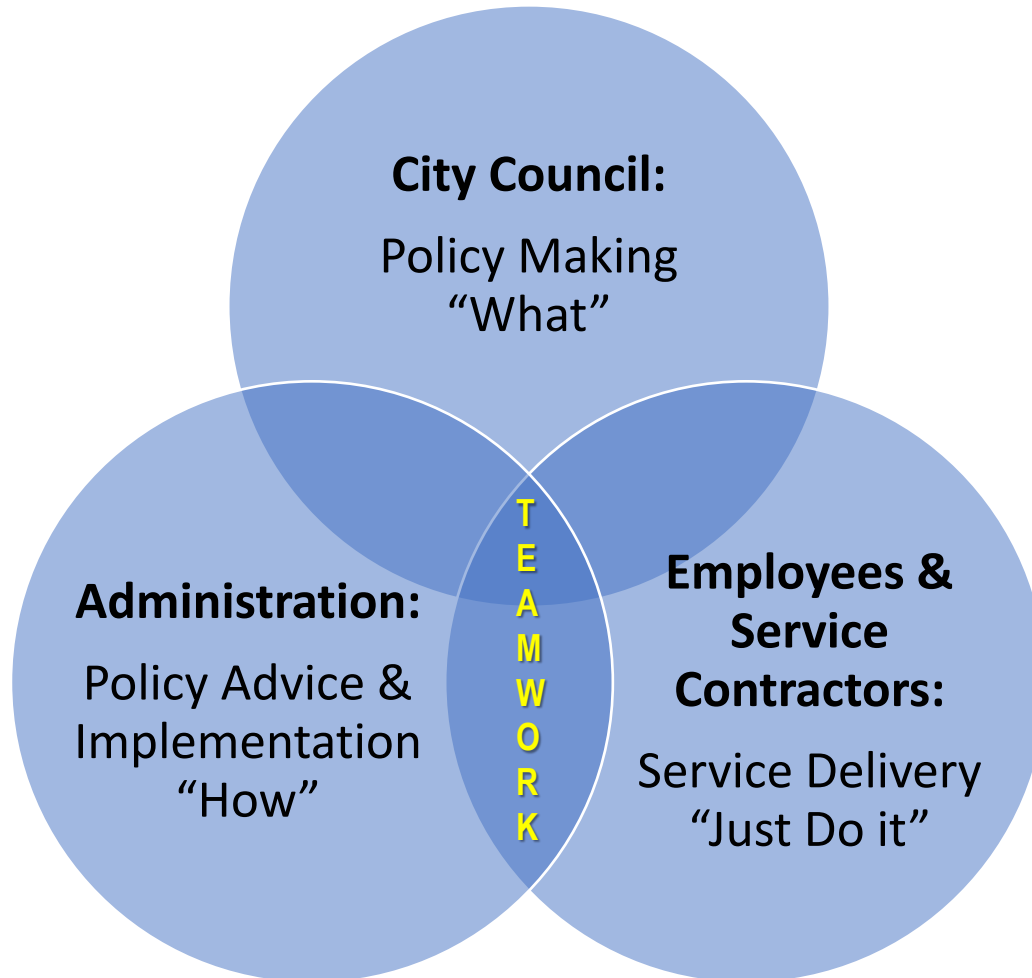


COUNCIL MEMBER
DAN ARRIOLA



COUNCIL MEMBER
DAN EVANS

HOW IT GETS DONE





City Council Strategic Priorities: 2023-2025

Governance

Purpose: To enhance fiscal stability, retain and attract new talent, improve the use of technology, and enhance transparency for the betterment of the Tracy community.

GOALS:

- 1) Model good governance, teamwork, and transparency.
- 2) Ensure short- and long-term fiscal health.
- 3) Enhance community outreach and engagement to all Tracy residents.
- 4) Foster a culture of innovation and efficiency to improve service delivery to the public.
- 5) Recruit, develop, and retain a high-performing and inclusive workforce.

Quality of Life

Purpose: To provide an outstanding quality of life by enhancing the City's amenities, business mix and services, and cultivating connections to promote positive change and progress in our community.

GOALS:

- 1) Advance green and roadway infrastructure projects that improve connectivity, reduce climate impacts, and improve the appearance of the City.
- 2) Facilitate the completion of Measure V amenities.
- 3) Provide recreation and cultural arts programming and events that bolster quality of life.
- 4) Increase local affordable housing supply.
- 5) Continue to implement the Council-adopted Homelessness Strategic Plan.
- 6) Support climate initiatives to reduce Tracy's carbon footprint and preserve natural resources.
- 7) Develop a strategic plan to fund critical resources and infrastructure in the community.

Economic Development

Purpose: To enhance the competitiveness of the City while further developing a strong and diverse economic base.

GOALS:

- 1) Support business attraction and retention activities.
- 2) Support policies and funding to enhance and expedite the development of multimodal transportation systems including rail, transit, and airport projects.
- 3) Advance the Downtown Specific Plan, including provisions for a Transit-Oriented Development (TOD) Plan.
- 4) Attract businesses and jobs that meet the needs and desires of the community.
- 5) Develop policies to target innovation industry jobs.
- 6) Pursue smart growth strategies.

Public Safety

Purpose: To enhance community safety by promoting a responsive public safety system that includes civic engagement and partnerships, community involvement, public education, and prevention, intervention, and suppression services that meet the needs of Tracy residents.

GOALS:

- 1) Support emergency operations preparedness, response, and recovery.
- 2) Strengthen community safety through crime prevention, intervention, and enforcement activities.
- 3) Implement initiatives to reduce blight and nuisances in the community.
- 4) Expand public safety facilities to reflect population growth and community demand.
- 5) Continue to build relationships with community members to enhance communication, collaboration, and trust.





Department Overviews

September 30, 2024



City Manager's Office

September 30, 2024



City Manager's Office

- 22 FTE
 - Administration
 - City Clerk's Office
 - Public Information Division
 - Cultural Arts Division – Grand Theatre
- The City Manager appointed by the City Council
 - Serves as the Chief Executive Officer of the organization and is charged with implementing the City Council's strategic vision and priorities.
- Oversees the general day-to-day operations of the organization and ensures citywide policy and program implementation.





City Attorney's Office

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CITY ATTORNEY'S OFFICE

- 5 FTE
- City Attorney appointed by City Council.
- Legal counsel to City Council, Commissions, Boards and City staff.
 - Legal documents, ordinances, resolutions, leases.
 - Contract negotiations and execution.
 - Prosecutes Tracy Municipal Code violations.
 - Coordination and supervision of special counsel.



Think Inside the Triangle™



Finance Department

September 30, 2024

FINANCE DEPARTMENT

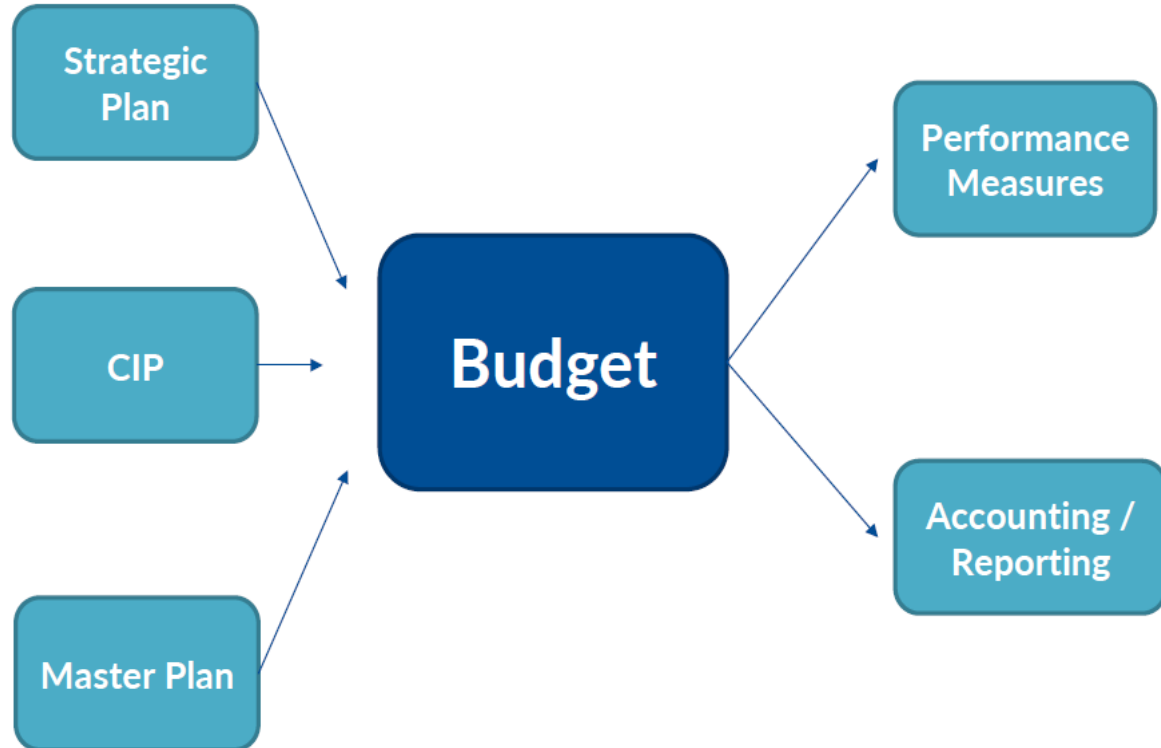
- FTE 25
- Functions:
 - Budget Management
 - Fiscal and Auditing Operations
 - Payroll
 - Revenue Collections
 - Cash and Investment Management
- City Committees and Community Partners:
 - Finance Committee
 - Measure V Residents' Oversight Committee
 - Investment Review Committee

Budgeting is a System

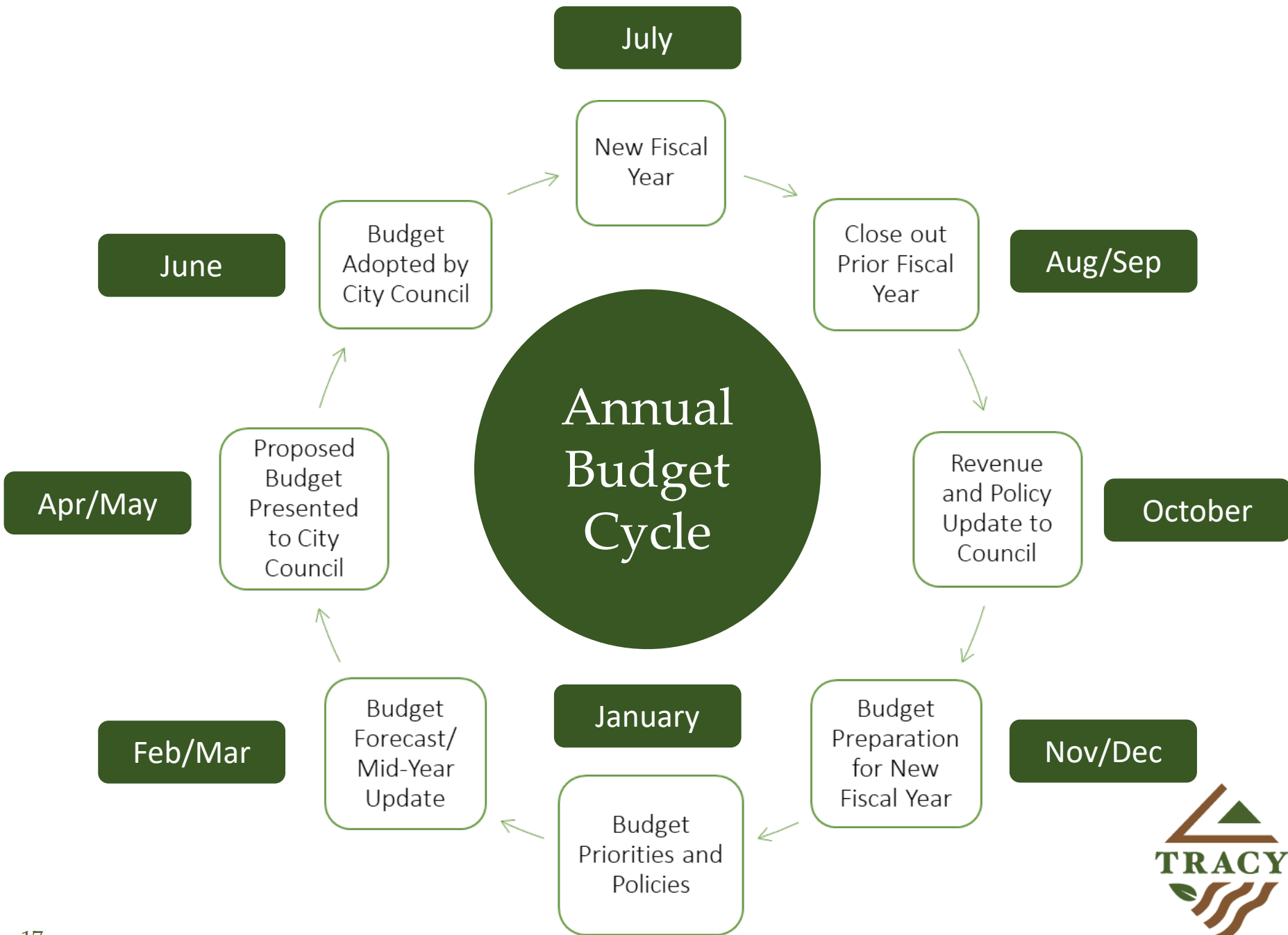
- Community Priorities**
- Citizen Engagement
 - Evolving Needs

- Asset Management**
- Infrastructure
 - Evolving Needs

- Land Use**
- Growth / Economic Dev.



Annual Budget Cycle

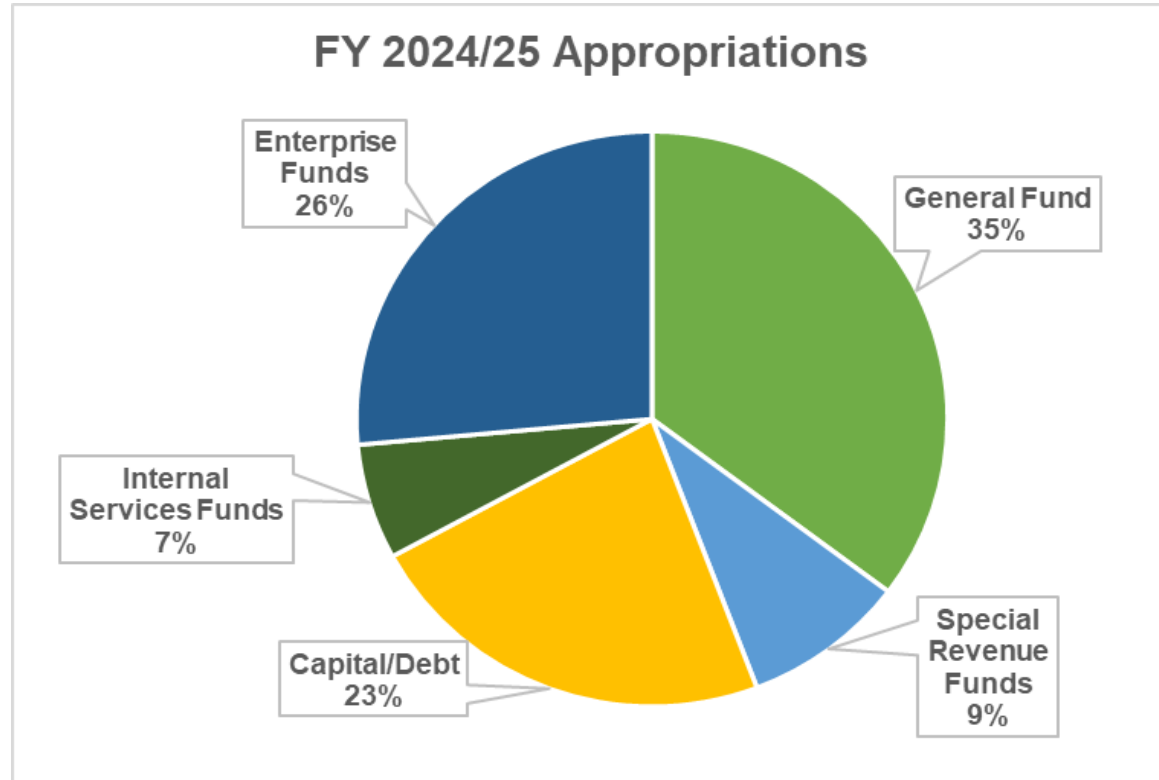


Think Inside the 'Triangle'

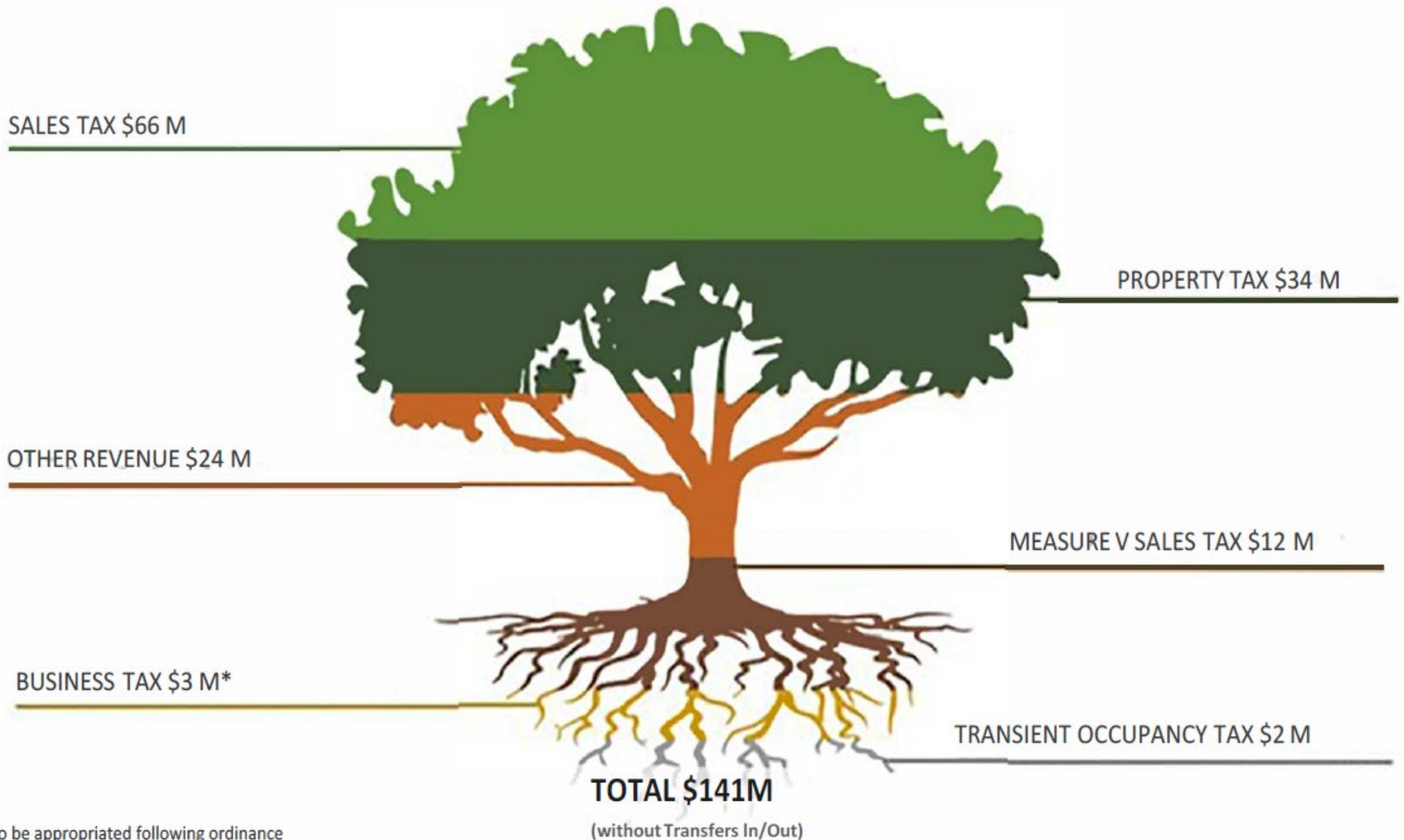
Citywide Budget FY 2024-25

(with transfers)

General Fund	\$138M
Special Revenue	\$ 34M
Capital/Debt	\$ 89M
Internal Service	\$ 25M
<u>Enterprise</u>	<u>\$103M</u>
Total	\$389M

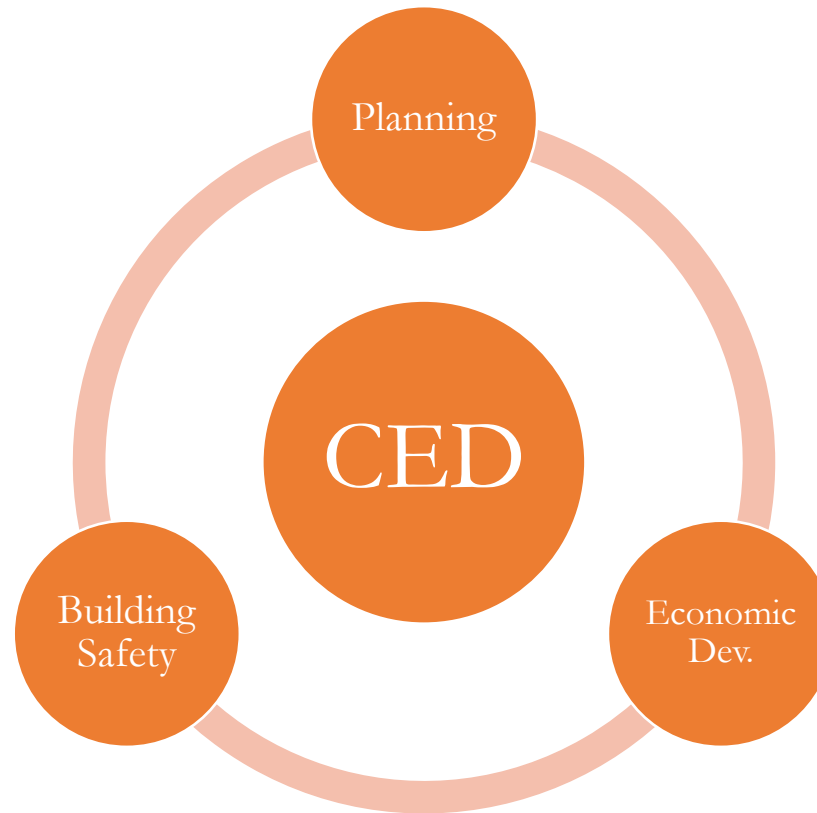


GENERAL FUND REVENUES



*to be appropriated following ordinance

COMMUNITY & ECONOMIC DEVELOPMENT DEPARTMENT



Community & Economic Development

PLANNING

- **Oversee the Development Review Process**
 - New Residential Subdivisions
 - Industrial Development
 - Conditional Use Permit
- **Develop and Manage City Plans**
 - General Plan
 - Specific Plans
 - Zoning Ordinance



Community & Economic Development

PLANNING

- Regional Planning
 - Habitat and Agricultural Mitigation
 - Annexations
- Environmental Review
 - California Environmental Quality Act (CEQA)

Community & Economic Development

BUILDING SAFETY

Plan
Check

Building
Permits

Building
Inspection



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Community & Economic Development

BUILDING SAFETY

- Plan Check
 - Review plans to ensure they meet building code.
- Building Permits
 - From water heater replacements to industrial complexes
- Building Inspection
 - Verify that buildings are built per plan and to code



Community & Economic Development

ECONOMIC DEVELOPMENT

- Marketing and Business Attraction
 - Promote the city as a viable location for businesses.
 - Identify new emerging markets and sectors.
 - Attract new businesses and investment to the city.
 - Increase job opportunities and expand the tax base.
 - Contribute to a better quality of life.
- Business Retention and Expansion
 - Provide businesses with resources to grow.
 - Assist businesses with issues that could cause them to close or relocate to a new community.



Community & Economic Development

ECONOMIC DEVELOPMENT

- Real Estate and Development
 - Identify economic infill opportunity sites to redevelop, repurpose, or revitalize.
 - Support the acquisition, disposition, and lease of City-owned property.
- CDBG and HOME Federal Programs
 - Fund programs and projects benefitting low-moderate income individuals.





Human Resources Department

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Human Resources Department

- Manages recruitment, labor relations, and employee benefits
- Provides training, professional development, and workforce wellness
- Oversees safety, risk management, and EEO compliance
- Operates with 11 full-time employees; budget of \$13.6 million



Human Resources Department

- Filled 69 full-time and 77 part-time positions, reducing vacancy rate
- Expanded leadership and professional development programs
- Extended Mayor's Youth Summer Internship to 25 students
- Established Workplace Violence Prevention Plan and updated policies for compliance





Goals for FY 2024/2025

- ✓ Negotiate successor MOUs with 5 bargaining units
- ✓ Transition sick leave conversion program
- ✓ Develop Return-to-Work Program for industrial injuries
- ✓ Expand leadership and professional development programs



Innovation & Technology Department



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INNOVATION AND TECHNOLOGY DEPARTMENT

- FTE 14 and 4 Part Time
- Innovation and Technology (IT) Department was created just over a year and a half ago.

INNOVATION AND TECHNOLOGY DEPARTMENT

- IT strives to providing innovative technology solutions that support all City departments and the public.
 - System Administration and Information Services
 - Cybersecurity – City, Public Safety and Water utility
 - Geographical Information System (Maps)
 - Support City Council meetings/ Broadcasting
- Provide all staff with tools for optimum productivity





Engineering Division

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Engineering Division

- ❖ Capital Improvement (CIP) Section
- ❖ Construction Management Section
- ❖ Traffic Safety Section
- ❖ Land Development Section

October 3, 2024



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Capital Improvements Design (CIP) Section



- Plan and Design Capital Improvement Projects (CIP)
- CIP Projects include
 - Utility Pipelines (water, sewer and storm drain lines)
 - Pump Stations
 - Bridges
 - Public Buildings
 - Public Parks

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Construction Management Section



- Manage Construction of all CIP Projects and Private Development Projects
- Ensures Construction compliance with Design Standards, Approved Plans and Specifications
- Provide inspections on encroachment permits for utility companies and private parties working within City right-of-way

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Traffic Safety Section



- Plan and Design Transportation CIP Projects that include:
 - Traffic Signals and Bike Lanes
 - Roadway Widening
 - Interchanges
 - Pavement Rehabilitation
- Conduct annual speed surveys for establishing speed limits
- Coordinate traffic investigations for signs, markings, traffic control devices, neighborhood traffic calming and parking issues.

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Land Development Section



- Manage Entitlement Reviews and Permit Processing for Development Projects in the City
- Ensure project compliance with design regulations, facilities master plans, finance plans, technical analyses, and environmental statutes and mitigation measures.
- Oversee encroachment, grading and transportation permits, final map, lot line adjustment and vacation of right-of-way and/or easements.

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PUBLIC WORKS

OPERATIONS AND UTILITIES DIVISIONS

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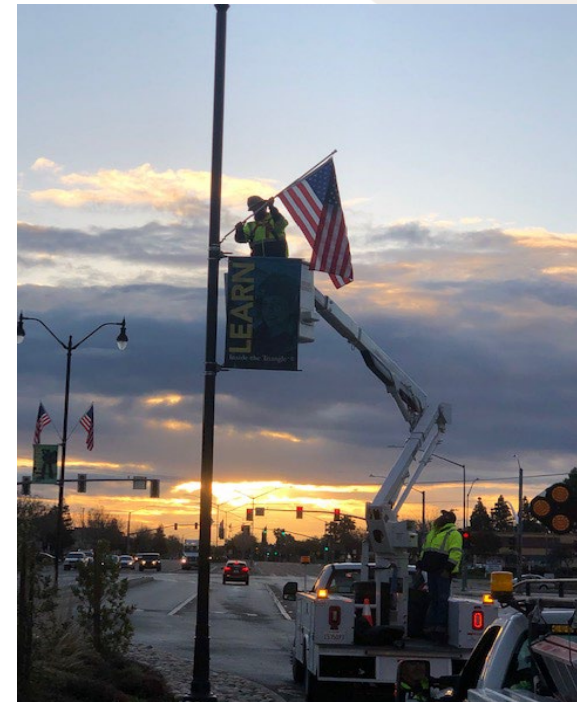
Operations Division

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Operations Division

64 FTE 14 Funding Sources

- Streets & Sidewalks
- Transportation (Transit & Airport)
- Central Garage
- Building Maintenance



Operations Division

- Solid Waste & Recycling
- Urban Forestry
- Community Preservation Unit
- Streetlights & Traffic Signals





Utilities Division

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PUBLIC WORKS UTILITIES DIVISION

FTE 79 4 Funding Sources

- Water Treatment
- Wastewater Treatment
- Laboratory
- Water Conservation and Stormwater
NPDES Compliance



PUBLIC WORKS

Utilities Division Continued...

- Utilities Line Maintenance
- Utilities Maintenance





Parks, Recreation & Community Services Department

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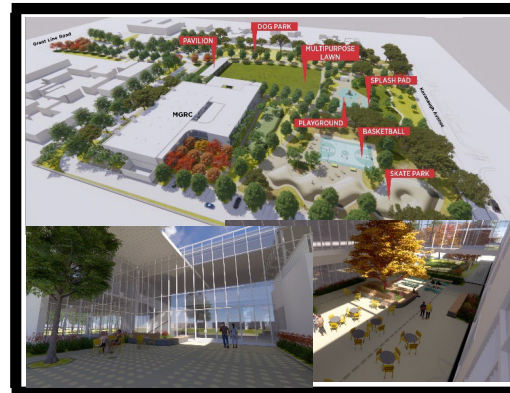
PARKS, RECREATION and COMMUNITY SERVICES DEPARTMENT

- FTE 42
- Parks & Community Services Commission
- Youth Advisory Commission (YAC)



PARKS PROJECTS

- Capital Project Management
- Turn-Key Developer Parks



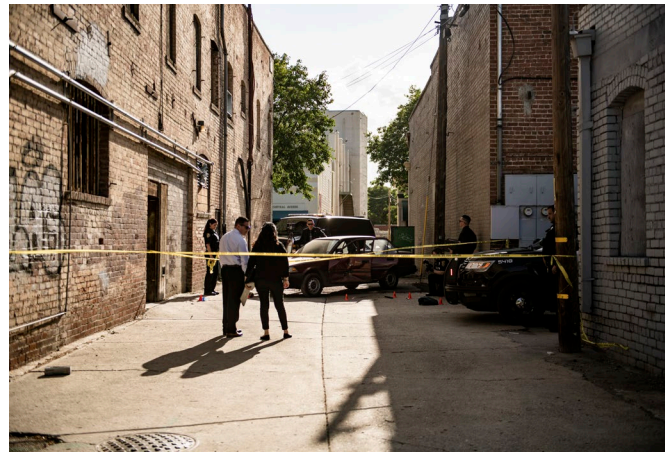


Police Department

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POLICE DEPARTMENT

- TPD has 168 FTE
- Office of the Chief
- Field Operations
- Support Services
- Investigations





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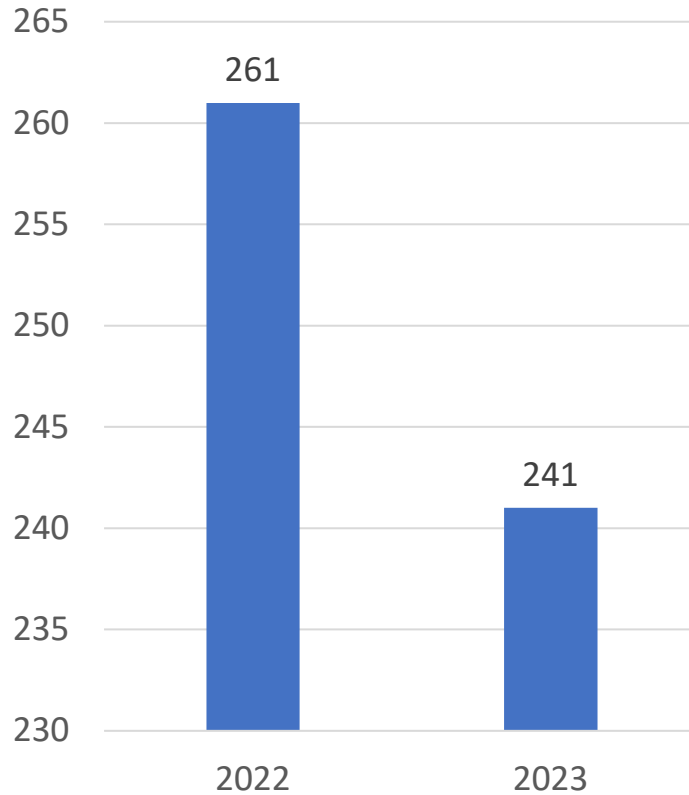
Police Strategic Plan

- MET Partnership: Behavioral Health, Mobile Evaluation Team
- Homeless Outreach: Familiar Faces Program
- Traffic Coordination: Multi-Department Stakeholders
- Tech Usage: ALPR, Drones, Crime Reduction
- Community Engagement: Events, Communication, Resources

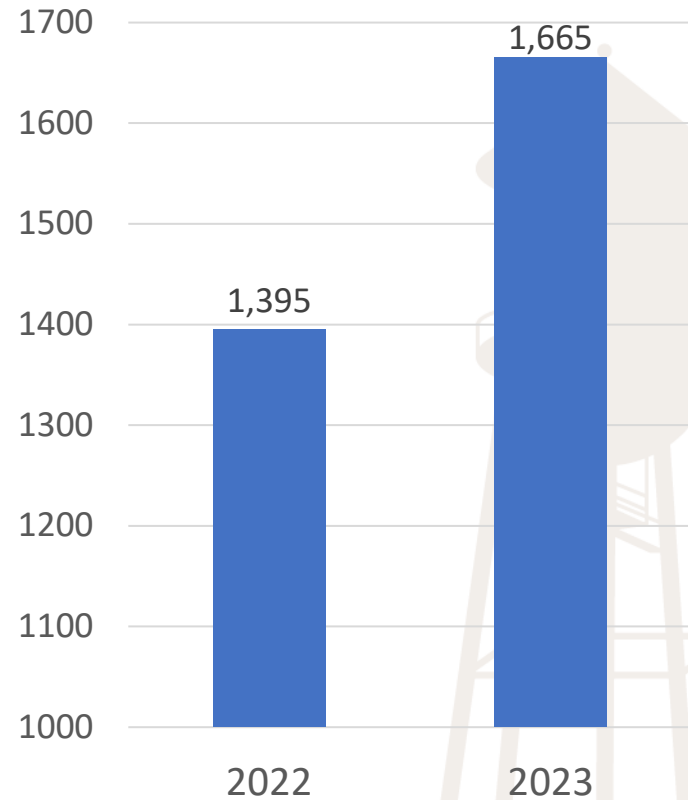
21st Century Policing

- 6 Pillars: Trust, Oversight, Technology, Community, Training, Wellness
- Procedural Justice: Voice, Neutrality, Respect, Trustworthiness
- F.I.R.S.T. Commitment: Fairness, Integrity, Respect, Service, Teamwork

Part 1 Crimes



VIOLENT CRIMES



PROPERTY CRIMES

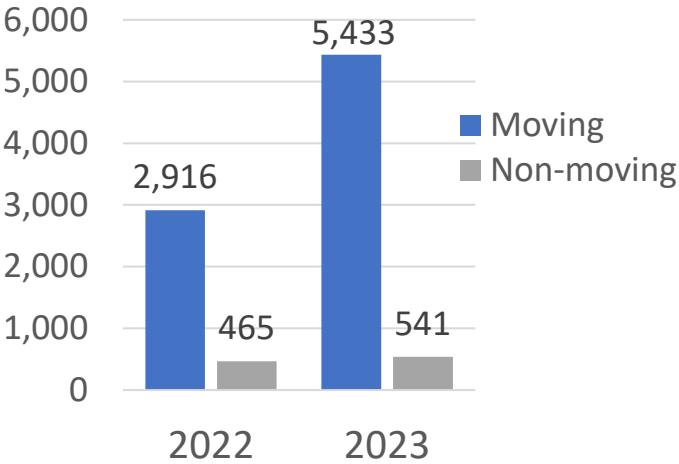
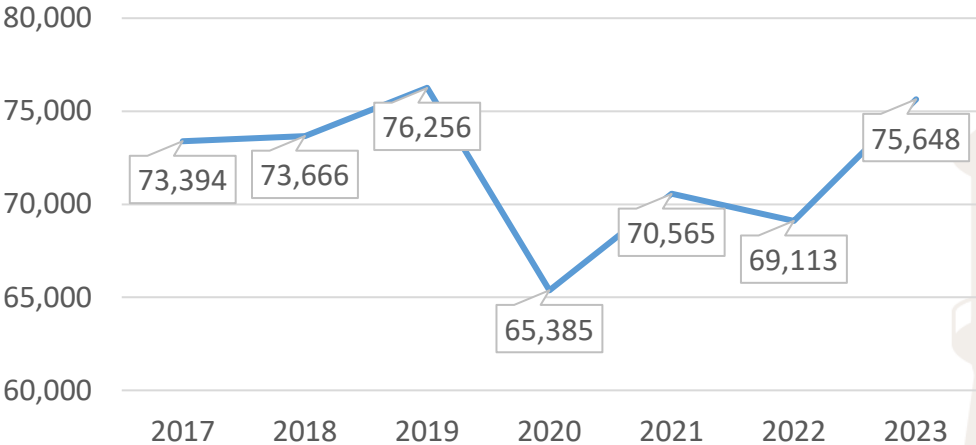


Scan for Month-to-Month
Part 1 Crime Stats

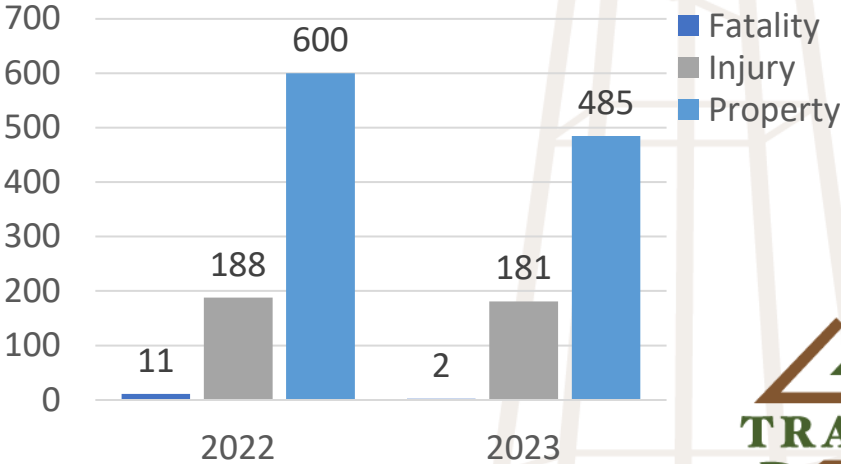


Calls for Service, Citations, & Collisions

of Calls for Service



Total Citations



Total Collisions



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South San Joaquin County Fire Authority

The Mission of the South San Joaquin County Fire Authority Is:

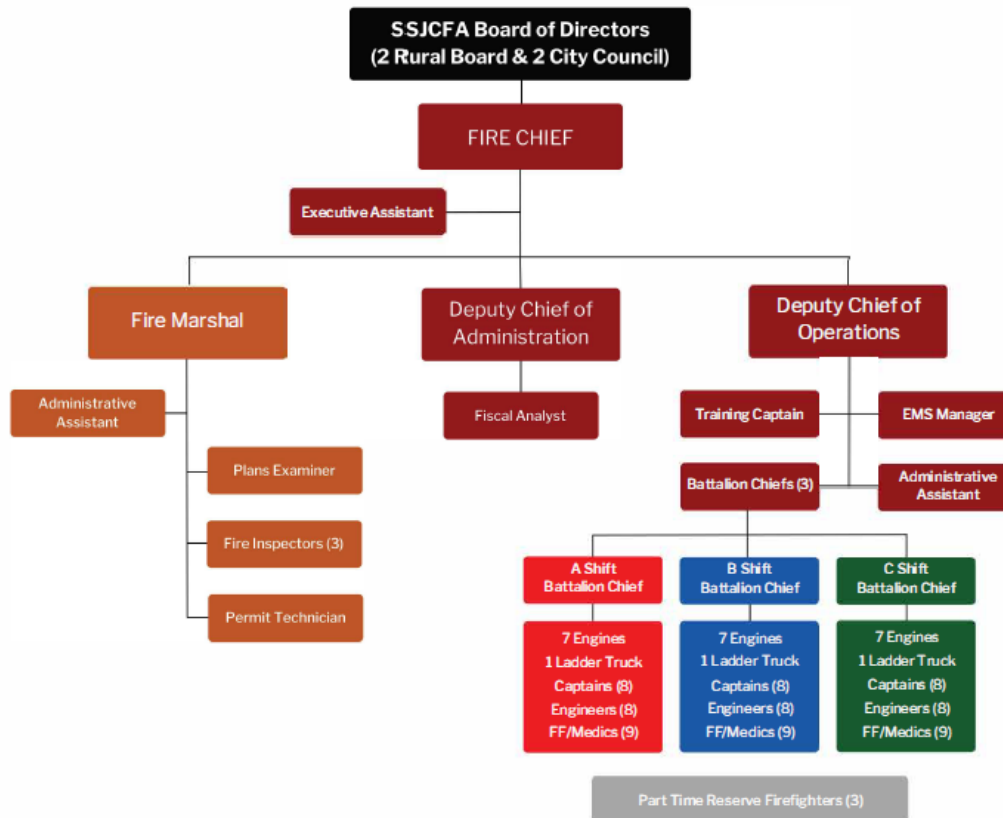
**TO PROVIDE EXCEPTIONAL SERVICE WHILE BEING PROGRESSIVE AND HONORING
OUR FIRE SERVICE TRADITIONS**



SOUTH SAN JOAQUIN COUNTY FIRE AUTHORITY

SOUTH SAN JOAQUIN COUNTY FIRE AUTHORITY

Organizational Chart



FOR MORE INFORMATION

City Clerk's Office

333 Civic Center Plaza
Tracy, CA 95376
209-831-6105
cityclerk@cityoftracy.org

City Website

www.cityoftracy.org

Click on "Our City" tax at top of page, then 2024 Election Information

The screenshot shows the City of Tracy website. At the top left is the logo for the City of Tracy, California, with the tagline "Think Inside the Triangle". To the right of the logo are links for "SUBSCRIBE", "CALENDAR", and "CONTACT US". A search bar with a magnifying glass icon and the text "Search..." is present, followed by a "SERVICE FINDER" button. Below these are navigation tabs for "Our City", "Government", "Business", "Services", and "OpenGov". The main content area features a large green banner with a photo of trees. On the left side, there is a sidebar menu with the following items: "CITY CLERK'S OFFICE", "Municipal Code", "2024 Election Information" (highlighted in green), "Election FAQs", "Election Documents", "City Council Policies", "Forms and Filings", "Boards and Commissions", and "Public Record Requests". Below the sidebar is a "Calendars" section with a link to the "2024 Candidate Election Calendar". The main content area displays the breadcrumb "Our City » Departments » City Clerk's Office »" followed by the heading "2024 Election Information". Below the heading are icons for "Print", "Feedback", "Share & Bookmark", and "Font Size" controls. The section titled "Upcoming Election" contains the text: "A General Municipal Election will be held in the City of Tracy on Tuesday, November 5, 2024 for the following Elected Officials:". Below this text is a table with three rows of information.

For Mayor	Full term of two years
For Two (2) Members of City Council	Full term of four years
For Treasurer	Full term of four years





QUESTIONS & DISCUSSION



Thank you!

