

CITY COUNCIL

For City Clerk's Use:

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APPROVED

☐

DENIED

Reso No. _____

File No. _____

Ord No. _____

Agenda Item No.: 9

Date: March 21, 2012

TO: Honorable Mayor and Members of the City Council

FROM: Michelle Geller, Management Analyst

SUBJECT: Streamlining of Traffic Control Plan Process for Downtown Special Events

RECOMMENDATION:

It is requested that Council authorize staff to develop a selection of pre-approved traffic control plan templates to simplify the process for downtown street closures associated with special events and adopt Resolution No. 2012-45 modifying the Fund Balance Policy and authorizing a budget adjustment in the amount of \$20,000 from the General Fund Economic Development Commitment Fund to the City Manager's Professional Services account (5131-001-002) to fund the project.

FISCAL ANALYSIS:

The cost is estimated in the range of \$15,000 to 18,000. Currently there is \$8,463,170 in the General Fund Economic Development Commitment Fund.

CORRELATION TO THE CITY COUNCIL ACTION PLAN:

This item relates to the Community Outreach and Economic Development sections of the 2011-2012 City Council Action Plan.

PREVIOUS ACTION:

None

BACKGROUND:

In the 2011-2012 Council Action Plan, the City Council expressed its desire to streamline government processes and encourage more special events in downtown Escondido.

Currently, in order to hold a special event which calls for the closing of public streets, the event organizer is required to provide a Traffic Control Plan (TCP) that has been prepared by a professional traffic engineering vendor. The TCP ensures the safe closure of streets and

transfers liability for the closure from the City to the traffic engineering vendor. A TCP can range from several hundred dollars to \$1,500 per page, and can be up to four pages, depending on the complexity of the closure and the vendor's fees. This can become quite costly and may deter special event organizers.

As an incentive to hold more events downtown, staff proposes offering three pre-approved TCP template options for special events in Downtown Escondido. The templates would reflect typical street closures ranging from small events (such as the Chocolate Festival), medium ("Cruisin' Grand); and large (Street Faire). Event organizers would have the option to choose one of the street closure traffic plans that best meets the needs of their event. There would be no charge to use the TCP as long as the closure does not deviate from the chosen template. If the event organizers want to deviate from the standard templates, they would be responsible for obtaining and paying for their own TCP.

In addition to the benefit of encouraging more downtown events, this proposal will allow for more effective and efficient use of city staff members' time by reducing the overall number of individual TCP's required to be reviewed by the City Traffic Engineer as well as requiring less monitoring by the City Manager's staff to ensure the timely delivery of the plans for review prior to the event.

If Council approves this proposal, staff would solicit proposals and award a contract to a traffic engineering firm to prepare three standard Traffic Control Plan templates. The cost to have a professional traffic engineering firm create the templates is estimated at approximately \$15,000-18,000 and the TCPs would be valid for two years.

Respectfully submitted,

A handwritten signature in black ink that reads "Michelle Geller". The signature is written in a cursive, flowing style.

Michelle Geller
Management Analyst



CITY OF ESCONDIDO
BUDGET ADJUSTMENT REQUEST

Date of Request: 03/21/12
Department: City Manager's Office
Division: _____
Project/Budget Manager: Joyce Masterson 4621
Name Extension
Council Date (if applicable): 03.21.2012
(attach copy of staff report)

For Finance Use Only	
Log #	_____
Fiscal Year	_____
_____	Budget Balances
_____	General Fund Accts
_____	Revenue
_____	Interfund Transfers
_____	Fund Balance

Project/Account Description	Account Number	Amount of Increase	Amount of Decrease
Economic Development Commitment Fund	3011-001		\$20,000
Economic Development Consultant (Professional Services)	5131-001-002	\$20,000	

Explanation of Request:

Transfer funds from the Economic Development Commitment Fund to the City Manager's Professional Services account to fund pre-approved street closure traffic control plans (TCP) in order to streamline the TCP process and encourage more special events in downtown Escondido.

APPROVALS

Department Head _____ Date _____
Jodi Cross Cleveland 3/6/12
Finance _____ Date _____

City Manager _____ Date 2/29/12
City Clerk _____ Date _____

RESOLUTION NO. 2012-45

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF ESCONDIDO, CALIFORNIA, MODIFYING THE CITY OF ESCONDIDO FUND BALANCE POLICY, GENERAL FUND RESERVE AND ECONOMIC DEVELOPMENT COMMITMENT FUND BALANCE FOR THE GENERAL FUND, AND OTHER CITY FUNDS FOR THE PURPOSE OF STREAMLINING THE TRAFFIC CONTROL PLAN PROCESS

WHEREAS, the Governmental Accounting Standards Board ("GASB") has issued its Statement No. 54, Fund Balance Reporting and Governmental Fund Type Definitions with the intent of improving financial reporting by providing fund balance categories that will be more easily understood; and

WHEREAS, the City Council of the City of Escondido has adopted Resolution No. 2011-151, the Fund Balance Policy; and

WHEREAS, the Fund Balance Policy provides that the City Council may commit General Fund balance for specific purposes by taking formal action and these committed amounts cannot be used for any other purpose unless the City Council removes or changes the specific use through the same formal action to establish the commitment; and

WHEREAS, the City Council has determined that the General Fund Reserve balance be established at \$19,295,333; and

WHEREAS, the balance of the General Fund Economic Development Reserve is now \$8,463,170; and

WHEREAS, the City Council has determined that the specific purposes for which the General Fund Economic Development Reserve be used to fund any project that spurs economic development, and funding the streamlining of the streamlining of the Traffic Control Plan process by creating pre-approved street closure templates for \$20,000 qualifies under this definition; and

WHEREAS, the 2011-2012 City Council Action Plan was approved on September 14, 2011, which directed staff to streamline government processes and encourage more special events in downtown Escondido; and

WHEREAS, the City Council desires at this time and deems it to be in the best public interest to approve the streamlining of the Traffic Control Plan by funding pre-approved templates.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Escondido, California, as follows:

1. That the above recitations are true.
2. That the City Council hereby establishes and approves the new balance of the General Fund Economic Development Reserve at \$8,443,170 as of the date of this Resolution, and \$20,000 for the City Manager's Professional Services account be established in the fiscal year 2011/12 budget to fund the development of pre-approved street closure templates.