

AGENDA ITEM 8	
	Public Hearing Ordinance
	Consent Calendar
	Discussion/Transaction

AGENDA DATE: AUGUST 26, 2015

WALNUT CITY COUNCIL

To:

Mayor Pacheco and Council Members

VIA:

Robert Wishner, City Manager

Tom Weiner, Director of Community Development

FROM:

Derrick Womble, Senior Management Analyst

SUBJECT:

Mt. San Antonio College Development Task Force – Request to distribute

a City-wide Notification Mailer

RECOMMENDATION:

It is recommended that the City Council review, discuss, and provide direction regarding an appropriation of \$6,000 from the General Fund reserve to print and distribute a City-wide notification mailer.

BACKGROUND:

At the July 22nd, 2015 regularly scheduled City Council meeting, the City Council was presented with a draft notification mailer. After receiving many public comments regarding the content of the draft mailer, the City Council directed Staff to further collaborate with the Task Force and generate a revised notification mailer to be reconsidered by the City Council.

On August 4th and August 18th, 2015, the Task Force reviewed and revised the draft Citywide notification mailer (Attachment 1). The Task Force unanimously recommended that Staff provide the revised mailer to the City Council for their examination.

STAFF ANALYSIS:

Should the City Council deem it necessary to appropriate \$6,000 from the General Fund reserve for a City-wide notification mailer, the mailer would be distributed by the Walnut Post Office to all City postal addresses. In addition, the mailer would be made available for viewing on the City's website.

CC Report August 26, 2015 Request by the Mt. SAC Task Force Page 2 of 2

If the City Council chooses not to appropriate \$6,000 from the General Fund reserve, as a more cost-effective alternative, the mailer can still be distributed to selected media outlets, through Members of the Task Force, posted to social media platforms, email notifications, and made available for viewing on the City's website.

FISCAL IMPACT:

As funds are not available in the adopted 2015-16 Budget for a City-wide mailer, this item is before the City Council for consideration. It is anticipated that the mailer will cost approximately \$5,000 to \$6,000 to generate and distribute to all City postal addresses. The \$5,000 to \$6,000 figure is based on the cost of past mailings of a similar nature generated by the City. At this time, the Task Force is requesting an appropriation of \$6,000 to account number 01-4800-6229 (Community Relations), which provides for information to the residents regarding the City Council's policies and priorities.

This request for appropriation and any other future request will require an appropriation from the General Fund reserves. In addition, any unforeseen expenditures identified by the Task Force will have to be submitted to the City Council for their consideration and/or approval.

RELATION TO MISSION STATEMENT:

We collaborate by encouraging open discussion and responding to residents with courtesy.

Attachments:

Revised Notification Mailer

ATTACHMENT 1

Revised Notification Mailer



City of Walnut 21201 La Puente Road Walnut, CA 91789

DRAFT

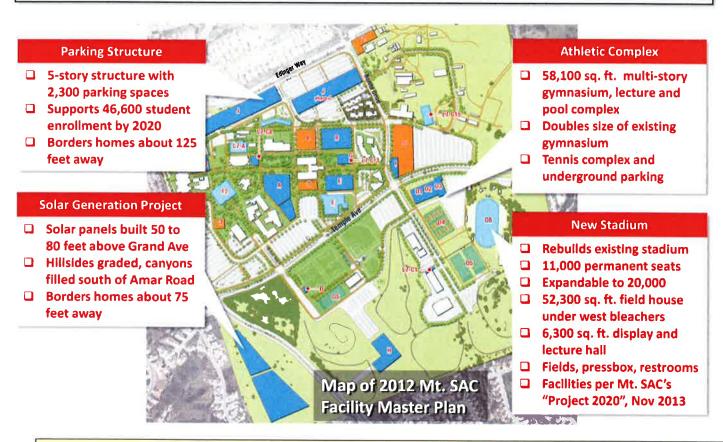
PRSRT U.S. Postage PAID Walnut, CA Permit # 12

Walnut Resident Postal Customer Walnut, CA 91789

Mt. San Antonio College Expansion May Affect Your Community

Impacts on Walnut Community

- ☐ The City Council of the City of Walnut is taking this opportunity to inform you of several major projects being proposed by Mt. San Antonio College (Mt. SAC).
- ☐ Classroom improvements have been underway for several years, however major projects at the campus periphery may have impacts on City residents or properties (see details below and on reverse side).



We Invite You to Comment at City Council Meetings 2nd and 4th Wednesdays of Month at 7:00 PM

Bob Pacheco Mayor

Mary Su Mayor Pro-Tem Antonio Cartagena Council Member Eric Ching
Council Member

Nancy Tragarz
Council Member



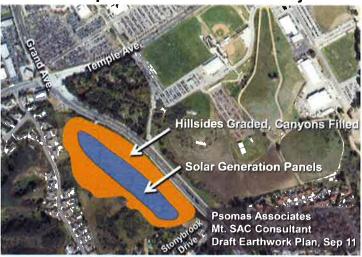
Commitment of the City of Walnut

- ☐ The City of Walnut fully intends to enforce City Zoning Code regulations, City General Plan guidelines, and California State and Land Use law as it pertains to any proposed development at Mt. SAC.
- ☐ Currently, the City of Walnut has taken legal action to properly ensure the enforcement the Zoning Code.

Artist's Rendering Proposed Parking Structure



Plan View
Proposed Solar Generation Project



Artist's Rendering Proposed Athletic Complex and New Stadium



City Council Actions

Council Members and staff have met with Mt. SAC representatives and residents, including the Mt. SAC Board of Trustees. The Council has:

- □ Adopted resolution requesting parking structure alternatives study
- □ Sent letters to Mt SAC requesting collaboration and alternatives study
- ☐ Advised Mt. SAC Board of Trustees that City Zoning Codes will be enforced
- ☐ Retained lobbyists to provide legislative advocacy and monitoring services
- □ Created 15-Member Citizen Task Force to evaluate and monitor proposals and foster collaboration

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City Hall staff is available at 909-595-7543 to answer your questions.

Please visit our website at www.ci.walnut.ca.us for additional information and updates.