



CITY OF CLEARLAKE

City Council

STAFF REPORT

SUBJECT: Discussion and Consideration of Establishment of a Homebuyer Assistance Program as a Retention and Recruitment Incentive for City Employees

MEETING DATE: Oct. 6, 2022

SUBMITTED BY: Alan D. Flora, City Manager

PURPOSE OF REPORT: ☐ Information only ☒ Discussion ☒ Action Item

WHAT IS BEING ASKED OF THE CITY COUNCIL:

The City Council is being asked to consider the establishment of a homebuyer assistance program to assist City employees with home ownership and as a tool for employee retention and recruitment.

BACKGROUND/DISCUSSION:

One of the most difficult tasks of any organization is the recruitment and retention of high performing and committed employees. We couldn't be more pleased with the dedicated staff we have and are constantly analyzing tools or programs to ensure we keep our employees. Home ownership is often a key factor and incentive for employees staying put. With local access to housing still a challenge, and the cost of homeownership continuing to rise, we would like the Council to consider ways to assist with our employee's commitment to the City via homeownership.

We recommend the Council consider a few items in development of a program.

1. Amount of incentive?
2. Requirement that any home purchase be within the City
3. Requirement that any home be owner occupied
4. Would you like to impose income limits for program participation?
5. Requirements for time of employment
6. Ensuring any method is tax free to increase effectiveness

OPTIONS:

1. Provide Direction to the City Manager to create an employee homebuyer assistance program.
2. Provide alternative direction to staff.

FISCAL IMPACT:

☐ None ☐ \$ Budgeted Item? ☐ Yes ☒ No

Budget Adjustment Needed? ☐ Yes ☒ No If yes, amount of appropriation increase: \$

Affected fund(s): ☐ General Fund ☐ Measure P Fund ☐ Measure V Fund ☐ Other: Housing Fund.

Comments: Budget adjustments may be necessary depending on Council direction. The program would be funded out of the City's existing housing fund and would not impact the General Fund.

STRATEGIC PLAN IMPACT:

- ☐ Goal #1: Make Clearlake a Visibly Cleaner City
- ☐ Goal #2: Make Clearlake a Statistically Safer City
- ☐ Goal #3: Improve the Quality of Life in Clearlake with Improved Public Facilities
- ☒ Goal #4: Improve the Image of Clearlake
- ☒ Goal #5: Ensure Fiscal Sustainability of City
- ☒ Goal #6: Update Policies and Procedures to Current Government Standards
- ☐ Goal #7: Support Economic Development

SUGGESTED MOTIONS:

☐ **Attachments:**