



Folsom City Council Staff Report

MEETING DATE:	7/25/2023
AGENDA SECTION:	New Business
SUBJECT:	Consideration of Establishment of Community Priorities Advisory Committee and Direction to Staff
FROM:	City Manager's Office

RECOMMENDATION / CITY COUNCIL ACTION

The City Manager recommends that the City Council provide direction to the City Manager as to the possible formation of a Community Priorities Advisory Committee to assess services and programs funded by the City's General Fund and recommend prioritization as to what Folsom values most as a community.

BACKGROUND / ISSUE

The City Manager and the Director of Finance/Chief Financial Officer have provided multiple presentations to the City Council over the last two-plus years through regular meetings, special workshops, strategic planning discussions, and Budget presentations and workshops detailing the City's General Fund projected structural deficits over the next five fiscal years, beginning in FY2024-25.

City staff has also conducted qualitative and quantitative community outreach to help inform residents about the projected structural deficits and gauge priorities.

As has been shared with the City Council many times, these projected structural deficits are due primarily to a change in the historical, predictable pattern of the City's sales tax revenue rate of growth paired with rising costs, including employee compensation and benefits.

The City's most outward-facing General Fund-funded departments are the Community Development Department, the Fire Department, the Library Department, the Police Department, the Parks and Recreation Department, and the Public Works Department.

The Mayor requested that the City Manager bring an item to the City Council to discuss forming a Community Priorities Advisory Committee to help provide meaningful input and recommendations from residents and businesses as the City Council moves toward making challenging decisions to close anticipated future General Fund gaps.

POLICY / RULE

All powers of the City shall be vested in the City Council except as otherwise provided by the City Charter. Section 2.02 of the City Charter.

ANALYSIS

The purpose of the Committee would be to provide recommendations related to major General Fund-funded programs and services in the context of declining revenue growth, rising costs, and projected structural deficits. More specifically, for the City Council's consideration and direction:

1. The Committee's work would be to identify priorities for services that are primarily funded by the General Fund and make recommendations as to near-term reductions or deferrals of City General Fund services to guide the City Council as it moves toward the development of the FY2024-25 Budget and beyond. In addition, the Committee would be asked to provide recommendations with respect to new potential General Fund revenue sources.
2. The Committee would, ideally, include about 15 members, with about half of those members being appointed by the City Council as at-large members, and the other half appointed as focus-area stakeholders.
3. Focus-area stakeholders would come from specific community organizations that are directly involved in and/or impacted by the services of the largest General Fund-funded departments. The City Manager requests that the Council provide guidance as to which organizations would be ideally involved (we would then ask those organizations to choose their own representative to serve). Possibilities include, but are by no means limited to:
 - a. Folsom Athletic Association
 - b. Friends of the Folsom Library
 - c. Friends of the Folsom Zoo Sanctuary
 - d. Friends of Folsom Parkways
 - e. Folsom Police Foundation
 - f. Foundation supporting Folsom Fire (to be determined)
 - g. Choose Folsom
4. The opportunity to serve on the Committee as an at-large member (and the correlating application process and deadline) would be advertised using the City's many communications platforms.

5. The City Council would be provided with the applications received in the agenda packet at a future regular City Council meeting. The City Council would then select the members of the Committee by a transparent voting process at that meeting.
6. The Committee meetings would be open to the public.
7. The Committee would meet twice a month for five months; 7:30 AM to 9:00 AM on the first and third Wednesdays of the month could be one possibility for timing.
8. The Committee would be asked to select a Chair, Vice Chair, and Secretary at its first meeting.
9. The City Manager would work with the Chair to help frame meeting agendas and provide correlating speakers and presentation materials for each meeting. In general terms, it is expected that the Committee would first receive information on municipal finances and the City's Budget to provide context for recommendations about funding and levels of service. The Committee would also receive information from each major General Fund department regarding operations, funding sources and concerns, staffing and service levels, and needs.
10. The City Manager would ideally be assisted by a professional facilitator to guide and support the Committee as has been the approach in other cities.
11. The Committee would ideally have access to smart technology to guide its efforts, including budget priorities/balancing real-time voting platforms as has been utilized on other cities.
12. The Committee would emerge with a final report with recommendations within six months of its first meeting that would be transmitted to the City Manager for presentation to the City Council at a regular City Council meeting.

FINANCIAL IMPACT

Expenditures for professional facilitation and/or smart technology budget priorities/balancing real-time balancing platforms were not included in the adopted FY2023-24 Budget. Other cities with similar committees have dedicated up to \$150,000 to efforts like this one. If the City Council desires to dedicate funds toward the support of the Committee, the City Manager will need to work with the Chief Financial Officer to reprioritize expenditures to identify a funding source.

ENVIRONMENTAL REVIEW

The recommended action of the City Council is not a project as defined by the California Environmental Quality Act (CEQA) and therefore does not require environmental review.

Submitted,

Elaine Andersen, City Manager