

CITY OF WATSONVILLE

Legislative Breakfast

Friday January 31, 2020





State of Watsonville

1. Fiscal Health
2. Economic Development
3. Long Range Planning
4. Infrastructure



Sales Tax

Autos And Transportation

Count: 131

Building And Construction

Count: 57

General Consumer Goods

Count: 563

State & County Pools

Restaurants And Hotels

Count: 161

Business And Industry

Count: 334

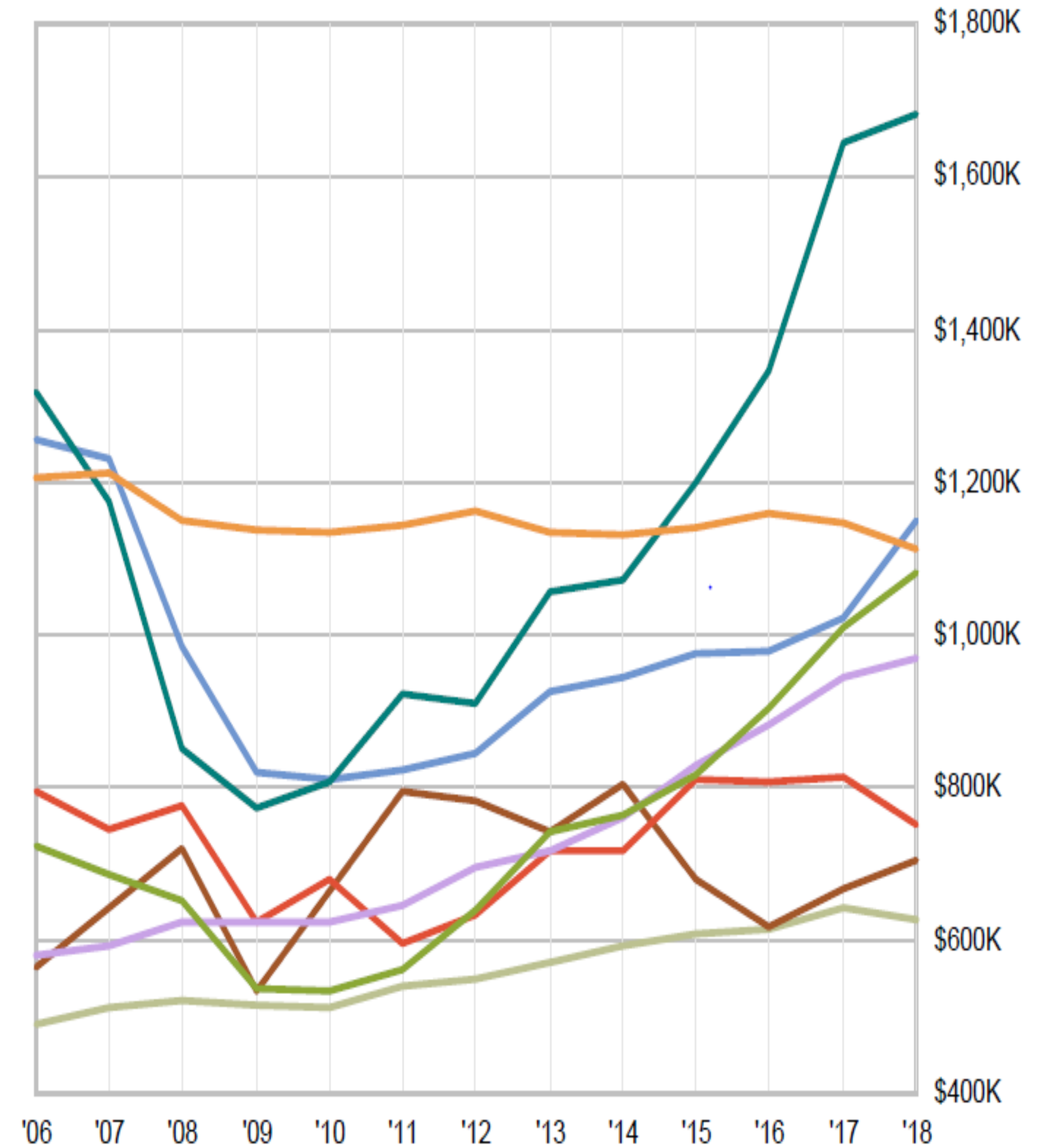
Fuel And Service Stations

Count: 21

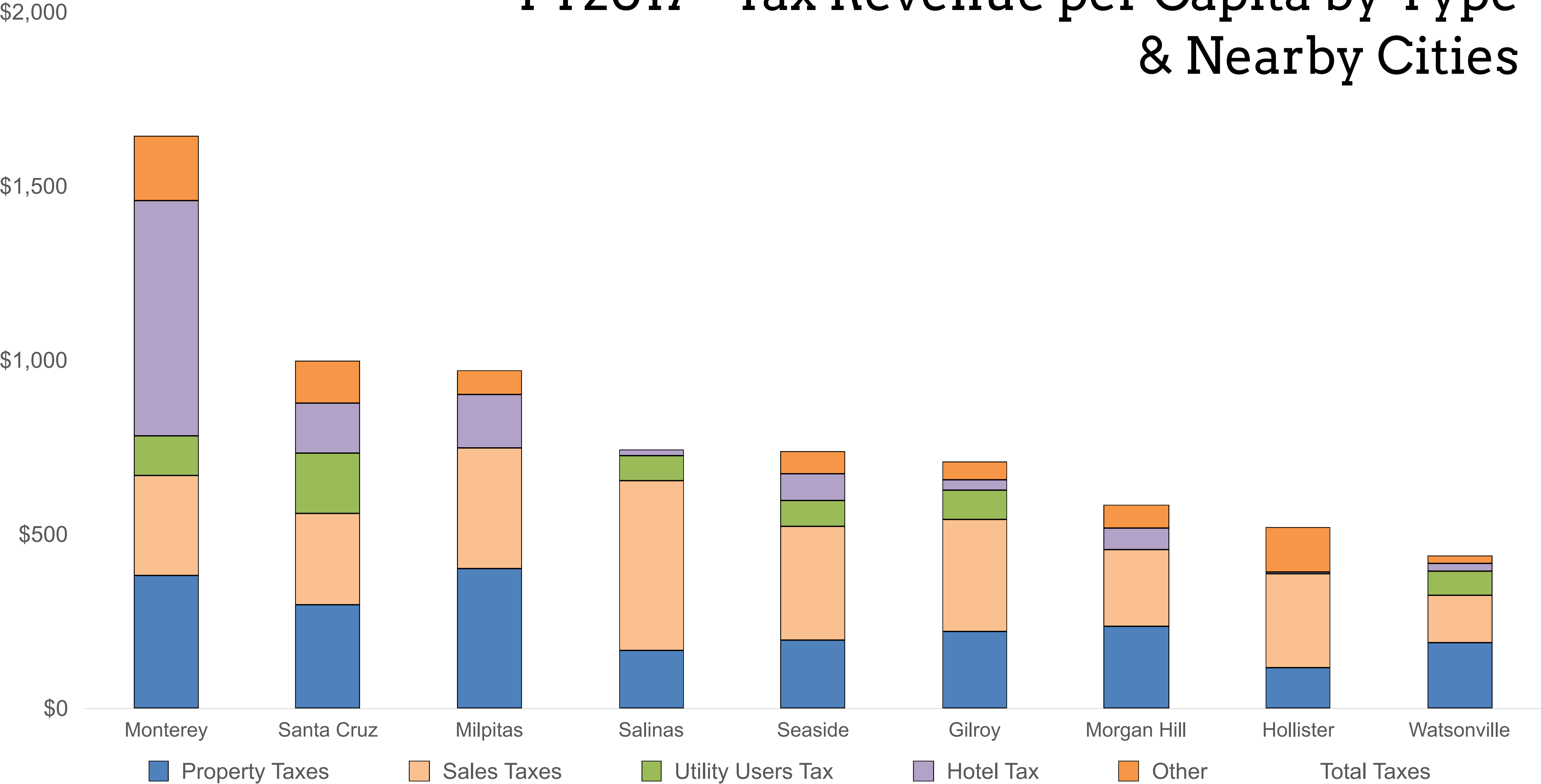
Food And Drugs

Count: 81

Sales Tax by Major Industry Group



FY2017 - Tax Revenue per Capita by Type & Nearby Cities



Challenges



Deferred Infrastructure

CalPERS

Competition for talent / recruitment

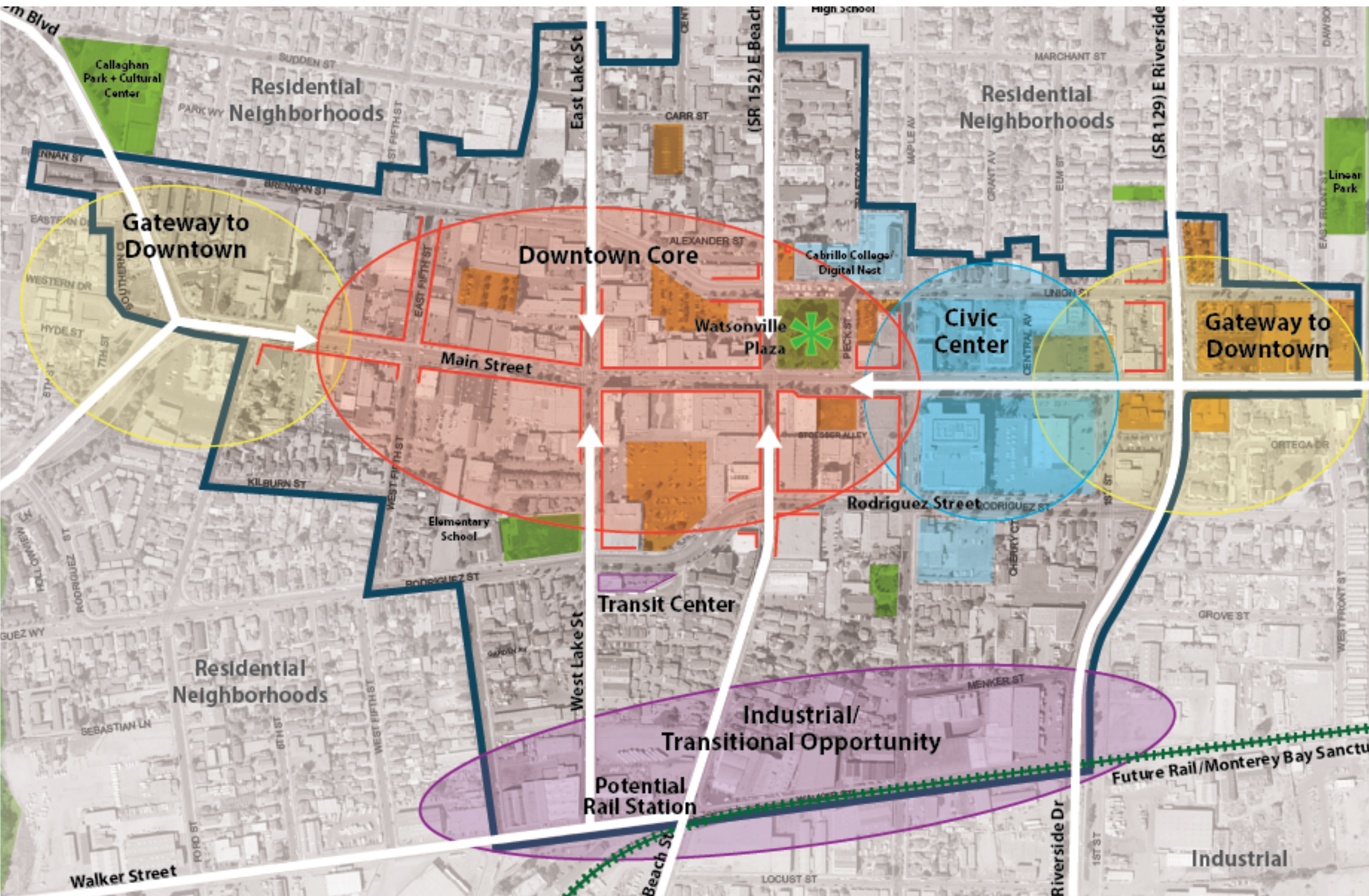
Looming economic slowdown / recession

Measure G / Measure Y



Economic Development





Long Range Planning

- Downtown Specific Plan
- Library Strategic Plan
- Water & Sewer Master Plan
- Parks Master Plan

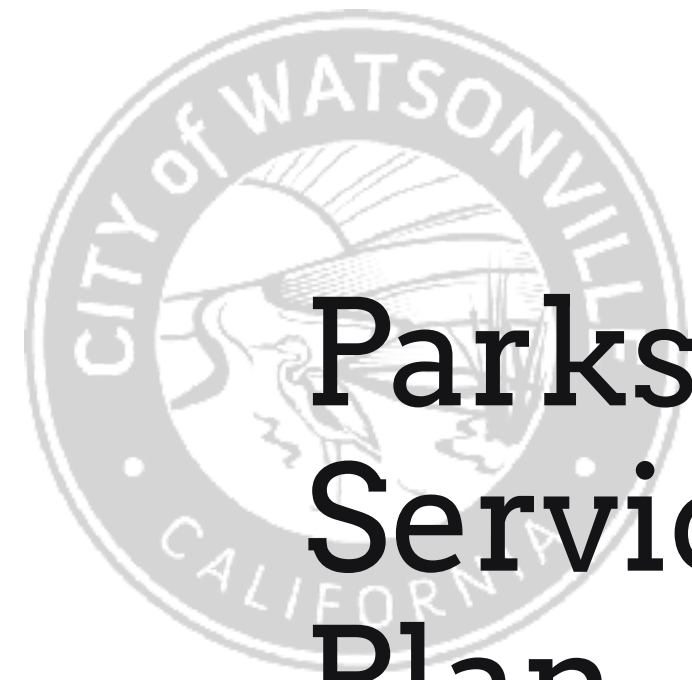
Infrastructure

Runway Airport

Street Projects

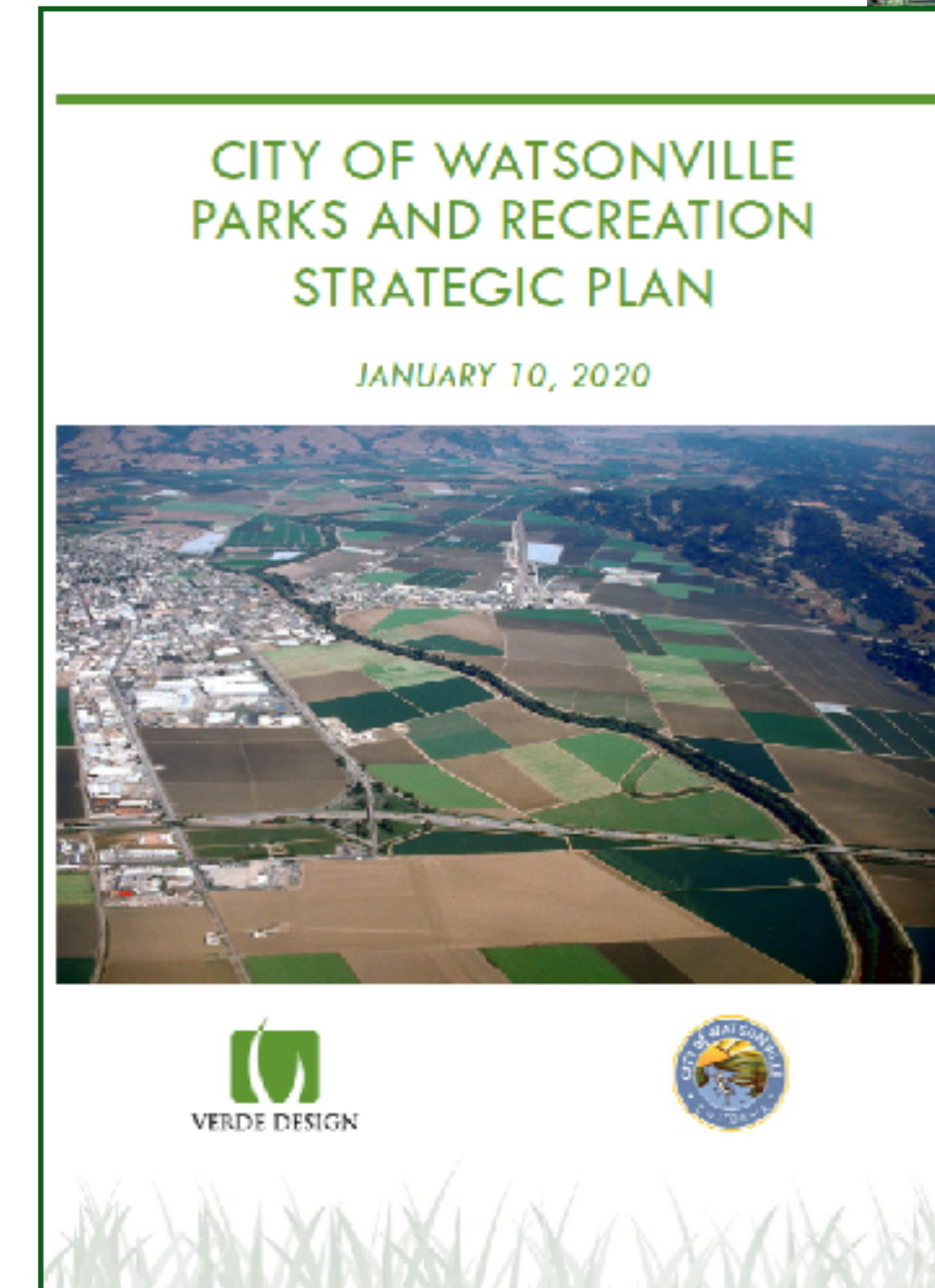
SB1 Projects





Parks & Community Services Strategic Plan

- Update to 2009 Parks and Recreation Master Plan
- Six month community engagement effort
- Anticipated Council adoption: 2/10/20





Parks & Community Services Strategic Plan

Goals:

1. Exceptional Parks and Facilities
2. Impactful Programs
3. One High Performing Team





Exceptional Parks & Facilities

Provide safe, well-maintained and accessible parks and facilities.

- **1.1** Prioritize the Core – Prioritize deferred maintenance and the implementation of maintenance standards and ADA improvements for existing parks and facilities.
- **1.5** Design and identify funding for high priority facilities, including: City Plaza, Ramsay Park, Sports Fields, an Indoor Gymnasium.



Ramsay Park Master Plan

Next Steps:

- Watsonville Slough Connector Trail Project
- Bicycle Pump Track
- Dog Park



Needs

A SOCCER LOVING COMMUNITY

6+ youth soccer organizations - 4,000+ youth per year (nearly 25% of the population under the age of 18)

2 adult leagues - 1,200+ participants.





Lack of Field Space

- Only 3 soccer fields in City Limits that accommodate U14+ (2 of these at Ramsay Park)
- Poor drainage system requires field to be closed 48% of the year



Budget Request

\$7 million to renovate 3 Sports Fields

Deliverables:

- Redesign the soccer field drainage system and add field lights to increase playable days from approximately 144 to 260 (an 80% increase).
- Increase overall field dimensions for two 65x110 yard fields, allowing for a greater range of play.
- Convert existing softball field to a synthetic, multi-use sports field, increasing playable days from 255 to 360 (a 40% increase).



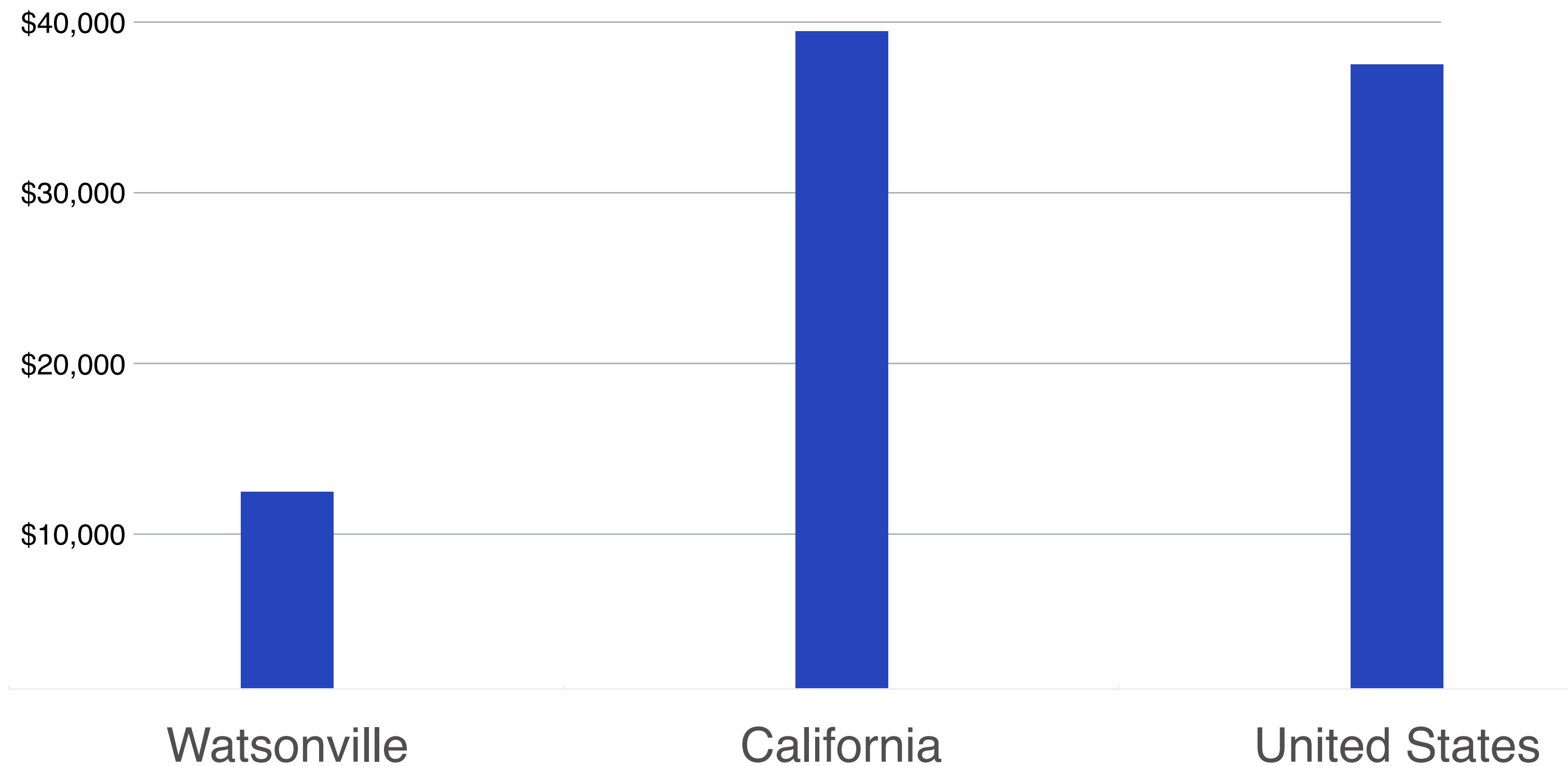
A dynamic water splash graphic in shades of blue, with droplets and flowing water, serving as a background for the text on the left side of the slide.

Water Resources Programs

Climate Resiliency Bond 2020

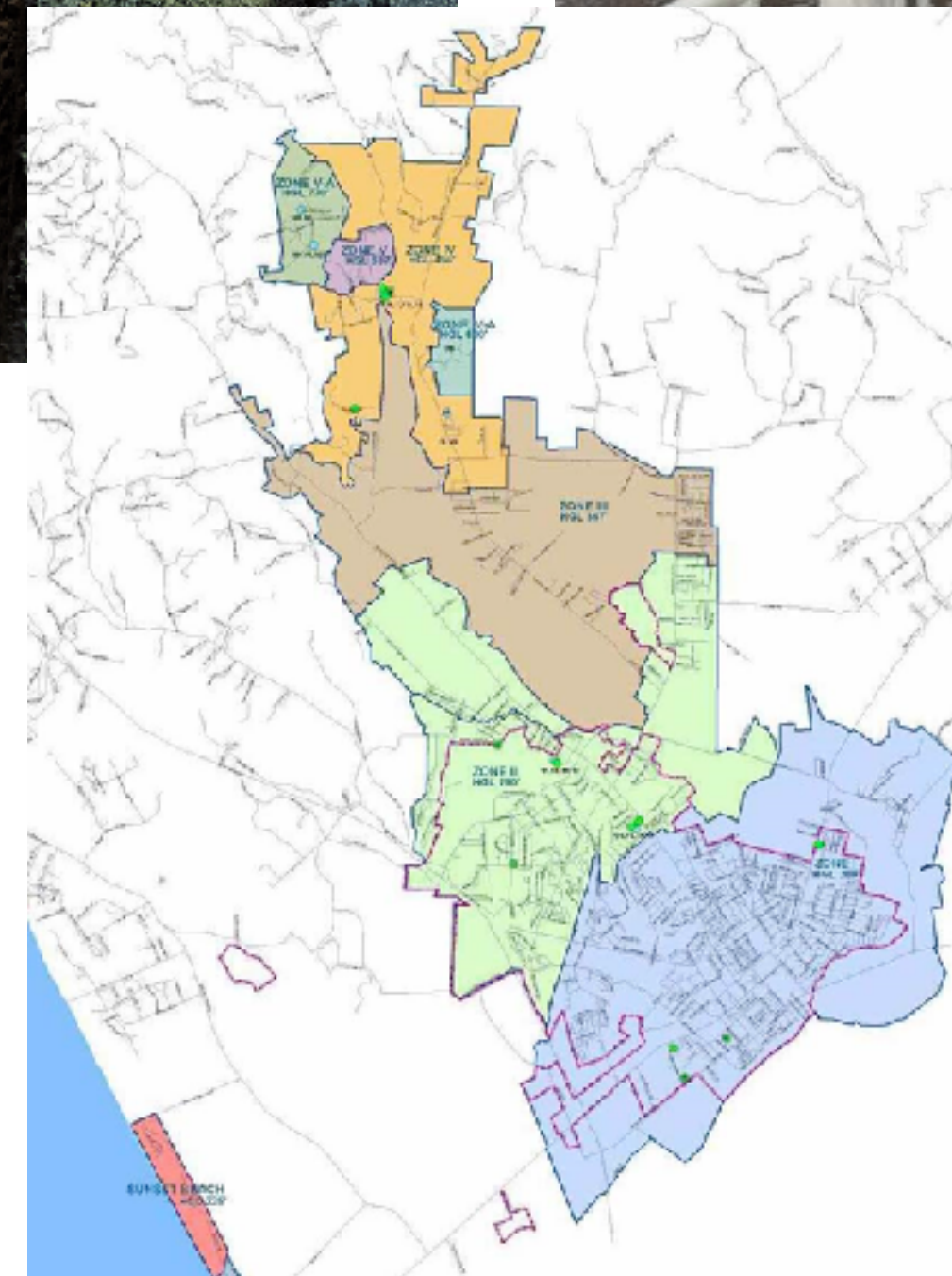
- Safe Drinking Water Program
- Urban/USACE Flood Program
- Coastal Wetland Restoration
- Climate Resiliency

Per Capita Income



Safe Drinking Water & Water Resources Infrastructure

OVER THE NEXT 10 YEARS THE CITY WILL
NEED TO INVEST \$200M IN CAPITAL PROJECTS



Pajaro River Levee Project

Project Milestones:

Feasibility Study **COMPLETED**

AB 489 **PASSED**

Federal Appropriations Language **APPROVED**



Combined Cost of Project

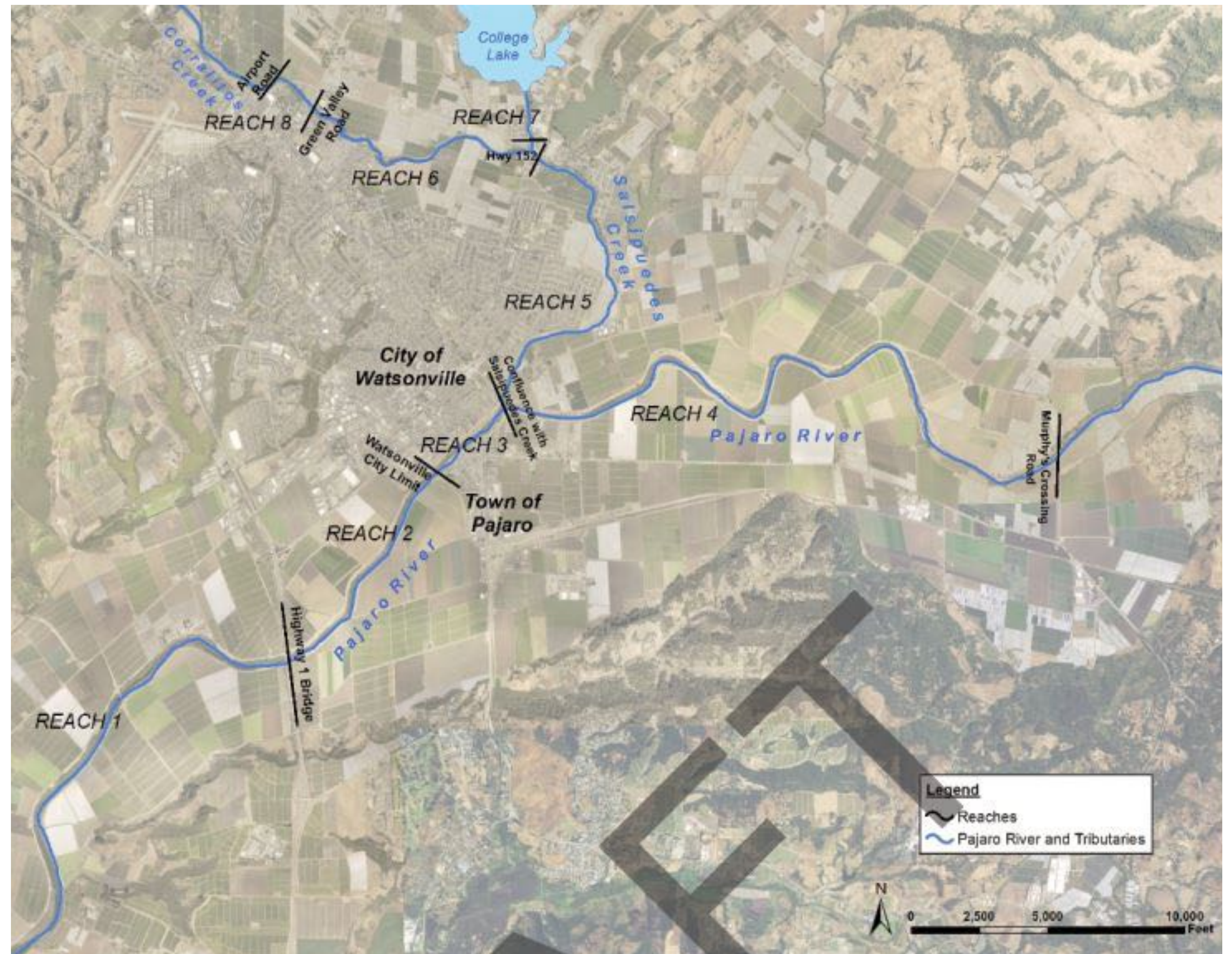
Federal Project = \$400M

State Cost = \$140M

Local Cost = \$50M

Potential funding:

- Urban Flood
- Multi-benefit Flood



Watsonville Police Department

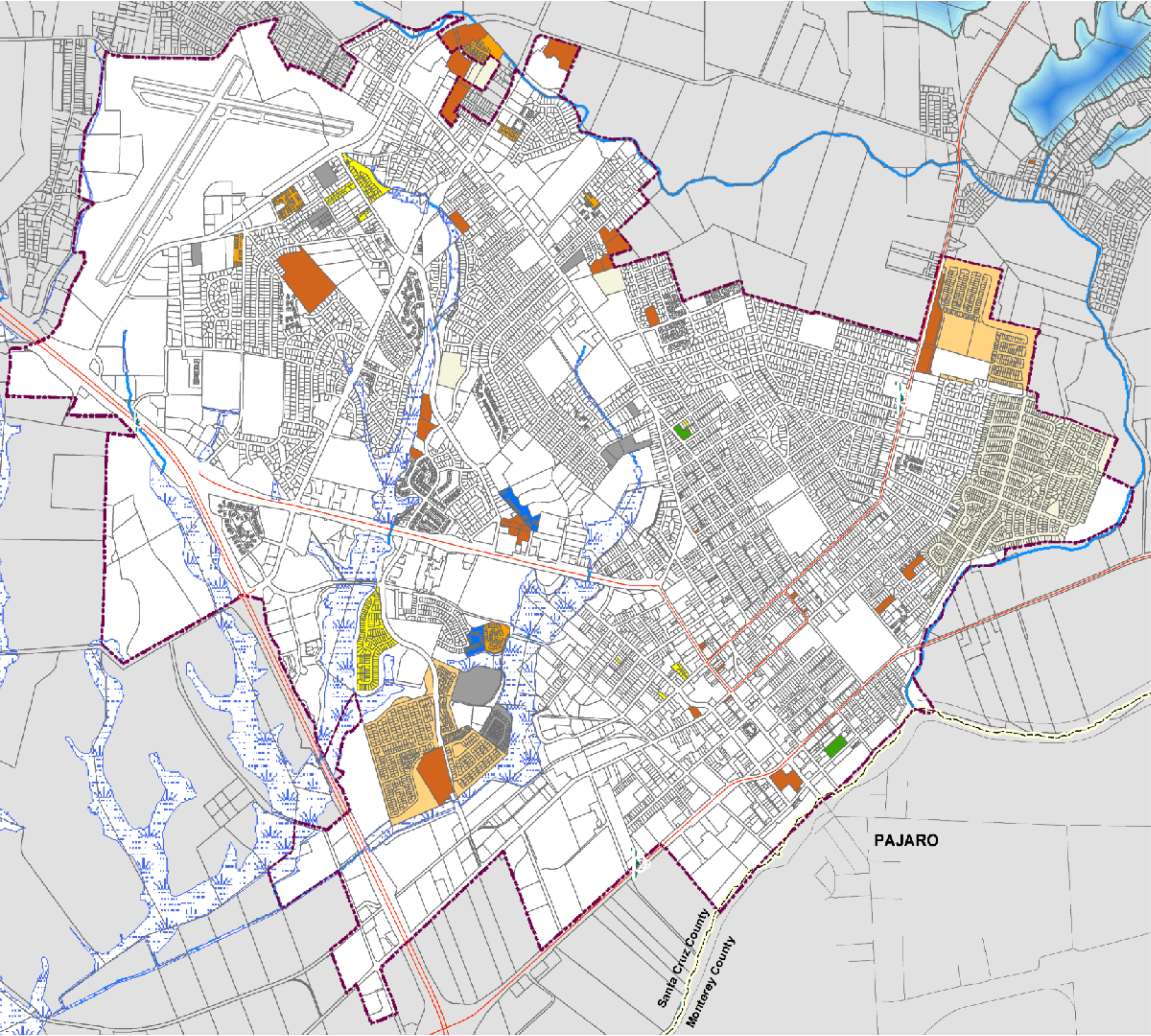
Traffic Safety





Watsonville Police Department

Homelessness



Affordable Housing

Housing Estimates

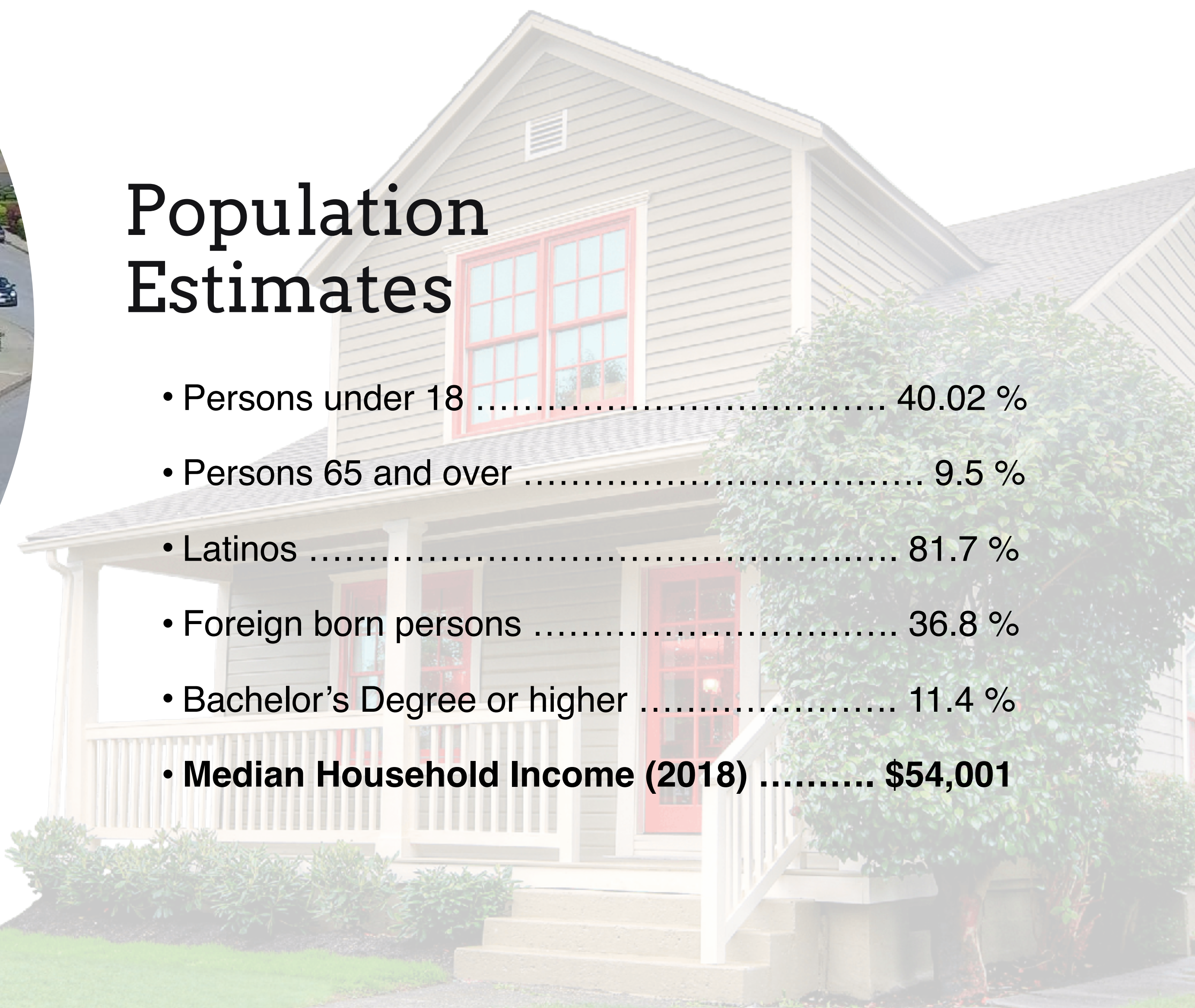
- Total dwelling units - 14,220
- Single Family - 8,705
- 2 to 4 units - 1,659
- 5 or more - 2,726
- Mobile Homes - 1,130





Population Estimates

- Persons under 18 40.02 %
- Persons 65 and over 9.5 %
- Latinos 81.7 %
- Foreign born persons 36.8 %
- Bachelor’s Degree or higher 11.4 %
- **Median Household Income (2018) \$54,001**



Thank You!

For supporting numerous housing bills that:

Create and maintain more affordable housing

Incentivize affordable housing density

Ease construction of farmworker housing

Promotes construction of ADU's

Make surplus land available for housing

Protect tenant's rights

Support legal assistance to help renters and homeowners



Housing Challenges for Watsonville

Clean-up language (AB 1482)

Section 8 voucher holders

ADU'S, JADUS

Parking

for Homeless persons

Mental health services





CITY OF WATSONVILLE

Thank You

