



# CITY OF BUELLTON

## CITY COUNCIL AGENDA

**Regular Meeting of March 22, 2012 – 6:00 p.m.  
City Council Chambers, 140 West Highway 246  
Buellton, California**

*Copies of staff reports or other written documentation relating to each item of business referred to on this Agenda are on file in the office of the City Clerk and are available for public inspection*

### **CALL TO ORDER**

Mayor Holly Sierra

### **PLEDGE OF ALLEGIANCE**

Council Member Ed Andrisek

### **ROLL CALL**

Council Members Ed Andrisek, Judith Dale, Leo Elovitz, Mayor Pro Tem Dave King, and Mayor Holly Sierra

### **REORDERING OF AGENDA**

### **PUBLIC COMMENTS**

*Speaker Slip to be completed and turned in to the City Clerk prior to commencement of meeting. Limited to matters not otherwise appearing on the agenda. Limited to three (3) minutes per speaker. No action will be taken at this meeting.*

### **CONSENT CALENDAR**

**(ACTION)**

*The following items are scheduled for consideration as a group. Any Council Member, the City Attorney, or the City Manager may request that an item be withdrawn from the Consent Agenda to allow for full discussion.*

- 1. Minutes of March 8, 2012 Regular City Council Meeting**
- 2. List of Claims to be Approved/Ratified for Payment to Date for Fiscal Year 2011-12**
- 3. Resolution No. 12-09 – “A Resolution of the City Council of the City of Buellton, California, Authorizing the Filing of a Claim with the Santa Barbara County Association of Governments for Allocation of Transportation Development Act Funds for Fiscal Year 2012-13”**  
*(Staff Contact: Finance Director Muñoz)*
- 4. Receive and File the 2011 Annual Report on Status of the General Plan**  
*(Staff Contact: Planning Director Bierdzinski)*

**PRESENTATIONS****PUBLIC HEARINGS****(POSSIBLE ACTION)**

5. **Resolution No. 12-06 – “A Resolution of the City Council of the City of Buellton, California, Adopting the Measure A Five-Year Local Program of Projects for Fiscal Years 2012/2013 – 2016/2017”**

*(Staff Contact: Public Works Director/City Engineer Hess)*

**COUNCIL MEMBER COMMENTS****COUNCIL ITEMS****WRITTEN COMMUNICATIONS**

Written communications are included in the agenda packets. Any Council Member, the City Manager, or City Attorney may request that a written communication be read into the record.

**COMMITTEE REPORTS**

This Agenda listing is the opportunity for Council Members to give verbal Committee Reports on any meetings recently held for which the Council Members are the City representatives thereto.

**BUSINESS ITEMS****(POSSIBLE ACTION)**

6. **Presentation by Mary Conway of the Santa Ynez Valley Youth Coalition Regarding Second Hand Smoke and Tobacco Retailer Licensing**

*(Staff Contact: Planning Director Bierdzinski)*

7. **Review and Direction on Number 1 Priority Action Items from Vision Plan**

*(Staff Contact: Planning Director Bierdzinski)*

8. **Consideration of Video Taping Council Meetings**

*(Staff Contact: City Clerk Reid)*

9. **Resolution No. 12-08 – “A Resolution of the City Council of the City of Buellton, California, Calling and Giving Notice of the Holding of an Election to be Consolidated with the General Election to be Held on Tuesday, November 6, 2012 for the purpose of Submitting a Measure to the Qualified Voters of Buellton Regarding Term Limits for City Council Members”**

*(Staff Contact: City Attorney Hanson)*

10. **Discussion Regarding Life Insurance for Staff**

*(Staff Contact: Human Resources Director Reid)*

**CITY MANAGER’S REPORT****ADJOURNMENT**

The next regular meeting of the City Council will be held on Thursday, April 12, 2012 at 6:00 p.m.

# CITY OF BUELLTON

## CITY COUNCIL MEETING MINUTES

**Regular Meeting of March 8, 2012**  
**City Council Chambers, 140 West Highway 246**  
**Buellton, California**

### **CALL TO ORDER**

Mayor Sierra called the meeting to order at 6:00 p.m.

### **PLEDGE OF ALLEGIANCE**

Mayor Pro Tem Dave King led the Pledge of Allegiance

### **ROLL CALL**

**Present:** Council Members Ed Andrisek, Judith Dale, Leo Elovitz, Mayor Pro Tem Dave King, and Mayor Holly Sierra

**Staff:** City Manager John Kunkel, City Attorney Ralph Hanson, City Engineer Rose Hess, Planning Director Marc Bierdzinski, Finance Director Annette Muñoz, Station Commander Lt. Julie McCammon, and City Clerk Linda Reid

### **REORDERING OF AGENDA**

Mayor Sierra announced that staff will be presenting Resolution No. 12-07 for City Council consideration, as Item 9, under “Business Items”.

#### **MOTION:**

Motion by Council Member Andrisek, seconded by Mayor Pro Tem King adding Resolution No. 12-07 as Item 9 under “Business Items”.

#### **VOTE:**

Motion passed by a roll call vote of 5-0.

### **PUBLIC COMMENTS**

Jim Fiolek, Buellton, requested the City Council’s support via resolution allowing local wine industry representatives to be part of the Santa Barbara County Winery Ordinance review regarding charity and special winery events. Mr. Fiolek provided a sample resolution for the record.

## CONSENT CALENDAR

1. **Minutes of February 23, 2012 Regular City Council Meeting**
2. **List of Claims to be Approved and Ratified for Payment to Date for Fiscal Year 2011-12**
3. **Approval of Fiscal Year 2012-13 Budget Adoption Process Schedule**
4. **Acceptance of City of Buellton Transportation Development Act Fund Financial Statements for Years Ended June 30, 2011 and 2010 with Independent Auditor's Report**

### **MOTION:**

Motion by Mayor Pro Tem King, seconded by Council Member Dale approving Items 1 through 4 of the consent calendar as listed.

### **VOTE:**

Motion passed by a roll call vote of 5-0.

## PRESENTATIONS

5. **Recognition of Lieutenant Julie McCammon's Service to the City of Buellton**

Mayor Sierra presented Lieutenant McCammon with a plaque and thanked her for her service to the City of Buellton for the past four years.

## PUBLIC HEARINGS

None

## COUNCIL MEMBER COMMENTS

Council Member Dale announced that Martha Amby passed away and that she will be greatly missed.

Council Member Andrisek thanked the Buellton Chamber of Commerce and Visitors Bureau for organizing the State of the City luncheon and stated that it was a very successful event. Mr. Andrisek also mentioned that the Santa Barbara Firefighters "On Duty" episode is on the City's website and is worthwhile viewing.

Council Member Elovitz discussed the potential anchor tenant at Village Project site (the Tractor Supply Company) and stated there is confusion surrounding the potential tenant and that it would be good for the City to have a public relations person on staff in order to minimize confusion.

Mayor Sierra thanked the Buellton Chamber of Commerce and Visitors Bureau for organizing the State of the City luncheon and that it was fantastic. Ms. Sierra announced that the Sheriff's Department was first on scene at the accident and should be recognized for their rescue efforts.

**COUNCIL ITEMS**

Council Member Andrisek requested that staff agendize a report from Santa Ynez Valley Transit.

**WRITTEN COMMUNICATIONS**

None

**COMMITTEE REPORTS**

None

**BUSINESS ITEMS****6. Zaca Creek Golf Course Update by Mike Brown**

Mike Brown provided the City Council with an update regarding the status of Zaca Creek Golf Course.

**7. Discussion Regarding Start Time of City Council Meetings****RECOMMENDATION:**

That the City Council consider changing the start time of Council meetings.

**STAFF REPORT:**

City Manager Kunkel presented the staff report.

**DISCUSSION:**

The City Council discussed the following issues:

- Moving the start time to 7:00 p.m. to allow residents and Council Members to get to meetings
- How moving the meeting time will affect staff
- Tabling the issue until Council Member Connolly returns from Military leave
- Trying a later start time until Council Member Connolly's return

**MOTION:**

Motion by Mayor Pro Tem King, seconded by Council Member Andrisek directing staff to table moving the start time of Council meetings until Council Member Connolly returns from Military leave.

**VOTE:**

Motion failed by a roll call vote of 2-2-1, with Council Members Dale and Elovitz voting no and Mayor Sierra abstaining.

**DISCUSSION:**

The City Council further discussed this issue.

**MOTION:**

Motion by Mayor Pro Tem King, seconded by Council Member Andrisek directing staff to table moving the start time of Council meetings until Council Member Connolly returns from Military leave.

**VOTE:**

Motion passed by a roll call vote of 3-2, with Council Members Dale and Elovitz voting no.

**8. Discussion Regarding Life Insurance for Staff and Council Members**

**RECOMMENDATION:**

That the City Council consider group life insurance for employees and Council Members and if chosen, determine which amount of coverage to provide for staff and Council.

**STAFF REPORT:**

Human Resources Director Reid presented the staff report.

**SPEAKERS/DISCUSSION:**

Chris Nielsen of Edward Jones discussed the group life insurance policy.

**DIRECTION:**

The City Council agreed by consensus to direct staff to obtain a quote for group life insurance for staff only (18 lives), with voluntary participation by Council Members, and bring this issue back for further discussion by Council.

**9. Resolution No. 12-07 – “A Resolution of the City Council of the City of Buellton, California, Acting as Successor Agency to the Former Buellton Redevelopment Agency, Adopting a Recognized Obligation Payment Schedule Pursuant to Section 34169(g) of the California Health and Safety Code”**

**RECOMMENDATION:**

That the City Council consider the approval and adoption of Resolution No. 12-07.

**MOTION:**

Motion by Council Member Dale, seconded by Council Member Andrisek approving and adopting Resolution No. 12-07 - “A Resolution of the City Council of the City of Buellton, California, Acting as Successor Agency to the Former Buellton Redevelopment Agency, Adopting a Recognized Obligation Payment Schedule Pursuant to Section 34169(g) of the California Health and Safety Code”

**VOTE:**

Motion passed by a voice vote of 5-0.

**CITY MANAGER’S REPORT**

City Manager Kunkel announced that he is holding weekly meetings with criterium organizers and safety personnel regarding the Avenue of Flags Criterium scheduled for March 30. Mr. Kunkel also announced that he is meeting with Sheriff Brown and Lt. McCammon’s replacement next week. Mr. Kunkel asked that Council Members provide him with committee names for the Charter City organizing committee.

**ADJOURNMENT**

Mayor Sierra adjourned the regular meeting at 6:56 p.m. The next regular meeting of the City Council is scheduled for Thursday, March 22, 2012 at 6:00 p.m.

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Holly Sierra  
Mayor

ATTEST:

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Linda Reid  
City Clerk

BACK-UP/SUPPORT DATA IS AVAILABLE FOR COUNCIL REVIEW IN CITY HALL

The following is a list of claims to be ratified and approved for payment by the City Council at the  
**March 22, 2012** Council Meeting.

Listed below is a brief summary of the attached claims:

EXHIBIT A	<u>\$ 63,605.62</u>
EXHIBIT B	<u>\$ 53,568.97</u>
PAYROLL	<u>\$ -</u>
 <b>TOTAL AMOUNT OF CLAIMS:</b>	 <b><u><u>\$ 117,174.59</u></u></b>

	<b><u>FY 2010-11</u></b>	<b><u>FY 2011-12</u></b>
The total amount of claims and demands paid by the City for the Fiscal Year through March 14, 2012	\$ 5,206,281.07	\$ 6,505,286.63

**AUTHORIZATION IS HEREBY GIVEN TO THE CITY TREASURER TO PAY ALL CLAIMS  
AS REVENUES BECOME AVAILABLE.**

Check-Run	Seq#	Date	Vendor Name	Checking # Objs	Discount	Net amount	Status	
26079-	506	1	3/05/2012	698 CALIFORNIA STATE DISBURSEMENT	1	.00	1,613.50	Logged
26080-	507	1	3/07/2012	0 MIKE'S TRI-COUNTY LOCKSMITHS	1	.00	43.63	Logged
26081-	507	2	3/07/2012	0 HENRY ALVARADO	1	.00	46.83	Logged
26082-	507	3	3/07/2012	0 CENTURY MANUFACTURING CORP.	1	.00	349.66	Logged
26083-	507	4	3/07/2012	0 MIKE ANGELES	1	.00	46.51	Logged
26084-	507	5	3/07/2012	5 ABALONE COAST ANALYTICAL, INC.	1	.00	439.50	Logged
26085-	507	6	3/07/2012	6 SOUTHERN CALIFORNIA DRILLING,	1	.00	90.00	Logged
26086-	507	7	3/07/2012	28 ARAMARK UNIFORM SERVICES	1	.00	350.56	Logged
26087-	507	8	3/07/2012	32 ARROWHEAD	3	.00	70.88	Logged
26088-	507	9	3/07/2012	59 MOTOR PRODUCTS INC. dba	1	.00	2.25	Logged
26089-	507	10	3/07/2012	65 BURKE, WILLIAMS & SORENSEN, LL	6	.00	15,394.00	Logged
26090-	507	11	3/07/2012	76 CAL-COAST IRRIGATION, INC.	2	.00	131.57	Logged
26091-	507	12	3/07/2012	79 CALIF. RURAL WATER ASSOCIATION	1	.00	250.00	Logged
26092-	507	13	3/07/2012	90 CALPERS LONG-TERM CARE PROGRAM	1	.00	84.25	Logged
26093-	507	14	3/07/2012	91 CENTRAL COAST WATER AUTHORITY	1	.00	7,636.14	Logged
26094-	507	15	3/07/2012	101 CITY OF SOLVANG	1	.00	13,870.00	Logged
26095-	507	16	3/07/2012	105 CITY OF BUELLTON	2	.00	270.45	Logged
26096-	507	17	3/07/2012	107 CITY OF LOMPOC	1	.00	1,666.66	Logged
26097-	507	18	3/07/2012	110 CVS PHARMACY	1	.00	31.91	Logged
26098-	507	19	3/07/2012	122 COMCAST CABLE	1	.00	160.27	Logged
26099-	507	20	3/07/2012	142 DANIEL FITZGERALD dba	1	.00	960.00	Logged
26100-	507	21	3/07/2012	172 ECHO COMMUNICATIONS	1	.00	65.64	Logged
26101-	507	22	3/07/2012	176 EXCLUSIVE ALARMS	1	.00	324.00	Logged
26102-	507	23	3/07/2012	187 FARM SUPPLY COMPANY	1	.00	29.61	Logged
26103-	507	24	3/07/2012	191 FERGUSON ENTERPRISES, INC #632	1	.00	63.28	Logged
26104-	507	25	3/07/2012	201 G E CAPITAL	1	.00	160.55	Logged
26105-	507	26	3/07/2012	230 HPC/EAGLE ENERGY	1	.00	1,124.68	Logged
26106-	507	27	3/07/2012	255 JOE MEEHAN	1	.00	90.00	Logged
26107-	507	28	3/07/2012	273 KURT GREER	1	.00	90.00	Logged
26108-	507	29	3/07/2012	280 LEE CENTRAL COAST NEWSPAPERS	1	.00	435.84	Logged
26109-	507	30	3/07/2012	285 SANTA MARIA TIMES dba	1	.00	294.62	Logged
26110-	507	31	3/07/2012	310 MARBORG INDUSTRIES	1	.00	219.96	Logged
26111-	507	32	3/07/2012	311 MARTIN & CHAPMAN CO.	1	.00	553.26	Logged
26112-	507	33	3/07/2012	315 MELE PRINTING	1	.00	1,411.29	Logged
26113-	507	34	3/07/2012	342 NIELSEN BUILDING MATERIALS, INC	1	.00	322.72	Logged
26114-	507	35	3/07/2012	350 OLIVERA'S REPAIR, INC	1	.00	43.28	Logged
26115-	507	36	3/07/2012	379 POSTMASTER	1	.00	590.00	Logged
26116-	507	37	3/07/2012	387 PURCHASE ADVANTAGE CARD	1	.00	35.25	Logged
26117-	507	38	3/07/2012	413 SUSAN CAMPBELL dba	1	.00	436.33	Logged
26118-	507	39	3/07/2012	437 SANTA YNEZ VALLEY FLORIST, INC	1	.00	143.31	Logged
26119-	507	40	3/07/2012	438 SANTA YNEZ VALLEY HARDWARE	1	.00	456.82	Logged
26120-	507	41	3/07/2012	465 SP MAINTENANCE SERVICES, INC.	1	.00	2,821.00	Logged
26121-	507	42	3/07/2012	469 STAPLES CONTRACT & COMMERCIAL,	1	.00	63.44	Logged
26122-	507	43	3/07/2012	473 SPRINT SPECTRUM, L.P. dba	1	.00	112.99	Logged
26123-	507	44	3/07/2012	489 STEVE'S WHEEL & TIRE	1	.00	21.42	Logged
26124-	507	45	3/07/2012	507 THE GAS COMPANY	2	.00	112.05	Logged
26125-	507	46	3/07/2012	509 ALAN NEEDHAM dba	1	.00	82.00	Logged
26126-	507	47	3/07/2012	521 TODD PIPE & SUPPLY	1	.00	1,128.57	Logged
26127-	507	48	3/07/2012	529 TRANSFIRST	1	.00	323.91	Logged
26128-	507	49	3/07/2012	535 UNDERGROUND SERVICE ALERT	1	.00	13.50	Logged
26129-	507	50	3/07/2012	545 KROS ANDRADE dba	1	.00	910.00	Logged
26130-	507	51	3/07/2012	546 V3 PRINTING	1	.00	420.23	Logged
26131-	507	52	3/07/2012	554 VENCO WESTERN, INC.	1	.00	294.00	Logged

Check-Run	Seq#	Date	Vendor Name	Checking	# Obls	Discount	Net amount	Status
26132-	507	53	3/07/2012	555 VERIZON CALIFORNIA	1	.00	2,139.53	Logged
26133-	507	54	3/07/2012	567 WEARGUARD	1	.00	87.78	Logged
26134-	507	55	3/07/2012	587 KYLE ABELLO	1	.00	202.68	Logged
26135-	507	56	3/07/2012	649 FLUID RESOURCE MANAGEMENT, INC	1	.00	450.00	Logged
26136-	507	57	3/07/2012	655 COAST NETWORK, INC.	1	.00	427.50	Logged
26137-	507	58	3/07/2012	669 HYDREX PEST CONTROL	1	.00	105.00	Logged
26138-	507	59	3/07/2012	679 COURIER SYSTEMS	1	.00	204.43	Logged
26139-	507	60	3/07/2012	714 SIERRA TURF, INC.	1	.00	2,000.00	Logged
26140-	507	61	3/07/2012	736 FRANK D. GONZALES, MDAPC	1	.00	30.00	Logged
26141-	507	62	3/07/2012	737 FIRE SERVICES TRAINING INSTITU	1	.00	1,256.58	Logged
						.00		
** Total check discount **						.00		
** Total check amount **						63,605.62		
						.00		

Payments via Electronic Fund Transfer (EFT):

Payroll Taxes	2/23/12	2,143.25
FSA - Council	2/24/12	100.00
Rec Ctr Refund	2/28/12	1.00
FSA - Staff	2/29/12	646.33
Feb Bank Charges-Rabo	2/29/12	160.00
Feb Bank Charges-Montecito	2/29/12	84.62
Aflac Sup Ins-Staff/Council	3/2/12	324.86
Payroll Taxes	3/2/12	10,187.84
Health Premium	3/5/12	11,982.10
Deferred Compensation Plan	3/5/12	10,231.84
Retirement Contribution	3/8/12	17,707.13
<b>Total</b>		<hr/> <b>\$ 53,568.97</b>

**FISCAL YEAR 2011-12 REVENUE AND EXPENDITURE RECAP**

As of February 29, 2012

66.7%

of the year elapsed

<u>GENERAL FUND</u>	<u>Budgeted</u>	<u>Year to Date</u>	<u>% of Budget YTD</u>
Total Revenues	\$3,948,016.00	\$2,501,986.42	63%
Total Expenditures	\$4,089,459.00	\$2,765,866.04	68%
<u>SPECIAL FUNDS</u>	<u>Budgeted</u>	<u>Year to Date</u>	<u>% of Budget YTD</u>
Total Revenues	\$584,349.00	\$480,650.38	82%
Total Expenditures	\$2,240,746.00	\$1,785,822.12	80%
<u>WATER/SEWER</u>	<u>Budgeted</u>	<u>Year to Date</u>	<u>% of Budget YTD</u>
Total Revenues	\$2,044,800.00	\$1,343,442.27	66%
Total Expenditures	\$2,605,396.00	\$1,705,452.23	65%
<u>RDA</u>	<u>Budgeted</u>	<u>Year to Date</u>	<u>% of Budget YTD</u>
Total Revenues	\$825,000.00	\$425,021.16	52%
Total Expenditures	\$1,499,936.00	\$131,359.69	9%

The Revenue Status Report and Expenditure Status Report are available for your review.

The Cash Balances as of **March 14, 2012** are as follows:

	Balance as of:	<u>FY 2010-11</u>	<u>FY 2011-12</u>
<b>Checking</b>			
Rabobank	3/14/12	0.00	174,836.48
Montecito Bnk&Trust	3/14/12	101,064.51	35,296.78
<b>Total Checking</b>		<u>101,064.51</u>	<u>210,133.26</u>
<b>Savings/Investments</b>			
LAIF-savings	2/29/12	12,360,999.14	13,029,693.24
Rabobank-money mkt	2/29/12	200,252.68	202,646.26
Morgan Stanley-bonds	2/29/12	0.00	375,000.00
Great Pacific-treasuries	2/29/12	0.00	0.00
First Empire-bonds	2/29/12	5,095,831.90	3,235,000.00
<b>Total Savings/Investments</b>		<u>17,657,083.72</u>	<u>16,842,339.50</u>
<b>% of cash invested</b>		29.82%	22.36%
<b>Total Cash</b>		<u><u>17,758,148.23</u></u>	<u><u>17,052,472.76</u></u>

**CITY OF BUELLTON**  
City Council Agenda Staff Report

City Manager Review: JHK  
Council Agenda Item No.: 3

To: The Honorable Mayor and City Council

From: Annette Muñoz, Finance Director

Meeting Date: March 22, 2012

Subject: Resolution No. 12-09 – “A Resolution of the City Council of the City of Buellton, California, Authorizing the Filing of a Claim with the Santa Barbara County Association of Governments for Allocation of Transportation Development Act Funds for Fiscal Year 2012-13”

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**BACKGROUND**

Resolution No. 12-09 authorizes the filing of a claim with the Santa Barbara County Association of Governments for the City’s allocation of Transportation Development Act (TDA) funds for Fiscal Year 2012-13. The money received by each local government must first be used to fund public transit needs that can be reasonably met. These needs are determined through a public hearing. Buellton’s public hearing was held earlier this year as part of a single meeting of the combined North County Agencies. At that hearing, it was determined that Buellton’s need for public transit was being met by the Santa Ynez Valley Transit. In accordance with the Act, we must continue to fund our share of its operation and must also provide funding for regional planning and pedestrian bikeway facilities.

Buellton’s maximum apportionment for Fiscal Year 2012-13 is \$167,003. Amounts for Regional Transportation Planning of \$3,273 and for Pedestrian and Bikeway Facilities of \$3,340 have been determined by the Santa Barbara County Association of Governments. Therefore, Buellton’s share of TDA funds available for transit for the Fiscal Year is \$160,390.

The projected budget for the Santa Ynez Valley Transit system was prepared by the City of Solvang, the administrator of Transit operations, and includes the City’s portion of transit service cost based on Buellton’s 36.1 percent share of the ridership. The amount budgeted as Buellton’s portion for fiscal year 2012-13 is \$160,390.

The TDA claim is as follows:

Regional Transportation Planning:	\$3,273
Pedestrian and Bikeway Facilities:	<u>3,340</u>
TOTAL TDA CLAIM	\$6,613

The Local Transportation Fund apportionment will be distributed as follows:

Maximum Apportionment for 2012-13	\$167,003
Less Total TDA Claim	<u>6,613</u>
Amount to be released to City of Solvang	\$160,390

### **FISCAL IMPACT**

The City will receive \$167,003 as its maximum apportionment for Fiscal Year 2012-13, \$160,390 of which will be paid directly to the City of Solvang for operation of the transit system.

### **RECOMMENDATION**

That the City Council approve and adopt Resolution No. 12-09 - "A Resolution of the City Council of the City of Buellton, California, Authorizing the Filing of a Claim with the Santa Barbara County Association of Governments for Allocation of Transportation Development Act Funds for Fiscal Year 2012-13".

### **ATTACHMENTS**

Resolution No. 12-09

Attachment 1 - TDA Claim for FY 2012-13

Attachment 2 - Transportation Development Act Local Transportation Fund (LTF)  
Apportionments for FY 2012-13

Attachment 3 - Fiscal Year 2012-13 Transit Budget

Attachment 4 - Santa Ynez Valley Transit Ridership Statistics (February 2011/2012)

**RESOLUTION NO. 12-09**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF BUELLTON, CALIFORNIA, AUTHORIZING THE FILING OF A CLAIM WITH THE SANTA BARBARA COUNTY ASSOCIATION OF GOVERNMENTS FOR ALLOCATION OF TRANSPORTATION DEVELOPMENT ACT FUNDS FOR FISCAL YEAR 2012-13**

I. RECITALS:

- A. The Transportation Development Act, as amended, Public Utilities Code Section 99200, *et seq.* (hereafter, the “TDA”), provides for the allocation of funds from the Local Transportation Fund and the State Transit Assistance Fund, for use by eligible claimants for various transportation purposes; and
- B. Pursuant to the provisions of the TDA, as amended, and pursuant to the applicable rules and regulations thereunder set forth in Title 21 California Code of Regulations Section 6600, *et seq.*, (the “Regulations”), a prospective claimant wishing to receive an allocation from the Local Transportation Fund or the State Transit Assistance Fund (hereinafter “STA”) shall file its claim with the Santa Barbara County Association of Governments.

II. NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF BUELLTON DOES HEREBY RESOLVE AS FOLLOWS:

- A. John Kunkel, City Manager, or his designated representative, is hereby authorized and shall execute and file an appropriate claim pursuant to the terms of the TDA and the Regulations, together with all necessary supporting documents, with the Santa Barbara County Association of Governments for an allocation of TDA funds for the Fiscal Year 2012-13.
- B. That the authorized claim includes \$3,273.00 for regional transportation planning, \$3,340.00 for pedestrian and bicycle facilities, \$160,390 for transit or paratransit purposes, plus STA funds to be allocated for mass transportation or local transportation planning.
- C. A certified copy of this Resolution shall be transmitted by the City Manager to the Santa Barbara County Association of Governments in conjunction with the filing of the claim authorized hereby.

D. The City Clerk shall certify to the adoption of this Resolution.

**PASSED, APPROVED and ADOPTED** this 22nd day of March, 2012.

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Holly Sierra  
Mayor

ATTEST:

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Linda Reid  
City Clerk

**DOCUMENT A (Instructions on pages 4-3 and 4-4)**

**TRANSPORTATION DEVELOPMENT ACT CLAIM FORM  
(All claimants must complete this document)**

Line

1 Project Year (FY) 2012-13

2 Claimant City of Buellton

3 Address P.O. Box 1819 Buellton,

4 Contact Person John Kunkel Title City Manager

5 Telephone Number 805 688-5177

6 The above named claimant hereby applies for allocations of Transportation Development Act funds for FY 2012-13 for the purposes and in the amount(s) specified below:

Purpose	Apportionment	Claimed
<b>Local Transportation Fund</b>		
Regional Transportation Planning (PUC 99262 & 99402)	\$ 3,273.00	\$ 3,273.00
<i>less amount released to SBCAG</i>	<i>minus</i>	\$ 3,273.00
8 Pedestrian & Bikeway Facilities (PUC 99234)	\$ 3,340.00	\$ 3,340.00
9 Articles 4 & 8:	\$ 160,390.00	
<i>less amounts released to:</i>		
10 <u>City of Solvang</u>	<i>minus</i>	\$ 160,390.00
11 _____	<i>minus</i>	
12 _____	<i>minus</i>	
<i>plus amounts released from:</i>		
13 _____	<i>plus</i>	
14 _____	<i>plus</i>	
15 _____	<i>plus</i>	
16 Article 4 Transit (PUC 99260)		\$ -
17 Article 4.5 Community Transit (PUC 99275)		\$ -
18 Article 8a Streets & Roads (PUC 99400a)		
19 Article 8c Transit Contracts (PUC 99400c)		
20 TOTAL LTF	\$ 167,003.00	\$ 3,340.00
21 Amount to be held in reserve (CCR 6648)		
<i>By Claimant</i> _____ <i>By SBCAG</i> _____		
<b>State Transit Assistance</b>		
22 Transportation Planning		
23 Mass Transportation		
24 TOTAL STA		\$ -

DOCUMENT A (Continued)

25 TOTAL TRANSPORTATION DEVELOPMENT ACT CLAIM  
(add lines 20 and 24)

\$ 3,340.00

Claimant acknowledges that payment by the County Auditor of an allocation made by the Association of Governments is subject to such monies being on hand and available for distribution and to the provision that such moneys be used only in accordance with the terms of the allocation instruction issued by the Association of Governments

26 By: \_\_\_\_\_  
27 Title: City Manager  
28 Date: March 30, 2012

I hereby attest to the reasonableness and accuracy of the financial statements included in Documents C, D, F, and G. (Sec. 6632)

29 Signed: \_\_\_\_\_  
Chief Financial Officer  
30 Name: Annette Munoz  
31 Title: Finance Director

Reference: CCR Section 6630

# Appendix A. LTF Apportionments FY 2012/13

REVISED TO INCLUDE PERFORMANCE AUDIT  
Transportation Development Act  
Local Transportation Fund (LTF)  
Apportionments  
2012-13

CLAIMANTS	Population <sup>1</sup>	% of Total Population	Maximum Apportionment <sup>2</sup>	Bike & Ped. Funds (2%)	Planning Funds (2%)	Article 4.5 (\$%)	Available for Articles 4 & 8
Buellton	4,878	1.1445626%	\$167,003	\$3,340	\$3,273		\$160,390
Guadalupe	7,115	1.6694471%	\$243,589	4,872	4,774		\$222,246 *
Lompoc	42,262	9.9162578%	\$1,446,881	28,938	28,359		\$1,389,584
Santa Maria	100,062	23.4783162%	\$3,425,722	68,514	67,144		\$3,125,561 *
Solvang	5,289	1.2409987%	\$181,074	3,621	3,549		\$173,904
SB County (Unincorp. North County)	62,281	14.6135729%	\$2,132,266	42,645	41,792		\$1,994,063 *
SMOOTH (S. M. Valley CTSA)						\$229,967	
So. Co. Claimants (See Below)	204,302	47.9368448%	\$6,994,465	139,889	137,092	335,874	\$6,381,610
<b>Total</b>	<b>426,189</b>	<b>100.0000000%</b>	<b>\$14,591,000 **</b>	<b>\$291,819</b>	<b>\$285,983</b>	<b>\$565,841</b>	<b>\$13,447,358</b>
<b>SOUTH COUNTY CLAIMANTS</b>							
SBMTD	204,302		\$6,518,702		\$137,092		\$6,381,610
Easy Lift			\$335,874			\$335,874	
Carpinteria	13,104	3.0746922%	\$8,973	\$8,973			
Goleta	30,032	7.0466389%	\$20,563	20,563			
Santa Barbara City	89,253	20.9421172%	\$61,113	61,113			
SB County (Unincorp. South County)	71,913	16.8733965%	\$49,240	49,240			
<b>Total</b>	<b>204,302</b>	<b>47.9368448%</b>	<b>\$6,994,465</b>	<b>\$139,889</b>	<b>\$137,092</b>	<b>\$335,874</b>	<b>\$6,381,610</b>

<sup>1</sup> January 2011 Department of Finance figures.

<sup>2</sup> TDA revenue estimate from County Auditor-Controller, January 2012.

\* Adjusted to provide funding for SMOOTH (Santa Maria Valley CTSA).

\*\* Adjusted for Triennial Performance Audit! (\$100,000) [FY 09-10 thru FY 11-12]

# ATTACHMENT 3

	FY 2011/12	FY 2012/13
<b>Revenue</b>		
User Fees		
Fixed-route	\$65,628	\$70,000
Dial-A-Ride		
Federal Operating Funds (Section 5311)	\$128,555	\$128,303
Federal Capital Funds (5309)	\$0	\$0
Proposition 1B (PTMISEA)	\$245,848	\$66,250
State Funds - TDA Article 4	\$163,738	\$181,074
Local Subsidy		
Transfers from Reserves	\$125,000	\$25,370
TDA Article 4 - JPA Contributions	\$323,226	\$246,003
Measure A - Paratransit	\$8,605	\$8,000
Other revenue	\$39,579	\$10,500
<b>Total Revenue</b>	<b>\$1,100,179</b>	<b>\$735,500</b>
<b>Expenditures</b>		
Administration	\$31,500	\$31,500
Operations	\$736,079	\$618,600
Maintenance	\$12,600	\$15,400
Subtotal	\$780,179	\$665,500
<b>Capital Plan</b>		
Vehicles	\$70,000	\$70,000
Bus Stops	\$250,000	\$0
Subtotal	\$320,000	\$70,000
<b>Total Expenditures</b>	<b>\$1,100,179</b>	<b>\$735,500</b>

# ATTACHMENT 4

	February, 2011	March, 2011	April, 2011	May, 2011	June, 2011	July, 2011	August, 2011	September, 2011	October, 2011	November, 2011	December, 2011	January, 2012	February, 2012	Sum Totals	% of Ridership
Fixed Route	3348	4128	4,150	3,651	4,384	5,757	4,298	3,812	4,156	3,415	3,556	3,394	3,404		
County	876	1186	1,174	986	1,327	1,259	1,373	998	1,151	1,005	988	959	941		
Solvang	1293	1553	1,555	1,359	1,541	1,515	1,476	1,454	1,557	1,272	1,325	1,290	1,384		
Buellton	1179	1389	1,421	1,306	1,516	2,983	1,449	1,385	1,398	1,114	1,242	1,117	1,080		
DAR	403	433	427	399	444	479	502	550	633	501	497	474	345		
County	119	120	122	119	127	104	112	115	105	98	104	90	60		
Solvang	147	158	161	145	164	199	199	237	275	223	231	214	172		
Buellton	137	155	144	135	153	176	191	198	253	180	162	170	113		
<b>Total Ridership</b>	<b>3751</b>	<b>4561</b>	<b>4,577</b>	<b>4,050</b>	<b>4,828</b>	<b>6,236</b>	<b>4,800</b>	<b>4,362</b>	<b>4,789</b>	<b>3,916</b>	<b>4,053</b>	<b>3,868</b>	<b>3,749</b>	<b>57,540</b>	
County	995	1306	1,296	1,105	1,454	1,363	1,485	1,113	1,256	1,103	1,092	1,049	1,001	15,618	27.1%
Solvang	1440	1711	1,716	1,504	1,705	1,714	1,675	1,691	1,832	1,495	1,556	1,504	1,556	21,099	36.7%
Buellton	1316	1544	1,565	1,441	1,669	3,159	1,640	1,583	1,651	1,294	1,404	1,287	1,193	20,746	36.1%

**CITY OF BUELLTON**  
City Council Agenda Staff Report

City Manager Review: JHK  
Council Agenda Item No.: 4

To: The Honorable Mayor and Council Members

From: Marc P. Bierdzinski, AICP, Planning Director

Meeting Date: March 22, 2012

Subject: Receive and File the 2011 Annual Report on Status of the General Plan

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**BACKGROUND**

Section 65400(a) of the California Government Code requires that an annual report be furnished to the City Council regarding the status of General Plan implementation. Annual reports are due on April 1<sup>st</sup> of each year and must be submitted to the State Office of Planning and Research (“OPR”) and Department of Housing and Community Development (“HCD”). The 2011 Annual Report on the Status of the Buellton General Plan is attached (Attachment A).

**RECOMMENDATION**

That the City Council receive and file the 2011 General Plan Annual Report and direct staff to file the Report with the State Housing and Community Development Department and Office of Planning and Research on such forms as dictated by the State of California.

**ATTACHMENT**

Attachment A - City of Buellton 2011 General Plan Annual Report

## CITY OF BUELLTON

### Annual Report on Status of the General Plan and Programs in Support of Affordable Housing Reporting Period 1/1/2011 through 12/31/2011

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#### **BACKGROUND**

By law, every community in California is required to adopt a General Plan as the policy framework by which to guide future growth and development. At a minimum, each such Plan must contain seven mandatory elements (Land Use, Circulation, Housing, Conservation, Open-Space, Noise and Safety). Once adopted, zoning and development regulations that follow must be consistent with the policies of the General Plan.

Section 65400(a) of the California Government Code requires that an annual report be furnished to the City Council regarding the status of General Plan implementation. Annual reports are due on April 1<sup>st</sup> of each year and must be submitted to the State Office of Planning and Research (“OPR”), the Department of Housing and Community Development (“HCD”), and the Buellton City Council.

For Buellton, the annual report is also used as barometer in evaluating progress in meeting the City’s fair share of regional housing needs.

#### **ANALYSIS**

**General Plan Overview:** The Land Use and Circulation Elements were revised in 2005. The Conservation and Open Space, Economic Development, Noise, Parks and Recreation, Public Facilities and Services, and Safety Elements were revised in 2007. None of these elements were revised in 2011. The Housing Element was adopted in 2009 and certified by the State Housing and Community Development Department on January 20, 2010. The complete Buellton 2025 General Plan is available for review on the City’s website, [www.cityofbuellton.com](http://www.cityofbuellton.com). Copies are also available by contacting the Planning Department at 805-688-7474.

**Housing Element Overview:** The Regional Housing Needs Allocation (“RHNA”) process is part of a statewide mandate to address housing related to future growth in the State. The needs assessment process sets numeric targets with the overriding goal of assuring an equitable geographic distribution of needs and responsibilities. The number assigned to the City of Buellton in July 2008 for 2007-2014 is 279, of which roughly 56% is assigned to target income groups. Table B of Attachment 1 reflects the current adjusted requirement, taking into account construction that has occurred since the beginning of the current RHNA planning cycle.

The 2009 Housing Element relies upon four basic means by which to address the City’s RHNA goals: Second Dwellings, Multifamily Infill, Mixed Use Development, and the

Affordable Housing Overlay Zone (“AHOZ”). Of these, the establishment of an AHOZ is viewed as the principal means for accommodating the City’s RHNA goals.

**Housing Performance Assessment:** Ordinance No. 05-05 was adopted by the City Council on October 13, 2005, and established the AHOZ and the sites to which the AHOZ will initially apply. This timeframe is consistent with the year-end deadline (December 2005) established by HCD in their certification of the 2004 Housing Element. The City has begun to actively market the AHOZ sites for affordable housing development through e-mails to affordable housing developers and proponents and via an AHOZ brochure to hand out to interested parties. The 2009 Housing Element has kept the AHOZ program in place and is the basis for the “Adequate Sites” requirement. However, the City will be reducing the number of AHOZ sites to reflect the City’s reduced RHNA allocation from the last RHNA cycle (Program 1).

As a summary, the AHOZ shall: (i) allow “stand alone” residential projects irrespective of the underlying zone designation with a minimum base density of 25 units/acre; (ii) grant a 2:1 density bonus (two market rate units above the base density for each affordable low and very low income unit) up to a maximum combined density of 50% above the base; (iii) impose an inclusionary requirement, mandating that at least 20% of the base density be affordable to very low, low and moderate income households; (iv) compute the distribution of inclusionary units based on the apportionment of net RHNA goals (a defined and determined below); and (v) institute a bifurcated land use entitlement process that allows for streamlined processing for projects that meet specified criteria.

In August 2006, the City Council approved the first AHOZ project on AHOZ Site V (Juliette Walk). The project consists of 44 condominium units of which four are affordable to very low income persons and three are affordable to low income persons. An \$85,635 housing in-lieu fee was also collected. All units have been constructed and occupied.

In April 2008, the Zoning Administrator approved a second AHOZ project on AHOZ Site IV. The project consists of 53 apartment units of which five are affordable to very low income persons, three are affordable to low income persons, and the remainder, since they are apartments, would qualify as moderate income units. Building permits have not been issued for this project at this time.

Since the 2009 Housing Element was adopted in the latter part of 2009 and certified by the State in January 2010, the City is in the process of implementing these new and updated programs.

**Annual Programmatic Calibrations:** Since Ordinance No. 05-05 (AHOZ) was adopted in October 2005, two AHOZ project with nine very low income units, six low income units, and 45 moderate income units have been approved. One of these projects also included a housing in-lieu fee of \$85,635. Construction has been completed on one project. In addition, interest has been shown in developing other AHOZ sites. Based on the interest shown for the AHOZ concept, it appears that it is an effective method for providing affordable housing in the City of Buellton.

Ordinance No. 06-10 implementing several 2004 Housing Element Programs has been in effect for over two years. However, no projects have been submitted during this reporting period that have taken advantage of these revised standards. The City has formed a Community Development Block Grant Committee to review applications and has funded two social service programs during the last funding cycle. No capital project funding requests were submitted. It is too early to evaluate the effects of reducing the lot sizes for secondary dwelling units. Status of this item will be discussed in future reporting cycles.

In compliance with State HCD reporting requirements, a general accounting of permits issued and construction completed during the current Housing Element cycle is set forth in Attachment 1. Three projects that have been completed.

- Vintage Walk is a commercial/residential mixed use project and contains 11 market rate residential condominiums along with six affordable apartments that are managed by the Housing Authority of Santa Barbara County. Four units are for very low income persons and two units are for low income persons. The units are fully occupied. Preferences are being given for Buellton residents.
- Valley Station consists of 36 market rate single family homes and a commercial/residential component with seven affordable housing units (three very low and four low). These units are fully occupied. The City has also subsidized two of the low income units so that very low income tenants could occupy the units. These units are now owned and managed by the Housing Authority of Santa Barbara County. Preferences are being given for Buellton residents.
- Juliette Walk is a 44 unit condominium project developed under the AHOZ regulations. Four of the units are designated as very low income and three are designated as low income. All seven are for sale condominiums. All units have been completed and occupied.



# ANNUAL ELEMENT PROGRESS REPORT Housing Element Implementation (CCR Title 25 §6202 )

Jurisdiction City of Buellton  
Reporting Period 1/1/2011 - 12/31/2011

**Table A2  
Annual Building Activity Report Summary - Units Rehabilitated, Preserved and Acquired pursuant to GC Section 65583.1(c)(1)**

Please note: Units may only be credited to the table below when a jurisdiction has included a program if its housing element to rehabilitate, preserve or acquire units to accommodate a portion of its RHNA which meet the specific criteria as outlined in GC Section 65583.1(c)(1)

Activity Type	Affordability by Household Incomes				(4) The Description should adequately document how each unit complies with subsection (c)(7) of Government Code Section 65583.1
	Extremely Low-Income*	Very Low-Income	Low-Income	TOTAL UNITS	
(1) Rehabilitation Activity				0	
(2) Preservation of Units At-Risk				0	
(3) Acquisition of Units				0	
(5) Total Units by Income	0	0	0	0	

\* Note: This field is voluntary

**Table A3  
Annual building Activity Report Summary for Above Moderate-Income Units  
(not including those units reported on Table A)**

	1. Single Family	2. 2 - 4 Units	3. 5+ Units	4. Second Unit	5. Mobile Homes	6. Total	7. Number of infill units*
No. of Units Permitted for Moderate				1		1	
No. of Units Permitted for Above Moderate						0	

\* Note: This field is voluntary



**Table C**  
**HOUSING ELEMENT PROGRAM PERFORMANCE (2011)**

PROGRAM SUMMARY		HOUSING ELEMENT PROGRAMS			
Housing Program		Five-Year Objective	Implementation Time Frame	Status of Implementation	
<b>ADEQUATE HOUSING SITES</b>	1	Affordable Housing Overlay Zone (AHOZ)	Revise and Maintain AHOZ Sites	Ongoing	Program being maintained. Revisions to program scheduled for 2012.
	2	Mixed Use Development	Implement the Mixed Use Regulations	Ongoing	Mixed use regulations modified in 2011.
	3	Secondary Units and Multifamily Infill	Amended Zoning Ordinance	Ongoing for Secondary Units and 2012 for Zoning Ordinance Amendments	Secondary unit program being maintained.
	4	RHNA Allocation	Amended Zoning Ordinance	2012	Zoning ordinance to be amended in 2012.
<b>AFFORDABLE HOUSING SUPPLY</b>	5	Inclusionary Housing and Density Bonus	Affordable Housing Units	Ongoing	Programs to be maintained and implemented.
	6	Affordable Housing Overlay Zone	Maintain AHOZ	Ongoing	Program being maintained. Revisions to program scheduled for 2012.
	7	Secondary Dwelling and Infill Inducements	Financial Assistance Programs	Ongoing	Support State and Federal Grants for Secondary Units, and Tax Increments for Multifamily Infill
	8	Targeted Assistance	Capitalization of Housing Trust Funds	2010 for Affordable Housing Ordinance and 5-Year Implementation Plan Amendment  Ongoing for Grant Applications and Non-Profit Collaboration	Redevelopment Agency dissolved per State action. Balance of activities ongoing.
	9	Public-Private Partnerships	Affordable Housing Projects	Ongoing	City Continues to Confer with Developers and Non-Profit Housing Sponsors on Affordable Housing Opportunities.

		HOUSING ELEMENT PROGRAMS			
Housing Program		Five-Year Objective	Implementation Time Frame	Status of Implementation	
<b>HOUSING IMPEDIMENTS</b>	10	Land Use Modifications-Special Needs Housing	Amended Zoning Ordinance	2009-2012	Emergency shelters added as an allowed use in the CR zoning district. Remaining sections to be amended in 2012 to implement this program.
	11	Multi-Family Infill	Amended Municipal Code	2009-2010	Program to be reviewed as part of the public visioning process and ordinance amended as appropriate.
	12	Development Constraints	Amended Zoning Ordinance	2010-2011	Program to be reviewed as part of the public visioning process and ordinance amended as appropriate.
	13	Special Needs Housing	Development of Special Needs Housing Units	2012 for Residential Motel Amnesty Program, Ongoing for other services	Continue to maintain and implement this program.
	14	Persons with Disabilities	Continuation of the Adaptive Retrofit and Universal Design Programs	2010 for Code Amendment, Ongoing for other programs	Continue and maintain programs.
<b>CONSERVATION &amp; REHABILITATION</b>	15	Property Rehabilitation	Emergency Repairs & Property Rehabilitation	Ongoing for Emergency Mobile Home Repair Program and Housing Conservation Program; 2012-2013 for Program Expansion to Rental Properties	City has Appropriated Funds for Continuation of both Programs.
	16	Code Enforcement	Amended Municipal Code and Affordable Housing Ordinance & Residential Motel Amnesty Program	2011	Program to be reviewed in 2012.
	17	Energy Conservation	Increased Energy Awareness	Ongoing	City has and will continue to pursue energy conservation grants.

		<b>HOUSING ELEMENT PROGRAMS</b>			
<b>Housing Program</b>		<b>Five-Year Objective</b>	<b>Implementation Time Frame</b>	<b>Status of Implementation</b>	
<b>EQUAL HOUSING OPPORTUNITIES</b>	<b>18</b>	Fair Housing Services	Local Access to Fair Housing Services	2010	City will maintain HOME and CDBG Programs to fund these services.
	<b>19</b>	Information & Referral	Distribution of Information Regarding Equal Access to Housing	2010 for Fair Housing Seminar; 2010 for Mailing & Website; Ongoing for Information Dissemination & Interagency Cooperation	Outreach and Referral is Ongoing.
	<b>20</b>	Public Participation and Monitoring	Integrative Policy Development and Performance Review	Ongoing	5-Year RDA Implementation Plan was adopted in 2010. Noticing and Annual HCD Reports are Ongoing.
<b>PRESERVATION OF AT RISK UNITS</b>	<b>21</b>	Affordable Housing Monitoring	Annually Updated "At Risk" Units List and Notification of Central Gardens I	Ongoing for Annual Year-End Reports, 2010 for Notification of Central Gardens I	Noticing and Annual HCD Reports are ongoing.

**CITY OF BUELLTON**  
City Council Agenda Staff Report

City Manager Review: JHK  
Council Agenda Item No.: 5

To: The Honorable Mayor and City Council

From: Rose Hess, City Engineer

Meeting Date: March 22, 2012

Subject: Resolution No. 12-06 - “A Resolution of the City Council of the City of Buellton, California, Adopting the Measure A Five-Year Local Program of Projects for Fiscal Years 2012/13 – 2016/17”

---

**BACKGROUND**

On November 4, 2008, the voters of the County of Santa Barbara approved Measure A – the Road Repair, Traffic Relief and Transportation Safety Measure. As a result, the local sales tax rate was continued countywide by ½ cent effective April 1, 2010. The transportation sales tax will remain in effect for 30 years, with the revenues being allocated for transportation improvements identified in the Measure A Investment Plan. Any projects funded with Measure A revenues must be identified in the five-year Measure A Program of Projects (POP).

The five-year POP, must be approved through a public hearing and the approved program must be forwarded to the Santa Barbara County Association of Governments by April 15, 2012.

The Measure A funds have been used to supplement the City’s local general funds allocated to its road maintenance, striping, and sidewalk improvements. In addition, last fiscal year marked the first year, the City has used Measure A funds to subsidize the Dial-A-Ride program. (The Dial-A-Ride program is part of the Santa Ynez Valley Transit operations, which is funded by the Cities of Solvang and Buellton and the County of Santa Barbara. The subsidy reduces the fare from \$2.25 to \$1.25, equivalent to the senior fixed route fare).

Attached is the estimate of Measure A revenues and the proposed maintenance and transit allocations for the next 5 years.

**FISCAL IMPACT**

Each year the City of Buellton receives a portion of the revenues derived from Measure A sales tax receipts based on population. Estimated revenue anticipated from Measure A for the next five year period is approximately \$1,514,356. The annual allocations estimated are as follows:

FY 2012/13	FY 2013/14	FY 2014/15	FY 2015-16	FY 2016-17
\$300,548	\$294,053	\$299,399	\$306,050	\$315,306

**RECOMMENDATION**

That the City Council approve and adopt Resolution No. 12-06 – “A Resolution of the City Council of the City of Buellton, California, Adopting the Measure A Five-Year Local Program of Projects for Fiscal Years 2012/13 – 2016/17”.

**ATTACHMENT**

Resolution No. 12-06

**RESOLUTION NO. 12-06**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF BUELLTON, CALIFORNIA, ADOPTING THE MEASURE A FIVE-YEAR LOCAL PROGRAM OF PROJECTS FOR FISCAL YEARS 2012/13 – 2016/17**

**A. Recitals**

**WHEREAS**, on November 4, 2008, the voters of Santa Barbara County (“County”) approved Ordinance No. 5, the Road Repair, Traffic Relief and Transportation Safety Measure known as Measure A; and

**WHEREAS**, the Ordinance provides that the County Local Transportation Authority shall annually approve a program of projects submitted by local jurisdictions identifying those transportation projects eligible for Measure A funds during the succeeding five-year period; and

**WHEREAS**, the City of Buellton was provided with an estimate of annual Measure A local revenues for Fiscal Years 2012/13 – 2016/17; and

**WHEREAS**, on March 22, 2012, the City of Buellton conducted and concluded a duly noticed public hearing in accordance with Section 18 of the Ordinance prior to the adoption of this Resolution; and

**WHEREAS**, all legal prerequisites have occurred prior to the adoption of this resolution.

**B. Resolution. NOW, THEREFORE, BE IT RESOLVED** by the City Council of the City of Buellton as follows:

**SECTION 1.** The City Council finds that all of the above recitations are true and correct and, accordingly, are incorporated as a material part of this Resolution.

**SECTION 2.** The City of Buellton does hereby adopt the attached Five-Year Program for Projects (Exhibit “A”) to be funded in part with Measure A revenues.

**SECTION 3.** The City of Buellton certifies that it will include in its budget an amount of local discretionary funding for local streets and roads sufficient to comply with the Maintenance of Effort requirements contained in Section 27 of the Ordinance.

**SECTION 4.** The City of Buellton will not use Measure A revenues to replace private developer funding which has been committed to a transportation project or would otherwise be required under current City policies.

**SECTION 5.** The City of Buellton has complied with all other applicable provisions and requirements of the Ordinance.

**SECTION 6.** The City Clerk shall certify to the adoption of this Resolution.

**PASSED, APPROVED and ADOPTED** this 22<sup>nd</sup> day of March, 2012

---

Holly Sierra  
Mayor

A TTEST:

---

Linda Reid  
City Clerk



**CITY OF BUELLTON**  
City Council Agenda Staff Report

City Manager Review: JHK  
Council Agenda Item No.: 6

To: The Honorable Mayor and City Council

From: Marc Bierdzinski, Planning Director

Meeting Date: March 22, 2012

Subject: Presentation by Mary Conway of the Santa Ynez Valley Youth Coalition Regarding Second Hand Smoke and Tobacco Retailer Licensing

---

**BACKGROUND**

Mary Conway from the Santa Ynez Valley Youth Coalition and Trina Long from the County Health Department will make a presentation on County regulations pertaining to second hand smoke and tobacco retailer licensing.

**ATTACHMENT**

Hard copy of an informational packet from Trina Long of the County Public Health Department has been distributed to City Council Members

**CITY OF BUELLTON**  
City Council Agenda Staff Report

City Manager Review: JHK  
Council Agenda Item No.: 7

To: The Honorable Mayor and City Council

From: Marc Bierdzinski, Planning Director

Meeting Date: March 22, 2012

Subject: Review and Direction on Number 1 Priority Action Items from Vision Plan

---

**BACKGROUND**

At the February 23, 2012, City Council meeting, the City Council accepted the 2012 Buellton Vision Plan. The City Council also directed staff to return with the Number 1 Priority Action Items from the Vision Plan for review. The City Council also directed that an estimated cost and possible funding sources be included for each action item.

Attachment A is a summary of the action items arranged by major topic. Attachment B is a complete matrix showing the number 1 priority action items by goal along with cost and funding possibilities. The action items have been color coded based on relative cost to implement. The coding is as follows:

- Red – Higher cost item that would need budgeted funds
- Green – No cost to City
- Orange – Staff time plus some minor funds needed to implement
- Black – Staff time only
- Purple – Unknown cost at this time

Attachment C contains comments from Council Member Elovitz regarding the communications director and communications action items.

Staff would suggest, in order to logically discuss these items, that the Council review the action items under each major topic on Attachment A. For example, the Council could discuss the three action items under “New City Positions or Assignment of Existing Staff” and come to a consensus on which of the three action items to implement, if any. Then the Council could move on to the “Avenue of Flags” action items and so on. That way, each individual action item would not have to be discussed out of context of the big picture.

Some factors to consider when reviewing these actions items:

- Many of the action items are partnerships between the City, the community, and other organizations. These partners are listed in Attachment B. In most cases, all that is needed is the blessing of the City to move forward.
- Not all of the #1 action items need to be immediately implemented. Some action items may need to occur before others are ready to move forward. For example, maybe an economic development director needs to be in place before branding officially begins so that person can be the point person on branding. Another example would be waiting on implementing the town square concept and the update to the Community Design Guidelines until a Downtown Specific Plan is completed.

Once a set of action items has been agreed upon, staff can develop a timeline for implementation, begin seeking funding if needed, and updating applicable code sections.

### **FISCAL IMPACT**

The fiscal impacts depend on which action items the City Council directs staff to implement in Fiscal Year 2012-2013. Please note that many action items can be implemented with little or no cost by the City. In addition, the City Council could direct staff to implement an action item contingent upon obtaining grant funds or other outside monies.

### **RECOMMENDATION**

That the City Council consider the priority 1 action items and provide direction to staff on implementation. This item can be continued to the April 12 meeting so that the City Council has ample time to review these action items.

### **ATTACHMENTS**

Attachment A – Action Item Summary by Major Topic  
Attachment B – Priority Matrix  
Attachment C – Comments from Council Member Elovitz

## Summary of Action Items by Major Topic (Refer to Attachment B for Specifics)

Color denotes relative cost of the action item based on the following:

- Red – Higher cost item that would need budgeted funds
- Green – No cost to City
- Orange – Staff time plus some minor funds needed to implement
- Black – Staff time only
- Purple – Unknown cost at this time

### Avenue of Flags

Action Item 5.1.2: Develop a façade refurbishment program

Action Item 5.1.3: Create a town square/plaza

Action Item 5.1.4: Prepare a Corridor Study (underway)

Action Items 5.1.5 and 5.1.6: Create a Downtown Specific Plan

### Branding

Action Item 1.1.1: Hire a branding consultant

Action Item 1.1.3: Develop a communications and marketing plan

Action Item 1.2.1: Inventory historical resources

### Economic Development

Action Item 5.2.1: Assign economic development staff to help implement Avenue vision

### Festivals/Events

Action Item 1.2.2: Sponsor annual festivals and events

Action Item 2.2.1: Hold a farmer's market

Action Item 3.1.1: Create incentives to promote artists to locate in Buellton

Action Items 3.1.2 and 3.1.3: Support artists and galleries

Action Items 3.2.1 and 5.1.7: Hold events associated with the arts

### New Boards and Commissions

Action Item 3.3.1: Arts and Culture Development Council

Action Item 4.1.2: Board of Architectural Review

Action Item 5.2.2: Avenue of Flags Property Owners Group

Action Item 7.5.2: Green Economic Development Zone Committee

Action Item 8.2.1: Create a Special Events Committee (completed)

## New City Positions or Assignment of Existing Staff

Action Item 1.1.2: Public Information Director

Action Item 7.6.1: Sustainability Director

Action Item 8.1.1: Economic Development Director

(Salary, with benefits, for a full time department head level position is approximately \$120,000 per year. A 32-hour position would be approximately \$96,000 per year)

## Planning

Action Item 4.1.1: Update the Community Design Guidelines

Action Item 4.2.1: Revise the mixed use regulations

Action Item 7.2.1: Direct growth to infill areas

## Public Information

Action Item 6.2.1: Enhancing communication to the public

Action Item 6.2.2: Post notices of events in public places

Action Item 6.3.1: Recruit citizens for committees

## Recreation

Action Item 2.3.1: Develop new recreation partnerships

Action Item 6.1.1: Hold additional recreational events

Action Item 6.1.2: Develop programs for interaction between community members

Action Item 7.1.1: Develop Trikke and other bike type of recreation programs

## Sustainability

Action Item 7.3.1: Works towards becoming net zero in energy consumption

Action Item 7.3.2: Provide a clean water supply (completed)

Action Item 7.4.1: Adopt CALGreen building standards (adopted)

Action Item 7.4.2: Develop green retrofit incentives

Action Item 7.5.1: Support green business relocation to Buellton

## Transportation

Action Item 2.1.1: Develop and implement a bikeway plan (plan completed)

Action Item 2.1.2: Work with Caltrans on safe Highway 246 crossings (underway)

Action Item 2.1.3: Develop an electric bus program

# Implementation Matrix (Priority Number 1 Action Items)

Goal 1. Portray a Positive Buellton Image and Brand							
Objective 1.1. Provide a consistent and clear City image.							
Action	Implementation Leaders	Partners	Status	Notes	Estimated Cost	Funding Sources	
1.1.1	Develop a City branding strategy, including logo, motto, tagline, and methods for building a brand; seek assistance from a professional branding firm or expert.	<ul style="list-style-type: none"> <li>City Manager</li> <li>Chamber/Visitor's Bureau</li> </ul>	<ul style="list-style-type: none"> <li>Local artists / marketing professionals</li> </ul>	Not Started		Depends on the firm or individual hired and the amount of work requested. Initial work may cost in the range of \$15,000 to \$20,000. Final cost would be result of RFP process	General fund for hiring the consultant
1.1.2	Assign staff or create new staff position to act as the Public Information Director, charged with coordination of City communications and outreach activities. (See Action 6.2.2)	<ul style="list-style-type: none"> <li>City Manager</li> </ul>		Not Started		A new staff person would add salary and benefits to the City's budget and would depend on the pay range created An intern program would not have direct costs	General fund A proposal for using interns for this position was provided by Council Member Elovitz and is attached as Attachment B
1.1.3	Develop and implement a City communications and marketing plan for ongoing consistent promotion of Buellton and the brand developed, as well as communication with residents.	<ul style="list-style-type: none"> <li>Public Information Director (See Action 1.1.2)</li> </ul>	<ul style="list-style-type: none"> <li>Chamber /Visitor's Bureau</li> </ul>	Not Started		Unknown at this time as it is contingent upon the completion of branding	General fund Community Development Block Grant Program
Objective 1.2. Highlight and celebrate Buellton's unique offerings and heritage.							
1.2.1	Create a comprehensive list of and information on Buellton's historical landmarks and collections, including private collections, points of interest, and specialty items.	<ul style="list-style-type: none"> <li>Historical Society</li> </ul>	<ul style="list-style-type: none"> <li>Chamber / Visitors Bureau</li> <li>Community members</li> </ul>	Not Started		Zero cost to City	National Endowment for the Humanities-Preservation Assistance Grants for Smaller Institutions
1.2.2	Hold festivals and events that celebrate Buellton's heritage and local resources, including an annual signature event with financial support from the City.	<ul style="list-style-type: none"> <li>Special Events Committee (See Action 8.2.1)</li> <li>Parks &amp; Recreation Department</li> </ul>	<ul style="list-style-type: none"> <li>Chamber / Visitors Bureau</li> <li>Community organizations</li> </ul>	Ongoing	Special Events committee formed	Cost to City varies on level of participation, from providing Sheriff support to actual cash support	General fund National Endowment for the Arts-Our Town Grant

## Goal 2. Expand Opportunities for Active and Healthy Living

### Objective 2.1. Increase connectivity for pedestrians and cyclists.

Action	Implementation Leaders	Partners	Status	Notes	Estimated Cost	Funding Sources
2.1.1 Develop and implement a Bikeway and Pedestrian Master Plan that considers both recreational and commuter cycling and connections to other communities.	<ul style="list-style-type: none"> <li>City Engineer</li> <li>Planning Director</li> </ul>	<ul style="list-style-type: none"> <li>Parks &amp; Recreation Department</li> <li>Schools</li> <li>Local Trikke and cycling groups</li> <li>SBCAG</li> </ul>	Plan complete Implementation ongoing	Include the 24 acres of open space purchased by the City (Zaca Creek Golf Course) as an opportunity for trails.	Typical bike paths on pavement cost about \$75 per lineal foot. Amount would be less for a natural path	General fund Developer exactions associated with projects
2.1.2 Work with Caltrans to develop a plan for traffic calming and safer crossings on Highway 246.	<ul style="list-style-type: none"> <li>City Engineer</li> </ul>	<ul style="list-style-type: none"> <li>Caltrans</li> <li>Schools</li> </ul>	Underway	Improving the ability for pedestrians and vehicles to safely cross 246 should be planned so as not to preclude certain left-turn movements and should accommodate bike lanes.	Funding has been secured for some of these improvements	SBCAG Caltrans Community Based Transportation Planning Grant
2.1.3 Initiate a study to expand or develop new electric shuttle transit service that would operate solely within city limits.	<ul style="list-style-type: none"> <li>City Engineer</li> <li>Planning Department</li> </ul>	<ul style="list-style-type: none"> <li>Santa Ynez Valley Transit</li> <li>SBCAG</li> </ul>	Not started		Unknown at this time but would be a high cost item that would take time to implement	US Dept. of Transportation Federal Transit Administration-Formula Grants for Other than Urbanized Areas Possibly SBCAG

### Objective 2.2. Ensure access to healthy food sources.

2.2.1 Organize a farmers' market on the Avenue of Flags, at Riverview Park or on existing parking lots.	<ul style="list-style-type: none"> <li>Chamber of Commerce</li> <li>Parks &amp; Recreation Department</li> <li>Community organization or committee</li> </ul>	<ul style="list-style-type: none"> <li>SB Certified Farmers Market Association</li> <li>Local farms</li> </ul>	Not started		Staff time plus about \$3,000-\$4,000 for permitting fees	US Dept. of Agriculture-The Farmers Market Promotion Program General fund
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**Objective 2.3. Increase recreational opportunities for all ages.**

Action	Implementation Leaders	Partners	Status	Notes	Estimated Cost	Funding Sources
2.3.1 Explore options to develop additional recreational facilities through public/private partnerships and regional coordination.	<ul style="list-style-type: none"> <li>Parks &amp; Recreation Department</li> <li>Parks &amp; Recreation Commission</li> </ul>	<ul style="list-style-type: none"> <li>Planning Department</li> <li>Sports leagues</li> </ul>	Ongoing	Will require ongoing operations and maintenance agreements between partners.	Zero cost to explore options and develop a plan Unknown cost to implement until plan is developed	Playful City USA Grants General fund

**Goal 3. Offer A Variety of Arts and Cultural Opportunities**

**Objective 3.1. Foster and support local artists and artisans.**

3.1.1 Create incentives to attract and retain artists and artisans to locate their studios and work spaces in Buellton, and consider amending City ordinances accordingly.	<ul style="list-style-type: none"> <li>Planning Department</li> <li>Economic Development Director (<i>See Action 8.1.1</i>)</li> </ul>	<ul style="list-style-type: none"> <li>Arts &amp; Culture Development Council (<i>See Action 3.3.1</i>)</li> <li>Economic Development Task Force</li> </ul>	Design of wayfinding signage is underway.	<ul style="list-style-type: none"> <li>Amend the home occupation regulation to allow artists to open home studios to potential clients, by appointment only.</li> <li>Amend city sign ordinance so artists can display "flags" to signify that studios are open.</li> <li>Create wayfinding street signage for art galleries and art/cultural museums.</li> <li>Create incentives for property owners to lease warehouse space for studios and live/work space</li> <li>Create a community-wide arts and design district.</li> </ul>	Mainly staff time to develop ordinances and incentive programs. No direct costs	General fund for staff time
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	Action	Implementation Leaders	Partners	Status	Notes	Estimated Cost	Funding Sources
3.1.2	Create public gallery and performance spaces in new or existing community facilities, including outdoor public spaces.	<ul style="list-style-type: none"> <li>Arts &amp; Culture Development Council (See Action 3.3.1)</li> </ul>	<ul style="list-style-type: none"> <li>Community organizations</li> <li>Library</li> <li>Senior Center</li> </ul>	Not started	<ul style="list-style-type: none"> <li>Identify and provide indoor and outdoor public spaces.</li> <li>Curate exhibits, cultural displays, and performances.</li> </ul>	Zero cost to City	National Endowment for the Arts-Our Town Grant
3.1.3	Promote local artists, artisans, public collections, and arts/culture organizations through media, advertising, and promotional materials.	<ul style="list-style-type: none"> <li>Chamber / Visitors Bureau</li> </ul>	<ul style="list-style-type: none"> <li>Arts &amp; Culture Development Council (See Action 3.3.1)</li> </ul>	Not started	Create a cultural arts map/brochure.	Zero cost to City	National Endowment for the Arts-Our Town Grant

**Objective 3.2. Expand tourism to include arts and cultural activities and venues.**

3.2.1	Organize and carry out community events or festivals that celebrate arts and culture.	<ul style="list-style-type: none"> <li>Special Events Committee (See Action 8.2.1)</li> </ul>	<ul style="list-style-type: none"> <li>Parks &amp; Recreation Department</li> <li>Chamber / Visitors Bureau</li> <li>Community organizations</li> </ul>	Underway	Build the reputation that Buellton is an “arts and culture community.”	Cost to City varies on level of participation, from providing Sheriff support to actual cash support	National Endowment for the Arts-Our Town Grant General fund
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**Objective 3.3. Provide opportunities for residents and others to participate in arts and culture.**

3.3.1	Create an Arts & Culture Development Council to coordinate development and implementation of programs to support local artists and artisans and expand arts and culture opportunities in Buellton.	<ul style="list-style-type: none"> <li>City Council</li> </ul>	<ul style="list-style-type: none"> <li>Arts professionals, patrons, and artists</li> </ul>	Not started	<ul style="list-style-type: none"> <li>Develop an arts/culture database of artists, artisans, organizations, arts-friendly businesses, and collections within 93427 and the Santa Ynez Valley.</li> <li>Create accessible and innovative ways to promote local artists, artisans, and arts-friendly businesses.</li> </ul>	Depends on if staff is assigned to this committee. No direct costs	General fund for staff time
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## Goal 4. Promote Desired Change Through Planning and Design

### Objective 4.1. Maintain rural small-town character.

Action	Implementation Leaders	Partners	Status	Notes	Estimated Cost	Funding Sources
4.1.1 Revise the Community Design Guidelines to reflect recent work done through the City Visioning Process and use innovative tools such as form based zoning.	<ul style="list-style-type: none"> <li>Planning Department</li> </ul>	<ul style="list-style-type: none"> <li>Planning Commission</li> <li>City Council</li> </ul>	Not started	The subcommittee felt that this action is the cornerstone for design review. Having a “playbook” by which projects can be evaluated and reviewed was seen as paramount.	Can be done in-house by staff and Planning Commission. Should not be started until the Cal Poly study is complete. Initial cost to prepare the existing Community Design Guidelines was \$94,000.	General fund for staff time
4.1.2 Establish a Board of Architectural Review which acts in an advisory capacity to the Planning Commission and reviews development proposals for conformance with the Community Design Guidelines.	<ul style="list-style-type: none"> <li>City Council</li> </ul>	<ul style="list-style-type: none"> <li>Planning Department</li> <li>Planning Commission</li> </ul>	Not started	Possible options include creating a new committee of local professionals or utilizing the County of Santa Barbara’s Central Board of Architectural Review (CBAR).	Additional staff time to process applications to new committee	General fund for staff time

### Objective 4.2. Promote attractive, well-maintained neighborhoods and districts.

4.2.1 Revise the Mixed Use development standards and zoning regulations in the City’s Municipal Code.	<ul style="list-style-type: none"> <li>Planning Department</li> </ul>		Interim revisions complete	Ordinance can be revised based on results of Cal Poly study	Revisions can be done in-house by staff and the Planning Commission	General fund for staff time
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## Goal 5. Create a Vibrant Downtown

**Objective 5.1. Coordinate development and improvements on the Avenue of Flags to generate activity, promote an attractive appearance, provide public space for events, and create a safe and comfortable environment for pedestrians.**

Action	Implementation Leaders	Partners	Status	Notes	Estimated Cost	Funding Sources	
5.1.1	Incorporate downtown bikeways and trails into the Bikeway and Pedestrian Master Plan	<ul style="list-style-type: none"> <li>Planning Department</li> </ul>	<ul style="list-style-type: none"> <li>Parks &amp; Recreation Commission</li> </ul>	Complete	Action item is completed		
5.1.2	Enhance the property refurbishment program to promote private property renovations.	<ul style="list-style-type: none"> <li>Planning Department</li> </ul>	<ul style="list-style-type: none"> <li>City Council</li> </ul>	Not started	<ul style="list-style-type: none"> <li>Create City-funded low-cost loans.</li> <li>Review and refine City-funded "matching funds program."</li> </ul>	With the absence of redevelopment funds, money would have to come out of general fund. Council could set any amount for this program.	General fund
5.1.3	Identify the scope, options for locations, and potential partnerships for a town square / central plaza project.	<ul style="list-style-type: none"> <li>Planning Department</li> </ul>	<ul style="list-style-type: none"> <li>Planning Commission</li> <li>City Council</li> </ul>	Underway	The Cal Poly Study would be the start of implementation of this action item	Developing a plan and partnerships would only require staff time until such time as development of the plaza was undertaken	General fund
5.1.4	Conduct a corridor study and select an option for traffic pattern refinements along the Avenue of Flags and vicinity, including roadway width reduction.	<ul style="list-style-type: none"> <li>Planning Department</li> <li>City Engineer</li> </ul>	<ul style="list-style-type: none"> <li>City Council</li> </ul>	Underway	Study should be complete by end of March	Zero cost as study was previously budgeted	

	Action	Implementation Leaders	Partners	Status	Notes	Estimated Cost	Funding Sources
5.1.5	Prepare a Downtown Specific Plan and necessary environmental review.	<ul style="list-style-type: none"> <li>Planning</li> <li>City Council</li> </ul>	<ul style="list-style-type: none"> <li>Planning Commission</li> </ul>	Not started	The Cal Poly study would be the basis for this action item.	Based on results of the Cal Poly Study, staff and the Planning Commission could undertake this action item in-house. Staff would suggest adding \$5,000 to the consultant budget for peer review	General fund Caltrans Community Based Transportation Planning Grant FTA Transportation, Community, and System Preservation Program
5.1.6	Establish special district zoning for the Avenue of Flags, including general guidelines for architectural quality and detail, and form-based guidelines that support an inviting pedestrian environment. (This could be incorporated into the specific plan preparation.)	<ul style="list-style-type: none"> <li>Planning Department</li> <li>Planning Commission</li> </ul>	<ul style="list-style-type: none"> <li>City Council</li> </ul>	Underway -Form based code being prepared by CalPoly is the first step	<ul style="list-style-type: none"> <li>Suggested boundaries: 101 Fwy, Central Avenue (both sides), Jonata Road, Santa Ynez River.</li> <li>Preferred uses: public space, general commercial, hospitality-lodging, recreation, mixed use, entertainment, stand-alone residential (off AOF).</li> <li>Select standard architectural styles and a mechanism for alternative style review.</li> <li>Develop a policy for the transition of existing properties that do not conform to the new zoning.</li> </ul>	Based on results of the Cal Poly Study, staff and the Planning Commission could undertake this action item in-house. Staff would suggest adding \$5,000 to the consultant budget for peer review	General fund Caltrans Community Based Transportation Planning Grant FTA Transportation, Community, and System Preservation Program

Action		Implementation Leaders	Partners	Status	Notes	Estimated Cost	Funding Sources
5.1.7	Provide public art, event spaces, and activities within the downtown district. (This could be incorporated into the specific plan preparation.) (Also see related actions under Goal 3.)	<ul style="list-style-type: none"> <li>Arts &amp; Culture Development Council (See Action 3.3.1)</li> </ul>	<ul style="list-style-type: none"> <li>Special Events Committee (See Action 8.2.1)</li> <li>Chamber / Visitors Bureau</li> </ul>		<ul style="list-style-type: none"> <li>Identify and provide public art and architectural embellishment options.</li> <li>Identify and provide public performance areas.</li> <li>Identify and sponsor arts, cultural and other activities.</li> </ul>	Cost to City varies on level of participation, from providing Sheriff support to actual cash support	National Endowment for the Arts-Our Town Grant General fund

**Objective 5.2. Ensure organizational support for the transformation of the Avenue of Flags.**

5.2.1	Assign economic development and redevelopment staff to oversee implementation of plan(s) for the Avenue.	<ul style="list-style-type: none"> <li>City Manager</li> <li>Economic Dev. staff (See Action 8.1.1)</li> </ul>	<ul style="list-style-type: none"> <li>Economic Dev. Task Force</li> <li>Chamber / Visitors Bureau</li> </ul>	Not started	No longer have redevelopment staff.	Staff time to implement	General fund
5.2.2	Form an Avenue of Flags property owners group to coordinate and assist with transformation of the corridor.	<ul style="list-style-type: none"> <li>Property owners</li> <li>Economic Development staff</li> </ul>	<ul style="list-style-type: none"> <li>City Manager</li> <li>Chamber of Commerce</li> </ul>	Not started		Staff time to coordinate group	General fund

**Goal 6. Maintain the Strong Sense of Community and Family**

**Objective 6.1. Foster community events and programs that promote social interaction between diverse residents of all ages.**

6.1.1	Operate and support recreational events for residents, from holiday events to more casual "anytime" events.	<ul style="list-style-type: none"> <li>Parks &amp; Recreation</li> </ul>	<ul style="list-style-type: none"> <li>Parks &amp; Recreation Commission</li> <li>Chamber</li> </ul>	Ongoing	Already being implemented		
6.1.2	Create programs that encourage interaction between people of different ages and backgrounds.	<ul style="list-style-type: none"> <li>Senior Center</li> <li>Library</li> </ul>	<ul style="list-style-type: none"> <li>School District</li> <li>Historical Society</li> </ul>	Not started		Zero cost to City	

**Objective 6.2. Maintain an ongoing dialogue with community members.**

	Action	Implementation Leaders	Partners	Status	Notes	Estimated Cost	Funding Sources
6.2.1	Expand City communication with residents through online and smart phone communication tools, including: <ul style="list-style-type: none"> <li>• Improved website about community events</li> <li>• Continued use of social media</li> <li>• Smart phone applications</li> <li>• Highlighted activities of nonprofit groups</li> </ul>	<ul style="list-style-type: none"> <li>• Public Information Officer (<i>See Action 1.1.3</i>)</li> </ul>	<ul style="list-style-type: none"> <li>• Schools</li> <li>• Parks &amp; Recreation</li> <li>• City department heads</li> <li>• City Clerk</li> </ul>		Seek feedback from community members about how they use the City website, and make revisions as needed.	Staff time to research and implement Unknown cost to implement applications	General fund
6.2.2	Post information about upcoming and current community events in locations that are frequented by pedestrians.	<ul style="list-style-type: none"> <li>• Planning</li> <li>• Redevelopment</li> </ul>	<ul style="list-style-type: none"> <li>• Parks &amp; Recreation</li> </ul>	Ongoing	In the long term, may use the plaza proposed for the Avenue of Flags (see Goal 4). In the short term, maintain regular updates at the kiosk site on the Avenue of Flags and attempt to identify other frequented locations in the city.	Zero cost to City	

**Objective 6.3. Engage community members, including youth, in civic affairs and implementing the Vision Plan.**

6.3.1	Recruit community members to serve on the committees recommended in the Vision Plan.	<ul style="list-style-type: none"> <li>• Public Information Officer (<i>See Action 1.1.3</i>)</li> <li>• City Council</li> <li>• City Manager</li> </ul>	<ul style="list-style-type: none"> <li>• Planning Commission</li> <li>• Parks &amp; Recreation Commission</li> <li>• Chamber of Commerce</li> <li>• City staff</li> </ul>	Not started		Staff time to recruit and administer committees	General fund
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**Goal 7. Be a Leader in Environmental Sustainability and Stewardship**

**Objective 7.1. Demonstrate leadership in environmental sustainability through a signature program.**

Action	Implementation Leaders	Partners	Status	Notes	Estimated Cost	Funding Sources
7.1.1 Explore options for a Trikke and Bike Program promoting greater use of these vehicles for local trips and for tourism, along with a major community Trikke <i>Palio</i> event with neighborhood teams.	<ul style="list-style-type: none"> <li>• Parks &amp; Recreation Commission</li> <li>• Sustainability Advisory Committee</li> </ul>	<ul style="list-style-type: none"> <li>• Chamber / Visitors Bureau</li> <li>• Planning Department</li> </ul>	Not started		Staff time to implement	General fund

**Objective 7.2. Maintain a compact city form bounded by natural and rural areas.**

7.2.1 Direct growth into undeveloped and underutilized areas within the Urban Growth Boundary.	<ul style="list-style-type: none"> <li>• Planning Department</li> <li>• Redevelopment Agency</li> </ul>	<ul style="list-style-type: none"> <li>• Planning Commission</li> <li>• City Council</li> </ul>		Consider an infill ordinance offering developers increased flexibility and other incentives for projects consistent with desired design features, economic benefits, and livability criteria (e.g., pedestrian and transit friendly).	Staff time to develop ordinance	General fund
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**Objective 7.3. Promote citywide resource conservation efficiency.**

7.3.1 Work towards becoming a “net zero” city by matching energy demands to what can be produced locally.	<ul style="list-style-type: none"> <li>• Public Works</li> <li>• Planning Department</li> </ul>	<ul style="list-style-type: none"> <li>• Sustainability Advisory Committee (See Action 7.6.2)</li> </ul>	Not started	Incorporate specific actions into Sustainability Plan (See Action 7.6.3). No energy is produced locally at this time	Unknown at this time	Funding for a Sustainability Plan – State Strategic Growth Council/Department of Conservation – Sustainable Community Planning Grant
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Action	Implementation Leaders	Partners	Status	Notes	Estimated Cost	Funding Sources
7.3.2 Ensure that Buellton has adequate clean water even during prolonged droughts through wise management of water resources.	<ul style="list-style-type: none"> <li>Planning Department</li> <li>Public Works</li> </ul>	<ul style="list-style-type: none"> <li>Sustainability Advisory Committee (<i>See Action 7.6.2</i>)</li> </ul>	Ongoing	Incorporate specific actions into Sustainability Plan ( <i>See Action 7.6.3</i> ).	Staff already ensures that an adequate clean water system is provided – no further actions should be required	Funding for a Sustainability Plan – State Strategic Growth Council/Department of Conservation – Sustainable Communities Planning Grant EPA Clean Water Revolving Fund and Drinking Water State Revolving Fund

**Objective 7.4. Adopt green building standards and create incentives for green building practices.**

7.4.1 Vigorously support implementation of CALGreen standards in Buellton and consider extending these standards to existing building expansions and remodels.	<ul style="list-style-type: none"> <li>Planning Department</li> </ul>	<ul style="list-style-type: none"> <li>City Council</li> <li>Planning Commission</li> </ul>	Complete	The City follows the CalGreen building standards as implemented by the County for all building permits	Zero cost to City	
7.4.2 Establish incentives to encourage green retrofitting of existing buildings.	<ul style="list-style-type: none"> <li>Planning Department</li> <li>Redevelopment Agency</li> </ul>	<ul style="list-style-type: none"> <li>City Council</li> <li>Sustainability Advisory Committee (<i>See Action 7.6.2</i>)</li> </ul>	Not started		Staff time to develop an ordinance for an incentive program	General fund for staff time

**Objective 7.5. Promote “green” technology businesses and “green” tourism.**

Action	Implementation Leaders	Partners	Status	Notes	Estimated Cost	Funding Sources
7.5.1 In developing an Economic Development and Tourism Strategy, address ways to grow and recruit “green” technology businesses, and to promote “green” tourism that is less resource intensive and increases appreciation for the natural amenities in and around Buellton.	<ul style="list-style-type: none"> <li>Economic Development Director (<i>See Action 8.1.1</i>)</li> </ul>	<ul style="list-style-type: none"> <li>Economic Development Task Force</li> <li>Chamber</li> <li>Buellton businesses</li> </ul>	Not started		Staff time to research and develop strategies	Economic Development Administration-Planning and Local Technical Assistance Program General fund
7.5.2 Consider creating a Green Economic Development Zone Committee to work with stakeholders and local universities to encourage green business opportunities in Buellton.	<ul style="list-style-type: none"> <li>Economic Development Director (<i>See Action 8.1.1</i>)</li> </ul>	<ul style="list-style-type: none"> <li>Economic Dev. Task Force</li> <li>Chamber</li> <li>Buellton businesses</li> <li>Sustainability Advisory Committee (<i>See Action 7.6.2</i>)</li> </ul>	Not started		Staff time to form and administer new committee	General fund

**Objective 7.6. Create a plan and structure for implementation of sustainability efforts.**

7.6.1 Assign existing City staff, or create a new staff position, to direct sustainability efforts in Buellton and support the Sustainability Advisory Committee.	<ul style="list-style-type: none"> <li>City Manager</li> <li>Public Works</li> </ul>	<ul style="list-style-type: none"> <li>Sustainability Advisory Committee (<i>See Action 7.6.2</i>)</li> </ul>	Not started	Responsible for developing and implementing cost-savings, efficiency, and sustainability initiatives and coordinating the Green Team ( <i>See Action 7.6.3</i> ).	Staff time to form and administer new committee	General fund
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**Goal 8. Foster Local Economic Development that Supports the Community Vision**

**Objective 8.1. Guide economic development efforts by a strategy and City staff support.**

Action	Implementation Leaders	Partners	Status	Notes	Estimated Cost	Funding Sources
8.1.1 Establish the position of Economic Development Director as a contract position through a partnership between the Economic Development Task Force and the Chamber of Commerce.	<ul style="list-style-type: none"> <li>City Manager</li> </ul>	<ul style="list-style-type: none"> <li>Economic Development Task Force</li> <li>Chamber / Visitors Bureau</li> </ul>	Not started		Depends on whether the staff person is full or part-time and depends on salary scale. Would require additional salary and benefits through the budget.	Economic Development Administration-Economic Adjustment Program General fund

**Objective 8.2. Develop Buellton as a known visitor destination within the Santa Ynez Valley and in its own right.**

8.2.1 Create a Special Events Committee to generate visitor-oriented events by recruiting events and by coordinating the creation of home-grown events involving local businesses and community groups.	<ul style="list-style-type: none"> <li>Economic Development Director (See Action 8.1.1)</li> <li>Visitors Bureau</li> <li>Downtown merchants</li> <li>Arts &amp; Culture Development Council (See Action 3.3.1)</li> </ul>	<ul style="list-style-type: none"> <li>Chamber of Commerce</li> <li>Wine tasting rooms</li> <li>Restaurants</li> <li>Hotels</li> <li>Parks &amp; Recreation</li> <li>Community organizations</li> </ul>	Ongoing	For events that require more resources and coordination, the City or partners may also wish to hire an event coordinator (comment from Goal 6 subcommittee). When an event has sponsors and raises revenue, it can absorb the cost of an event coordinator.	Committee has been formed – staff time to administer the committee	General fund
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- Red – Higher cost item that would need budgeted funds
- Green – No cost to City
- Orange – Staff time plus some minor funds needed to implement
- Black – Staff time only
- Purple – Unknown cost at this time

## Comments from Council Member Elovitz

Council Member Elovitz contacted Linda Putnam, a professor in the UCSB communications department. She is enthusiastic to have the City of Buellton recruit from their pool of communication students. She has already contacted their Internship Director as a first step towards the City conducting a recruitment campaign for a suitable candidate or candidates.

The February 8, 2012 Vision Plan Describes two action items in Goal 1:

Objective 1.1, items 1.1.2 and 1.1.3, referring to a “Public Information Director” to promote “City Communications and Outreach.”

And in Goal 6, the plan describes a series of action items identifying a public information's director (items 6.1.3, 6.2.1, 6.2.3, 6.3.1, 6.3.2, 6.3.5, 6.4.2 ). Based on the multitude of items that involve the function of a “public information's director,” I am requesting that you add a “public information's post” to the list of first action items to be brought before the Council and that this position, function or “post” be created as an internship filled by university students with specialties suitable to the scope and goals designated for the role. I believe an internship position within the City would require a small budget to cover transportation, the cost of setting up a networked computer, office supplies, etc. and that this would need to be considered as part of the post.

As part of considering this as one of the first action items for the Council, I would direct staff to review the action items listed above as a guide to creating a description for the “post.”

Also, to help fulfill the scope and goals of a public information post, and specifically referring to action item 6.2.1, to "expand City communications with residents through online & smart phone services," I have discovered a smart phone application, “YouTown,” recently developed by a Seattle company (youtown.com) and vetted by several American cities that took part in its development. This is a free mobile app designed specifically for providing communications between government and community. And it appears to be entirely open ended as to how it is utilized. Mobile applications generally cost at least \$25,000 to develop. At the price of FREE, I think it would be well worth internship time to evaluate and potentially design and deploy this tool as part of the City’s visioning action items. So in addition to requesting staff to create a description of the post, I would also request staff to include this mobile application for review and potential deployment as part of the duties of the public information post.

**CITY OF BUELLTON**  
City Council Agenda Staff Report

City Manager Review: JHK  
Council Agenda Item No.: 8

To: The Honorable Mayor and City Council

From: Linda Reid, City Clerk

Meeting date: March 22, 2012

Subject: Consideration of Video Taping Council Meetings

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**BACKGROUND**

Over the years, the City Council has considered videotaping Council meetings. At the Special Meeting of March 13, 2010, the Council agreed not to videotape Council meetings. At the Special Meeting of February 11, 2012, this item was agendaized but due to time constraints, it was tabled to a meeting in March.

Staff has received a proposal to record City Council meetings, stream them live on the internet, and make them available “on demand” on the City’s website.

Most systems consist of multi-video cameras, a video switcher, and an encoder. The City will also need a service provider to archive and make the content available to viewers “on demand” and an operator to record and maintain the streaming video files.

There are many equipment purchase options available. The City could purchase a three multi-camera system, for \$12,000 and the cost for streaming live content “on demand” would be approximately \$300/month. This will include features such as file management, agenda indexing, and uploading other video content. The initial cost for the first year will be approximately \$15,000 and about \$3,000 for subsequent years.

There are at least two other options, one is to contract out equipment and operation and the other is to start with a smaller system such as a single camera system for an estimated cost of \$8,000, in addition to streaming live content “on demand” for \$300/month.

**FISCAL IMPACT**

The fiscal impact for equipment and operation of videotaping Council meetings could range between \$11,000 and \$15,000 for the first year of operation and \$3,000 for subsequent years.

**RECOMMENDATION**

That the City Council consider the options of videotaping City Council meetings and direct staff accordingly.

**CITY OF BUELLTON**  
City Council Agenda Staff Report

City Manager Review: JHK  
Council Agenda Item No.: 9

To: The Honorable Mayor and City Council

From: Ralph Hanson, City Attorney

Meeting Date: March 22, 2012

Subject: Resolution No. 12-08 – “A Resolution of the City Council of the City of Buellton, California, Calling and Giving Notice of the Holding of an Election to be Consolidated with the General Election to be Held on Tuesday, November 6, 2012 for the purpose of Submitting a Measure to the Qualified Voters of Buellton Regarding Term Limits for City Council Members”

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**BACKGROUND**

At the Council meeting of February 9, 2012, the Council directed staff to prepare an ordinance regarding Council Member term limits and bring it back for Council review and discussion so that Council Member term limits could be placed on the November 6, 2012 General Municipal Election ballot. If approved by the voters, Buellton Municipal Code Chapter 2.04 would be amended to add a new Section 2.04.090 as listed below and will become effective for those persons elected on November 4, 2014.

**“2.04.090 Initiative Measure Establishing Term Limits for City Council Members.**

No person shall serve, whether by means of election or appointment, more than three (3) consecutive terms of office as a City Council Member of the City of Buellton. A partial term of office shall be considered to be a full term where more than one-half of the regular term of office has been served.”

**FISCAL IMPACT**

The fiscal impact to the City is undetermined, however, there will be costs associated with the ballot measure issued from the Santa Barbara County Elections Office.

**RECOMMENDATION**

That the City Council consider the adoption of Resolution No. 12-08 – “A Resolution of the City Council of the City of Buellton, California, Calling and Giving Notice of the Holding of an Election to be Consolidated with the General Election to be Held on Tuesday, November 6, 2012 for the purpose of Submitting a Measure to the Qualified Voters of Buellton Regarding Term Limits for City Council Members”

**ATTACHMENT**

Resolution No. 12-08

**RESOLUTION NO. 12-08**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF BUELLTON, CALIFORNIA, CALLING AND GIVING NOTICE OF THE HOLDING OF AN ELECTION TO BE CONSOLIDATED WITH THE GENERAL ELECTION TO BE HELD ON TUESDAY, NOVEMBER 6, 2012 FOR THE PURPOSE OF SUBMITTING A MEASURE TO THE QUALIFIED VOTERS OF BUELLTON REGARDING TERM LIMITS FOR CITY COUNCIL MEMBERS**

**WHEREAS**, it is the desire of the City Council to place before the voters of the City of Buellton an amendment to the Buellton Municipal Code to establish a term limit of three (3) consecutive terms for elected officials of the City of Buellton; and

**WHEREAS**, pursuant to California Elections Government Code Section 36502 (b) and California Elections Code Section 9222, the City Council may submit to the voters at a General Municipal Election an Ordinance to allow the voters to decide if term limits are appropriate for the elected officials; and

**WHEREAS**, under the provisions of the law relating to General Law cities in the State of California, a General Municipal Election shall be held on November 6, 2012; and

**NOW, THEREFORE, BE IT RESOLVED** by the City Council of the City of Buellton as follows:

**SECTION 1.** That pursuant to the requirements of the laws of the State of California there is called and ordered to be held in the City of Buellton, California on Tuesday, November 6, 2012 an Election for the purpose of submitting to the voters the following Measure:

Shall there be a limit of three consecutive terms in office for Buellton City Council Members?	<b>YES</b>
	<b>NO</b>

**SECTION 2.** That the text of the ordinance submitted to the voters is attached as Exhibit “A”.

**SECTION 3.** That the ballots to be used at the election shall be in form and content as required by law.

**SECTION 4.** The City Clerk is authorized, instructed and directed to procure and furnish any and all official ballots, notices, printed matter and all supplies, equipment and paraphernalia that may be necessary in order to properly and lawfully conduct the election. Pursuant to the requirements of Section 10403 of the Elections Code, the Board of Supervisors of the County of Santa Barbara is requested to place the Buellton Term Limit Measure on the ballot to be consolidated with the General Election scheduled for November 6, 2012.

**SECTION 5.** That the polls for the election shall be open at 7:00 a.m. of the day of the election and shall remain open continuously from that time until 8:00 p.m. of the same day when the polls shall be closed except as provided in Section 14401 of the Elections Code of the State of California.

**SECTION 6.** That in all particulars not recited in this resolution, the election shall be held and conducted as provided by law for holding municipal elections.

**SECTION 7.** That notice of the time and place of holding the election is given and the City Clerk is authorized, instructed and directed to give further or additional notice of the election, in time, form and manner as required by law.

**SECTION 8.** The City Clerk shall certify the passage and adoption of this Resolution.

**PASSED, APPROVED and ADOPTED** this 22nd day of March, 2012.

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Holly Sierra,  
Mayor

ATTEST:

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Linda Reid  
City Clerk

## **EXHIBIT A**

**The Full Text of the Measure is as Follows:**

### **CITY COUNCIL TERM LIMITS**

**To Be Submitted to the Voters of the City of Buellton**

**THE PEOPLE OF THE CITY OF BUELLTON DO ORDAIN AS FOLLOWS:**

Chapter 2.04 of the Buellton Municipal Code is hereby amended to add a new Section 2.04.090, to be read, as follows:

**“2.04.090 Initiative Measure Establishing Term Limits for City Council Members.**

No person shall serve, whether by means of election or appointment, more than three (3) consecutive terms of office as a City Council Member of the City of Buellton. A partial term of office shall be considered to be a full term where more than one-half of the regular term of office has been served.”

**CITY OF BUELLTON**  
City Council Agenda Staff Report

City Manager Review: JHK  
Council Agenda Item No.: 10

To: The Honorable Mayor and City Council  
From: Linda Reid, City Clerk/Personnel Director  
Meeting date: March 22, 2012  
Subject: Discussion Regarding Life Insurance for Staff

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**BACKGROUND**

At the Council meeting of March 8, 2012, Council requested that staff obtain a quote for group life insurance for employees only. Below is a quote for employee life insurance (18 lives). The three different policies considerations are:

<b>Group Life Insurance Benefit</b>	<b>Monthly Premium (18 lives)</b>	<b>Annual Premium (18 lives)</b>
\$50,000	\$296.69	\$3,560.28
\$20,000	\$118.68	\$1,424.16
\$10,000	\$ 59.34	\$ 712.08

Employees can purchase additional life insurance in \$10,000 increments. The rates are age based (example of someone aged 40-44 would be \$1.67/month for additional \$10,000 in coverage). Employees can add up to three times their earnings or \$250,000 and can cover a spouse and/or children. Additional accidental death coverage is also available. The insurance proposal is attached as Attachment 1.

As a comparison, rates for 23 lives (Employees and Council Members) are as follows:

<b>Group Life Insurance Benefit</b>	<b>Monthly Premium (23 lives)</b>	<b>Annual Premium (23 lives)</b>
\$50,000	\$415.95	\$4,991.40
\$20,000	\$166.38	\$1,996.56
\$10,000	\$ 83.19	\$ 998.28

**FISCAL IMPACT**

Annual premium would range depending on the coverage selected and would become effective July 1, 2012.

**RECOMMENDATION**

That the City Council consider group life insurance for employees and if chosen, determine which amount of coverage to provide.

**ATTACHMENT**

Attachment 1 – Hartford life insurance proposal

**A Proposal of Employee Benefits from The Hartford for the  
U.S. Employees of**

**City of Buellton**

**Life and Accidental Death & Dismemberment**

**Presented by:  
Home Office Direct**

**Proposal valid until April 1, 2012**



*We deliver on our promises every day.*

## The Hartford Delivers

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The Hartford<sup>1</sup> welcomes the opportunity to quote on your group benefits.

At The Hartford, we know that the health and well being of your employees has an enormous influence on the productivity of your workforce. We understand the link between medical costs and disabilities and their impact on your company's bottom line.

The Hartford is one of the leading providers of group disability and life insurance, and has been recognized for our financial stability and integrity for over 50 years in the group benefits business. We provide unique solutions to your insurance needs while providing employees with the benefits that help make your company an attractive and motivating place to work.

The Hartford's outcome-driven disability claim management approach helps employees return to work and helps employers to reduce costs. Our ***Ability Philosophy***, which is a core belief that people want to lead active, productive and independent lives, is central to how we conduct business.

Our life claim model is predicated on prompt and sensitive service. Our dedicated call center staff receives sensitivity training to deal with grieving claimants.

Initial and ongoing service is as important to our customers as our claims approach. That is why we put such great emphasis on our consistent, responsive and accurate service operations. The Hartford's Group Benefits Division brings to life our ***Ability Philosophy*** every day for producers, employers and employees through deep industry knowledge, caring, and a proven ability to meet the unique needs of our customers in every interaction.

We deliver leading edge products and services, backed by a tradition of market leadership and financial strength.

## Priority Service

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- Personalized, local relationships with dedicated sales and service professionals throughout the country
- A toll-free service line that connects employers to a fully trained, dedicated team that can respond to any service-related need
- Dedicated rating center that give our sales offices prompt turnaround on rate requests
- List billing to simplify eligibility maintenance (for cases with one experience group and one class)
- Simplified issue process and electronic printing options for faster booklet delivery

## Leading-Edge Products and Services

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- **Ability-Focused Group Disability products** – help employers maximize work force productivity and minimize absences. The Hartford was the first to focus on the abilities of people with disabilities to help them return to work. We demonstrate this belief through our Founding Partnership with U.S. Paralympics® that promotes and supports the power of ability.
- **A Comprehensive Portfolio of Group Life products** – helps to provide financial security for life's unpredictable events by offering an expanded scope of progressive benefits and features. These not only provide critically important benefits at time of death, but also offer added value to employees during their lifetime and provide assistance to their beneficiaries.
- **A Complete Line of Accident programs** – offer comprehensive accident protection for employees. Through our *Accidental Death & Dismemberment* coverage, we offer worldwide protection 24 hours a day, 365 days a year. We also offer *Group Travel* coverage for employees when traveling, which includes travel assistance benefits including emergency medical assistance, emergency personal services and pre-trip information provided by Worldwide Assistance Services, Inc., a leader in the travel assistance industry.
- **Innovative Websites** – Employer View® helps reduce plan administration time by providing employers with instant, secure access to group benefit information, including claim inquiry, medical underwriting data, electronic billing and electronic payment. The Hartford's dedicated consumer benefits website, [www.TheHartfordAtWork.com](http://www.TheHartfordAtWork.com), gives your employees clear and concise information and interactive tools to quickly and confidently make the right choices for their needs.

## For More Information

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The Hartford is pleased to provide a proposal designed to meet your specific benefit plan objectives. We believe we're uniquely qualified to be your carrier of choice and look forward to serving your group benefits needs. For more information about our products and services, please contact your Hartford representative.

# City of Buellton

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## Basic Employee Life and AD&D Option 1

**Class Description(s):**

All Active Full-time Employees

Full Time Eligibility: 30 hours per week

Feature	Description			
BENEFIT SCHEDULE	Flat \$10,000			
GUARANTEED ISSUE	Equal to Benefit Amount			
BENEFIT REDUCTION SCHEDULE	35% @ 65 and 50% of Original Amount @ 70			
EMPLOYEE NO LOSS/NO GAIN	Standard			
LIFE DISABILITY PROVISION	Premium Waiver to Normal Retirement Age if Disabled Prior to 60			
PREMIUM WAIVER ELIMINATION PERIOD	9 Months			
LIVING BENEFIT OPTION (ACCELERATED BENEFIT)	12 Months Life Expectancy, 80% of Benefit (Total Basic and/or Supplemental Acceleration may never exceed \$500,000)			
LIFE PORTABILITY OPTION	Not Included			
CONVERSION	Included			
ACCIDENTAL DEATH & DISMEMBERMENT (AD&D)	Matches Basic Life Benefit			
EMPLOYEE CONTRIBUTION	Non-Contributory			
PARTICIPATION REQUIREMENT	100% of Eligible Employees			
INITIAL RATE GUARANTEE PERIOD	2 Years			
Rate Summary				
Coverage Category/Class	No of Lives	Rate Basis	Volume	Monthly Premium
LIFE	18	\$0.343 Per \$1,000 Employee	173,000	\$59.34
ADD	18	\$0.032 Per \$1,000 Employee	173,000	\$5.54

\*Reminder - Compliance with ADEA is the responsibility of the Employer. Please consult your legal counsel to determine if this schedule complies with ADEA guidelines.

# City of Buellton

## Basic Employee Life and AD&D Option 2

**Class Description(s):**

All Active Full-time Employees  
Full Time Eligibility: 30 hours per week

Feature	Description			
BENEFIT SCHEDULE	Flat \$20,000			
GUARANTEED ISSUE	Equal to Benefit Amount			
BENEFIT REDUCTION SCHEDULE	35% @ 65 and 50% of Original Amount @ 70			
EMPLOYEE NO LOSS/NO GAIN	Standard			
LIFE DISABILITY PROVISION	Premium Waiver to Normal Retirement Age if Disabled Prior to 60			
PREMIUM WAIVER ELIMINATION PERIOD	9 Months			
LIVING BENEFIT OPTION (ACCELERATED BENEFIT)	12 Months Life Expectancy, 80% of Benefit (Total Basic and/or Supplemental Acceleration may never exceed \$500,000)			
LIFE PORTABILITY OPTION	Not Included			
CONVERSION	Included			
ACCIDENTAL DEATH & DISMEMBERMENT (AD&D)	Matches Basic Life Benefit			
EMPLOYEE CONTRIBUTION	Non-Contributory			
PARTICIPATION REQUIREMENT	100% of Eligible Employees			
INITIAL RATE GUARANTEE PERIOD	2 Years			
Rate Summary				
Coverage Category/Class	No of Lives	Rate Basis	Volume	Monthly Premium
LIFE	18	\$0.343 Per \$1,000 Employee	346,000	\$118.68
ADD	18	\$0.032 Per \$1,000 Employee	346,000	\$11.07

\*Reminder - Compliance with ADEA is the responsibility of the Employer. Please consult your legal counsel to determine if this schedule complies with ADEA guidelines.

# City of Buellton

## Basic Employee Life and AD&D Option 3

**Class Description(s):**

All Active Full-time Employees  
Full Time Eligibility: 30 hours per week

Feature	Description			
BENEFIT SCHEDULE	Flat \$50,000			
GUARANTEED ISSUE	Equal to Benefit Amount			
BENEFIT REDUCTION SCHEDULE	35% @ 65 and 50% of Original Amount @ 70			
EMPLOYEE NO LOSS/NO GAIN	Standard			
LIFE DISABILITY PROVISION	Premium Waiver to Normal Retirement Age if Disabled Prior to 60			
PREMIUM WAIVER ELIMINATION PERIOD	9 Months			
LIVING BENEFIT OPTION (ACCELERATED BENEFIT)	12 Months Life Expectancy, 80% of Benefit (Total Basic and/or Supplemental Acceleration may never exceed \$500,000)			
LIFE PORTABILITY OPTION	Not Included			
CONVERSION	Included			
ACCIDENTAL DEATH & DISMEMBERMENT (AD&D)	Matches Basic Life Benefit			
EMPLOYEE CONTRIBUTION	Non-Contributory			
PARTICIPATION REQUIREMENT	100% of Eligible Employees			
INITIAL RATE GUARANTEE PERIOD	2 Years			
Rate Summary				
Coverage Category/Class	No of Lives	Rate Basis	Volume	Monthly Premium
LIFE	18	\$0.343 Per \$1,000 Employee	865,000	\$296.69
ADD	18	\$0.032 Per \$1,000 Employee	865,000	\$27.68

\*Reminder - Compliance with ADEA is the responsibility of the Employer. Please consult your legal counsel to determine if this schedule complies with ADEA guidelines.

# City of Buellton

## Supplemental Employee Life

**Class Description(s):**

All Active Full-time Employees

Full Time Eligibility: 30 hours per week

Feature	Description
BENEFIT SCHEDULE	\$10,000 increments not to exceed 3 times Earnings or \$250,000
MINIMUM BENEFIT AMOUNT	\$10,000
COMBINED BASIC & SUPPLEMENTAL LIFE MAXIMUM BENEFIT	No
GUARANTEED ISSUE	Flat \$100,000
BENEFIT REDUCTION SCHEDULE	35% @ 65 and 50% of Original Amount @ 70
EMPLOYEE NO LOSS/NO GAIN	Does Not Apply
LIFE DISABILITY PROVISION	Premium Waiver to Normal Retirement Age if Disabled Prior to 60
PREMIUM WAIVER ELIMINATION PERIOD	9 Months
LIVING BENEFIT OPTION (ACCELERATED BENEFIT)	12 Months Life Expectancy, 80% of Benefit (Total Basic and/or Supplemental Acceleration may never exceed \$500,000)
LIFE PORTABILITY OPTION	Included
CONVERSION	Included
SUICIDE EXCLUSION	2 years
EMPLOYEE CONTRIBUTION	Contributory
ENROLLMENT TYPE	Traditional EOI ( Annual Enrollment ) <sup>2</sup>
PARTICIPATION REQUIREMENT	46% of Eligible Employees
INITIAL RATE GUARANTEE PERIOD	2 Years

### Rate Summary

Coverage Category/Class	No of Lives (TBD)	Rate Basis	Volume(TBD)	Monthly Premium(TBD)
LIFE		Per \$1,000 Employee Stepped		
		UNDER 25 \$0.066		
		25 - 29 \$0.062		
		30 - 34 \$0.073		
		35 - 39 \$0.107		
		40 - 44 \$0.165		
		45 - 49 \$0.265		
		50 - 54 \$0.44		
		55 - 59 \$0.706		
		60 - 64 \$0.941		
		65 - 69 \$1.487		
		70 - 74 \$2.599		
		75+ \$4.56		

# City of Buellton

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\*Reminder - Compliance with ADEA is the responsibility of the Employer. Please consult your legal counsel to determine if this schedule complies with ADEA guidelines.

<sup>2</sup> Assumes a scheduled enrollment period and standard evidence of insurability requirements apply for late entrants (employees who were previously eligible for coverage who did not enroll within 31 days of the date they were initially eligible) and for increases in coverage.

# City of Buellton

## Supplemental Dependent Life

**Class Description(s):**

All Active Full-time Employees

Full Time Eligibility: 30 hours per week

Feature		Description		
SPOUSE BENEFIT SCHEDULE		\$5,000 increments to \$50,000 not to exceed 50% of the Employee Elected and Approved Supplemental Life Insurance.		
SPOUSE GUARANTEED ISSUE		Flat \$25,000		
LIVING BENEFIT OPTION (ACCELERATED BENEFIT)		None		
CHILD BENEFIT SCHEDULE		Live Birth to 6 months - \$500 ; 6 months to 21 - \$10,000		
STUDENT EXTENSION TO AGE		25 Years		
WAIVER OF DEPENDENT PREMIUM		Included. Applies if Employee Qualifies for Premium Waiver		
LIFE PORTABILITY OPTION		Included		
CONVERSION		Included		
SUICIDE EXCLUSION		2 years		
Rate Summary				
Coverage Category/Class	No of Lives (TBD)	Rate Basis	Volume(TBD)	Monthly Premium(TBD)
LIFE		Per \$1,000 Spouse/Domestic Partner Step		
		UNDER 25 \$0.087		
		25 - 29 \$0.081		
		30 - 34 \$0.095		
		35 - 39 \$0.14		
		40 - 44 \$0.215		
		45 - 49 \$0.346		
		50 - 54 \$0.576		
		55 - 59 \$0.924		
		60 - 64 \$1.23		
		65 - 69 \$1.944		
		70 - 74 \$3.397		
		75+ \$5.961		
LIFE		\$0.087 Per \$1,000 Child		

## Assumptions

**The following are assumptions upon which this proposal is based:**

1. The effective date of this case will be April 1, 2012.
2. Proposal and rates are valid until April 1, 2012.
3. Rates assume a SIC code of 9103.
4. Quote assumes a Situs State of CA. Hartford standard filed contract language applies. State filings or specially drafted contract language is not assumed in the quoted rates.
5. Assumes employees must be actively-at-work on the effective date and the deferred effective date provision applies.
6. The Hartford reserves the right to adjust the sold rate if the sold census data causes the rate to change by 10% or more from the proposed rate.
7. The Hartford requires a minimum of 10 enrolled lives per coverage.
8. The Hartford reserves the right to re-price:
  - if the sold plan design differs from the proposed/quoted plan design
  - for changes in State or Federal Insurance regulations
  - if a material misstatement of the information provided in the RFP, bid specifications, claim experience, or plan of benefits is discovered post-sale
  - if the quoted minimum enrollment threshold is not met
9. The Hartford reserves the right to change the plan to comply with state mandated benefits, including charging additional premium for such changes, if applicable.
10. If any contributory lines of coverage are sold, a 45-day Grace Period will apply to all lines of coverage. If only non-contributory lines of coverage are sold, a 31-day Grace Period will apply.
11. The Minimum Life Benefit stated represents the minimum benefit before the application of Age Reduction Provisions.
12. We assume all eligible employees are U.S. citizens or U.S. residents, working in U.S. locations.
13. We assume the company has been in business for at least 2 years.
14. Assumes claims incurred prior to the effective date of the contract will be the liability of the prior carrier.
15. Late entrants are required to provide Evidence of Insurability to enter into the plan at any coverage level/amount.
16. Assumes the plan of benefits is subject to ERISA regulations.
17. Employees are required to complete Hartford Enrollment forms.
18. Employees are required to complete Hartford Beneficiary designation forms.
19. The Hartford assumes no liability to extend coverage under severance agreements.
20. We assume no liability or coverage for any existing disabled persons.

The proposal is only a summary of the benefits offered to your company. The rates and costs shown in this proposal are based on the information provided. Rates may be affected by the actual enrollment (and transferred business information) provided.

This proposal does not constitute a final offer or agreement. It is the Producer's responsibility to present all terms and conditions in this proposal.

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Please note the following descriptions that further explain some of our benefits and features. The descriptions are based on our Standard Language. The benefits shown below are available in most states, however, please be aware that state variations may apply.

## General:

### **Support: As Simple as 1, 2, 3**

The Hartford offers three service options to help you administer your group benefits. We also offer online tools for your employees.

#### **Employer View®**

Employer View is a secure, password-protected Web site where employers can quickly obtain plan information and transact business to help reduce administrative burden. We continually work to enhance the site's capabilities to make it more responsive to your needs. On Employer View, you are able to access such features as:

- Electronic billing
- Reports (available in either PDF or Excel)
- Medical underwriting status for evidence of insurability
- Claim status inquiry
- Booklets
- Administration kits with forms specific to your coverage(s)

#### **Additional Support from our Customer Solutions Center**

Questions or services that cannot be handled on the Web can be addressed by our Customer Solutions Center. Our skilled representatives, who are familiar with your case, are available Monday through Friday from 8 a.m. to 8 p.m. EST at 1-800-523-2233 and provide support to new and existing customers.

#### **Local Service Representatives**

If our Customer Solutions Center representatives can't assist you with your request, they'll be glad to put you in touch with a local service representative.

#### **The Hartford At Work for Your Employees**

TheHartfordAtWork.com, a secure, password-protected Web site, is a valuable resource that makes your job easier. This site is an informational resource for your employees that they can access at any time. The site offers employees the ability to:

- View claim and payment status.
- Check their medical underwriting status for evidence of insurability.
- File an STD claim in place of telephonic submission (if your plan offers this coverage).
- Start an LTD claim.
- Registered users can access forms specific to your plan's coverage(s).
- Obtain information on coverage overviews and frequently asked benefit questions.
- Enroll in direct deposit for their claim payments.
- Assess appropriate coverage levels and costs using an online calculator (based on industry averages).

## **Voluntary Enrollment Services**

### **A Hassle Free Enrollment Process to Maximize Employee Participation**

As benefit costs continue to rise and consume a larger portion of a company's budget, voluntary coverage enhances an employer's group plan at no additional cost to the employer.

The Hartford is committed to making it as easy as possible to communicate information on your plan and the associated cost to your employees. Our goal is to engage employees so they fully understand the benefits offering and make it easy for them to enroll. To accomplish this, The Hartford will prepare enrollment packages for employees that include:

- Benefits information (brochures and tools) to help employees understand their potential needs and how these offerings can help them make an educated decision.
- Benefit Highlight Sheets that describe plan provisions in more detail to help explain product offerings.
- Personalized Enrollment Forms for each employee. These simple forms show the price (payroll deduction amount) of coverage based on the employee's salary and age.

We support voluntary plans with a complete package of enrollment communication materials. To simplify the employee's purchase decision, we can provide each employee with a personalized enrollment form that outlines his or her coverage choices and costs. This service is offered at no charge to employers.

To help ensure a hassle-free enrollment process and to maximize participation, The Hartford will work with you to:

- Develop an enrollment strategy that will maximize employee participation levels that best fit this case.
- Identify the appropriate tools that will support the enrollment strategy. (e.g. online enrollment; onsite meetings; employee-focused marketing materials)
- Create an eligible census that allows us to produce a detailed and personalized enrollment package for each employee.
- Assess the needs for an enrollment specialist to explain these benefits in person and to answer questions related to enrollment meetings.
- Identify the enrollment period that is convenient for you and provides us time to sufficiently manage the post-enrollment process.
- Identify post enrollment communication needs (e.g. tabulating enrollment results and transferring results back to Employer electronically showing the coverage elections and related payroll deduction amounts)

## **Enrollment Type Options Available:**

### **“Options to meet your needs.”**

We have the ability to support voluntary plans with a variety of enrollment type options. If you would like to hear more about a particular option and how it may work with your program, please contact your Hartford Representative.

No Enrollment - This enrollment type has no scheduled enrollment period. Employees enrolled in the previous carrier's plan transition to The Hartford's plan on a no loss no gain basis. "Enrollment" into the plan is typically offered to new hires only as defined in the plan document. Standard evidence of insurability (EOI) requirements apply for late entrants (employees who were previously eligible for coverage who did not enroll within 31 days of the date they were initially eligible) and for increases in coverage.

Traditional (EOI) - This enrollment type has a scheduled enrollment period and standard evidence of insurability (EOI) requirements apply for late entrants (employees who were previously eligible for coverage who did not enroll within 31 days of the date they were initially eligible) and for increases in coverage.

Modified Open Enrollment - *Note: This option is only offered on Supplemental Life.* This enrollment type allows all eligible employees to enroll for a "limited" benefit amount (typically "one" additional increment of coverage). Employees not currently enrolled may elect the first available (most conservative) increment of coverage. Employees currently enrolled may elect one additional increment of coverage. Plan Guarantee Issue limits and maximums apply.

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## Life:

### **Common Notice**

When employees are disabled, our Waiver of Premium benefit allows them to continue their life insurance coverage without premium payment. In addition, we provide a value-added service called Common Notice. This service initiates a Life Waiver of Premium claim at the appropriate time when an insured employee is receiving benefits under a disability plan provided by The Hartford. Common Notice eliminates the need to file a separate life Waiver of Premium claim, which helps ensure an employee's group life protection is maintained during a disability.

### **Life Disability Provision**

#### **Premium Waiver to Normal Retirement Age, if Disabled Prior to Age 60**

Any covered employee who becomes disabled before age 60 is eligible for continued employee life insurance, without payment of premium, while the employee remains continuously disabled. Premium is required until the employee is approved for coverage. Once approved, premium will be waived and coverage will be continued until Normal Retirement Age while the employee remains disabled.

Employees are considered disabled if they have a condition that prevents them from doing any work for which they are or could become qualified by education, training or experience, and it is expected that this condition will last for at least nine consecutive months from their last day of work as an active full-time employee. If Living Benefit Option is included, employees will also be considered disabled if they meet the definition of Terminally Ill in the certificate.

### **Living Benefit Option (Accelerated Death Benefit)**

The Living Benefits Option (LBO) allows a covered person (may include the employee or employee and dependent) to elect to receive an accelerated payment of a portion of the life insurance benefit when diagnosed as terminally ill with a 6, 12, or 24 month life expectancy. We will pay up to 80% of the terminally ill individual's Group Term Life benefit as long as he or she has a minimum life coverage amount of \$10,000 and has not exceeded the maximum age, if any, described in the contract. LBO pays a minimum of \$3,000 and a maximum of \$500,000. Accelerated funds are paid to the employee with no restrictions on how they may be used; the remaining death benefit is then payable to the beneficiary.

If included in the contract, the employer decides whether to extend coverage to both employees and dependents, and the 6, 12, or 24 month life expectancy period of a terminal illness.

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## **Portability**

Portability allows employees to continue voluntary and/or basic life insurance protection for themselves and their families when the employee changes jobs. A portion of the cost of Portability is paid by the employer through remittance of monthly plan premium. Terminated employees who elect Portability pay for the ongoing costs of this benefit at a reduced rate.

Offered at group rates, this is an affordable way for many terminating employees to continue to be protected with life insurance. No medical exam is required and the employee may elect coverage continuation equal to 100 percent, 75 percent, or 50 percent of their current life insurance, subject to an overall maximum of \$250,000. Continued coverage of spouse and dependent children is also available, subject to maximum amounts of \$50,000 and \$10,000 respectively. This Portability option is available to terminating employees who have not reached Normal Retirement Age as defined by the 1983 Federal Social Security Act (generally age 65 or later, based on a graded scale). Coverage may continue to age 75 with a reduction at age 65 to 25 percent of the original amount.

## **Safe Haven**

The Safe Haven program is a claim settlement option when group life insurance benefits of \$10,000 or more are payable to a single beneficiary. The beneficiary is provided with a book of drafts that allows the beneficiary to easily access their proceeds by writing an unlimited amount of drafts (like a check) each month as needed. Drafts can be written up to the full balance. Safe Haven is intended to provide customers with a convenient means for paying immediate needs. This allows the beneficiary time to decide how to use the remaining balance of their insurance proceeds during a time when making financial decisions may be difficult.

With the Safe Haven program, the insurance proceeds are held in our general account and payments are based on the claims-paying ability of Hartford Life. The Hartford will earn investment income on Safe Haven assets. The difference between the investment income earned on the Safe Haven assets and the interest credited to customers participating in the Safe Haven program will provide Hartford with a profit and cover expenses we incur.

- The Safe Haven program is not intended to be a long-term investment vehicle.
- Safe Haven proceeds earn interest at a rate determined by the Hartford. For interest earned equal to \$10 per year or greater, a 1099 will be provided annually.
- Beneficiaries pay no monthly fees, receive a monthly activity report and can call a toll-free phone number for inquiries.
- Safe Haven is not a bank account and assets are not insured by the Federal Deposit Insurance Corporation.

## **Standard Employee No Loss/No Gain**

This language addresses continuation of employee coverage in takeover situations. Standard No Loss/No Gain extends coverage to employees insured under the prior plan who were actively at work or on an approved leave of absence in accordance with the Family or Medical Leave Act of 1993, on the day before our Policy Effective Date.

Coverage under this provision continues until the first of the following,

- the date the employee returns to work as an Active Full-Time Employee;
- the last day of a 12-month period following our Policy Effective Date;
- the last day the employee would have been covered under the prior plan had the prior plan not terminated; or
- the date insurance terminates for one of the reasons stated in the Termination Provisions.

The Amount of Coverage provided is equal to,

- The lesser of the amount under the prior plan or the amount under our policy
- Reduced by any amount payable due to Premium Waiver or other disability extension under the prior plan; or which would have been payable if a claim was filed in a timely manner.

## **Suicide Exclusion**

A Suicide Exclusion is included on Supplemental Life insurance for employees and dependents to help protect the employer's experience from unanticipated losses. It applies to coverage amounts which became effective within two years of the date of death, and the two year period includes the time coverage was in force under the prior group life policy.

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## AD & D

<b>AD&amp;D Standard Package</b>	
<p>Under our Standard Accidental Death and Dismemberment benefit, we provide payment of benefits if a covered employee suffers an accidental injury resulting in loss of life, limb or sight. The losses must occur within 365 days of that accident. Subject to state availability, the following additional benefits are also standardly included:</p>	
Loss of Speech & Hearing	<p>100% of Principal Sum</p> <p>If loss of speech &amp; hearing occurs as the result of an accidental injury, the described benefit is payable. Loss means that speech and hearing is lost entirely and cannot be recovered or restored. Hearing must be lost in both ears.</p>
Loss of Speech or Hearing	<p>50% of Principal Sum</p> <p>If loss of speech or hearing occurs as the result of an accidental injury, the described benefit is payable. Loss means that speech or hearing is lost entirely and cannot be recovered or restored. Hearing must be lost in both ears.</p>
Loss of Thumb & Index Finger	<p>25% of Principal Sum</p> <p>If a loss of thumb &amp; index finger occurs as the result of an accidental injury, the described benefit is payable. Loss of thumb &amp; index finger means actual severance through or above the metacarpophalangeal joints.</p>
Seat Belt with Airbag	<p>Seat Belt -10% of Principal Sum to a maximum of \$10,000 Air Bag -additional 5% of Principal Sum to a maximum of \$5,000, if seat belt also used.</p> <p>If employee dies from injuries sustained in a Motor Vehicle, a benefit is payable in addition to the Principal Sum. Must be passenger or licensed driver and be wearing a seat belt.</p> <p>If seat belt benefit is payable, we will pay an additional Airbag benefit, provided that the employee was positioned in a seat with a factory installed airbag, was properly strapped in the seat belt when the airbag inflated and the police report verifies that the airbag inflated properly on impact.</p>

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<p>Repatriation</p>	<p>The lesser of:</p> <ul style="list-style-type: none"> <li>• 5% of Principal Sum;</li> <li>• \$5000; or</li> <li>• the actual expense incurred for preparation and transportation of the insured's body for burial or cremation.</li> </ul> <p>If an employee dies from a covered loss, a benefit is payable in addition to the Principal Sum. The death must occur outside the state of permanent residence.</p>
<p>Paralysis Benefit</p>	<p>Quadriplegia*-100% of Principal Sum            Triplegia*-75% of Principal Sum            Paraplegia*-75% of Principal Sum            Hemiplegia*-50% of Principal Sum            Uniplegia*-25% of Principal Sum</p> <p>More than one resulting from the same accident – Lesser of Principal Sum or sum of each Benefit payable.</p> <p>If any of these losses occur as the result of an accidental injury, the described benefit is payable. Loss of movement of limbs means that movement is completely lost and is irreversible.</p> <p>* Quadriplegia- Loss of movement of both upper and lower Limbs            * Triplegia- Loss of movement of three Limbs            * Paraplegia- Loss of movement of both lower Limbs            * Hemiplegia-Loss of movement of both upper and lower Limbs on one side of the body            * Uniplegia- Loss of movement of one Limb</p>

## Additional Services:

### Life Conversations

We have introduced a new program called Life Conversations from The Hartford that is an innovative personal planning package to provide your employees with online and 24/7 advisor-supported access to a suite of tools and services to guide them through major life decisions. From selecting the appropriate amount of life insurance and creating a will, to at-need services such as funeral planning and grief counseling, Life Conversations provides employees and their beneficiaries with comprehensive support.

Highlights of our Life Conversations program include:

- *Availability* – Life Conversations is available to employees covered under a basic and/or supplemental group life insurance from The Hartford. These services are available at no additional cost. To use Life Conversations, employees simply go to [www.hartfordlifeconversations.com](http://www.hartfordlifeconversations.com).
- *Easy to Navigate* – Life Conversations provides information and support in two distinct categories:
  - Planning Tools and Services – before a loss.
  - At-Need Services – during or after a loss.
- *24/7 Advisor Support* – is available to answer questions and to direct employees to the multiple services available under the program. This includes late night access to a licensed funeral director who can offer support with an unexpected death or phone counseling for a beneficiary who is trying to cope with a loss at 3:00 a.m.

### Planning Tools and Services

The Hartford, understands how complicated decisions about life planning can be. We have assembled the following services and tools to help employees with their critical planning:

- *Understanding and Selecting Life Insurance* – online resources define types of insurance and interactive calculators help determine the right coverage amounts.
- *Product Features* – Important benefit features that are relevant during life planning are highlighted. For example, employees are eligible to utilize our Travel Assist®<sup>1</sup> program – which provides pre-trip and emergency travel services so employees can travel with confidence, even if the unexpected occurs.
- *Estate Planning* – allows employees to leave assets, goals and dreams to their loved ones. Employee estate planning resources include:
  - *Conversation Starters* – helps employees begin dialogue about end-of-life decisions with loved ones.
  - *Asset tools and calculators* – assists in identifying and documenting assets so that important decisions and personal possessions can be passed on to the next generation.
  - *Legally-binding online will* – can be created with EstateGuidance®<sup>2</sup>, an online will preparation service.

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- *Funeral Planning* – your employees can't predict life's outcomes, but they can prepare for it. Employees receive expert advice, assistance and services from the first nationwide funeral planning and concierge service – Everest<sup>3</sup>. Everest helps plan for their funeral well ahead of time, making their wishes known electronically and on paper - from the type of services they prefer to funeral home selection and other choices. Additional services include:
  - *Access to Everest's planning, research and knowledge tools* including the "My Wishes" Planning Guide.
  - *Unlimited use of "PriceFinder Research Reports"* – a nationwide database of funeral home prices that allows your employees to get the best value.
  - *Expert assistance by professional advisors* for planning the details of a funeral.

## At-Need Tools and Services

When a loved one dies, survivors may experience shock, grief, and a sudden change in their lives. To help with the burden of making multiple life-changing decisions during a stressful time, The Hartford has developed the following at-need services to help your employees and their beneficiaries navigate and cope:

- *Funeral Concierge Services* – at or near a time of death, employees experience emotional distress, and they may be burdened with uncertainty over final arrangements, financial strain and possible family conflicts. Our Life Conversations provides employees with 24/7 access to Funeral Concierge Services. Your employees can connect with Everest advisors (licensed funeral directors), who offer as much personal assistance as the family desires. Services include:
  - *Concierge assistance through the funeral planning process* which includes documenting the family's wishes and putting that plan into action.
  - *Communication of the plan* with the funeral home of the family's choice and negotiation of prices which often results in significant time and financial savings.
  - Through Everest, beneficiaries can make informed decisions without doing any of the advanced work or being thrust into a sales-focused environment.
- *Family Support* – beneficiaries receive confidential, professional assistance with emotional, legal and financial concerns through Beneficiary Assist<sup>®4</sup>, which offers:
  - Upon request, phone counselors assess the beneficiaries' bereavement counseling needs and develop an individualized plan.
  - Five one-hour face-to-face working sessions per family, are available with a grief counselor, legal advisor or financial planner.
  - One year of unlimited phone contact is also available.
- *Claims Assistance and Support* – our claim team helps beneficiaries through the claim filing process while providing empathetic support and guidance. We provide:
  - *Online access to resources* including "A Practical Financial Guide – After the Loss of a Loved One".
  - *Our Safe Haven<sup>®</sup> Program* option provides a secure account for beneficiaries to keep life insurance proceeds that gives them time to decide how they wish to spend funds. A Hartford representative personally informs the beneficiary that a payment has been made, the amount, and the timeframe in which it should arrive. This representative remains dedicated to the beneficiary for ongoing questions for as long as the account remains active.

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<sup>1</sup> Travel Assistance is provided by Europ Assistance USA. Europ Assistance USA is not affiliated with The Hartford and is not a provider of insurance services.

<sup>2</sup> EstateGuidance® services are provided through The Hartford by ComPsych®, the largest provider of employee assistance programs, managed behavioral health, work/life and crisis intervention services. For more information on ComPsych, visit [www.compsych.com](http://www.compsych.com). ComPsych is not affiliated with The Hartford and is not a provider of insurance services.

<sup>3</sup> Funeral Concierge Services are offered through Everest Funeral Package, LLC (Everest). Everest is not affiliated with The Hartford and is not a provider of insurance services. Everest and its affiliates have no affiliation with Everest Re Group, Ltd., Everest Reinsurance Company or any of their affiliates.

<sup>4</sup> Beneficiary Assist is offered through ComPsych®. ComPsych is not affiliated with The Hartford and is not a provider of insurance services.

## **Travel Assistance and ID Theft Protection and Assistance Services**

When an employee is traveling, unexpected emergencies can occur. The Hartford has arranged through Europ Assistance USA, a 24-Hour toll-free emergency services line that helps employees, their spouses and dependents access emergency assistance worldwide, when traveling 100 miles or more from home. These services are provided at no additional cost as part of our Group Benefits portfolio.

Employees receive three kinds of services:

1. Emergency Medical Assistance
2. Emergency Personal Services
3. Pre-Trip Information

This is a general description of the program. A more detailed explanation of the travel assistance plan and ID theft programs, including exclusions and limitations, is available through your sales contact with The Hartford.

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## Commissions and Other Incentives

The Hartford has an excellent commission and incentive program for producers:

### Commissions:

All Lines: Standard Producer Commissions Apply

**Standard Producer Commissions** - The schedule below is used to determine the commission rate for new and renewal life and disability coverages.

	Premium	Commissions
First	\$ 15,000	15.0%
Next	\$ 10,000	10.0
Next	\$ 25,000	5.0
Next	\$1,950,000	.5
Over	\$2,000,000	.1

The commission rate shown above has been considered in determining this case quote.

### VIP Rewards Program:

**New Sales:** Producers may earn additional compensation on Group business if their annual new sales exceed \$250,000 of fully-insured premium, or 7 new coverage lines and at least \$50,000 of new premium. Available bonuses range from 2.5% to 5% of premium. On larger cases, premium above a certain level is capped; the premium caps range from \$500,000 to \$1,500,000 depending on the size of a producer's block of Group business with The Hartford.

**Persistency:** Producers who have at least \$750,000 of fully-insured Group Premium with The Hartford, and who maintain at least 86% of that premium in force through the end of the Program period can qualify for a persistency bonus of between 0.75% and 3.25% of fully-insured premium, depending on the size of the producer's total block of premium and his/her actual persistency level. On larger cases, premium above a certain level is capped as described in the prior paragraph. If a producer's beginning in force fully insured premium is less than \$750,000, the producer may still qualify for a Persistency Bonus if during the program period, the producer earns a new sales bonus. Ninety percent (90%) persistency is required and the persistency bonus is .75% of fully insured premium.

Certain non-cash compensation awards may be provided depending upon the level of production achieved.

Payments made under the VIP Rewards Program are not included in the determination of this case quote, and will not be directly charged to any policy issued as the result of this quote. The costs of the VIP Rewards Program are incurred as general operating expenses of The Hartford.

### Schedule A Reporting:

The Hartford reports commissions and other payments to producers on the annual Schedule A Worksheet provided to policyholders in accordance with applicable law.