



CITY OF AVALON

"Each time a man stands up for an ideal, or acts to improve the lot of others, or strikes out against injustice, he sends forth a tiny ripple of hope, and crossing each other from a million different centers of energy and daring, those ripples build a current that can sweep down the mightiest walls of oppression and resistance." Robert Kennedy

October 2, 2016

TO: Mayor Marshall and City Council Members
FROM: City Manager
SUBJECT: **MANAGEMENT UPDATE**

This report is a compilation of items regarding City operations and/or City government concerns.

FOCUS ON WATER SOLUTIONS CONTINUE *(Update from 9-25-16 report)*

Since the time of the last City Council meeting on September 20th, I have heard many positive comments from residents and visitors about the in depth discussion held by the City Council. In fact, residents who were unable to attend but watched the meeting on television say it was the best discussion held to date at the City Council on water issues. The presentation by the City Attorney, the comments by the public and City Council members, and the comments by SCE representative Jeff Lawrence point us to solutions in the near and longer term.

The City Manager, City Attorney and Director of Public Works are working with SCE representatives to schedule another meeting/discussion to determine how we can reach an agreement on the immediate, short term and long term steps the City and SCE should take to address the regulation-driven drought in Avalon and provide a sustainable and reliable water source in the future.

A report by City Management will be made at the City Council meeting on October 18th where specific direction will be sought from the City Council on these water initiatives. I am optimistic about finding a solution and taking action. We must persevere until we prevail!

City officials are pleased with the support of our community for positive and collaborative actions on outstanding water issues.

PRIVATE DESALINIZATION – CHALLENGES AND OPPORTUNITIES

Some residents and property owners in Avalon have expressed interest in the use of private desalination facilities to meet their fresh water needs or to increase their fresh water supply. Based on the experience of many foreign countries and our U.S Navy one might think that private desalination would be a logical approach on a drought affected City and Island. Safe

desalinization has long been in use in the U.S and across the world for decades. Manufacturers of private desalinization products sell them to boaters and many other people.

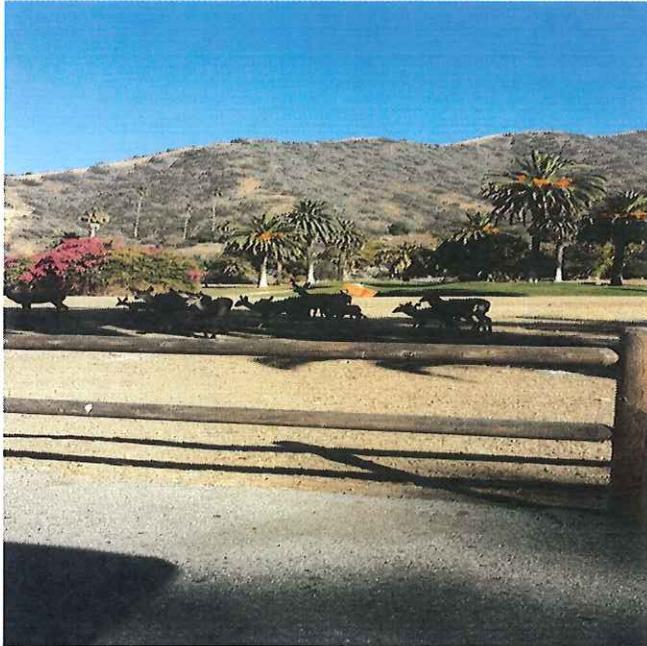
The fact is that private desalinization is not a simple solution because of what appears to be a bureaucratic maze of rules and regulations that govern our State. In a water-deficient State with a vast ocean resource, one would think that State government would have one permitting agency for governmental and private users for desalinization, but this is not the case.

The City Attorney's Office has informed me that the following regulatory hurdles must be overcome to allow for private desalinization.

1. The 2015 Ocean Plan Amendments adopted by the State Water Resources Control Board;
2. The California Safe Drinking Water Act, including Health and Safety Code sections 116270 et. Seq. and Titles 17 and 22 of the California Code of Regulations;
3. The California Plumbing Code; and
4. Public Utilities Code section 1503 that suggests SCE permission is needed to operate a private desalinization plant; and
5. The City's NPDES permit for the treatment plant.

While the obstacles are many, now that they are identified, motivated parties can seek change and relief of the rules. State government needs to play its part in streamlining the process for approval where no other fresh water options are available.

OH DEER, WHAT CAN/SHOULD WE DO?



Avalon and Santa Catalina Island have many deer who are victims of our drought conditions, do not have sufficient food or water in the interior, and come into town seeking water and shade. Visitors stop and take photos of them because of their grace and beauty. We see them all over town and concerns have been expressed by locals and visitors about what we can do to I suggest and plan to initiate a community dialogue on this topic.

INTERVIEWS FOR AFFORDABLE HOUSING ADVISORS HELD (Update from 9-25-16 report)

On September 29, 2016 City staff and advisors interviewed four consultant firms who responded to the City's affordable housing request for proposals to determine

which of them would be a good choice to hire to deliver options for affordable housing. The four companies interviewed were qualified and demonstrated a good understanding of quality affordable housing issues, financing, and needed services that are associated with building quality neighborhoods. Background reviews of the most qualified advisors are underway.

In the end, the company that is most qualified and can work best with the Avalon community will be proposed for City Council approval.

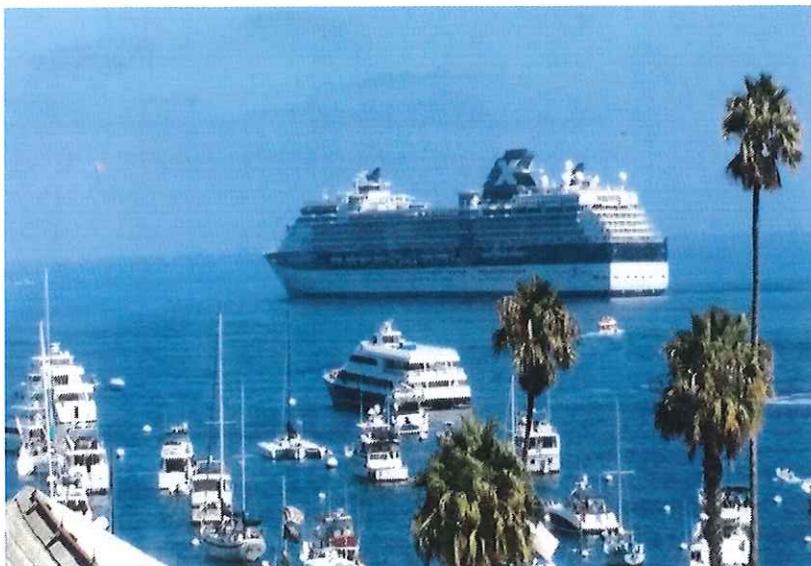
The challenge in Avalon is that working people have a difficult time being able to afford housing in this limited, restricted, and expensive housing market (and this beautiful place we call home). While renting alone is a challenge for many, having the opportunity to purchase a home in Avalon is even a more difficult challenge. People who live and work here need that opportunity to purchase a home and not always be dependent on renting or commuting from the Long Beach area.

City government cannot meet the challenges of affordable housing alone, but it has powerful tools and incentives it can bring to bear to achieve the objective in State law and the City's General Plan to provide housing opportunities for all incomes. State law encourages and supports City government to remove the barriers to the delivery of adequate housing. The provision of affordable housing is an important State and local government priority.

The City's 2013 adopted General Plan (*i.e. the City's "constitution" for development*) establishes housing goals to:

1. Discourage the demolition or conversion of existing year-round housing units or to replace them when affordable units are demolished.
2. Encourage development of affordable housing for all income groups.
3. Plan for residential land uses that accommodate both existing and future housing demand.
4. Provide a variety of residential development opportunities to meet existing and future demand.
5. Pursue Federal and State funding sources to maintain supply of affordable housing.

CRUISE SHIP VISITS – DID YOU KNOW?



According to a recent study commissioned by the local hospital, cruise ships add approximately 280,000 passengers each year who visit Avalon. This tourist source is a tremendous asset to the local economy.

For the benefit of locals and visitors our City must be special by being attractive, clean, inviting, interesting, charming, and not just another California City. We must maintain the local charm.

WORK ON JOE MACHADO FIELD GRADING ON US



Rough grading work continues on Joe Machado Field with an expected completion date of the park by November 18th. WE look forward to the time that we can say once again, "Play Ball".

AVALON HAS GOOD FRIENDS IN HIGH PLACES

The City of Avalon has been historically blessed with friends in County Government and regional agencies. The City

benefits from a lot of good will by people who understand the City and Island and recognize that Avalon host hundreds of thousands of their constituents each year.

Avalon has unique transportation challenges as California's only Island city in the Pacific Ocean, and it has unique challenges to providing services to local residents and our fine visitors.

On September 28th, Supervisor Knabe's Chief Connie Sziebl and Metro Executive Officer, Ms. Nalini Ahuja and their staffs met with the City Manager and Grants Manager to discuss current City issues and transportation challenges. They listened with interest and patience and pledged to continue their efforts to help us. They also had an opportunity to tour the City and Island to better understand the on-ground issues.

In my entire career in local government working in cities in different California counties, I have never seen such genuine cooperation from County and regional officials with a city, and I congratulate them for their interest and support. *My sincere thanks and appreciation is extended to Supervisor Knabe and his fine staff as well as the Metro management team for their meeting in person and efforts on our behalf.*

Respectfully submitted,

David Jinkens, M.P.A.