



TO: THE HONORABLE MAYOR AND CITY COUNCIL  
AGENDA: City Council Regular Meeting  
DATE: December 20, 2022  
ITEM #: G.13  
SUBJECT: Annual Measure J Report for Fiscal Year Ending June 30, 2022

**Recommendation for Action:** Staff recommends that the City Council approve the Annual Measure J Report for Fiscal Year ending June 30, 2022 and direct staff to publish the required excerpt of the report in the Daily Democrat and the City's website.

**Staff Contact:**

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**Fiscal Impact:**

This is an informational report, and therefore has no direct fiscal impact. However, the report provides an accounting of the use of \$3.8 million in Measure J (1/4 cent sales tax) revenue collected during fiscal year 2021/22.

**Background:**

In January 2014, the City Council authorized placing the reauthorization of a 1/4 cent sales tax before the voters for the June 2014 election. Measure J (MSJ) was approved with 68% of the Woodland vote. Companion advisory measures K,L,M and N were also approved and were intended to guide the City Council in the allocation of these resources generated by MSJ for general city services, programs, and facilities for a period of eight (8) years as follows:

Measure K, approved by 65.5% of voters, provides that 60% of the additional sales tax received to expand and enhance youth and teen programs and facilities;

Measure L, approved by 66.4% of voters, provides that 20% of the additional sales tax received to enhance education and youth literacy and expand library hours of operation;

Measure M, approved by 70.1% of voters, provides that 15% of the additional sales tax received to enhance public safety through expanded crime prevention programs such as Neighborhood Watch and services supporting at-risk youth including gang intervention strategies;

Measure N, approved by 53.6% of voters, provides that 5% of the additional sales tax received to support a city water and sewer utility rate-payer assistance program for low-income residents.

Measure J expires September 30, 2022 and is replaced by Measure R after that date.

**Discussion:**

The goals and objectives of MSJ are to expand activities for youth and teens; increase literacy and academic achievement; enhance public safety; provide dedicated funding for the Utility Assistance Program; and to encourage youth engagement through a variety of new programs. Throughout FY2021/22, programs and services were developed and offered to the community in the following areas:

Youth Programming

- Afterschool programs at both Lee and Douglass middle schools
- Club/leagues for middle school youth during the summer
- Waive per-player fees for youth sports

#### Library Programming

- Continues increased hours of operations at the Woodland Public Library from 44 hours per week to 51 hours per week
- Funds children and teen collection, including current print and electronic materials

#### Crime Prevention

- Restored the crime prevention program, including the Neighborhood Watch program
- Expanded Volunteers in Policing (VIP) program
- Restored the youth diversion program

Actual MSJ revenue received in FY2021/22 totaled \$3.8 million, which is 102% of the amended revenue budget for the year.

The tables below show the planned and actual allocation of MSJ for FY2021/22:

**MEASURE J - FY2021/22 Year-End Report by Category**

	Advisory Measures	Approved Spending Plan	Percent of Spending Plan	Prior Year Expenditures	Actual MSJ Expenditures FY21/22	Life to Date Expenditures
Youth Programming	60%	\$ 13,900,338	60%	\$ 6,361,890	\$ 1,130,830	\$ 7,492,720
Library Programming	20%	\$ 4,469,044	19%	\$ 3,413,251	\$ 636,691	\$ 4,049,942
Crime Prevention/Youth-At-Risk	15%	\$ 3,143,990	14%	\$ 2,270,400	\$ 514,639	\$ 2,785,039
Utility Assistance Program	5%	\$ 1,549,919	7%	\$ 1,299,919	\$ 249,032	\$ 1,548,951
Unallocated MSJ		\$ -		\$ -	\$ -	\$ -
<b>Total</b>		<b>\$ 23,063,291</b>		<b>\$ 13,345,460</b>	<b>\$ 2,531,192</b>	<b>\$ 15,876,652</b>

**MEASURE J - FY2021/22 Year-End Report by Activity**

	Amended Budget		Year-to Date Actuals		Difference Favorable/ (Unfavorable)	%
Utility Assistance	\$ 250,000	\$	249,032	\$	968	100%
<b>Youth Programming</b>				\$	-	
Southeast Area Pool Project	\$ 1,500,000	\$	-	\$	1,500,000	0%
Youth Sports	\$ 97,485	\$	92,628	\$	4,857	95%
Boxing	\$ 40,325	\$	29,500	\$	10,825	73%
Camperships/Scholarships	\$ 30,148	\$	25,745	\$	4,403	85%
Events & Activities	\$ 26,273	\$	22,421	\$	3,852	85%
Outdoor Adventures	\$ 25,643	\$	-	\$	25,643	0%
Marketing & Outreach to Youth in the Community	\$ 43,720	\$	23,239	\$	20,481	53%
Woodland Community College Promise Program	\$ 100,000	\$	3,500	\$	96,500	4%
UC Davis EOP Leadership Academy	\$ 10,000	\$	10,000	\$	-	100%
Yolo County Youth Empowerment Summit	\$ 7,000	\$	7,000	\$	-	100%
Youth Master Plan	\$ 24,000	\$	24,000	\$	-	100%
Cesar Chavez Youth Leadership Conference	\$ 2,500	\$	2,500	\$	-	100%
United Way Kinder Kamp	\$ 7,000	\$	7,000	\$	-	100%
Seed Money for Groups	\$ 79,000	\$	100	\$	78,900	0%
Aquatic Feasibility Study	\$ 6,357	\$	3,900	\$	2,457	61%
Pool and Other Maintenance Needs	\$ 100,000	\$	100,000	\$	-	100%
Other General Programs	\$ 19,596	\$	18,623	\$	973	95%
Great Program	\$ 95,312	\$	26,422	\$	68,890	28%
Middle School Programs	\$ 190,419	\$	164,670	\$	25,749	86%
Aquatics	\$ 468,018	\$	352,688	\$	115,330	75%
Recreation Van	\$ 122,865	\$	98,713	\$	24,152	80%
Summer Camp	\$ 141,277	\$	113,734	\$	27,543	81%
Youth Advisory Committee	\$ 5,000	\$	4,448	\$	552	89%
Crime Prevention/Youth-At-Risk	\$ 1,073,589	\$	514,639	\$	558,950	48%
Library	\$ 711,057	\$	636,691	\$	74,367	90%
<b>Total All Measure J Programs</b>	<b>\$ 5,176,585</b>	<b>\$</b>	<b>2,531,192</b>	<b>\$</b>	<b>2,645,392</b>	<b>49%</b>

Of the \$2.6 million unspent from FY2021/22, \$2.5 million was carried over for expenditure in FY2022/23. All Measure J funds not programmed or expended are accumulated in a special Measure J fund balance within the General Fund. At the end of FY2021/22, the accumulated fund balance was \$3.7 million. Of this fund balance, \$1,000,000 is assigned to the Phase 2 Sports Park Build-Out.

Below are accomplishments and highlights from FY2021/22 that were made possible because of MSJ funding:

**YOUTH PROGRAMMING**

***Youth Sports***

Youth sports organizations (soccer, baseball, and softball) use city-owned fields for practices and games. Measure J provides funding to waive the player fees for Woodland residents (essentially fees for practices). In addition, Measure J provides assistance for youth organizations as well as other financial needs such as portable restroom rentals, field improvements, and increased utility costs during the winter. Player fees and financial assistance provided this fiscal year include:

- \$60,600 in youth sports player fees waived for 2,424 youth players (1,015 baseball players and 1,409 soccer players)
- \$10,000 fee waived for Woodland Swim Team for the winter surcharge
- \$12,500 provided to Woodland Girls Fast Pitch

***Camperships***

Measure J provides funding for “camperships” or scholarships for youth participants of income-qualified families. Camperships resulted in a fee reduction for several programs. A total of \$17,655 was provided for camperships, and the remaining expenditures were attributed to program administration. Camperships were utilized in the following areas:

- Summertime Fun Club – \$9,865 to 40 participants
- Summer Teen Pack – \$1,580 for five (5) participants
- Swimming Lessons – \$5,885 for 65 participants
- Woodland Wreckers – \$325 for four (4) participants

### ***Events***

Measure J provides several free activities and events for youth, teens, and families. Events included the Floating Pumpkin Patch, Polar Bear Plunge, Martin Luther King Jr. Celebration, REXPO, Woodland Writes, Shamrock Hunt, Egg Hunt delivery, and César Chávez Celebration. These events had a combined attendance of over 1,000 people. In addition, support was provided for the Neighborhood Santa Parade and the City’s 150th Celebration.

### ***Supported Education, Workshops and Trainings***

Measure J provides funding for collaborative ventures in education, workshops, and training for Woodland youth, teens, and college-aged individuals. Financial support was provided for: the Woodland Community College Promise Program, UC Davis Educational Opportunity Program, Yolo County Youth Empowerment Summit, City of Woodland & Woodland Joint Unified District Youth Master Plan, César Chávez Leadership Conference, and United Way Kinder Kamp.

### ***After School Teen Pack***

Measure J provides funding for the After School Teen Pack program held at Douglass and Lee Middle Schools. The program is held on campus Monday-Thursday immediately after school until 5pm.

- 3,240 students participated during the 2021/22 school year

### ***Aquatics***

Measure J provides funding for summer public swimming and to help offset expenses for low-cost swimming lessons.

- Public Swim – 7,196 (July and August 2021)
- Swim Lessons – 801 (July and August 2021)

### ***Rec2Go***

Measure J provides funding for the mobile recreation van (Rec2Go) to go to park sites, schools, and local events throughout the year. Participants can play and have fun for free anywhere Rec2Go is in attendance.

- Attended 75 park and community events
- Reached over 2,925 community members

### ***Summer at City Hall***

Measure J provides funding for the Summer at City Hall program. This free program is to help high school students learn more about local government. It provides opportunities for students to become more civically engaged within their community and provides students with a small stipend for participation in the program.

- 19 participants during the three (3) week program

### ***Summer Teen Pack***

Measure J provides funding for the Summer Teen Pack program. Summer Teen Pack is a program for middle school students held Monday – Fridays from 8am – 5pm during the summer months.

- 36 participants during the nine (9) weeks of summer

### ***Other General Programs***

Measure J provides funding for general programs, including Baby & Me classes and Youth Boxing. The total participants/sign-ins for the general programs were as follows:

- Baby & Me (virtual offering) – 167 participants
- Boxing Club – 522 participants

## **CRIME PREVENTION**

The Crime Prevention Team is responsible for the development, implementation and maintenance of programs that focus on reducing the instances and impact of criminal activity within the community. The primary goal of the Crime Prevention program is to increase community awareness and motivate citizens to become actively involved in helping to reduce crime.

The Neighborhood Watch program is always growing. This program enlists the active participation of citizens in cooperation with law enforcement to reduce crime in their communities. During FY22, the Crime Prevention team welcomed five (5) new groups. These new groups are given a variety of information to assist them with maintaining a successful watch group in their neighborhood. They are taught how to be trained observers so they are comfortable reporting a crime or suspicious activity. In an effort to keep existing groups involved and informed, the Crime Prevention team created a quarterly Neighborhood Watch newsletter that goes out to all members of the program. This allows the team to share crime prevention information, department news, and neighborhood watch specific information with a large group of community members on a regular basis in order to build stronger relationships in the community.

The Crime Prevention team continued to supervise the Volunteers in Policing (ViP) program. The ViP program has 39 active volunteers who average about 200 hours per month and participate in 51 special events throughout the City during the year. In November and December 2021, two (2) new Chaplains joined the Volunteer program. Both Chaplains joined after full careers as officers with the California Highway Patrol. We are happy to have them on board.

Social media remains an important part of our community outreach efforts. With the potential to reach close to 30,000 people all at once, social media can be an amazing tool. Some of the topics covered were holiday shopping safety, human trafficking prevention, gun safety, and more. Facebook, Nextdoor, Instagram and Twitter were all used to reach members of the community with crime prevention tips and community outreach opportunities.

For most of July, Crime Prevention was focused on National Night Out (NNO) promotion and registration. To promote the event, the department's Crime Prevention Specialist built a custom social media and website campaign. The event on the Woodland Police Department Facebook page reached 4,469 people alone. The Crime Prevention Specialist also conducted a phone interview with the Daily Democrat who published an article that assisted with registrations. In 2019, NNO registrations were at a record 37 neighborhoods. We are

so proud to say that in 2021, NNO was another record-breaking year with 41 neighborhoods coming together to make Woodland a stronger community. Hopefully, staff will break the record once again for NNO in 2022. Also this month, the Crime Prevention Specialist, the Chief of Police, Deputy Chief, a City Council Member, and the City Manager attended a community meeting at Schneider Park. During the meeting, gun violence, traffic issues, and crime prevention were discussed. The Chief of Police was able to provide detailed information and answer questions. At the end of the meeting, at least one (1) resident showed interest in participating in neighborhood watch. They ended up registering for National Night Out and have their first Neighborhood Watch meeting scheduled for September.

In August, the Crime Prevention Specialist worked with the neighbors near Harris Park to schedule a community meeting with the neighbors and members of the Police Department. The goal of this meeting was to listen to the concerns of the neighbors regarding the issues revolving around Harris Park and share with them what the Police Department and the City are doing to support them. Roughly 15 neighbors attended the meeting and we had a great conversation. They shared a lot of good information and we were able to answer many of their questions. As part of preparing for this meeting, the Crime Prevention Specialist went out with one of our HOST Officers and conducted a Crime Prevention Through Environmental Design or "CPTED" survey of Harris Park. She was able to identify some areas of improvement and send a report to the City. The volunteer team was able to assist by providing extra patrols and by helping the Crime Prevention Specialist hand deliver more than 130 invitations to the meeting.

Every day across America, parents and caregivers drive young children around town, to and from school, daycare, and the store in car and booster seats, yet nearly half of all car seats are installed incorrectly. To help keep children safe, we participated in Child Passenger Safety Week from September 19 – 25, 2021. The goal is to make sure children are in the correct car seat, it's properly installed and used, and that it's registered with its manufacturer to ensure the receipt of important safety updates. We achieved this by partnering with the Yolo County Child Passenger Safety Program and hosting a free Car Seat Check Event here at the Woodland Police Department.

In October, the department participated in the National Drug Take Back Day which happens annually. This is a national campaign put on by the DEA with a focus on getting prescription medications off the streets. Staff collected 144 lbs of prescription and over-the-counter medications during this year's event.

In November, after Nugget Market moved their corporate office to Davis, the location at 163 Court Street remained vacant. A HOST officer recommended to the property owners to have the Crime Prevention Specialist come and perform a CPTED inspection to assist with reducing the amount of vandalism and trespassing that is happening at the property. She was able to go out and conduct a survey and provide them with some recommendations they could implement to reduce the likelihood of negative activities. Recommendations included having graffiti removed immediately, adding and improving lighting on the property, and installing fencing to reduce foot traffic from the alley behind the business to Court Street. The landscaping was also something that needed attention to create better natural surveillance and reduce hiding spots on the property.

In December, the department hosted Neighborhood Santa, which was live on Facebook all three (3) nights. The Crime Prevention Specialist hosted and monitored the live feed and comments section throughout the events, responding to the community and asking Santa for live shots. They also assisted UNIDOS by recording two (2) videos for them. The first one wished the community a Merry Christmas and the second was geared to teach the Spanish-speaking community what to expect when calling 911. We partnered with dispatch and had them run through a call where a translator needed to be added to the line. This video is a great educational tool for the public. On December 4<sup>th</sup>, the Crime Prevention Specialist held a community event at Ralph Harris Park. There was a good turn out and it was great to see neighbors utilizing the park the way it was intended. The Rec2Go van came out and officers were able to join the kids in some fun and games.

From the beginning of the New Year through the middle of February, the department was without a Crime Prevention Specialist. Upon hire, the new candidate quickly introduced herself to the Neighborhood Watch groups as well as on the Nextdoor community app and will be connecting with these groups for future meetings and community events.

In May, a new Neighborhood Watch was established on North Walnut Street. There were six (6) neighbors at the meeting. During the first half of the meeting, there were conversations about the importance of online reporting, reporting graffiti, and vacation home checks. The other half was spent talking about You Are Not Alone (Y.A.N.A), the difference between calling 911 vs. Non-Emergency, and Operation ID. They were given a sheet where they can write down information about their belongings, such as vehicles, bikes, electronics, jewelry, and other items. In the event these items get lost or stolen, these members have a record of their property. The neighbors were concerned about not having enough lights on their street as they feel it gets too dark at night. The Crime Prevention Specialist sent out an email to the City of Woodland Engineer to address the issue.

### **GANG RESISTANCE AND EDUCATION TRAINING (G.R.E.A.T.)**

The Gang Resistance Education And Training (G.R.E.A.T.) program is an evidence-based, national and international gang and violence prevention program that has been building trust between law enforcement and communities for nearly 30 years. This program is intended as an immunization against delinquency, youth violence, and gang membership. It is designed for children in the years immediately before the prime ages for introduction into gangs and delinquent behavior and was built around school-based, law enforcement officer-instructed classroom curriculum. It provides a continuum of components for children and their families. These components include a 13 lesson middle school curriculum and a six (6) lesson elementary school curriculum.

The Woodland Police Department instructors worked closely with the Woodland Joint Unified School District and completed the G.R.E.A.T. program with all 4th grade and 7th grade students for the 2021-2022 school year. In November 2021, a School Resource Officer worked with three (3) 7th grade G.R.E.A.T. classes and their lessons on community and participation in a community service project. The students came up with many ideas and chose a project to highlight the importance of mental health. The students made 50 posters and social media posts highlighting mental health services available to teens in Yolo County. The teens recognized the problem on campus, wanted to be the change, and made beautiful posters encouraging their peers not to give up. It was a great activity, and the teens were eager to help.

### **SCHOOL RESOURCE OFFICERS**

This year, the City's School Resource Officers or SROs, taught four (4) Active Shooter classes, participated in Fill the Trunk, Christmas and Back to School Shop with a Cop, Coffee with a Cop, National Night Out, National Shake Out (earthquake drills at the schools), National Walk to School Day, Read Across America and Red Ribbon Week. They spent much of their time acting as mentors to counsel and help educate numerous students on a day-to-day basis in preparation for adulthood. The SROs also participated in teaching G.R.E.A.T. Classes, the School District Safety committee, SARB (Student Attendance Review Board), and YTAC (Yolo Truancy Abatement Committee) as a form of youth diversion. They have referred several students to the Yolo Conflict Resolution Center, which is a non-profit organization that offers free services to anyone in need of assistance with a conflict, disagreement or other situations where harm has been created.

In July, the SROs ran the six (6) week Summer Police Activities League or P.A.L. program. The program had nearly 30 participants and included activities like swimming, sports, and art. The program took extensive collaboration with multiple entities and businesses to be successful. The SROs remained in contact with district staff to prepare for the new school year.

The month of October saw an increase in activity for the SROs. There were many sporting activities and requests for support at school board meetings. There was an uptick in fighting activity on campus and school

shooting threats that required their attention. Seven (7) students were identified to participate in the Public Safety Conference, and the SROs had been recruiting students for the department's Explorer program. While off-duty, one (1) SRO was notified of a student off-campus and in possession of a firearm. The SRO collaborated with school staff, students, and the Woodland Gang Taskforce, which resulted in seizing two (2) firearms from students who were validated gang members. Both firearm seizures took place off-campus.

During November, two (2) students were referred to the Yolo Conflict Resolution Center. These referrals involve participation in the restorative justice process as an alternative to traditional citation/arrest responses. The Christmas Fill the Trunk Drive started with the first event held on November 28<sup>th</sup>. In conjunction with P.A.L. and many local entities, the SROs organized gift-giving for community children in need. Also this month, one of the SROs conducted a welfare check on a foster student who was new to the district. The student has a troubled past and needs positive influences. The SRO put the guardian and juvenile in contact with the Jr. Wolves organization, and a scholarship is being sought. Another SRO worked with a recent graduate on her career and educational path as the student wanted to pursue a career in Law Enforcement. The SRO provided guidance on various options including obtaining a degree, attending the police academy, various work experience, volunteer options, and direction for the introductory police exam. After several conversations, the student signed up to take the introductory exam, and the SRO arranged many ride-alongs with police officers.

December marked the end of the Christmas Fill the Trunk Drive, which was the largest Fill the Trunk Drive so far, resulting in 360 WJUSD students receiving gifts for the holidays. The community and local businesses donated over 1,500 gifts and \$6,000 in monetary donations. Velocity Island Waterpark donated their space and decorated the event to make this year's event the most successful yet.

In January, an SRO started working with Woodland High School staff and the Time of Change organization to create a program that engages students in the legislative process and focuses on laws associated with the criminal justice system. The program will include trips to the State Capitol and meeting with elected and appointed officials.

In March, SROs responded to a call involving a sixth grade student that wrote about a shooting while taking a test. The district staff and the SRO met with the student and family to discuss the writing. The SRO looked into a football program and the summer P.A.L. program for the student. It was confirmed by family that the student did not have access to firearms and the district staff worked to offer the student behavioral health services.

In April, a mother contacted an SRO because she was concerned about the behavior of her son, who attended Woodland High School. Over the previous six (6) months, the unlicensed student began taking the parent's vehicle without permission. He also started vaping, drinking alcohol, and she was worried her son was drifting towards gang involvement. The SRO met with the family and spent over an hour discussing behaviors and short-term/long-term goals. The SRO has also set up future checking with the family. Also in April, another SRO assisted Pioneer High School administration with a student struggling with mental health issues. The student struggled with suicidal thoughts and had taken steps towards committing the act. The SRO worked with staff to ensure the student was safely transported to a facility to receive assistance.

## **WOODLAND PUBLIC LIBRARY**

Measure J supports all Library programming, 50% of the book budget, and online resources for our youth and families, in addition to the following:

- All Children's Programming
- All Teen Programming
- Teen Services Librarian Position
- Children's Library Tech Position

- Adult and Family Literacy Coordinator Position
- Square One Staff, program, and supplies
- Additional Library Hours
- Children and teen print and online resources

The Library focuses on programming in four (4) areas; Early Childhood Literacy, Education and Lifelong Learning, Civic and Community Engagement, and Summer Reading.

### ***Early Childhood Literacy***

The Public Library is a fun, creative, safe space where parents and caregivers can bring their children to learn and interact with one another and in groups. Early childhood literacy services and programs range across a variety of activities, from reading to singing to playing. Engaging in early childhood literacy activities put children ages 0-5 on a strong path to developing the critical thinking, vocabulary and language, problem solving, social, physical, and creative skills necessary to succeed later in life. In the past year, 3,059 preschool children and caregivers attended 175 early childhood literacy programs (ages 0-5), which include story times in English and Spanish, STEM and arts programs, and other special events.

### ***Education and Lifelong Learning***

Learning is a lifelong process. The Library provides an inclusive learning environment where community members can develop skills and knowledge in any area or stage of life. At the Library, users can find homework help, join book clubs, pursue their high school diploma, take classes, and receive one on one help. Measure J supports education and lifelong learning opportunities for children and teens. In the past year, the following was accomplished:

- 6,213 school-age children and their caregivers attended 181 programs, which included coding classes, class visits and tours, Minecraft club, Lego club, STEM activities, crafts, tutoring, and special events
- All first grade children in Woodland Joint Unified Schools received a “My First Library Card” and a new book through class visits
- 2,237 teens attended 145 programs, which included Teen Advisory Board meetings and workshops, creativity and art programs, and community engagement programs
- 10,000 Woodland Joint Unified School District students have a library card through the Student Success partnership with WJUSD

Measure J also supports online live homework help for students, online live employment search and resume help, a language learning database and other online research and learning tools.

### ***Education and Lifelong Learning- Square One***

In its 5th year, Square One has expanded its offerings to bring more community members to the Library and explore hands-on learning. It is open 30 hours a week, has about 300 visitors a month, and is now run by a degreed librarian. FY22 focused mainly on reopening, re-staffing, and retraining after the closures due to COVID, but was still able to accomplish the following:

- 366 new Square One users
- 92 patrons successfully completed Basic Use and Safety classes
- Square One received a grant from the State Library for \$20,000 to purchase and install a MemoryLab – a digitization station that can transfer analog data from VHS tapes, audio cassettes, and camcorder tapes to digital formats, with the option to add additional analog types in the future

- WPL partnered with YCOE to offer an 8-week, 54-hour entrepreneurship class with a certificated teacher and approved curriculum to 12 Woodland residents
- School visits were severely limited by COVID protocols at schools, but two (2) classes were able to visit the last week of the school year
- In conjunction with Make Magazine, creators of Maker Faires worldwide, Square One offered six (6) weeks of Maker Camp in Summer 2022 for children 8-12, focusing on themes such as chemistry, engineering, and robotics; also served as an internship for a prospective teacher curious about entering the STEM teaching field

The Square One Librarian has partnered with both the Davis and Woodland school districts to advise on future makerspace builds, as well as with more than a dozen libraries across California.

***Civic and Community Engagement***

Library staff are embedded in the community through outreach programming and engaging outside the walls of the library at schools, parks, and community events. Library staff attended 21 outreach events and engaged with 2,105 community members.

***Summer Reading***

Summer reading programs are an essential public library service that benefits a range of patrons from children, teens, and adults. Summer reading programs are particularly important for children transitioning from “learning to read” to “reading to learn” education levels. According to a three (3) year study by the Dominican University’s Graduate School of Library and Information Studies, students who participate in their local library’s summer reading program significantly improve their reading skills. Summer @ the Library is supported by Measure J as well as Friends of the Library and have the following accomplishments in Fiscal Year 2022:

- 1,149 registered participants
- 861 participants completed the program (read 5 books over the summer)
- 58,321 minutes read
- 14,428 books read
- 2,601 summer lunches served
- 4,710 people attended 137 Summer @ the Library events and programs
- 22 teens volunteered for 331 hours

**WOODLAND FIRE DEPARTMENT**

***Public Education***

Fiscal Year 2021/22 was the first year in which the Woodland Fire Department was provided funding to support youth education and outreach through Measure J. During the fiscal year, the department purchased several supplies and educational material, as well as covered personnel costs for events that cannot be covered with on-duty personnel. Those events included:

- Hands Only CPR – Firefighters taught 175 Woodland High School students hands-only CPR. Hands-only CPR is the preferred method of cardio pulmonary resuscitation for the lay person, as it does not require mouth-to-mouth resuscitation, and it has been proven extremely effective.
- Job Fairs – Both Lee and Douglas Middle Schools host annual job fairs that we participate in. These job fairs give our firefighters an opportunity to connect with our middle-school students, and provide them with opportunities to learn more about a rewarding career in the fire service.
- Fire Service 101 – For the first time ever, Woodland hosted a youth Fire Service education day. The day included an overview of the fire service, educational pathways, real conversations about the

impact behaviors, social media, and physical health have on a successful career. Fire Service 101 was attended by over a dozen local youths that are representative of our community, and many have now joined the ranks of our Fire Explorer Post.

- First Grade Program – In October of last year, Fire had to pivot and provide its First Grade Program virtually. Department personnel created and edited videos in both English and Spanish to ensure we continued our tradition of educating our over 300 first grade students, city-wide.

### **UTILITY ASSISTANCE PROGRAM**

The City offers a Utility Assistance Program (UAP) that provides a subsidy on the monthly utility bill for income-qualified customers. The program provides for \$40 per month for up to twelve months each fiscal year (July through June). To qualify for the program, customers must own their property and participate in either the CARE or FERA program with PG&E. In Fiscal Year 2021/22, UAP provided assistance to 520 customers, whose households included 1,474 residents.

### **Conclusion:**

Staff recommends that the City Council approve the Annual Measure J Report for Fiscal Year ending June 30, 2022 and direct staff to publish the required excerpt of the report in the Daily Democrat and on the City's website.

Prepared by: Evis Morales, Finance Officer

Reviewed by: Kim McKinney, Director of Administrative Services



Ken Hiatt  
City Manager

### **Attachments:**

1. Measure J Summary-Attachment A

## MEASURE J SPENDING PLAN

	FY2014/15	FY2015/16	FY2016/17	FY2017/18	FY2018/19	FY2019/20	FY2020/21	Budgeted FY2021/22	FY2022/23*	Total
<b>Revenues</b>										
MSJ Annual Revenue Projection	\$ 1,724,611	\$ 2,467,809	\$ 2,483,241	\$ 2,528,885	\$ 2,772,407	\$ 2,939,064	\$ 3,398,450	\$ 3,293,300	\$ 866,350	\$ 22,474,116
<b>Expenditures</b>										
Utility Assistance	\$ 25,380	\$ 192,866	\$ 132,204	\$ 202,816	\$ 225,728	\$ 266,084	\$ 254,840	\$ 250,000	\$ 62,500	\$ 1,612,419
General Recreation	140,947	469,829	329,274	409,562	395,596	338,311	321,659	719,124	127,579	\$ 3,251,882
Middle School Programs	118,534	270,447	316,551	175,456	191,675	167,295	123,299	234,419	58,605	\$ 1,656,281
Aquatics	5,703	116,340	161,344	180,225	211,828	145,411	207,148	295,941	68,351	\$ 1,392,293
Recreation Van	50,323	57,469	49,242	74,104	85,307	85,193	60,808	126,865	31,716	\$ 621,027
Summer Camp	48,196	96,298	123,114	100,982	119,928	113,203	121,395	165,277	41,319	\$ 929,713
Youth Advisory Committee & Academy	0	308	1,058	3,633	1,248	182	4,944	5,000	1,250	\$ 17,624
At-Potential Youth	1,716	165,808	312,161	205,137	185,784	250,707	395,348	707,107	143,439	\$ 2,367,208
Crime Prevention	48,115	103,952	110,552	125,268	128,583	108,633	128,635	166,482	30,437	\$ 950,657
GREAT Program (4th/7th Grades)	0	0	23,660	33,426	30,132	24,510	6,790	95,312	23,828	\$ 237,658
Library	252,671	439,387	453,203	530,075	562,303	544,582	631,030	711,057	153,721	\$ 4,278,029
Southeast Pool Area Project	0	0	0	0	250,000	0	0	0	0	\$ 250,000
<b>Programming Subtotal</b>	\$ 691,587	\$ 1,912,704	\$ 2,012,364	\$ 2,040,685	\$ 2,388,113	\$ 2,044,111	\$ 2,255,896	\$ 3,476,585	\$ 742,745	\$ 17,564,790
Unallocated	0	0	0	0	0	0	0	0	0	0
<b>Total Expenditures</b>	\$ 691,587	\$ 1,912,704	\$ 2,012,364	\$ 2,040,685	\$ 2,388,113	\$ 2,044,111	\$ 2,255,896	\$ 3,476,585	\$ 742,745	\$ 17,564,790
Net Revenue/Expenditures	\$ 1,033,024	\$ 555,105	\$ 470,877	\$ 488,200	\$ 384,294	\$ 894,953	\$ 1,142,553	\$ (183,285)	\$ 123,605	\$ 4,909,326
Southeast Pool Reserve	\$ -	\$ -	\$ -	\$ -	\$ 750,000	\$ 500,000	\$ -	\$ 500,000	\$ -	\$ 1,750,000
Phase 2 Sports Park Build-Out Reserve	\$ -	\$ -	\$ -	\$ -	\$ 1,000,000	\$ -	\$ -	\$ -	\$ -	\$ 1,000,000
Fund Balance	\$ 1,033,024	\$ 1,588,129	\$ 2,059,006	\$ 2,547,206	\$ 1,181,500	\$ 1,576,453	\$ 2,719,007	\$ 2,035,722	\$ 2,159,326	\$ 2,159,326

\*Final Measure J Revenue/Program Year: Only one-quarter of revenue is received in FY2022/23