

Budget Agenda Item #9

Review of “Issues and Options” papers
Dog Licensing
Business Licensing
City Beautification
Community Grant Recommendations



City of West Linn
Citizens' Budget Committee
May 19, 2010

Issues & Options Related to Dog Licensing

Background:

- City responsibility for licensing dogs is defined in Municipal Code Section 5.275.
- When dogs are found off-leash, the West Linn Police respond with a Community Service Officer (CSO) who returns the dog back to the owners, or to the County if an owner cannot be located.
- The CSO has access to both the West Linn and Clackamas County dog databases.
- For many years, the West Linn Police Department managed licensing; in 2008, licensing was moved to the Finance Department at City Hall to consolidate the Accounts Receivable function.
- Clackamas County also requires dog licenses.
- In 2009, the City of West Linn launched online dog licensing and integrated the dog database with the County's database so dogs that are licensed with the City are also shown in the County database, because a lost dog knows no jurisdictional boundaries.
- The current licensing and renewal process takes approximately 0.25 FTE of Finance staff time each year. This does not include the time of the CSO.

Revenue:

- FY 2008: \$18,677
- FY 2009: \$13,885
- FY 2010: \$10,000

Issues:

- Dog licensing and renewal takes significant staff time and resources during the renewal months.
- Clackamas County provides an identical online licensing renewal service.
- There is no enforceable penalty for not licensing a dog. If a dog has a tag (for example, purchased at Pet Smart) with the dog's name and telephone number, the CSO will contact the owner before sending the dog to Clackamas County, as a matter of customer service.
- Staff begins the process for dog license renewals in the spring of each year. Solicitations are made via all communications channels for people to renew their dog licenses, or to license their new dogs.
- Staff attributes the slightly declining trend in dog license revenue over the last few years to two main reasons: 1) many owners opted for a two- or three-year license when it was first introduced a few years ago; and 2) other than newsletter and web messages, staff does not actively pursue collecting dog license fees.

Options:

▪ **Option #1:**

- Remove the dog licensing requirement from Municipal Code and delegate the dog licensing function to Clackamas County.
- All other animal control provisions related to dogs will remain in the Code.
- City loses approximately \$10,000 in revenues, but gains the staff time currently dedicated to the licensing and renewal process.
- Clackamas County assumes all dog licensing functions and all licensing is run through the County. The County has indicated they are amenable to this option.
- The West Linn CSO continues to enforce the Code section related to dogs and to provide customer service to West Linn citizens and their dogs.



▪ **Option #2:**

- No changes; the City and County continue the existing dog licensing functions as is.



Issues & Options Related to Business Licensing

Background:

- City responsibility for licensing businesses is defined in Municipal Code Section 7.000.
- In 2009, the City of West Linn launched online business licensing. As part of this service, licensed businesses can review a directory of other licensed businesses.
- The current licensing and renewal process takes approximately 0.50 FTE of Finance staff time each year, as well as additional review by Planning staff to review home occupation permits associated with some businesses.
- \$20,000 from the FY 2010 revenues was earmarked in the biennial budget for economic development consultant services; Small Business Management LLC was retained to provide these services.
- The business licensing process is administrative. The ways that the business license list is used:
 - Initial home occupation permit includes review of permitted uses in the zone.
 - Police Department uses list to double-check allowed business use; most commonly for door-to-door sales people.
- The current economic downturn has affected local businesses; there are businesses closing in West Linn and the City Council recently approved the creation of an Economic Development Committee (EDC) to specifically address economic development issues in West Linn.

Revenue:

- FY 2008: \$53,841
- FY 2009: \$52,376
- FY 2010: \$52,000

Issues:

- In the spirit of eliminating an expense for existing licensed businesses, staff seeks Citizens' Budget Committee consideration of reducing the business license fee in FY 2011 to zero, with explicit direction given to the EDC to carefully review revenue producing alternatives to fund EDC activities through the licensing process to ensure that it better provides benefit to local businesses.
- It is unclear at this time how the current business license process provides specific value-added benefit to local businesses above and beyond the administrative record-keeping of the service.

Options:

- **Option #1:**

- Reduce the renewal portion of the fee for existing licenses in FY 2011 to zero (existing license holders would be requested to update data so database remains current, but not charged a fee).
- Only require the standard fee for new licenses.
- Direct the EDC to evaluate business licensing as part of the overall EDC review of how the City should best engage the business community on sustainable funding for economic development activities.
- This option has the support of the City's Economic Development consultant.

- **Option #2:**

- No changes to licensing program; City continues to license businesses at the **current** rate.

- **Option #3:**

- No changes to licensing program; City continues to license businesses at an **increased** rate.





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Citizens' Budget Committee
May 19, 2010

Issues & Options Related to City Beautification

Background:

- Over the past year, there has been increased citizen interest in "City beautification" efforts – specifically related to medians and public spaces in West Linn.
- To date, the City has played a limited role in paying for City beautification because of lack of funding for these types of projects.
- The City of Lake Oswego has an established beautification program that includes seasonal plantings of medians and public spaces as well as the associated maintenance and water costs.
- Lake Oswego's program costs are listed below for the Citizens' Budget Committee to consider.

Expense Estimate:

- The following expense estimate is based on the actual cost to maintain city beautification efforts for the City of Lake Oswego; this assumes two separate seasonal plantings, at most West Linn sites ranging from facilities to water sites to small corners to large medians.
- The expense shown is the annual portion of a multi-year contract to maintain existing areas.
- Annual estimated cost: \$83,000

Revenue Estimate:

- The above expense estimate could be raised by billing each street fee customer (9,500 customers) an extra \$0.75 per month.
- This fee increase would be reflected in the "Street Maintenance Fee" and would be earmarked for City beautification efforts.

Issues:

- The City does not have discretionary income available for City beautification efforts.
- Funds must be specifically raised for these types of beautification activities if they are to occur on a citywide scope and scale equivalent to Lake Oswego.

Options:

- **Option #1:**
 - Increase the Street Maintenance Fee by \$0.75 and specifically earmark additional funds for City beautification efforts.
 - City would engage in a multi-year contract to attain similar pricing for West Linn beautification.
- **Option #2:**
 - Do not increase the Street Maintenance Fee by \$0.75 and continue the City's minimal beautification efforts for medians and other public spaces.
 - The current economic climate is such that City staff does not recommend any discretionary fee increases at this time.





City of West Linn
Citizens' Budget Committee
May 19, 2010

Issues & Options Related to Community Grants

Background:

- The adopted biennial budget includes \$25,000 in FY 2011 for community grants.
- The citizen members of the Citizens' Budget Committee met on May 10, 2010 to review the 20 requests received totaling more than \$50,000.

Issues:

- The City received substantially more grant requests than it has grant funds available to fulfill.
- The citizen members of the Citizens' Budget Committee developed the following guidelines for request evaluation that they used to make their attached recommendations:
 - Priority given to organizations or causes that directly benefit West Linn residents.
 - A complete, descriptive, and thorough application is important.
 - No funding allocated for advertising or promotion.
 - No funding allocated to Neighborhood Associations.
 - Any undesignated balance left in the "community grants" account can be used by the Parks Department to assist with other community organizations that need financial assistance during the fiscal year which did not complete an application or receive full funding.
 - For Event Specific requests - The guiding purpose of grant money for festivals and events is seed money. Organizations are encouraged to apply for funding for new or emerging West Linn-focused purposes. Organizations that depend on West Linn community grant funding year after year should recognize that the Citizens' Budget Committee discourages complacency in grant funding requests, and therefore limits overall festival and event funding to 30 percent of the total available in the grant program up to a maximum of \$1,500 per request, with no more than a three year grant cycle per organization. Priority is given to new festivals and events.
 - Reporting Back - For all funded grant requests, after the organization incurs the costs that are funded with the grant monies, the organization must report back with a summary of how the funds were used, the value that the grant program provided to the citizens of West Linn, and how the funds helped the purpose of the organization.

Options:

- **Option #1:**
 - Accept the recommendations of the citizen members of the Citizens' Budget Committee and fund the grant requests as indicated on the attached spreadsheet.
- **Option #2:**
 - Make modifications to the recommendations of the citizen members and fund the grant requests based on these modifications.

Memorandum

Date: May 12, 2010

To: City Council

From: *Citizen Members of the Citizens' Budget Committee*
Ralph Ezagui - absent
Thomas Frank
Thomas Griffith
Karen Hensley
Abigail Wojcik

Staff Present: Richard Seals, Finance Director
Kirsten Wyatt, Assistant to the City Manager
Ken Warner, Recreation Director

Subject: Citizen Recommendations for Community Grant Allocations

The citizen members of the Citizens' Budget Committee met on Monday, May 10, 2010 to review and deliberate on 20 grant requests totaling \$51,695 for the \$24,738 remaining available grant funds in the second year of our budget biennium.

The citizen group continues with their guiding principles for evaluating requests:

- 1. Priority given to organizations or causes that directly benefit West Linn residents.**
 - a. It was determined that services and organizations that provide direct service to West Linn residents are most deserving.
- 2. A complete, descriptive, and thorough application is important.**
 - a. Applications that were too simplistic or non-descriptive about the use of funds were considered to be incomplete or lacking in the detail required to make an informed decision about the grant request.
- 3. No funding allocated for advertising or promotion.**
 - a. It was determined that public funds should be spent on activities or events that benefit the community directly and provide a direct public service.
- 4. No funding allocated to Neighborhood Associations.**
 - a. It was determined that the specific \$1,500 allocation to Neighborhood Associations was sufficient, and that allocating additional funds to certain applying Neighborhood Associations was unfair to other Associations.

5. **Any undesignated balance left in the “community grants” account can be used by the Parks Department to assist with other community organizations that need financial assistance during the fiscal year which did not complete an application or receive full funding.**
 - a. This is consistent with prior grant practice.

For Event Specific requests:

The guiding purpose of grant money for festivals and events is seed money. Organizations are encouraged to apply for funding for new or emerging West Linn-focused purposes. Organizations that depend on West Linn community grant funding year after year should recognize that the Citizens’ Budget Committee discourages complacency in grant funding requests, and therefore limits overall festival and event funding to 30 percent of the total available in the grant program up to a maximum of \$1,500 per request, with no more than a three year grant cycle per organization. Priority is given to new festivals and events.

Reporting Back:

For all funded grant requests, after the organization incurs the costs that are funded with the grant monies, the organization must report back with a summary of how the funds were used, the value that the grant program provided to the citizens of West Linn, and how the funds helped the purpose of the organization.

Recommendation

The citizen members recommend that the City Council award 16 organizations \$23,750 in funding leaving \$988 undesignated in the reserve account for use throughout the fiscal year as the attached summary reflects.

Attachment

Matrix of Requests and Recommendations

City of West Linn

Community Grant Requests for the 2010-2011 Biennial Budget

Event Total:	7,500
Event Goal:	7,500
Difference:	-

COMMUNITY GRANT REQUESTS		Contact	Type	FY 2010 REQUESTED AMOUNT	FY 2010 CBC RECOMMENDED	FY 2010 COUNCIL GRANTED	FY 2011 REQUESTED AMOUNT	RECOMMENDED BY CITIZEN MEMBERS OF CITIZENS' BUDGET COMMITTEE	Rational Notes and Comments	
1	A	West Linn Arts Festival	Douglas C. Dooley	Event	\$ 3,500	\$ -	\$ 1,500	\$ 4,700	\$ 1,500	Event funding limited to a maximum of \$1,500
2	B	Happy Trails Riding Center	Nicole Budden		1,000	1,000	1,000	1,500	1,500	Operation over on Rosemont - fully fund
3	C	Mary S. Young Volunteers	Lorie S. Griffith					1,000	1,000	Encourage citizens involvement in maintaining and beautifying West Linn.
4	D	West Linn Community Chorus	Dell Smith		3,550	2,500	2,900	3,700	1,950	No funding for staff or publicity
5	E	PAWS	Teresa Fisher					1,500	1,050	No funding for advertising
6	F	Lions	Nancy Ware	Event				1,905	-	Incomplete application lacking detail on the event/item specifics; direction provided to seek additional assistance with future grant requests to ensure the necessary clarity is provided.
7	G	AWOL Dance Initiative	Jen Harbaugh	Event	3,500	3,500	3,500	3,500	1,500	Event funding limited to a maximum of \$1,500
8	H	Friends of the West Linn Library	Jim Eglund		2,000	2,000	2,000	2,050	2,050	Great program run by volunteers - fully fund
9	I	Friends of Maddax Woods	Allison Benski					1,900	-	Parks maintenance project; should be funded from the parks capital budget
10	J	Lighting of Maddax Woods	Allison Benski	Event				200	200	Upgrade to LED lighting for trees used in event will improve the event. Proceeds are used for the property.
11	K	Willamette Historic District Celebration	Elizabeth Kieres	Event				500	-	Wrong fiscal year for request; encouraged to work this event in with the Living History Tours
12	L	Friends of the McLean House	Leanna Lindquist	Event				1,950	825	Fund the non-advertising related items.
13	M	Hidden Springs #8 Homeowners Assoc	Deb Tingey					2,740	-	No funding for improvements to privately-owned property via the Community Grants funding process
14	N	Willamette Falls Heritage Foundation	Roger Shepherd	Event	-	-	2,500	2,600	1,000	Shuttle service not occurring in West Linn; bus and flag rental as event benefits both OC and West Linn.; event funding limited to a maximum of \$1,500; contingent upon an updated grant application to reflect that these funds are given for the FY 2011 event
15	O	Willamette Living History Tour	Elizabeth Kiere	Event				700	975	First year of application; no advertising and promotion, but grant application lists a range for certain expenses. Middle of the range for each expense net of ads is \$975.
16	P	Friends of the Robinwood Station	Randall Fastabend					2,900	1,700	Funded Lumber, Exterior Door, and Paint all to be administered by the West Linn Parks Department
17	Q	West Linn Food Pantry	Shauna Shroyer		5,000	2,500	2,500	5,000	5,000	Great cause - need directed staight at needy WL families
18	R	Clackamas Women's Services	Melissa Erlbaum					5,000	1,000	Funding provided for gas cards; encourage organization to provide more specific statistics for West Linn users/impact next year.
19	S	Big Brothers Big Sisters Columbia NW	Paul Cathcart					3,900	1,000	Funding provided for matching a West Linn pair
20	T	Arts Festival in the Forest	Veronia Swela	Event	5,000	2,800	2,800	4,450	1,500	Event funding limited to a maximum of \$1,500
*		Green Energy Solutions			300	-	-	-	-	
*		Life Support Community Center			2,000	2,000	2,000	-	-	
*		Raving Dove, Inc.			1,000	1,000	-	-	-	
*		Robinwood Neighborhood Association			1,000	-	-	-	-	
*		Tanner Basin Neighborhood Association			1,000	-	-	-	-	
*		West Linn Trails Group			2,000	2,000	2,000	-	-	
*		West Linn Woofstock			1,500	750	750	-	-	
*		Savannah Oaks celebration			-	-	600	-	-	
*		Lower Columba Chapter of the Ice Age Flood Institute			-	-	1,212	-	-	
Totals					\$ 32,350	\$ 20,050	\$ 25,262	\$ 51,695	\$ 23,750	

Summary

- * Did not repeat a request for FY 2011
- = FY 2011 requesting organizations
- = FY 2010 requesting organizations
- = Summary of available funds
- = Qualifies as an "Event"

Total Community Grant funds budgeted for 2010-2011 Biennium	\$ 50,000
Less Community Grant funds paid out in FY 2010	(25,262)
Funds available for Community Grants in FY 2011	\$ 24,738
	\$ 988

<-----Contingency for unanticipated events