

# Notice of Meeting of the Governing Body of the City of Georgetown, Texas February 25, 2020

The Georgetown City Council will meet on February 25, 2020 at 3:30 PM at City Council Chambers, 510 W 9th Street Georgetown, TX 78626

The City of Georgetown is committed to compliance with the Americans with Disabilities Act (ADA). If you require assistance in participating at a public meeting due to a disability, as defined under the ADA, reasonable assistance, adaptations, or accommodations will be provided upon request. Please contact the City Secretary's Office, at least three (3) days prior to the scheduled meeting date, at (512) 930-3652 or City Hall at 808 Martin Luther King Jr. Street, Georgetown, TX 78626 for additional information; TTY users route through Relay Texas at 711.

## Policy Development/Review Workshop -

- A Presentation and discussion regarding process to address “cost of service” for Downtown Solid Waste Services -- Teresa Chapman, Environmental Services and Ray Miller, Director of Public Works
- B Presentation and discussion regarding creating a video production studio in the second floor of the Georgetown Art Center -- Aly Van Dyke, Communications and Public Engagement Director; and Eric Lashley, Georgetown Public Library Director
- C Presentation and discussion regarding the Electric Line Extension Policy -- Daniel Bethapudi, General Manager of the Electric Utility
- D Presentation and discussion regarding the proposed Budget Calendar for the FY2021 Annual Budget and Five Year CIP -- Paul Diaz, Budget Manager
- E Presentation, update, and discussion on the 2018 Economic Development Strategic Plan -- Michaela Dollar, Economic Development Director

## Executive Session

In compliance with the Open Meetings Act, Chapter 551, Government Code, Vernon's Texas Codes, Annotated, the items listed below will be discussed in closed session and are subject to action in the regular session.

- F **Sec. 551.071: Consultation with Attorney**  
Advice from attorney about pending or contemplated litigation and other matters on which the attorney has a duty to advise the City Council, including agenda items
  - Litigation Update
- Sec. 551.086: Certain Public Power Utilities: Competitive Matters**
  - Purchase Power Update
- Sec. 551:074: Personnel Matters**  
Consideration of the appointment, employment, evaluation, reassignment, duties, discipline, or dismissal
  - Municipal Court Judge
  - City Secretary

## **Adjournment**

### **Certificate of Posting**

I, Robyn Densmore, City Secretary for the City of Georgetown, Texas, do hereby certify that this Notice of Meeting was posted at City Hall, 808 Martin Luther King Jr. Street, Georgetown, TX 78626, a place readily accessible to the general public as required by law, on the \_\_\_\_\_ day of \_\_\_\_\_, 2020, at \_\_\_\_\_, and remained so posted for at least 72 continuous hours preceding the scheduled time of said meeting.

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Robyn Densmore, City Secretary

City of Georgetown, Texas  
City Council Workshop  
February 25, 2020

**SUBJECT:**

Presentation and discussion regarding process to address “cost of service” for Downtown Solid Waste Services -- Teresa Chapman, Environmental Services and Ray Miller, Director of Public Works

**ITEM SUMMARY:**

Update City Council on the Solid Waste Downtown Cost of Service Project. Request guidance or approval for Cost of Service billing process. Request guidance or approval to update the City's Solid Waste Ordinance.

**FINANCIAL IMPACT:**

No impact to rates.

**SUBMITTED BY:**

Teresa Chapman

**ATTACHMENTS:**

Cost of Service - Downtown Solid Waste  
Downtown Map

# Downtown Cost of Solid Waste Service City Council Workshop 2.25.2020



# Purpose: Update Cost of Service Project

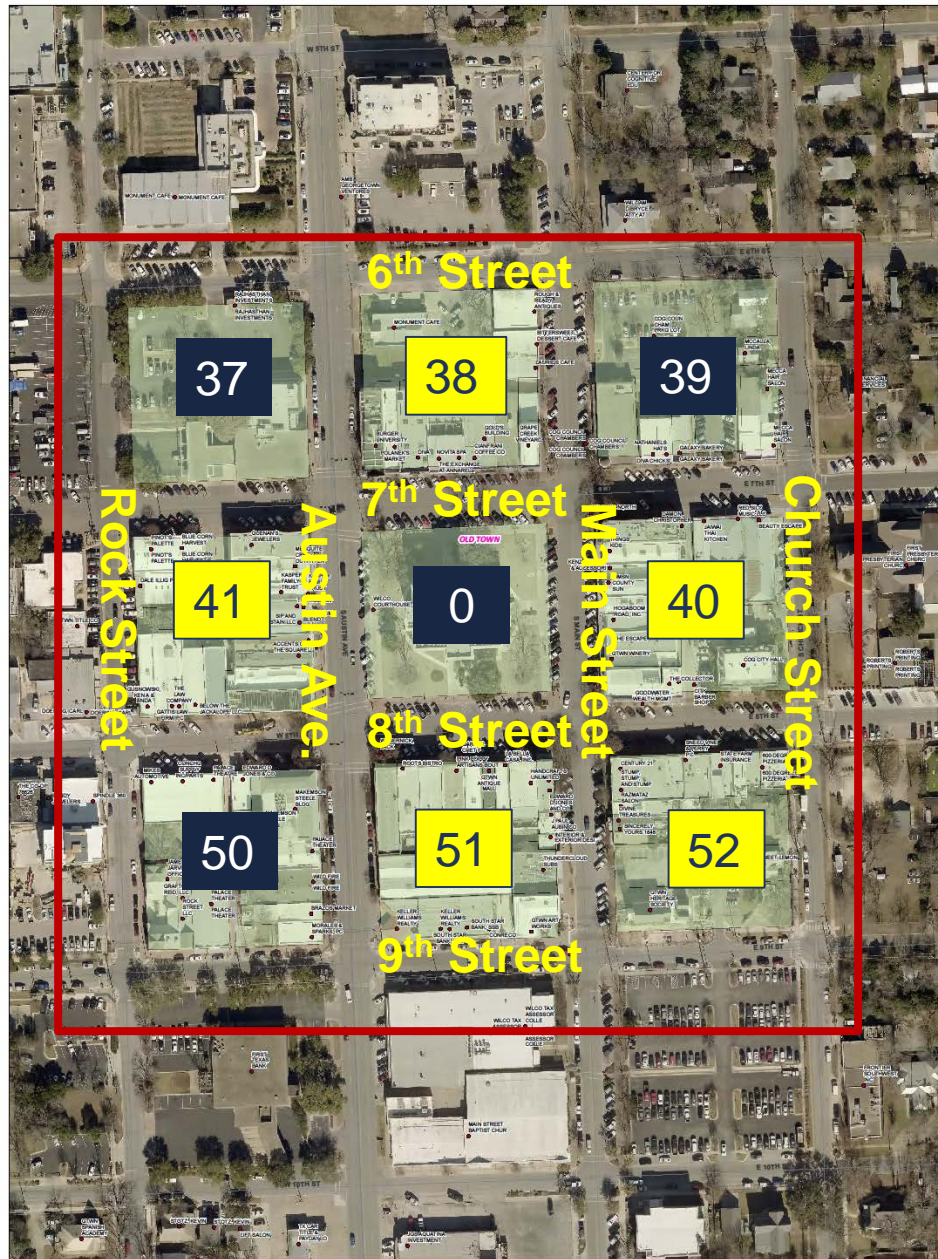
## Purpose:

- Update City Council on Solid Waste Downtown Cost of Service Project (SWDCSP).
- Request guidance on “Cost of Service” billing process.
- Request guidance on Solid Waste Ordinance update.

## Agenda:

- Quick review of SWDCSP
- Update current status
- Request direction on SWDCSP





# Cost of Service Timeline

## 2018

- February: Included as part of the Solid Waste Master Plan
- February and March: Downtown businesses and stakeholder meetings and discussions about challenges and options
- April: Overview of SWMP & Downtown strategies City Council
- April: Overview of SWMP & Downtown strategies with GTAB
- November: City Council update on SWMP combined comments from GTAB
- October: Meet with Stakeholders (business and property owners)
- November: Meet with Stakeholders (business and property owners)

## 2019

February: SWMP update with P&Z

March: Waste Audit

April: Review Downtown Solid Waste Options with City Council

May: Solid Waste Master Plan adopted

May: Final scope of work for downtown solid waste services approved

# Cost of Service Review of Downtown Challenges

## **Solid Waste Master Plan Key Objective:**

- Improve understanding of solid waste and recycling service needs of the City's Downtown Square customers and involve a variety of Downtown businesses - Presentation to Council April 24, 2018
- Solid Waste Master Plan was adopted May, 2019

### **Review Current System**



### **Research Alternate Systems**





# Cost of Service Review of Downtown Challenges

## Challenges included:

- Limited space and access
- Illegal & improper disposal
- Overflowing dumpsters
- Stashes of trash
- Litter
- Overall need for cleanliness
- Equity Pricing



City Council requested staff come back with options to address challenges.

# Cost of Service Input from Downtown Stakeholders

## Access & Space

Placement of dumpsters on private property is not guaranteed and likely to be eliminated with continued growth; City-owned property needed for shared facilities; limited options.

## Aesthetics/ Public Health

Current system of carts & dumpsters has negative aesthetics that is unattractive, encourages inappropriate/unauthorized use, and has the potential to attract pests.

## Growth

Growth of Downtown will continue and challenges of current system will be intensified. Transition to a new system will become more difficult with growth.

## Service Charges

Support for volume-based rates; at minimum, rates need to be adjusted for equity in current system; with a new system, new rates would need to be developed.

# Cost of Service Options & Costs

## 1. CARTS & SHARED DUMPSTERS

- Current system
- Development of new rate structure
- No impact on operational challenges

**ANNUAL COST**  
**Current: \$120,000**  
**Future: \$150,000**

## 2. SHARED DUMPSTERS

- Removes carts on sidewalks and streets
- Allows for 3-stream system in future
- More dumpster locations are challenging... leasing/purchasing of private property
- No impact on overflow, litter illegal dumping

**ANNUAL COST**  
**\$276,000**

## 3. SHARED COMPACTORS

- Removes carts & dumpsters on sidewalks, streets, parking spaces
- Allows for 3-stream system in future
- Siting of 2-3 compactors is challenging
- Customers transport material offsite
- Minimal impact on overflow, litter, illegal dumping

**ANNUAL COST**  
**\$274,000**

## 4. CONCIERGE SERVICE

- All containers removed, space constraints eliminated
- Prevents illegal dumping and overflow
- Allows for 3-stream system
- Convenient for businesses
- Requires close coordination between businesses & City

**ANNUAL COST**  
**\$300,000**

# Cost of Service: Downtown Solid Waste Services

## Solid Waste Master Plan April, 2019

Because of cost and complexity of options presented, staff recommended, and Council concurred, to address the Cost of Service pricing inequities first.

## Scope of Work Approved May, 2019

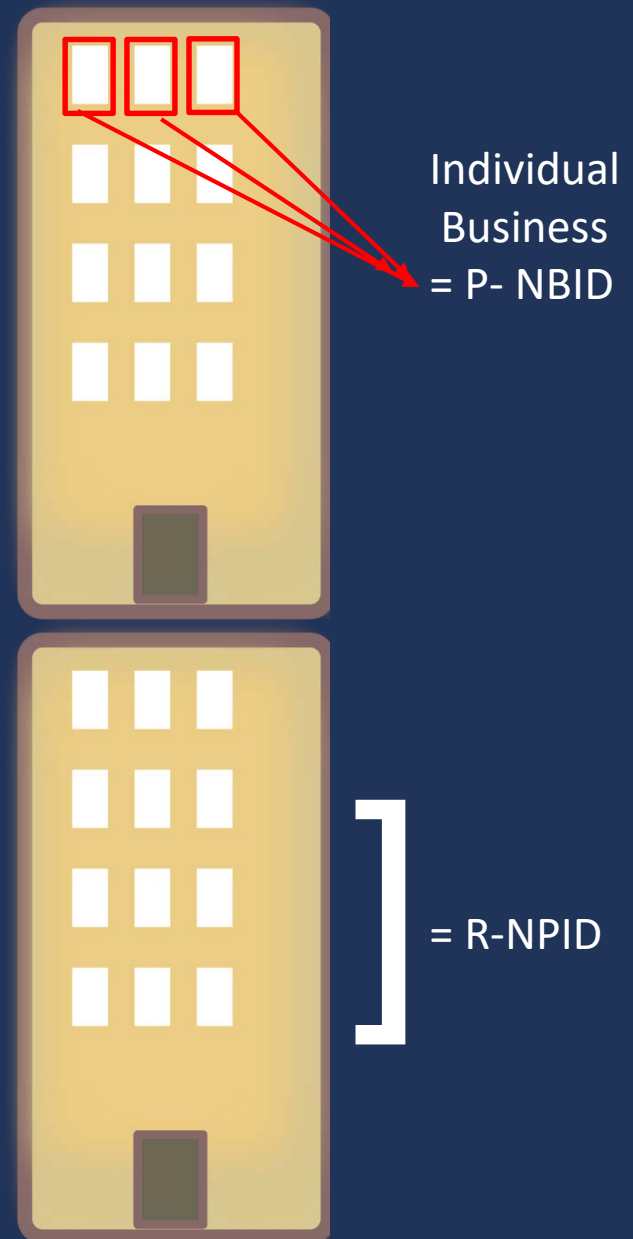
**Objective:** Find all pricing inequities and propose method(s) for moving customers into the correct solid waste rate class

1. Raise revenue to \$150,000 to cover cost of service
2. Determine pricing inequities
3. Adjust billing to cover cost of service without a rate increase



# Cost of Service: Process Development

- Field Study: Initial review was a field study to determine which blocks had challenges and which ones were appropriately managing waste
- Waste Audit: Determined volume of materials collected on included blocks
- Property List: Acquired a list of all properties with their associated “Real Numeric Property ID” (R-NPID) from WCAD
- Business List: Based on WCAD, Personal Numeric Business ID or P-NBID data, businesses were added and combined to each R-NPID property
- Data Analysis: Each property or R-NPID was analyzed for cost of service.



# Cost of Service Initial Block Review Results

Block	Business	Challenges	Action Y/N
0	Courthouse	None	N
37	Bank of America	None	N
38	Burger University	<ul style="list-style-type: none"> <li>• Shared dumpsters</li> <li>• Collection costs</li> </ul>	Y
39	Galaxy Bakery	None	N
40	Jaiwai Thai, Gumbos, 600 Degrees	<ul style="list-style-type: none"> <li>• Shared dumpsters</li> <li>• Collection Costs</li> <li>• Overflow</li> </ul>	Y
41	Blue Corn, Mesquite Creek	<ul style="list-style-type: none"> <li>• Overflow</li> <li>• Shared dumpsters</li> </ul>	Y
50	Wildfire, Georgetown Palace	None	N
51	Roots, Thundercloud Subs	<ul style="list-style-type: none"> <li>• Carts on Streets</li> </ul>	Y
52	600 Degrees, Divine Treasure	<ul style="list-style-type: none"> <li>• Shared dumpsters</li> <li>• Overflow</li> </ul>	Y

# Cost of Service Summary Analysis

Block	Business	Action
38	Burger University	<ul style="list-style-type: none"><li>• Price Adjustments</li></ul>
40	Jaiwai Thai & Gumbos	<ul style="list-style-type: none"><li>• Price Adjustments</li></ul>
41	Blue Corn	<ul style="list-style-type: none"><li>• Move to shared dumpsters</li><li>• Price Adjustments</li></ul>
51	Roots & Thundercloud Subs	<ul style="list-style-type: none"><li>• Update solid waste ordinance to remove carts on sidewalks</li><li>• Provide dumpster location options</li></ul>
52	600 Degrees	<ul style="list-style-type: none"><li>• Provide dumpster location option</li></ul>

# Cost of Service Billing Process Development

1. Cost of service per individual businesses was developed. Data varied based on availability but overall included:

- Waste audit data
- Business type
- Materials generated
- Hours of operation
- Comparison data

2. Costs per business were combined to provide an overall fee to each property based on the R-NPID.



# Cost of Service Billing Process Recommendation

Total billed to property owner  
 $\$54.18 * 3 + \$535.84 = \$698.84$

## John Smith's Building

Office  
Base Fee  
\$54.18

Office  
Base Fee  
\$54.18

Office  
Base Fee  
\$54.18

### Restaurant

8 cy landfill 3x per week = \$433.30

4 cy recycler 1x per week = \$102.54

$\$433.30 + \$102.54 = \$535.84$

## Key Points

1. Process changes from billing businesses to billing property/building owner
2. Property owner (or representative) will decide how cost is shared among tenants
3. Rates only change if a significantly different type of business moves in or out

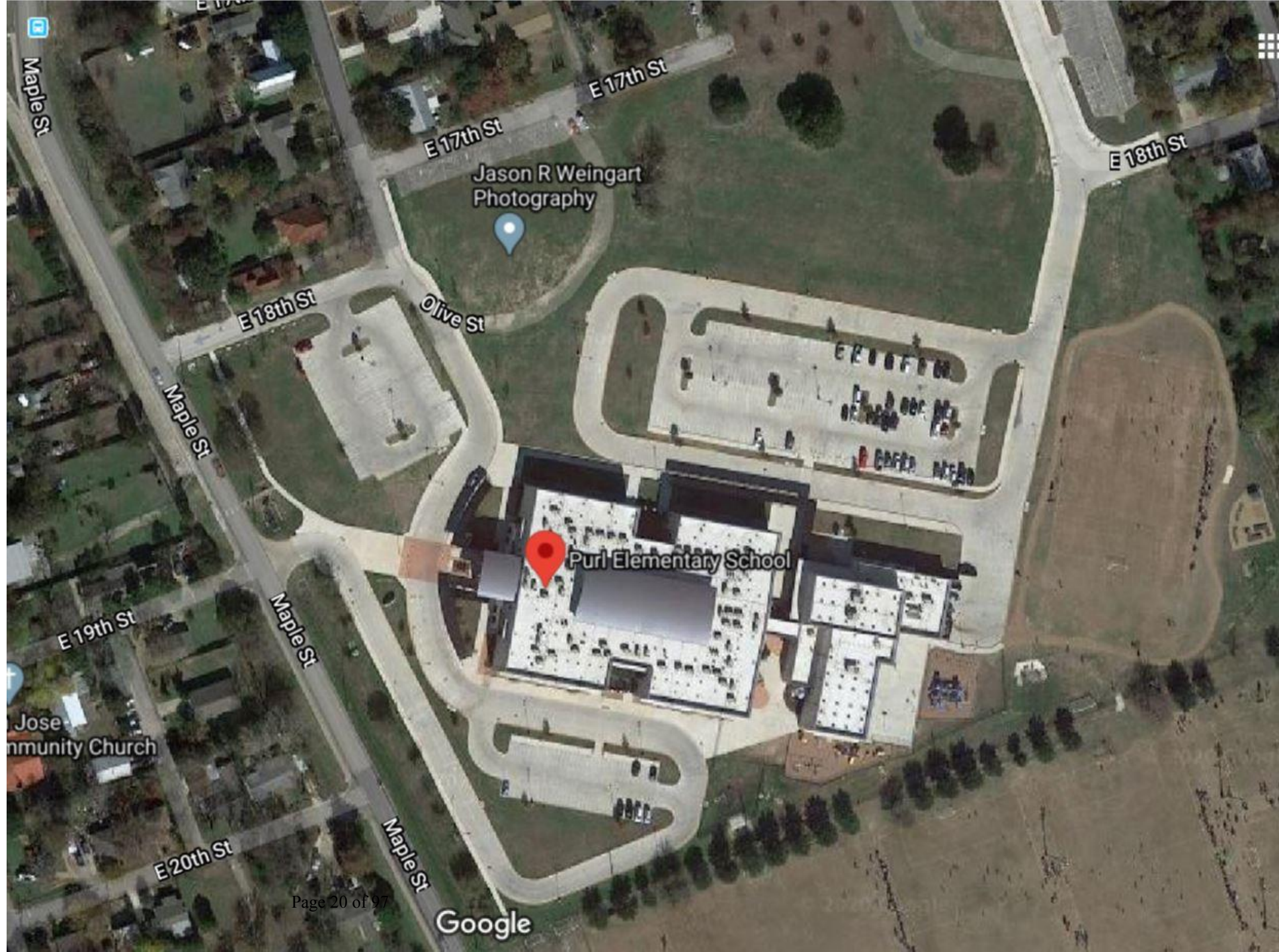
# Cost of Service Consideration and Guidance

- Request guidance on “Cost of Service” billing process.
- Request guidance on Solid Waste Ordinance update.

Next Steps based on feedback:

- Spring/Summer 2020: Public Engagement
- Summer/Fall 2020: Implementation

# Questions?





City of Georgetown, Texas  
City Council Workshop  
February 25, 2020

**SUBJECT:**

Presentation and discussion regarding creating a video production studio in the second floor of the Georgetown Art Center -- Aly Van Dyke, Communications and Public Engagement Director; and Eric Lashley, Georgetown Public Library Director

**ITEM SUMMARY:**

The City of Georgetown needs additional, larger video production space. The existing studio is a small conference room in the Council and Court building shared with our award-winning Teen Court program. With the growth of the City and increased need for video production space, sharing the room has contributed to challenges for both programs.

The Georgetown Art Center, 816 S. Main, has significantly more space on its second floor. The City proposes using funding from the 1% Public, Education, Government fee, which cable subscribers pay in accordance with State law, to make renovations to the second floor of the Art Center to add an additional video studio for City productions. The creation of a second video studio will provide the additional space needed for our communications team and will benefit Teen Court and our partnership with the Georgetown Art Center.

**FINANCIAL IMPACT:**

Fewer than \$50,000, from PEG fees

**SUBMITTED BY:**

Aly Van Dyke

**ATTACHMENTS:**

Video Studio Presentation

# Georgetown Video Studio

Council Workshop  
Feb. 25, 2020

# Agenda



PEG funds



Current challenges



Proposed solution



Project timeline

# PEG Fund Overview

- What are they?
- How can we spend the fund?
- How much funding do we have?
- What have we purchased before with this fund?





# Past PEG Fund Projects

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- Council Chambers
- Cameras
- Tripod
- Lights
- Video effects
- Slider
- GoPro
- Computers





- Space
- Teen Court
- Video Demands
- Current space

# Current Challenges





# Proposed solution

- Art Studio Space
- Scope details
- Uses & Partnerships
- Budget
- Current space







# Project Timeline

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- Feedback tonight
- RFP completed end of March
- Select contractor end of April
- Construction complete end of Summer





# Discussion/Direction



QUESTIONS?



ADDITIONAL DETAIL?

City of Georgetown, Texas  
City Council Workshop  
February 25, 2020

**SUBJECT:**

Presentation and discussion regarding the Electric Line Extension Policy -- Daniel Bethapudi, General Manager of the Electric Utility

**ITEM SUMMARY:**

As a part of the electric utility restructuring, all cost recovery models are being evaluated and updated as needed. The Electric Line Extension Policy has been evaluated and identified for revision.

With a growing utility it is vital to have effective, streamlined processes in place to properly plan for and address the challenges of system growth.

Past policy did not collect all costs prior to construction. The City often spent significant time and resources ahead of construction. This sometimes made it difficult for the City to recoup these costs once construction began. The updated policy evaluates each job and collects all fees and infrastructure costs ahead of construction. The revised process works well for both the City and developers as both are aware of the process and costs.

The new electric line extension policy allows for a streamlined process by which growth pays for growth as it happens.

**FINANCIAL IMPACT:**

NONE

**SUBMITTED BY:**

Daniel Bethapudi - General Manager, Electric Utility

**ATTACHMENTS:**

Georgetown Electric Capital Funding White Paper  
Line Extension Policy Presentation

## Memorandum

**To:** Daniel N Bethapudi, General Manager – Electric; City of Georgetown, Texas  
**From:** Scott Burnham, Grant Rabon  
**Date:** February 17, 2020  
**Re:** Balanced Capital Funding for the Electric Utility

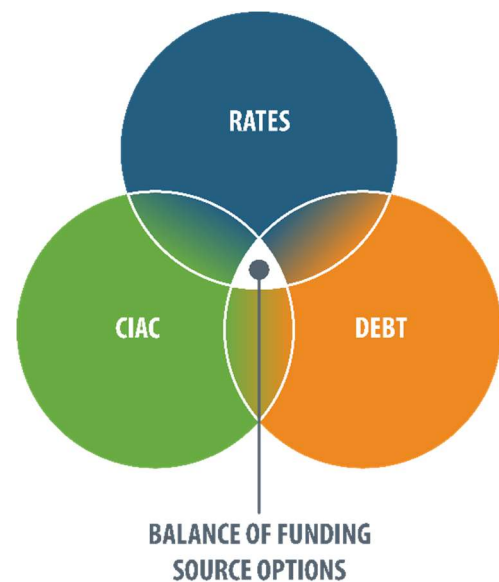
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A well-managed municipal electric utility should have defined policies for its retail rate strategy, contributions in aid of construction (CIAC or collectively referred to as Line Extension Fees), and debt that are complementary, balanced, and in alignment with the overall goals and objectives of the city it serves. These policies need to be interrelated since capital projects must be funded from some combination of revenue from each of these funding sources. To the extent one of these three funding sources is underutilized, undue pressure is placed on the other funding sources. This can lead to suboptimal outcomes, such as equity issues between existing and future customers. The purpose of this document is to describe each of these three funding sources as they apply the City of Georgetown (City) and the Georgetown Electric Utility.

### CIAC

A properly developed set of line extension policies will ensure new customers of the utility contribute sufficiently and appropriately to the cost of expanding the utility's facilities, thereby avoiding the need to subsidize this cost from existing customers. The cost of expanding the electric utility's facilities may include costs beyond just the cost of the service drop and meter. This may include upstream impacts, including resized distribution extensions or facilities, additional transmission capacity, and additional generation, as necessary. Whether all or a portion of the cost impacts are recovered from new customers through Line Extension Fees is a policy decision and should be balanced with projected new revenues.

For example, the City could decide to subsidize the cost of extending facilities to serve new customers for economic development reasons. However, whatever portion of these costs is not recovered through Line Extension Fees must be funded through some combination of debt and rates (or existing cash reserves), either of which implies that some portion of the costs will be paid by existing customers. Such a decision has equity implications. For example, how much should existing customers pay to defray the cost of connecting new customers? Many communities opt to recover as much of the cost of expanding the



# Memorandum

February 17, 2020

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utility's facilities to new customers through Line Extension Fees as is practical, minimizing the subsidy from existing rate payers.

## Debt Issues

The capital structure of a municipal electric utility may vary significantly depending upon the philosophy, asset mix, and breadth of business ventures. Municipal electric utility debt is most often associated with the issuance of revenue bonds, which are pledged against the revenues of a utility or enterprise fund. The City should establish policies that support an optimal mix of new debt and cash funding for its capital projects.

The City's financial policies should consider the following objectives:

- Ongoing routine preventive maintenance and basic renewals and replacements should be funded on a pay-as-you-go (i.e., cash) basis,
- Capital projects should be financed through a combination of cash and debt with a ratio between 35% and 60% debt to capitalization being desirable,
- The term of debt generally should not exceed the useful life of the asset, and
- The City's financial projections should adhere to existing and future debt covenants.

If the Electric Utility opts to cash fund an excessive portion of its capital projects, it can contribute to misalignment of cost recovery and cost causation between rate classes over time (otherwise known as intergenerational inequity). This is because prior and current customers of the utility will pay (through retained earnings) for an asset that may have a useful life of 30 years (or more). The future customers that are receiving the beneficial use of the asset should be paying toward the cost of such an asset. The issuance of debt and resulting annual debt service is the most logical means to facilitate this recovery from all customers who benefit from the operation of such a long-lived asset.

Credit rating agencies guidelines may also assist the City in determining appropriate levels of debt funding, as determined by its desired credit rating. For example, a 2014 Fitch Ratings report on public power indicated the median "A+" rated retail utility had an implied 40% debt to capitalization ratio. However, this may be greatly influenced by the mix of assets owned by the utility; those with significant generation assets will have greater degree of equity. This type of benchmarking could inform the City's policies on the future issuance of debt. Regardless of the basis, the City should set a target or range of debt financing that is optimal for its objectives.

## Rate Strategy

The Electric Utility's rate strategy should complement the policies on CIAC and debt funding. Rate revenue is generally the largest source of revenue to a utility. Rate levels should be established that fully fund ongoing routine preventative maintenance, basic renewals and replacements, and the remaining portion of capital projects that is not funded through debt. Rate design should also address a number of other objectives as well, such as sufficient fixed cost recovery to ensure the financial stability of the utility, equitable recovery of costs from properly developed customer classes, and overall alignment of pricing signals with desired customers usage behavior (e.g., conservation).

# Memorandum

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Fixed costs generally compose the majority of costs for an electric utility. Ideally, rates would recover fixed costs through fixed rates (such as customer and demand charges). However, it is most common to recover some portion of electric fixed costs through variable rates (e.g., energy charges). This is especially true for customers that are not billed a demand charge (e.g., residential customers). However, this misalignment between cost causation and cost recovery results in the need to carefully design rates to ensure the financial stability of the utility under conditions of low energy use (e.g., increased net metering usage).

## Conclusion

The City should establish policies for its Electric Utility to balance the three primary capital funding options to best achieve the objectives of the community. The policies on CIAC should sufficiently minimize the subsidy from existing customers to fund infrastructure to support customer growth. The policies on the issuance of debt should reflect the City's financial objectives and its position on intergenerational equity. The policies on rates should, among other objectives, fully fund ongoing routine preventative maintenance, basic renewals and replacements, and the remaining portion of capital projects that is not funded through debt. Through an optimal combination of these three primary revenue sources available to the Electric Utilities, the City can help ensure a fair and equitable balance for operational and long-term investment needs.

# Electric Line Extension Policy Updates

Scott Burnham - NewGen Strategies

Rex Woods P.E. - McCord Engineering

Mike Westbrook - City of Georgetown

Leticia Zavala - City of Georgetown

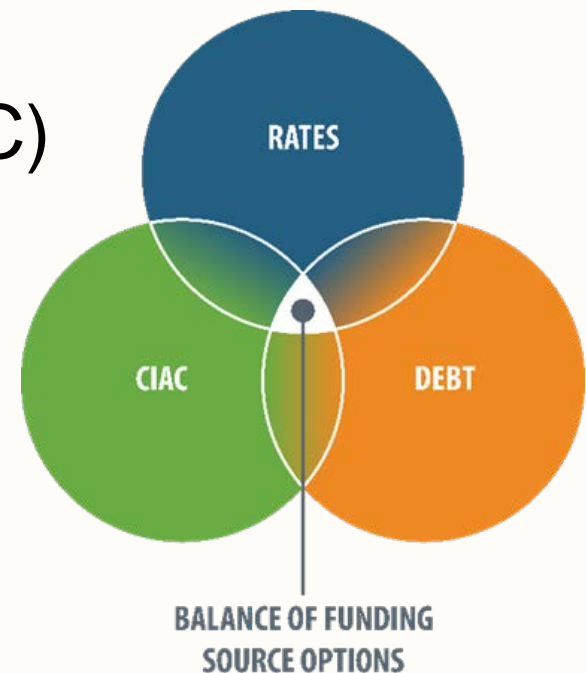
Daniel N Bethapudi - City of Georgetown



- Line Extension Policy & Rates - Financial
- History of Line Extension Policy @ City of Georgetown
- Reason for the proposed Line Extension Policy changes
- Objectives of the proposed Line Extension Policy changes
- Recommended Line Extension Policy Changes
- Other changes
- Next Steps

# Line Extension Policy & Rates

- Three primary funding source options
  - Rate revenue
  - Debt issues
  - Line Extension Fees (CIAC)
- Complementary
- Balanced
- Aligned with City policy



# Line Extension Policy & Rates

- **Line Extension**
  - Growth pays for growth.
  - Lack of certainty that growth pays for growth adds to rate pressure.
- **Debt Issue**
  - Leverage debt reduces rate pressure.
  - Increases equity in cost recovery.
- **Rate Revenue**
  - Ongoing routine maintenance.
  - Renewals and replacements.
  - Contribution to capital.

# History of Electric Infrastructure Additions

- **Prior to January 2019**
  - **How were the additions paid for?**
    - Total costs split between the Developer and Electric Utility
  - **Challenges**
    - Inconsistent policy
- **January 2019: Sec. 13.04.095: Contribution in Aid of Construction (CIAC) Policy enacted.**

# Reason for Proposed Changes

- As part of the electric utility restructuring, all cost recovery models are being evaluated.
- Address the confusion associated with the electric infrastructure additions:
  - Process of requesting electric infrastructure additions
  - Costs for non-standard development
  - Payment of the costs for infrastructure additions

# Reason for Proposed Changes (Contd.)

- Opportunity to evaluate the entire “life cycle” of electric infrastructure additions.
- Opportunity to identify City cost saving opportunities.
- Opportunity to simplify the City’s process of electric infrastructure planning.



# Objectives of the Proposed Changes

- Clearly identify the processes to evaluate and plan for electric infrastructure additions to meet new growth.
- Streamline the electric infrastructure planning process in order to avoid confusion about costs and design.
- Better recovery of costs associated with electric infrastructure additions.

# Objectives of the Proposed Changes (Contd.)

- Address the shortcomings of the current CIAC policy's inability to properly address different electric service requests.
  - Office Building vs Parking garage?
  - Lift stations
  - Small cell
- Allow for planning for non-standard service requests.
  - Redundant feeders
  - Special equipment and service requirements

# Objectives of the Proposed Changes (Contd.)

- All infrastructure costs required/attributionable to the service request will be paid by the requestor.
  - If not paid by the requestor the costs have to be recovered by the rate payers.
- Growth pays for growth.
- Collect the costs of electric infrastructure additions through the line extension fees upfront and leave minimal connection fees to home builder/owner.

# Objectives of the Proposed Changes (Contd.)

- Utilize improved service delivery standards based on industry best practices.
- Utilize existing technology investments that reduce costs and increase the ease of doing business with the City.
- Optimize Cash Flows.

# Recommended Line Extension Policy Changes

1. Current CIAC policy renamed Line Extension policy.
2. Electric Utility Infrastructure Evaluation Fee.
3. Use of Residential Meter Pedestals as the Service Delivery Point on the front lot line.
4. Revise Line Extension Policy and update Fees based on updated cost analysis.

# Electric Utility Infrastructure Evaluation Fee

## 2. Electric Utility Infrastructure Evaluation Fee

- Electric Utility Infrastructure Engineering Evaluation Fee: \$ 500 + engineer review fees @ \$150/hr.
- A preliminary cost estimate shall be provided based on the electric utility evaluation.
- Consistent with Evaluation Fees associated with Water/Waste Water infrastructure planning.



# Electric Utility Infrastructure Evaluation Fee (Contd.)

- The preliminary cost estimate is meant to be for informational/planning purposes only.
- Line Extension Fees (final cost estimate) is developed based on depth engineering based on the submitted plats and/or construction plans.
  - Line Extension Fees will be paid in full before the “Electric Services Availability” letter is issued.

# Electric Utility Infrastructure Evaluation Fee (Contd.)

- The Electric Utility will not order materials or schedule construction until the developer makes full payment based on the final cost estimate.
  - Some electric material could take up to 18 weeks for delivery after payment. Examples include:
    - » Three-phase pad transformers
    - » Switchgears
    - » Concrete poles

# Recommended Line Extension Policy Changes

3. Use of Residential Meter Pedestals as the Service Delivery Point on the front lot line.
  - Continued use of AMI (Advanced Metering Infrastructure) meters with remote connect capability.

# Issues with the current process

- Current Service Delivery Point is typically on the side of the house.
  - This causes significant variation in length of service.
  - Challenges in running service from the transformer to the meter on the side of the house.
    - Service installation delayed by other construction activity.

# Issues with the current process (Contd.)

- The home builder/electrician has to request temporary power (T-pole) to build the home and has to wait on City crews to power up the T-pole.
- The home builder/electrician has to request removal of temporary power.
- Temporary power poles are often found by our crews on the ground causing a safety issue.

# Issues with the current process (Contd.)

- With the current set up, City crews (2 linemen + equipment) have to make, an average of, 3-5 additional trips between transformer installation, T-pole installation, T-pole removal, and permanent power.

# Proposed Residential Meter Pedestal Benefits

- With the residential meter pedestal design, the electric utility is agnostic to the type of residential service request as the service length is standardized.
  - Lot sizes.
  - Number of lots.
- Eliminates the need for separate temporary power as the meter pedestals have GCFI enabled temporary power option.

# Proposed Residential Meter Pedestal Benefits (Contd.)

- Eliminates the need for T-pole and related safety issues.
- Consistent with local utility practices.
- Use of AMI meters and meter pedestals result in cost savings:
  - Fewer truck rolls
  - Reduces design costs
  - Simpler installation



# Proposed Residential Meter Pedestal Benefits (Contd.)

	New Costs	Cost Savings
Meter Pedestal	\$1000	\$1500*
AMI Meter	\$50 (remote connect functionality)	

\* Savings based on eliminating 3 truck rolls of a 2 lineman crew.

# Meter Pedestals





# Meter Pedestals



# Recommended Line Extension Policy Changes

## 4. Revise Line Extension Policy and update Fees

# Revise Line Extension Policy and update Fees

- At the direction of Georgetown Electric, McCord Engineering developed new residential line extension fees based on:
  - New design standards. (meter pedestal/AMI Meter)
  - Updated material and labor costs.
  - Historical job database of City of Georgetown to come up with cost per lot recommendations.

# Revise Line Extension Policy and update Fees (contd.)

- Process by which McCord Engineering developed the proposed updated fees:
  - Applied all items listed on the previous slide to the following historical projects:
    - Multifamily: Live Oak Apartments, Wolf Ranch Apartments, and Carroll at Rivery Ranch.
    - Townhome/Duplex: Brownstone at Summit West and River Bend at NW Subdivision.
    - Residential: Sun City Neighborhoods 67, 69, 70, and 71.



# Revise Line Extension Policy and update Fees (contd.)

- Consolidate the residential service request categories for residential underground services from 3 to 1:
  - Four lots or less
  - Average width up to 70 ft
  - Average width greater than 70ft.
- Cost per platted lot developed for subdivisions and other residential service requests.

# Revise Line Extension Policy and update Fees (contd.)

- Cost per unit developed for multi-family/apartments/duplex/townhomes.
- In addition to cost per lot/unit, applicable additional design requirement costs shall be estimated and collected upfront.
  - The extension and/or upgrade of three-phase electric power lines to serve new developments (commercial or residential).



# Revise Line Extension Policy and update Fees (contd.)

- The relocation and/or upgrade of any existing underground or overhead electric facilities.
- Installations that require temporary power.
- System protection devices necessitated by the developer/service request and/or required to meet the utility design guidelines and NESC.

# Revise Line Extension Policy and update Fees (contd.)

- Specialized power quality/power factor devices required by the developer/service request and/or required to meet the utility design guidelines and NESC.
- Dual feeds required by the developer/service request.
- Costs associated with serving club houses, pumping loads, pools, signage, mail kiosks etc.

# Revise Line Extension Policy and update Fees (contd.)

- Consistent with the current practices, the complete installation along with any associated cost for necessary civil infrastructure, such as, but not limited to, material and installation of conduit and transformer and pedestal pads, is not included in this fee and is an obligation of the builder/developer.

# Revise Line Extension Policy and update Fees (contd.)

- Meter Connect fees are significantly lowered for all service categories.
- The line extension fees for all other service requests including commercial developments and non-standard requests will be based on the job requirements.

# Current Vs. Proposed

Current				Proposed		
Service Type	CIAC	Connect Fees	Total	Line Extension Fee	Connect Fees	Total
Residential Subdivision – 4 Lots or Less	\$3000	\$800	\$3800	\$2600	\$200	\$2800
Residential Subdivision – more than 4 Lots – Less than 70ft (width)	\$1500	\$800	\$2300			
Residential Subdivision – more than 4 Lots – greater than 70ft (width)	\$2000	\$800	\$2800			

# Current Vs. Proposed

Current				Proposed		
Service Type	CIAC	Connect Fees	Total	Line Extension Fee	Connect Fees	Total
Residential Multi-Family Development-Apartment	\$800	\$800	\$1600	\$800	\$200	\$1000
Residential Multi-Family Development-Townhome/Duplex	\$800	\$800	\$1600	\$2400	\$200	\$2600

# Other Proposed Changes:

- **Clean up changes**
  - Low income electric discount
    - 30% discount applies to customer charge (\$24.80)
  - Nomenclature changes to rate classes
    - “Industrial” changes to “Commercial & Industrial (C&I)”
      - kW load between 500 and 2,000
    - “Large Industrial” changes to “Large Commercial & Industrial (Large C&I)”
      - kW load exceeds 2,000



# Next Steps

- Questions and Feedback
- 3/10/2020: Adopt the proposed Electric Line Extension Policy
- 4/28/20 – Council Legislative Agenda
  - 1<sup>st</sup> Reading of Electric Rate Ordinance
- 5/12/20 – Council Legislative Agenda
  - 2<sup>nd</sup> Reading of Electric Rate Ordinance

City of Georgetown, Texas  
City Council Workshop  
February 25, 2020

**SUBJECT:**

Presentation and discussion regarding the proposed Budget Calendar for the FY2021 Annual Budget and Five Year CIP --  
Paul Diaz, Budget Manager

**ITEM SUMMARY:**

Discussion and direction relating to the FY2021 budget development calendar.

**FINANCIAL IMPACT:**

none

**SUBMITTED BY:**

Paul Diaz, Budget Manager

**ATTACHMENTS:**

Presentation

# FY2021 Proposed Budget Calendar

# FY2021 Proposed Budget Calendar

- March 2 – CIP Kick Off
- March 23 – Base Budget/Request Kick Off
- April 6 – CIP Coordination Meeting
- April 17 – Base Budgets are due
- May 5 – Departmental meetings with City Manager
- May/June – CIP Review & Special Topics Presentations with Council

# FY2021 Proposed Budget Calendar

- July 21 and July 22 Budget Workshops \*SPECIAL MEETING\*
- Aug 11: Normal Meeting: City Manager's Proposed Budget; set max tax rate, & set dates for Public Hearings
- Sep 9: Normal Meeting: public hearings, 1st reading of the budget, 1st reading of the tax rate
- Sep. 22: Normal Meeting: 2nd reading of the budget, 2nd reading of the tax rate

# Questions?



City of Georgetown, Texas  
City Council Workshop  
February 25, 2020

**SUBJECT:**

Presentation, update, and discussion on the 2018 Economic Development Strategic Plan -- Michaela Dollar, Economic Development Director

**ITEM SUMMARY:**

Update on the implementation of the 2018 Economic Development Strategic Plan, adopted by council in January 2018.

**FINANCIAL IMPACT:**

N/A

**SUBMITTED BY:**

Michaela Dollar, Economic Development Director

**ATTACHMENTS:**

Presentation

2019 Annual Report





# Economic Development

STRATEGIC PLAN UPDATE

FEBRUARY 25, 2020

# Background

- Fast-paced growth residentially and commercially
- Prior studies:
  - Retail Market Study (2016)
  - Workforce Analysis (2017)
  - Target Industry Analysis (2017)
- Time for a strategic plan
- Adopted by council January 2018



# Community Involvement

- Georgetown City Council
- Georgetown Economic Development Corporation
- Georgetown Main Street Advisory Board
- Georgetown City Manager's Office
- Georgetown Department Directors
- Georgetown Economic Development Staff
- Georgetown Chamber of Commerce Board
- Georgetown Development Alliance
- Georgetown Active Retiree Focus Group



# Economic Development Department



Michaela Dollar  
Economic Development Director

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Conchita Gusman  
Business Retention Manager

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Kim McAuliffe  
Downtown Development Manager

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Jennifer Schoenrad  
Marketing Coordinator

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# Summary

## ***City Council Vision***

Georgetown: A caring community honoring our past and innovating for the future

## ***Economic Development Mission***

To purposefully support a business friendly environment where companies can and want to grow

## ***Our Strategy***

**Strategic Goal 1:** Support existing businesses and industries.

**Strategic Goal 2:** Enhance targeted recruitment of identified industries.

**Strategic Goal 3:** Diversify workforce development and recruitment initiatives.

**Strategic Goal 4:** Encourage speculative development.

**Overarching Goal:** Tell our story to a broader local audience.



# Strategic Goal 1

## Support existing businesses and industries

- ✓ Completed 83 in-person business visits with major employers, primary employers, and small businesses in Georgetown.
- ✓ Partnered with the Georgetown Chamber to create the Georgetown Healthcare Alliance and grow the Georgetown Manufacturers Alliance.
- ✓ Held four Breakfast Bites meetings with record high attendance.
- ✓ Held the 3<sup>rd</sup> Annual Business Appreciation Lunch & Bowl event.
- ✓ Launched the Georgetown Works social media campaign to highlight local employers.
- ✓ Partnered with the Georgetown Chamber and Downtown Georgetown Association to host a Small Business Saturday event that included 35 small businesses in Georgetown.



# Strategic Goal 2

## Enhance targeted recruitment of identified industries

- ✓ Twelve economic development project wins, worth an estimated \$75 million in capital investment.
- ✓ Increased active project activity by over 30%.
- ✓ Utilized the Swirl, Red Poppy Festival, and Blazin' Beer Crawl for signature prospect and broker events.
- ✓ Attended the international BIO trade show with the Governor's Office and THBI.



# Strategic Goal 3

## Diversify workforce development and recruitment initiatives.

- ✓ Partnered with the Georgetown Independent School District and Georgetown Chamber of Commerce on Manufacturers Day and the high school career fair.
- ✓ Worked to connect the Georgetown Independent School District with Georgetown's major employers and local residential realtors through the Twelve@12 program.
- ✓ Partnered with Rural Area Capital Workforce Solutions and the Georgetown Chamber to host the second annual Veterans and Military Spouses job fair.
- ✓ Continued involvement in Georgetown Young Professionals and sponsored the Austin Young Chamber Lead Summit to promote Georgetown as a place to work.



# Strategic Goal 4

## Encourage speculative development.

- ✓ Approved an infrastructure incentive agreement for Sedro Crossing, the City's largest professional office development at 170,000 square feet.
- ✓ Continued working with large property owners to market property for investment and encourage development of "shovel-ready" sites.



# Over-Arching Objective

## Tell our story to a broader local audience.

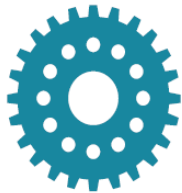
- ✓ Held the 3rd Annual Economic Development Symposium with keynote speaker Revathi Greenwood, Americas Head of Research for Cushman & Wakefield.
- ✓ Continued growing the Twelve@12 program by meeting with major employers, commercial developers, downtown property owners, and residential realtors.
- ✓ Participated in Opportunity Austin recruitment trips and WilCo EDP trade shows including SIOR, ICSC, and BIOMEDevice.
- ✓ Updated marketing materials including the community profile, aerial map, and retail recruitment documents.
- ✓ Worked to maintain the “Small Town Charm” identified in the 2030 Comp Plan by awarding \$70,000 in Façade & Sign Grant funds from the Main Street Program and raised over \$69,000 through annual fundraising efforts.



# New in 2020

- Small Business Resource program in partnership with the Georgetown Chamber
- Semi-annual industry tours with economic development stakeholders
- Direct recruitment campaigns for targeted industries
- Creation of an executive relocation portal
- Georgetown Manufacturers Workforce Grant initiative
- Launch all new website content
- Development of a quarterly economic development newsletter
- Host the WilCo EDP inaugural site selector tour.

# 2019 Top Projects by Target Industry



## TEXAS SPEED

Advanced Manufacturer  
& Speculative Development

100 Jobs

200,000 Square Feet

\$11,500,000 Investment



## WBW

Professional Services  
Engineering HQ

40 Jobs

20,000 Square Feet

\$3,000,000 Investment



## SEDRO CROSSING

Professional Office  
Speculative Development

170,000 Square Feet

\$9,000,000 Investment



## COSTCO

Retail Development

235 Jobs

150,000 Square Feet

\$24,000,000 Investment



# Business Retention Program



# Downtown Development

## 10 NEW BUSINESSES





# Downtown Development



\$11.5M

In Downtown Reinvestment

\$70K

Awarded for Façade & Sign Grants

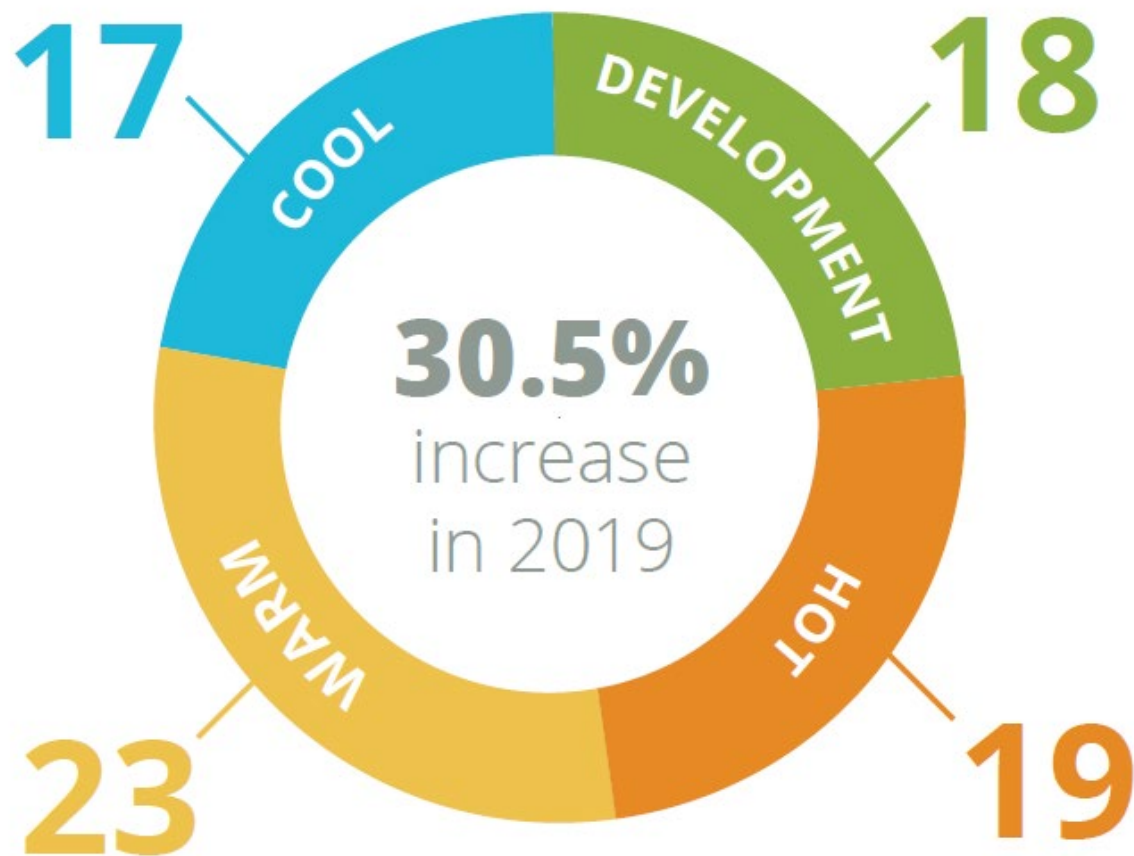
10th

Annual Georgetown Swirl had 550 attendees

500+

Attendees at the inaugural Blazin' Beer Crawl

# Active Projects







# Economic Development

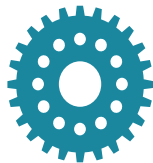
STRATEGIC PLAN UPDATE

FEBRUARY 25, 2020

# ECONOMIC DEVELOPMENT 2019 ANNUAL REPORT

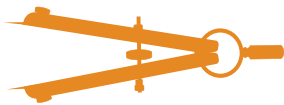


## TOP PROJECTS IN EACH TARGET INDUSTRY



### TEXAS SPEED

Advanced Manufacturer  
& Speculative Development  
100 Jobs  
200,000 Square Feet  
\$11,500,000 Investment



### WBW

Professional Services  
Engineering HQ  
40 Jobs  
20,000 Square Feet  
\$3,000,000 Investment



### SEDRO CROSSING

Professional Office  
Speculative Development  
170,000 Square Feet  
\$9,000,000 Investment



### COSTCO

Retail Development  
235 Jobs  
150,000 Square Feet  
\$24,000,000 Investment

## BUSINESS RETENTION PROGRAM

**83** **209**  
VISITS TOUCHES

**36**

ASSISTANCE REQUESTS

## DOWNTOWN DEVELOPMENT

**\$11.5M** **\$70K**

In Downtown  
Reinvestment

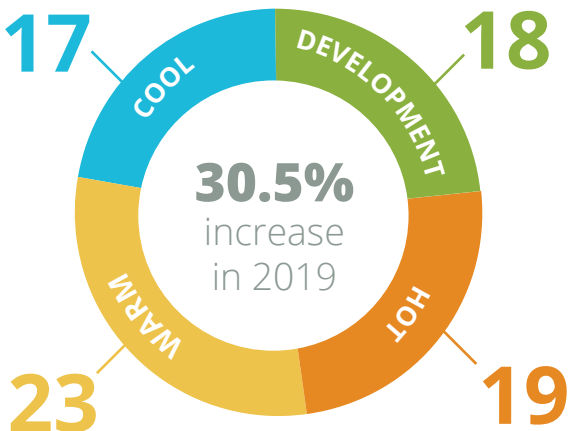
Awarded for  
Façade & Sign  
Grants

**500+** **10th**

Attendees  
at the inaugural  
Blazin' Beer Crawl

Annual  
Georgetown  
Swirl had 550  
attendees

## ACTIVE PROJECTS



## 10 NEW BUSINESSES



# STRATEGIC PLAN HIGHLIGHTS

## **Strategic Goal 1** | Support existing businesses and industries.

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- Increased active project activity by over 30%.
- Utilized the Swirl, Red Poppy Festival, and Blazin' Beer Crawl for signature prospect and broker events.

## **Strategic Goal 3** | Diversify workforce development and recruitment initiatives.

- Partnered with the Georgetown Independent School District and Georgetown Chamber of Commerce on Manufacturers Day and the high school career fair.
- Worked to connect the Georgetown Independent School District with Georgetown's major employers and local residential realtors through the Twelve@12 program.
- Partnered with Rural Area Capital Workforce Solutions and the Georgetown Chamber to host the second annual Veterans and Military Spouses job fair.

## **Strategic Goal 4** | Encourage speculative development.

- Approved an infrastructure incentive agreement for Sedro Crossing, the City's largest professional office development at 170,000 square feet.
- Continued working with large property owners to market property for investment and encourage development of "shovel-ready" sites.

## **Overarching Goal** | Tell our story to a broader local audience.

- Held the 3rd Annual Economic Development Symposium with keynote speaker Revathi Greenwood, Americas Head of Research for Cushman & Wakefield
- Continued growing the Twelve@12 program by meeting with major employers, commercial developers, downtown property owners, and residential realtors.
- Participated in Opportunity Austin recruitment trips and WilCo EDP trade shows including SIOR, ICSC, and BIOMEDevice.
- Updated marketing materials including the aerial map and retail recruitment documents.
- Worked to maintain the "Small Town Charm" identified in the 2030 Comp Plan by awarding \$70,000 in Façade & Sign Grant funds from the Main Street Program and raised over \$69,000 through annual fundraising efforts.