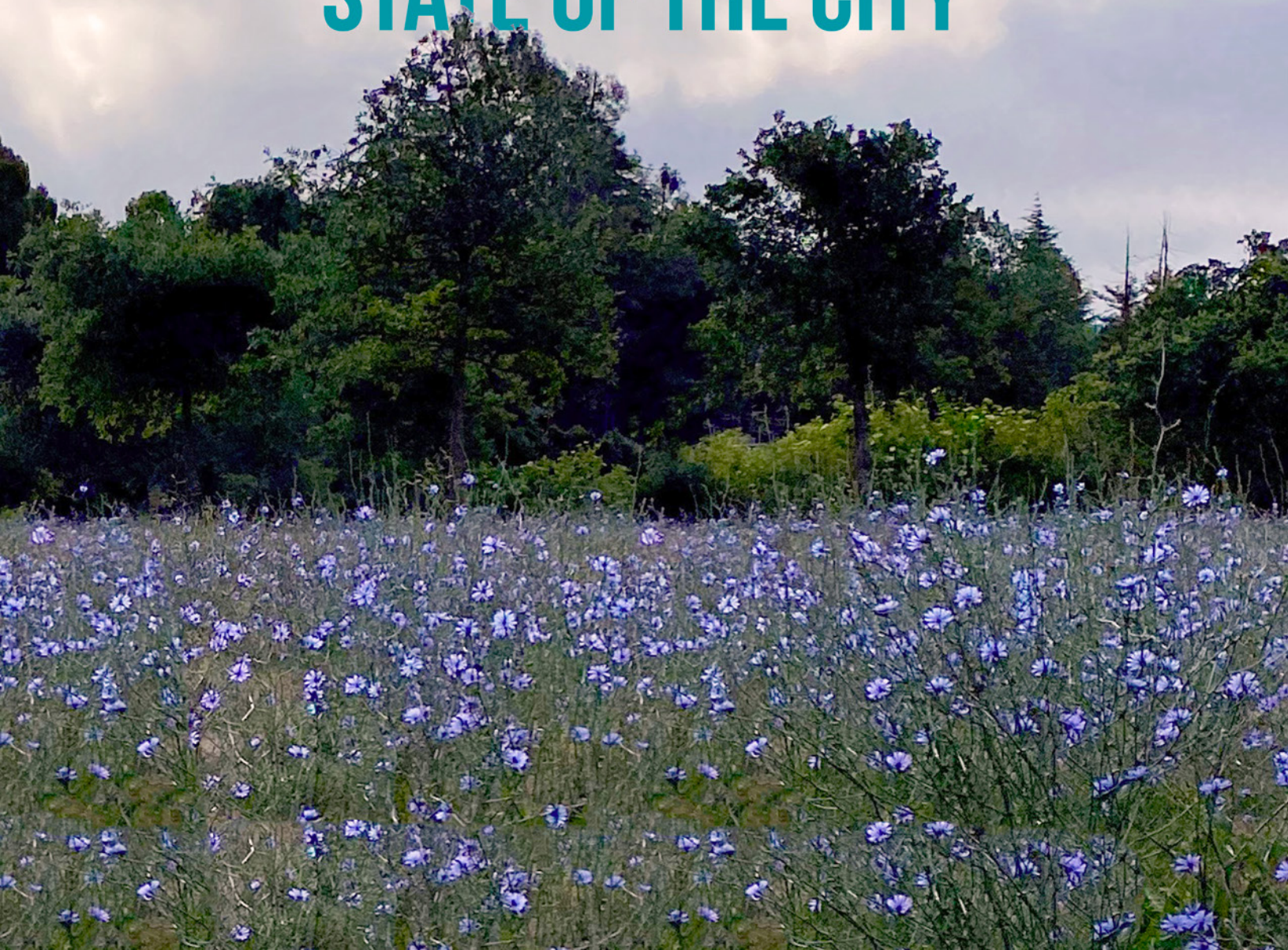




2020

STATE OF THE CITY



LETTER FROM

THE CITY MANAGER

Mere weeks into 2020, our lives as we knew them changed. Uncertainty and fear filled the nation as the novel coronavirus started to spread and soon, our entire lives were upended. We experienced illness and loss among our families and community, and faced heartbreak and uncertainty. The City of Napa's priorities shifted as a full year of disruptions and challenges forced the City, business owners and residents to adapt our lifestyles, reinvent our routines and update our processes to persevere through a global pandemic.

Though 2020 was challenging for all of us, these extenuating circumstances also revealed the tenacity, determination and resilience of our Napa community. I am incredibly grateful to our amazing residents, nonprofits and businesses who have supported each other, led each day with compassion and dedicated themselves to complying with safety guidelines. It is because of this dedication that many Napers have been able to, in recent months, reopen their businesses, enjoy their City parks and spend time with loved ones as we move toward recovery.

I am also appreciative of the innovative and flexible city staff who have continued to deliver essential services despite the myriad of uncertainties facing us. They had to do more with less, remaining steady in their work, even while everything around them changed, and shifted seamlessly to an adapted work environment to keep our City afloat.

Even with our staff stretched thin, Napa was able to launch online bill pay and embark on other technology improvements to benefit customers and ease these processes for residents, hold COVID-compliant events (virtual and in-person), complete necessary infrastructure improvements, fight for sustainable policies, spur new business developments, rehabilitate sidewalks and streets and plan for a functional and equitable future.

It's safe to say 2020 did not go as planned. But we did not let that stop the work we are doing. We still have much to celebrate in Napa as we look toward recovery, post-pandemic life and everything that 2021 will bring.

STEVE POTTER

City Manager



Photo courtesy of Rosalba Ramirez

LETTER FROM

THE MAYOR

As a newly-elected mayor, I am happy to be sharing with you some of the incredible work the City of Napa was able to accomplish in 2020, despite a record-breaking wildfire season and the ongoing battle against COVID-19. The Napa City Council has continued to address the varying and immediate needs of Napa residents and businesses over the last year as we all tried to find our way forward. The Council and City staff remained dedicated to implementing a range of programs that would help the City move forward and set the foundation for an efficient and speedy recovery, when that time came.

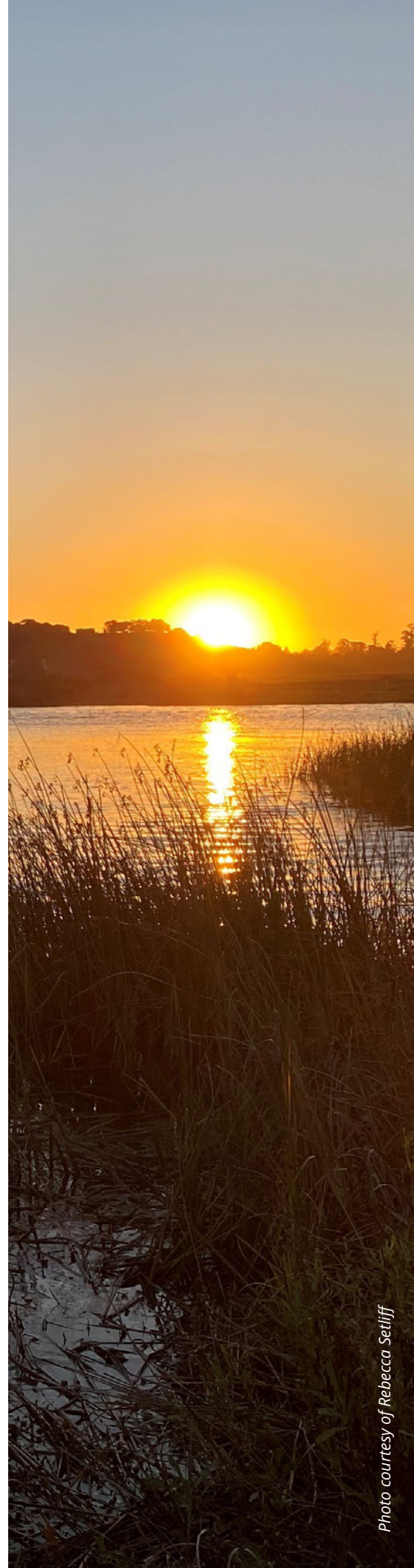
Though much of the City's efforts have worked to support our residents and meet their needs during the pandemic, we have also not stopped pursuing growth and progress. Our staff pivoted to help support local businesses by introducing Napa Al Fresco, establishing parklets and closing streets. Napa has also prioritized conservation efforts through our state-of-the-art composting system and waste disposal reduction policies as we work to make Napa a Zero Waste City. These efforts continue to make Napa a great place to live, work and play

In November, longtime mayor and public servant Jill Techel retired and we welcomed Beth Painter and Bernie Narvaez to the City Council. Together, we have already discussed our priorities and identified a number of actionable projects we will be implementing in the coming year. It is our hope that these action items will provide City staff with a comprehensive workplan that will position Napa as a healthy, efficient and inclusive city for years to come.

Brighter things are in Napa's future and we are eagerly waiting to embrace them.

SCOTT SEDGLEY

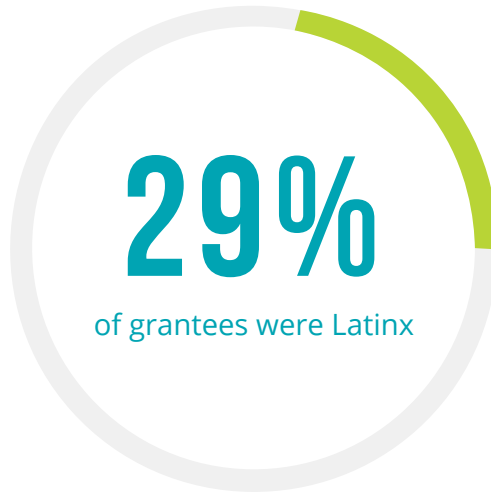
Mayor of Napa



COMING TOGETHER

SURVIVING TOGETHER: GRANTS, ASSISTANCE AND ECONOMIC DEVELOPMENT

The City of Napa's **Small Business Mini-Grant Program** provided \$102,500 in total funding to 21 small businesses within the City who were affected by the pandemic. Each business received a grant ranging in amount from \$2,500 to \$5,100. Of the grant recipients:



"Oh my gosh! I was just sitting here at my desk deciding which bills to put off for another week. Please, please extend my gratitude to all those involved! It may seem a little silly, but as I write this there are tears in my eyes. Please accept my appreciation and gratitude for this help. Thank you so much."

- Erin Escalera, Red Rock Café and Backdoor BBQ

DINING TOGETHER: NAPA AL FRESCO

To help ease the burden our restaurants were facing due to COVID-19 and make more room for outdoor dining, the Economic Development team worked quickly to launch Napa Al Fresco, a program that allows businesses to utilize City-owned public spaces and private spaces for outdoor dining. The Outdoor Business Expansion Permit Program, Shared Spaces Permit Program and Parklet Permit Program helped expedite the City's permit process so businesses could quickly and safely transform these public spaces and begin serving patrons again. In all:

More than **50** permits were issued to local businesses to operate outdoors

18 of those permits helped facilitate permits to parklets

SHELTERING TOGETHER: HOUSING OUR COMMUNITY



Total Funding from the City

\$1.2 million in deferred loans to help 10 low-income first-time homebuyers purchase homes in Napa

32 households will receive rental assistance for up to one year (expected total amount of assistance is **more than \$400,000**)

\$120,000 to complete two ADUs through the City's Junior Unit Initiative Program

\$2.2 million to fund the Heritage House/Valle Verde, which will provide **88 affordable rental units** including permanent supportive housing for homeless individuals



CDBG Accomplishments

19 low income homeowners were provided a total of \$335,000 in deferred loans and/or emergency grants to repair through homes through the City's Housing Rehabilitation Program

The CDBG allocated more than **\$1,000,000 in CDBG CARES** funding to help low-income Napa residents impacted by the pandemic, including:

More than **\$330,000 for emergency rental assistance** programs

More than **\$335,000 for microgrant program** to assist low-income small business owners

More than **\$381,000 to local nonprofits** for emergency food and shelter assistance programs

\$150,000 for childcare assistance

\$50,000 for Fair Housing Napa Valley to respond to pandemic related landlord/tenant issues

Allocated more than \$590,000 in CDBG funding to fund housing rehab/emergency grant program, an affordable rental complex re-roofing project

LEARNING TOGETHER: TAKING ON RACISM

Napa committed to creating and facilitating a safe, equitable and inclusive City for all who live, work and play here. In September 2020, the Napa City Council adopted a resolution that declared discrimination and systemic racism as a public health crisis.

The City also implemented a Diversity, Equity & Inclusion Training Program for employees that covers topics such as implicit bias, cultural awareness, racial justice and equality, LGBTQ+ and equality as well as age and ability. While more topics may be added in the future, the City hopes this training will better equip staff and increase awareness of challenges for all residents.



CARES ACT Funding

\$350,000

in **CARES ACT** funding was provided to the Napa Valley Community Foundation

450

low-income Napa households helped

Up to \$1,500

per month provided in assistance

1,494

individuals received assistance

ADAPTING, ADJUSTING AND ACCLIMATING DURING A PANDEMIC

Stay-at-Home Orders. Masks. 'Closed' signs. Quarantine. Prior to the pandemic, no one could have truly foreseen the unimaginably difficult year that 2020 would become. Local governments, including Napa, scrambled to put emergency plans in place, move their workforces online and address the hardships falling upon our local communities.

Though Napa suffered a massive financial hit, on top of devastating wildfires in the fall, the City remained dedicated to maintaining a high standard of service while working to support our residents, local businesses and community partners.

Across City departments, staff and volunteers have stepped up to support and care for one another. The community's perseverance and strength has guided us through this crisis unlike any we've seen in recent history. We are confident in the framework in place that will guide us as we look toward recovery, together.

(AWE)SOME CITY STAFF

As workplaces across the country sent their staff to work from home indefinitely, the City of Napa knew we had to facilitate a seamless transition to virtual or **adapted work environments (AWE)**. The City needed to continue delivering essential services to keep Napa running. The Information Technology (IT) Department immediately jumped into action to transition our entire staff and infrastructure to a long-term virtual work environment to avoid an interruption to City business. Then, IT made a multitude of technological upgrades to online security and project tracking software to protect City information and data as we moved online. The City was able to provide our staff with the resources they needed to work from home largely due to the CARES Act funding the City received. Our entire staff adapted their work routines and surroundings, as well:

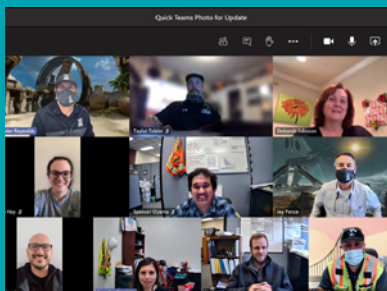
THE FIRE DEPARTMENT

hosted their first ever Virtual Fire & Life Safety Day through lighthearted yet informational YouTube videos.



PUBLIC WORKS

began hosting bi-weekly, all hands virtual meetings to stay connected and remain informed from afar.



THE SOLID WASTE & RECYCLING DIVISION

organized digital workshops to continue educating residents on the benefits of recycling and composting.



THE WATER DIVISION

used Google Earth and video meetings to keep conducting irrigation audits to improve water-use efficiency.



THE SHOW MUST GO ON: DISTANCED EVENTS IN 2020



Clockwise from left: City of Napa Truck Parade; Halloween House Decorating Contest; Drive-thru Halloween Trick-or-treat

PARKS & REHABILITATION

During the pandemic, Parks and Recreation staff went above and beyond to help the community by:

- Giving out **more than 500** hearing aid-friendly masks to seniors
- Giving food to **more than 260 people** during four food give-away events
- Helping distribute **3,500 meals to 500 seniors** each week through the Community Action Napa Valley Meals on Wheels program
- Performing wellness calls to **more than 1,100 seniors** who visited in the Senior Center
- Conducting regular check-in calls to **50-100 seniors** each week for 10

REVENUE REALITIES

Thanks to early forecasts from our **Finance Department**, the City was able to plan for the significant loss of revenue we experienced in 2020. Napa froze vacant positions and made some shifts in our department organization to limit cuts to programs and services that were necessary to and beloved by residents. Staff worked incredibly hard to reduce expenses across all departments—while stretching themselves thin to accomplish more with less.

We also enlisted the expertise of Sonoma State University professor Dr. Robert Eyler to present the Council with monthly economic impact reports to better inform key financial decisions. These reports, along with data from Visit Napa Valley and the Finance Department's projections, gave the City an accurate financial picture to inform Council decisions and plans for recovery.

RECOVERY IN MOTION

The City of Napa quickly assembled a **Recovery Team**, an inter-departmental group, to facilitate new ideas, amplify information and advance existing efforts to support response and recovery from the pandemic. Within a few months of its creation, the Recovery Team developed 10 initiatives that tackle budget and cost recovery, workforce infrastructure, workforce support and organizational efficiencies. The Recovery Team is also working with the City Council to implement:

- efficiency and customer service goal development
- improved **online form services** for local businesses;
- and a streamlined development review process to better serve customers and reduce costs.

FOOTING THE BILL: CITY FINANCES

In March 2020, the Finance Department recognized the significant impact that COVID-19 would have on our City resources and City revenues. The City, under the leadership of our knowledgeable and trusted finance staff, immediately began working diligently to adjust our budget to fit into our new reality while having as little impact on staff and residents as possible.

PENNY PINCHING

With a more than \$20.7 million reduction in City sales and transient occupancy tax revenues, Napa had to make \$12.7 million in budget cuts across all departments, leave dozens of staff positions vacant and reallocate funds to continue City operations uninterrupted and maintain the same level of service. The City also transferred \$4.6 million from the Capital Improvement Program (CIP) Fund by suspending the Public Safety & City Hall Facilities Project and cancelling the Dwight Murray Plaza project.

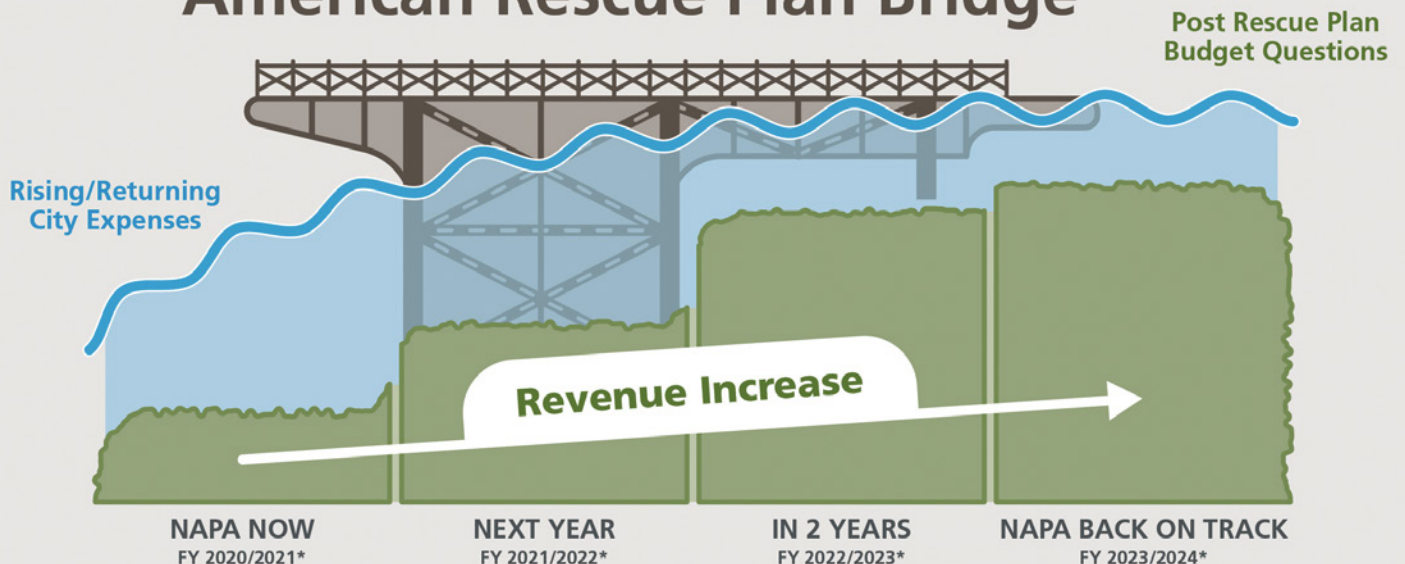
While conservative management of our finances and federal aid money has helped maintain Napa as we push through this emergency, the City does not expect to fully recover its revenues to pre-pandemic levels until Fiscal Year 2023-24.



DIME A [HALF] DOZEN

The Government Finance Officers Association of the United States and Canada (GFOA) awarded the City of Napa the **Certificate of Achievement for Excellence in Financial Reporting** for its Comprehensive Annual Financial Report for FY 2018-2019. This is the sixth consecutive year Napa has been granted this honor.

American Rescue Plan Bridge



* Projected increase of City revenue. The City continues to monitor the economic behavior and will make adjustments as more information becomes available.

KEEPING UP WITH THE COMMUNITY

KEEPING UP WITH LIFE

When the Parks & Recreation Services department realized the pandemic might force us all to stay home for an extended period, the team wanted to ensure residents had the resources they needed to enhance their quality of life from home. [Rec @ Home](#), a local online resource, launched in the Spring of 2020 so residents could continue exercising, learning new skills and enriching their lives despite the City's in-person programming and classes being cancelled.

KEEPING UP WITH WELLNESS

But providing local resources for family activities, health, wellness and learning wasn't enough. While complying with all health orders, the City was able to offer wellness, fitness and enrichment programs both at the Senior Center and to the public through Zoom or physically distanced in-person classes. Though the typical rotation of programs and classes were not feasible, Parks & Rec continued to bring wellness and health to the community throughout 2020.

The Parks & Rec staff also made thousands of friendly phone calls to seniors throughout the pandemic to connect with residents who may have felt isolated or lonely due to gathering restrictions. More recently, this effort has been utilized to ensure seniors have accurate and accessible COVID-19 vaccination information.

KEEPING UP ONLINE

To continue pushing Napa into a virtual future, Parks & Rec also launched an [e-newsletter](#) and transitioned to [Civic Rec](#), a new online class registration program. These entities replaced the outdated Recreation Guide and make it easier for residents to stay informed on new Parks & Rec offerings, browse through upcoming

Parks & Recreation's Urban Forestry Team used their expertise to support the Napa Utility Department after the Glass Fire by creating a fire break for water treatment facilities and removing fallen trees so residents could safely return home.

programs and register for classes. Civic Rec also lets residents see the availability of picnic areas and facilities online.

KEEPING UP WITH RESIDENTS

To accommodate for the influx of important information coming at us from all sides during the pandemic, the City boosted its social media presence and overall communications strategy to ensure as many residents as possible stayed informed. Through regular social media updates, residents were able to learn about the City's financial story, move to district elections, COVID-19 safety, the 2020 Census, service changes, wildfire/heat wave safety and preparedness on top of other public service reminders and City updates.

The City also distributed Letters from the City Manager, numerous press releases and weekly editions of Napa News that gave the public a transparent look into the City's overall progress as well as updates on important City or County news.



KEEPING US SAFE

As a full-service City, Napa is fortunate to have its own public safety departments dedicated to our community. Napa Fire Department and Napa Police Department weathered the storm of 2020 right along with us and continued to protect and serve on the frontlines.

NAPA POLICE DEPARTMENT

SERVING THE PEOPLE

As the onset of the pandemic caused fear and worry throughout the country, the **Napa Police Department** stepped up to the challenge. All of the NPD's officers were required to follow strict safety and health regulations all while maintaining the same level of service to our residents for the duration of the pandemic. With the help of Napa's information technology and custodial departments, officers in the NPD transitioned smoothly to wearing masks and enforcing physical distancing to continue providing in-person essential services.

As electoral plans ramped up and as communities violently protested the death of George Floyd in summer 2020, the NPD was able to work with our community leaders to identify ways to improve policing through peaceful and constructive dialog.

FINDING NAPA SPIRIT

Throughout the pandemic, the NPD was dedicated to keeping the Napa community connected and safe. During a time where it was difficult to truly connect with one another because of safety guidelines, the NPD sought out ways to serve the community and stay involved. Officers were honored to participate in **drive-through** high school graduations, back-to-school resource give-a-ways, trick-or-treat events and mobile birthday parties!

The NPD also is thankful to the local businesses that made our officers protective face covers to help extend the lives of our personal protective equipment and N-95 masks. Your thoughtfulness made it possible for our officers to continue serving Napa on the frontlines during the beginning of the pandemic.

The NPD is grateful to be part of a vibrant and resilient community and looks forward to rejoining our community as COVID-19 restrictions are lifted over the next few months.



CONTINUING SERVICE

The City of Napa was excited to launch our recruitment process for the **next Napa Police Department Police Chief** on June 1! The Napa PD's mission has always been to serve and protect the City of Napa but we want to know how YOU think we can best do that. Share with us your opinions on any challenges the City is facing or qualities you would like to see in our next police chief by taking a short survey. The City will also be hosting virtual and in-person community events in the near future where you can voice your opinions. Visit [CityofNapa.org/\[URL\]](https://CityofNapa.org/[URL]) to take the survey and see the event schedule.

In the interim, the Napa PD is thankful to Interim Chief Sylvia Moir for leading the City and continuing to serve our community as we search for a permanent police chief.

NAPA FIRE DEPARTMENT

BATTLING WILDFIRES

Napa Fire Department **Strike teams** were called to battle more than 9 massive wildfires in 2020 as the fall became the largest wildfire season in California history to date. The wildfires NFD fought include the Hog Fire, Apple Fire, Lake Fire, LNU Lightning Fire, Slater Fire, Fox Fire, Glass Fire, Creek Fire and the Pope Fire.

To prepare for the 2021 wildfire season, the Napa Fire Department has already begun its preparations by evaluating all personal protective gear, conducting classroom trainings to refresh fire behavior knowledge, conducting field refresher trainings to hone hose skills and fire shield proficiency, and organizing an off-road driving course to increase driving skills.



BATTLING EMERGENCIES

9,702

calls were fielded by the Napa Fire Department in 2020

Though the pandemic brought about new challenges for the Napa Fire Department, the team was dedicated to finding ways to continue necessary operations and adapting work environments to continue providing excellent service to the community. The Fire Prevention Division designed and implemented a **self-inspection program** so residents could remain safe and healthy from the pandemic and potential fires. They also created an **online inspection module** where all development-related inspections are now scheduled. The Department has not only kept its mission true but also demonstrated the ability to adapt and respond to the COVID pandemic while maintaining a healthy, safe and clean working environment.



Napa Fire Chief, Zach Curren

NEW LEADERSHIP

After serving for nearly 27 years in the Napa Fire Department, Fire Chief Steve Brassfield retired on Christmas Day. Chief Zach Curren officially took over as Fire Chief on December 26, 2020. Chief Curren has served in the NFD since 2006 when he started as a Firefighter/Paramedic. He rose through the ranks and has served as Captain, Battalion Chief, and Administrative Battalion Chief (where he served as our City Emergency Plan Manager). He also served as the Secretary for Napa City Firefighters Association and President of the Napa Chief Fire Officers group. Prior to becoming Chief, he was the department's Division Chief of Operations.

IN THE [PUBLIC] WORKS



IN THE ROUNDABOUT

If you've ever driven on the State Route 29 and California Boulevard roundabouts, you've driven on award-winning roads! Designed in 2013, the City of Napa completed the roundabouts and couplet flip project in 2020 in partnership with Caltrans to help relieve traffic congestion, improve safety and minimize delays at three intersections. The project also accommodates bicycle and pedestrian traffic with shared use paths, bicycle lanes and sidewalks. In October, the ASCE San Francisco Section recognized the project as the 2020 Outstanding Roadway and Highway Project of the year, which goes to a roadway project with outstanding design and construction for multi-modal transportation.



IN THE GRID

Downtown Napa might be a little more "green" after Napa completed the Electric Vehicle Charging Stations in Lot A. The Parking Division was able to secure a grant from the Bay Area Air Quality Management District (BAAQMD) to help the Public Works Department complete construction and installation. Lot A includes four stations—two dual and two single ports, for a total of six charging stalls.



IN THE DEEP END

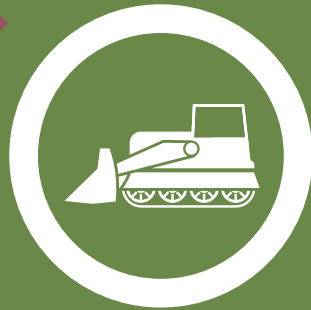
After the 2017 Atlas Fire destroyed two Napa water pump stations, the City had to operate temporary water pumps to ensure customers in the Silverado Area never experienced an interruption of service. After working through the process to procure public assistance with FEMA, the Hillcrest Pump Station and the Silverado Highlands Pump Station both were reconstructed with new pumps. They are scheduled to begin operation in Summer 2021.

In addition Public Works also completed the following projects in 2020:



CEMENTED AND PAVED

TRANCAS AND
TROWER AVES.



COMPLETED

SENIOR CENTER
REMODEL



MAINTENANCE WORK

ON 6 NAPA BRIDGES



REPAVED/ RELINED

3RD ST.
PARKING LOT

IN PROGRESS

The Public Works Department is currently working to assess the city's storm drains and their conditions to help prioritize future repairs and replacements. Additionally, Public Works is in the beginning stages of preparing a Local Roadway Safety Plan that will review Napa's street network and safety data to systematically develop projects that would improve roadway safety. Finally, Napa's Public Works crews are already working on this summer's projects:

New traffic signal and pedestrian flashing beacons @ Soscol Ave. and Old Soscol Way intersection

Closing the gap in the Vine Trail from Vallejo St. to Third St.

Replacing traffic signal at Main St. and Lincoln Ave.

Rehabilitating north end of Soscol Ave.

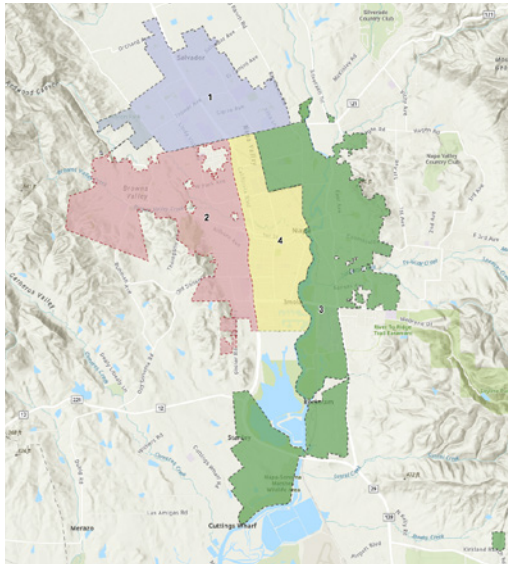
Repaving Westwood neighborhood and Trower Ave.

LOOKING AHEAD

GENERAL PLAN

The Napa 2040 General Plan Update process is well underway. After two years of work with the General Plan Advisory Committee and various community outreach efforts, the Planning Commission and the City Council are reviewing initial land use plans. The Draft General Plan will be released for public review in September 2021 and could potentially be adopted in the first quarter of 2022.

Though nothing has been approved yet, the Napa 2040 General Plan is expected to envision a more walkable, bike-friendly and business-friendly Napa. Napa is hoping to make wider sidewalks, safer bicycle corridors, shadier trees, more walkable businesses, shortened commutes and mixed residential and business developments an integral part of the City.



LOOKING AT DISTRICTS

On May 5, 2020, the City of Napa City Council adopted **an ordinance** that established district-based elections for councilmembers and approved a district boundary map and sequence of elections for councilmembers. To properly and effectively complete the districting process, the City Clerk's Department held five public hearings and organized two community workshops, offered Spanish interpretation at both public hearings and workshops as well as prioritized community outreach with a new webpage, social media, infographics, an interactive map, Communities of Interest forms and a dedicated email address -- all during the beginning of the pandemic!

LOOKING AT ELECTIONS

The 2020 election was a big deal for the entire nation, including Napa. Not only was November 3 the City of Napa's first district election but it was also the first election to take place in the middle of a pandemic in recent history. Napa's 2020 election had a total of nine candidates running for 3 open seats, which was the highest number of candidates in many years. To combat misinformation and increase voter participation, the City Clerk Department held a virtual candidate information night and increased outreach through social media messaging and a bill insert mailer.

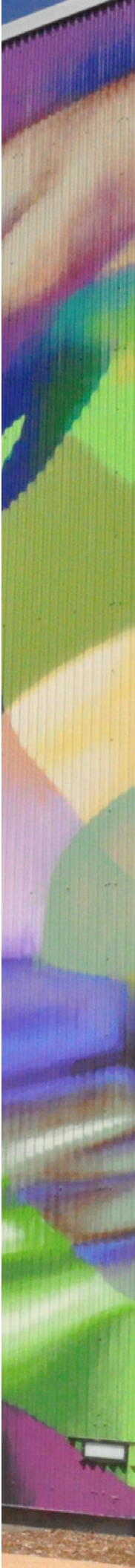
Overall, Napa County saw a record voter turnout of 86.62%, despite the looming health emergency.

Finally, the City Clerk's Office revamped the onboarding process for new elected officials by assembling a 'Newly Elected City Councilmember Handbook' to help facilitate a smooth orientation process.

LOOKING AT REDISTRICTING

Every 10 years, public agencies across the country have to redistrict and redraw district lines based on population changes following the release of Census data. Redistricting determines which neighborhoods and communities are grouped together into a district to elect councilmembers. Because history has seen public agencies redraw district lines to influence elections, favor a particular party to suppress a group's voting power (or gerrymandering), all agencies must comply with outreach requirements and all district lines must be reviewed to meet strict requirements for population equality and voting rights protections.

The City Council is looking for your input in redrawing district lines in Napa! You have the opportunity to share how you think district boundaries should be drawn to best represent your community. Learn more about redistricting and how to get involved at [CityofNapa.org/Redistricting](https://www.cityofnapa.org/redistricting).



EMPLOYEE RECOGNITION

We have some tremendously wonderful employees in the City of Napa, many of whom celebrated milestone anniversaries with the City in 2020. Congratulations to all of you!

15
YEARS

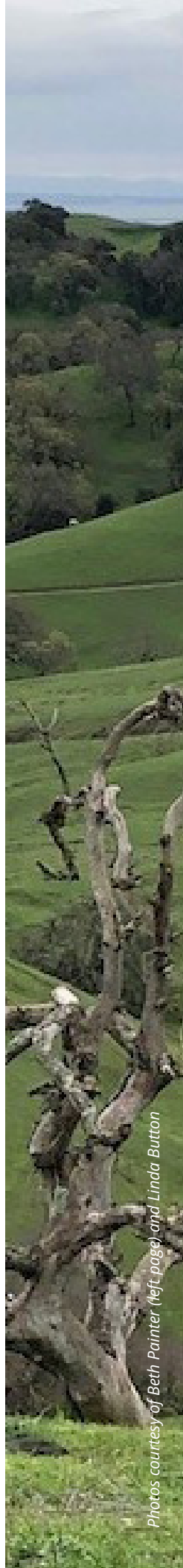
Michael Allen, *Senior Planner in Community Development*
Michael Barrett, *City Attorney*
Elizabeth Crowe, *Public Safety Dispatch Supervisor in the Napa Police Department*
Sarah Freeman, *Public Safety Dispatch Supervisor in the Napa Police Department*
Sara Gallegos, *Management Analyst II in Utilities*
David Hight, *Control Systems Administrator in Utilities*
Dan Koch, *Fire Captain in the Napa Fire Department*
Donna Lee Lawrence, *Accounting Technician in Finance*
Heath Morrison, *Police Sergeant in the Napa Police Department*
Erik Mortimore, *Fire Captain in the Napa Fire Department*
Alfonso Ortiz Jr., *Police Sergeant in the Napa Police Department*
Pete Piersig, *Police Sergeant in the Napa Police Department*
Keri Sedgley, *Police Sergeant in the Napa Police Department*
Michael Socorro, *Assistant Engineer in Public Works*

20
YEARS

Sharon Quilon, *Secretary in Utilities*
Benton Karl Crowe, *Fire Captain in the Napa Fire Department*
Dan D'Angelo, *Fire Captain in the Napa Fire Department*
Christopher Gilbert, *Fire Battalion Chief in the Napa Fire Department*
Luz Loney, *Senior Office Assistant in Parks and Recreation*
Scott Nielsen, *Information Technology Manager in Finance*
Joey Oliva, *Fire Captain in the Napa Fire Department*
David Patrick, *Engineering Assistant in Public Works*
Chuck Samson, *Water Services Worker in Utilities*

25
YEARS

Tori Henderson, *Office Assistant II in Public Works*
Tedi Loring, *Public Safety Dispatcher II in the Napa Police Department*
Brent Potter, *Police Officer in the Napa Police Department*
Mike Walund, *Police Sergeant in the Napa Police Department*



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